



be the master.
w o r k s h o p s e r i e s

**ask
yourself**

are you **tired** of
feeling like an **imposter**?

do you feel like you're
just **drifting** from one
thing to the next?

do you find yourself
wondering, "**is this it?**"

would you like to try and make
the **world** just a **little better**?

the story.

In olden times, societies protected knowledge, and trades, by having experienced Masters pass their skills and techniques on to younger apprentices. Today, we've lost much of that "natural" way of passing on information. We rely heavily on formal education, and we've all stopped thinking of ourselves as people who are "worthy" of helping others learn. It's a shame, and it's time to change that.

A key part of being a Master is having some degree of success. After all, success is what creates the room for you to offer some of your time to someone else. So for me, the ideas of being successful, of valuing your own experience, and of helping others, are all tied up together. Once you see your own success, and once you acknowledge your own worth as a teacher, you can pass your success on to others, and they'll learn to do the same, and so on, and so on.

What an amazing world that would be, right?

But what *is* success? For years, I thought it simply meant chasing a better title and a bigger salary. But when I finally sat down and actually thought about success - when I stopped just being "along for the ride" in life and started questioning what it all meant to *me* - I came up with very different answers. Then, I needed a way to make those answers come true for me.

And so I created a system to help me focus, on a daily basis, on achieving my success. A way for me to face my own shortcomings and work on them over time. A way for me to truly acknowledge the fact that I had something to offer to other people. And a way for me to reach out to them and help.

I call that system **Be the Master**, and I'd like to share it with you.

- Don Jones



what's it about?

Be the Master workshops aren't for people who want to get rich quick - money is part of the discussion, but it's not the goal. These workshops aren't about self-improvement, either - they're about *self-direction*.

Be the Master is a tested, effective program designed to take you out of the passenger seat in your life, and put you in the driver's seat. It's about deciding what's important to *you*, and aligning your life to those values.

Be the Master isn't designed to change your life. It's designed to give you the life you, and your family, want. It's not about making you "better," it's about making you *exactly what you want*. It's coaching, designed to open up your perspectives and to embrace and achieve whatever it is *you* want from life.

Be the Master starts with a simple premise: you are worthy. Given your own inherent worthiness, it then examines what success means *to you*, and provides a simple, proven methodology for you to achieve that success (a methodology in use for over a decade, with stellar results to show). And unlike "self-help" programs, **Be the Master** concludes with the premise that your own success truly comes from helping others achieve theirs.

Be the Master is about embracing your inner, lifelong "apprentice," while achieving success and helping others by becoming a true "Master."

"It's time to stop being a passenger in your life, and time to start being a driver."



achieve your success.

Nobody gets to decide what “success” means. Only you get to decide that, and **Be the Master** provides a simple, practical set of exercises to help you decide and articulate it.

Once your success is defined, you’ll also define your *self*, and you’ll engage in a thoughtful exercise for de-conflicting those things. The final result is a destination for you and your family that you’ll all take *together*, on the road to achieving your collective success.

Be the Master provides a straightforward, eminently practical system for managing that journey, called The Grind™. Using a pattern of simple monthly plans and weekly reviews, you’ll ensure that you’re actively making decisions that move you along the road to your success.

Be the Master lines you up for that success with the common-sense-yet-uncommon Nine Rules For Life™, a set of foundational values that will create the opportunity for your continued motion toward your success.

In **Be the Master**, no success is too humble or too proud; your success is simply that: *yours*. And instead of being a passenger in your life, hoping that you’re headed for that success, you’ll have a simple driver’s manual that *ensures* you’re going to make it.

“Success can be money. It can be time with your family. It can be fame. It can be all of those and it can be none of them; simply know yours.”



realize your worth.

Almost all of us have Imposter Syndrome, that internal sureness that you're the dumbest one in the room and everyone will figure it out as soon as you open your mouth. We spend a lot of time looking up to our heroes and role models, and not enough time acknowledging how much we've learned and experienced. We're always telling ourselves, "but there's so much I don't know..." but isn't that the case with everyone? Even our heroes and role models?

Be the Master workshops start with a frank analysis of what we *do* know, and forces participants to realize their own worth. To fully and humbly acknowledge how far they've come, even though they may yet have an infinite way yet to go.

Realizing your own worth, and your own actual value is the first and mandatory step in achieving your success and learning to help others.

But this isn't a warm-and-fuzzy, "we're all valuable, so let's hug" exercise. It's a measured, real-world, practical look at actual, observable achievement. It's not squashing Imposter Syndrome, it's acknowledging and embracing it.

It's the first hour of the workshop, but it's one of the most powerful moments most participants have. It's the key to stepping out of the passenger seat in your life, and moving over to the driver side.

"If you've survived to this point, then you have something to offer to others. Remember: there's a thing called a birth rate."



help others.

Be the Master is built on the basic premise that we're all "good enough" to help someone else, and that our own success comes in part from the success of those we've helped. Called Uplift Success™, this premise has served hundreds of people in their personal and professional lives.

You'll learn that we're all lifelong "apprentices," always learning new and better things. But you'll also learn to embrace the role of "Master," finding your own Apprentice Audience and helping raise them toward their own success.

Be the Master workshops even teach you how to be a better "Master," by teaching you the real-world cognitive science of how human beings learn. You'll grow beyond the toxic relationship most of us have with "education," and instead learn to embrace a world where we're all learning from one another, all the time, in a virtuous cycle.

Wouldn't you rather live in a world where you've helped just one person achieve their success, than in a world where you didn't even try?

Think about all the people who've helped you in ways large and small throughout your life and your career. Are you ready to give back?

"Measure your life not by your success, but by the successes of those you've helped."



takeaways.

Be the Master is designed to give you immediately actionable steps to realize your worth, achieve your success, and help others. This isn't something you'll eventually do; it's something you can take home and do *right now*.

- You get The Grind™, which requires just 15 minutes a month and 10 minutes a week. It lets you stop being a passenger in your life, and start making and executing decisions that drive toward your success.
- You leave the workshop with a firm definition of what *you* consider to be “success,” along with a definition of who you want to be as a person. You'll de-conflict those things and have a written understanding of what you want from life.
- You'll gain a conviction that just as you've been helped in life, you *must* and *can* help others. You'll feel empowered to seek out your Apprentice Audience and start helping other people - thereby helping yourself, and creating a true feeling of community.
- You get zero hokey self-improvement BS. Everything in **Be the Master** is practical, actionable, and achievable. If you trust the system, then it *does* work. It's been proven by hundreds.
- Your day-to-day decisions and actions will gain meaning and weight that *you* give them, putting you in the driver's seat and creating the life you'll be proud of.

“You don't have to change the world, but if you change yourself, you might be surprised at what follows.”



what's included.

Be the Master workshops are a full 7-hour experience, packaged as one of these offerings:

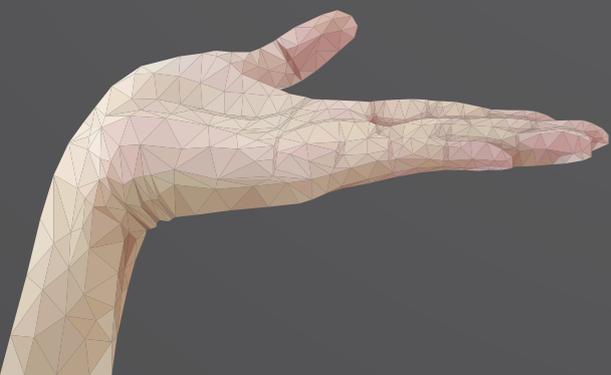
- Seven 1-hour online sessions
- Two in-person half-day sessions (private engagements only)
- One in-person full-day session

Each participant will receive:

- A copy of *Be the Master, Third Edition*
(ebook for online, physical book and ebook for in-person)
- A copy of *Be the Master: The Grind™*
(print-yourself ebook for online, physical workbook for in-person)
- One free personal review of your Define the Grind work to help you further refine and improve your definitions
- One free 30-minute personal 1-on-1 coaching session with a Be the Master-qualified coach.

All workshops feature a No-Risk Guarantee: at the conclusion of the workshop, if you don't feel it met your needs or expectations, you may request a full refund, less the cost of any included in-person meals.

“Remember:
horsehoes may not
be noble, but they
are important.”



the agenda.

Here's a quick rundown of how it all comes together:

1. Kickoff, Introduction and our Relationship with Education
Here, we acknowledge some of the toxic assumptions we've held all of our lives, and deliberately set them aside.
2. The Path to Mastery and Attitudes of Mastery
An overview of the Be the Master system, and the simple new attitudes you'll learn to adopt as you move through it.
3. Define The Grind™
The heart of the system, where we each define what success and self mean to each of us, and where we brainstorm about our Apprentice Audience.
4. Nine Rules for Life™
The key day-to-day behaviors that create success in each of us.
5. Implementing The Grind™
A detailed look at the weekly and monthly aspects of the system, and how to use them in a feasible, real-world way.
6. Seven Aspects of Mastery™
The high-level attitudes that you'll need to actively cultivate in your life, and in those you choose to surround yourself with.
7. You Can do This... for You
A final wrap-up, along with specific examples and words of advice.

“Sadly, we are all one day going to die. How much more of the intervening time do you want to spin your wheels?”



how to register.

Check out our public schedule, including links for registration. Note that all registrations are final and nonrefundable, although transfers are permitted until 10 days prior.

<https://bethemaster.com/workshops>

Don't see a date that works for you? Private workshops are available in online, half-day, and full-day formats. Send us an email at contact@bethemaster.com for more information and pricing.

“If you do nothing else, come to own your life. It's not a rental.”



thoughts from alumni.

"I had avoided career advancement because I didn't want to be a manager. I've realized that I want to be a leader, and it turns out I'm great at it. I've now got a team of people, and their success is my first concern, and it's made me realize that my own success is well within reach."

- David S.

"My family and I stopped chasing a salary and started chasing success. I'm not only reaching it, but I'm spending more time with the people I love. We're happier, and I finally feel confident we always will be."

- Josh R.

"I found my Apprentice Audience outside the workplace. It launched a nonprofit that's doing great things for other people, and now that is my workplace. I'm happier and better-off than I ever thought possible."

- Amanda H.

"I hate 'you can be a better person' seminars. This wasn't that. I love that you use the word 'workshop,' because that's what I feel it was. We got work done, and that work has my life on a far better track. I still don't know what the future holds, but I now feel I know how to make it work for me."

- Denise C.

"I'm sure people tell you all the time how life-changing this was. I can just say that it's true. My life, my family's life, it's all changed, and so much for the better. I know now why I'm getting out of bed every morning, and I can't say thank you enough."

- Robert M.

thoughts from alumni.

"I realize now that I'd never driven my own life. I'd moved from opportunity to opportunity as they came along, and I'd never thought about where it was all taking me. Now that I have, I'm able to be selective about my opportunities, and I finally feel that there's a purpose to it all and a reward at the end."

- Bonnie L.

"I've taken my Mastery into work and it's paid off amazingly well. I've moved into a position where I'm teaching others as well as accomplishing meaningful contributions to our team. And I'm making the entire environment more open to continual learning. I love it all."

- Timothy N.

"Your words about the Seven Aspects of Mastery really hit home. I've always been a kind of teacher at work, but now I'm creating safer spaces, and I realize that the greatest accomplishment for me is when my apprentices can move on and don't need me anymore."

- Joanna S.

"How common sense to just make actual decisions about what you're doing with your life, but how was I not doing this all along? Thank you for opening my eyes. My family and I are finally having the conversations we should have been having all along, and thinking about what really matters to us."

- Luis O.

"I'll keep this simple: I'm finally working to live, not living to work. Thank you for that."

- Dusean B.

All registrations must be fully paid in advance. Registration payments shall be deemed to have taken place in the country of Clark, in the state of Nevada, in the United States of America. There may be circumstances in which we need to cancel the Workshop. In such circumstances, we will provide you with a full refund of the amount of the Registration Fee that you have paid to us and we will make very effort to provide you with such refund within 60 days of the date of cancellation.

Registrations are nonrefundable, with the exception of our No-Risk Guarantee. Refund claims under the Guarantee must be made at the conclusion of the workshop; claims are not accepted afterwards. You shall be responsible for making and paying for your own travel and accommodation arrangements to and from the Workshop. If you are late at the workshop or prevented from attending the Workshop due to travel delays or any other circumstances, we shall not be obliged to provide you with a refund or to wait to start the Workshop until you arrive. Lunch and light refreshments shall be provided.

Our sole liability in relation to any cancellation, postponement or change of venue shall be limited to the price paid by you for such Workshop and we shall not be liable under any circumstances for any consequential losses. In providing this workshop, no person is acting as your attorney or providing you with legal advice. We are providing you with training, template documents and guidance.

If you act in any way which in our opinion is likely to cause any harm or nuisance to any person at the Workshop, you will be required to leave the Workshop and we shall not be liable to refund your Registration Fee or any other payment. You must comply at all times with the health and safety policy of the venue. You must comply with all requests from us or the venue with regard to health and safety and failure to do so will result in you being asked to leave the workshop (in which case no refund will be provided). You may not bring any equipment or items of a hazardous or dangerous nature to the Workshop. You shall not cause any damage to any part of the venue (including outside areas, and all inside walls, flooring, fixtures and fittings). You are solely liable for any damage caused by you, your employees, contractors, sub-contractors and agents to any such area of the venue and shall fully reimburse us in relation to any damage so caused. You must keep your personal belongings with you at all times and we accept no liability for any damage to, loss of or theft of any of your belongings or other items brought to the Workshop by you.

We may wish to photograph or film the Workshop and reserve the right to do so for the purposes of promoting future workshops or otherwise. You consent to us (or any other person attending the Workshop) photographing or filming you and any persons attending the Workshop with you. You may not photograph or video the Workshop without our prior consent.

Whilst every reasonable precaution is taken by us to ensure security and safety at the workshop, we shall not in any way be liable for any loss or damage suffered by you whatsoever in relation to the Workshop, save that nothing in these Terms shall be deemed to limit the liability of any person for death or personal injury caused by negligence. Nothing in these Terms shall limit or exclude our liability for death or personal injury caused by our negligence, any fraudulent misrepresentation or any other liability for which it is unlawful to exclude or limit liability. Our total liability for any matter arising out of the Contract shall in all circumstances be limited to the price paid by you for the Workshop and we shall not in any circumstances be liable to you for any consequential loss whatsoever.

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