



From the Desk of Bets Danko

Producer of the feature film, Red Woods

Creator of the I AM Equation

Creator of the MidSummer Reset, Live and Online

Host of "Wisdom & Chocolate with Bets Danko"

Millions of entrepreneurs, executives, athletes, and every day people have hired life coaches to help them improve their lives and reach new levels of potential and performance.

The reality is that everyone who wants to succeed today, in any position, in any organization, must know how to Celebrate, Motivate, and Empower themselves if they want to succeed.

In fact, I believe that all the great results in my life have come from knowing how to motivate myself to reach higher levels of potential and Self Celebration and I am dedicated to helping others do the same. This is why I enjoy my career so much—it's an honor to help people learn to Celebrate their lives.

What I know...

- Success is within reach if you want it to be.
- When you learn to Celebrate YOU, you become more motivated to achieve your goals.
- Celebration and Motivation are the key elements to feeling Empowered to succeed in life.
- The more Empowered you feel, the more you want to Celebrate YOU!

Are you catching what I'm saying? This is how I empower you...by teaching you to Celebrate YOU and become your very own Celebration Generator!

Your goals can be within reach if you understand your value and Empower yourself to succeed. That's where the I AM Equation Mastership Program comes in. I am dedicated to helping you succeed.

Become inspired. Make a difference in your life. Start something that matters. Let's start Celebrating YOU now!

—Bets

Frequently Asked Questions

What is "The I AM Equation"?

As an extension of the MidSummer and MidWinter Resets, the I AM Equation dives deeper into the understanding of self and how that understanding leads to the Empowerment of YOU!

The original I Am Equation course is presented in 6 modules which support the I AM Equation...Celebrate • Motivate • Empower. The foundational skillsets, were designed to help you lead a more fulfilling life.

The I AM Equation Mastership Program dives even deeper with monthly support and personal goal management.

This program is designed for you...so... jump in and have a blast Celebrating, Motivating, and Empowering YOU!

How is The I AM Equation Mastership (IAEM) Program different from other programs?

IAEM is completely different. The goal, even beyond any of your goals, is to help you Celebrate YOU in every aspect of your life. There is a set of specific questions that are followed in each unique call with Bets. And each call also has a training component, which teaches you a new habit, tool, or concept that furthers your growth in that area. In short, there is a curriculum in IAEM, a true roadmap for progress, that allows you to consistently feel that each session is adding value and Celebrating YOU as you advance in life.

Why can't I just sign up - Why do I need to complete an application?

I want to work with my clients. This takes a certain amount of determination on the part of those I work with. If I am doing all the work for you, you won't gain anything from the program. Start committing yourself to your success now but completing the application process.

Can I Really Do This?

Yes! You can! Progress starts with a process, a system for exploring important issues and finding new points of growth. That's what The I AM Equation: Mastership Program is... a process which will leads you to new choices in positivity and growth. You can

always be confident that there is a next step already set for you. On days when you have little to report, you can count on us to direct you toward new habits and growth.

So if you can follow a process, and you can maintain your focus, presence and desire to grow, you can do this.

What Do I Get If I Am Accepted?

If you are accepted you get:

- 6 monthly 2 hour calls with Bets Danko (\$1500 value)
- 6 months of Monthly group training (\$1500 value)
- 12 months access to the monthly membership program, Celebrate YOU!, (\$180 value)
- Admittance to (1) MidSummer Reset, (\$170 Value)
- Access to the MidSummer and MidWinter Reset Private FB Group (Always free)
- Access to The I AM Equation (a 6 week course), (\$350 value)
- Access to The I AM Equation - The Art of Organization (a 4 week course) (\$300 Value)
- Access to The I AM Equation - The Power of Three (a 4 day course) (\$150 value)
- Access to The I AM Equation - Mastering The Transitions With Clarity (a 4 day course) (\$150 value)
- Access to Meditation and Journaling with the Becoming! Meditations, (\$150 value)
- Access to the I AM Equation Planners (\$100 value)

(a \$4550 Value)

How Do I Apply?

The application process, to be part of The I AM Equation: Mastership Program, is open to anyone in the world. Applications are due immediately. Since space is limited, the earlier you apply, the better. Once we are full, the process will be closed. To apply:

- Complete the questionnaire attached to this document.
- Record a video of yourself explaining why you want to focus on your personal development. It should be no longer than five (5) minutes. You can post the

video anywhere online you want. You can shoot it on your phone and upload it to Dropbox and send us the link; or you can post the video on YouTube; or you can post it on a private page on your blog. If you do not wish to take the time to learn how to post a video online, then this is not for you.

- Write a 1-page biography so we can get to know you. No prior experience with a life coach is necessary to take part in The I AM Equation: Mastership Program. However, if you have any unique passions, experiences, or qualifications, please let us know. And please, one page only. A two-page bio will disqualify you as it shows you are unwilling to follow instructions.
- In the same document as your biography, add another page. On that page, write out the Top 5 reasons you wish to be part of The I AM Equation: Mastership Program followed by an explanation of how much time you currently dedicate to yourself in a week.
- Email the link to your video, the completed questionnaire, and the 2-page document created from steps 3 and 4 above, to info@betsdanko.com with the following information in the subject line: "IAEM APPLICATION :{your name}." If you were referred to us, please include the first and last name of the person who referred you in your application.

If you have any questions about the training or this process, please write us at info@betsdanko.com with the subject line: "IAEM Application Question."

What Happens If I'm Accepted?

You will receive a reply or acceptance email within three weeks..

If accepted, you will need to pay your Mastership fees within 15 days of acceptance.

Once the fees have cleared, you will receive access to your courses, a questionnaire to be completed before your first call, and directions on how to schedule your first call.

How Much is The I AM Equation Mastership program?

Tuition is \$3,250 USD and can be paid in a single payment or two payments of \$1625.

What Happens If I Don't Love It?

You get a full refund. Here's how it works: Your first call will be scheduled after you pay for your participation. You are given access to your courses and planners after your first call with Bets. If after that call, before you get access to the courses, you decide

this program is not for you, you will be given a full refund no matter which payment plan you have chosen.

If you choose to pull out of the program after getting access to the materials, and you have paid \$3250 in full, you will be refunded 50% of the total price. If at this time you choose the two payment option and have only paid \$1625 at the time you pull out of the program, you will not receive a refund.

Important: If you are not ready to dive deep into your emotions, your personal goals, and/or your motivation habits.... If you are not ready to see yourself in a new light, celebrate life, and find value in your challenges... If you are not ready to find inner peace, support positive relationships, or find peaceful ways to interact at work... this program is not for you.

The I AM Equation is...

Celebrate • Motivate • Empower

***If you are not ready to Celebrate, Motivate, and Empower YOU...
this program is not for you.***

**Still have questions? Please write us at info@BetsDanko.Com
with the subject line: "IAEM Question."**