

**INITIAL CONFIDENTIAL APPLICATION FOR  
"REED'S MAGNETIC MORTGAGE MARKETING COACHING PROGRAM"**

*Print out the following application and fax to: (910) 485-3524*

**Part I: Tell Us About Where You Are Now**

**Check all of the following that apply:** *(Be honest- remember, we're not concerned with what you've done in the past, but rather want to get an honest feel for where you are today so we can tailor the program to meet your needs.)*

- I regularly use at least one of the strategies I learned in the Magnetic Mortgage Marketing System.
- I have at least one reliable marketing strategy that consistently generates new business for me.
- I have written financial and business goals.
- I have written goals for other areas of my life.
- I regularly take long weekends, vacations, or other time off to "rejuvenate" myself.

**Part II: Tell Us About Your Business**

**Rate the following on a scale from 1-5, according to how much of a challenge they are for you:**

*(1=A big problem for you, 2=Medium Problem, 3=Some what of a problem, 4= Rarely, 5= Not a problem at all for you)*

\_\_\_ Raising Fees    \_\_\_ Structuring my business so it runs smoothly and I don't have to get bogged down in busy work  
\_\_\_ Increasing # of Repeat Guests    \_\_\_ Leading a BALANCED life and taking as much time off as I'd like.

Number of hours you work weekly? \_\_\_\_\_ Weeks of vacation you'll take this year? \_\_\_\_\_  
Number of hours you'd LIKE to work weekly? \_\_\_\_\_ Weeks off you'd LIKE to have each year? \_\_\_\_\_

Personal net income in the past 12 months:

- \$25,000-\$50,000     \$50,001-\$100,000     \$100,001-\$200,000     \$200,001+

How much would you like to increase your gross income in the next 12 months? \$ \_\_\_\_\_

If I continue with my business in the direction it's going I'll be financially independent in 3-5 years.  yes     no

*Answer the following questions using one of either, ( Often, Sometimes, Rarely or Never.)*

I feel guilty taking time off. \_\_\_\_\_

I'm very confident in my ability to hire and train new employees. \_\_\_\_\_

If my school's class reunion was next month, I'd feel excited about going.  Yes     No

I feel guilty about not giving enough time to my spouse, children or other relationships in my life.  Yes     No

Briefly describe why you feel you're a good candidate for this program:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Part III: Please Tell Us How To Contact You If You're Accepted Into This Elite Program:**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Position:  Owner/Partner     Net Branch Manager     Manager/Broker     Loan Officer

Age:  Under 30     0-40     40-50     Over 50

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Mailing Address (incl. city, state, zip); \_\_\_\_\_  
\_\_\_\_\_

E-mail: \_\_\_\_\_ Cell: \_\_\_\_\_

**FAX TO: (910) 485-3524 or mail to address below...**

*We will notify you within 9 days if you are qualified to move on to the next step of the application process for this program.*

Reed Hoisington, President - Reed Hoisington Publishing, Inc.

2413 Morganton Rd., Fayetteville, NC, 28303 - Phone: 910 484 4519, Fax: 910 485 3524