



## Small Business Mastermind Cohort Group

featuring  
**Mike Michalowicz, Author & Entrepreneur**

The Paducah Chamber is expanding its small business programming with the launch of a **Mastermind Cohort Group** to begin this summer and continue for the next six to nine months. The program is an executive education cohort program established for small business owners.

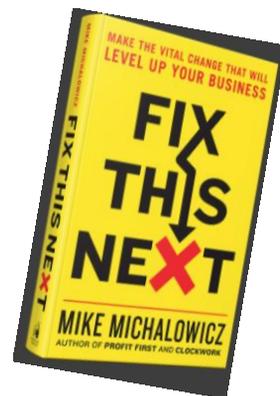
The program is open to all small business owners in Western KY and Southern IL with openings available for 25 to 30 participants.



The cohort will use internationally recognized Mike Michalowicz's book, **"Fix this Next,"** (book provided) as the basis of their study. **Mike will speak exclusively to the program participants for their opening session on June 22.** Other speakers and consultants will be utilized throughout the program. Murray State's Center for Economic and Entrepreneurial Development and WKCTC Workforce Solutions will provide the business curriculum. **Class members will also participate in his new book launch, "Get Different," and receive a copy of the new book.**

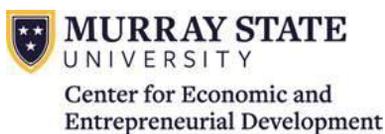
In **"Fix This Next,"** Michalowicz details the strategy businesses can use to determine what to do and in what order, to ensure healthy, fast, permanent growth (and avoid debilitating distractions). The Chamber's initiative is intended to work in coordination with existing community incubators to address current gaps and ensure businesses and entrepreneurs at all stages have the resources they need to grow.

**Participants will receive a ticket and be recognized at the Chamber's Annual Meeting and Business Celebration on September 9.**



The cost for participants is \$750. Some scholarships are available. The Chamber is offering a money back guarantee for the fee (less the cost of the books and celebration ticket).

### Presenting Sponsors



### Supporting Sponsor



**Scholarships for minority owned businesses provided by the MacKenzie Scott gift:  
"WKCTC Guarantee: Our commitment to Diversity, Equity and Inclusion"**

**Additional sponsorships are needed! Please review these materials to see how you can be involved.**



**Announcing:  
a three-engagement program with  
Mike Michalowicz, Author, Entrepreneur**

- 1 June 22:** Exclusive kick off with members of the Mastermind Cohort – this will begin their program and the use of his book “Fix This Next.”
- 2 September 9:** Virtual presentation at the Annual Meeting and Business Celebration: This program will become so real that you will think he’s standing on stage for a lighthearted and entertaining program to challenge, lift up and inspire us.
- 3 October 20:** Ticketed event to launch his new book “Get Different.”

**How to Pronounce his name → mi-CAL-oh-witz**

**Bio:**

By his 35th birthday, Mike Michalowicz had founded and sold two multi-million dollar companies. Confident that he had the formula to success, he became a small business angel investor... and proceeded to lose his entire fortune. Then he started all over again, driven to find better ways to grow healthy, strong companies. Mike has devoted his life to the research and delivery of innovative, impactful entrepreneurial strategies to you.

Mike is the creator of Profit First, which is used by hundreds of thousands of companies across the globe to drive profit. He is the creator of Clockwork, a powerful method to make any business run on automatic.

And his latest, arguably most impactful discovery, is Fix This Next.

In Fix This Next, Mike details the strategy businesses can use to determine what to do, in what order, to ensure healthy, fast, permanent growth (and avoid debilitating distractions).

Today, Mike leads two new multi-million-dollar ventures, as he tests his latest business research for his books. He is a former small business columnist for The Wall Street Journal and business makeover specialist on MSNBC.

Visit [mikemichalowicz.com](http://mikemichalowicz.com) to learn more!

“This is about creating and sustaining successful businesses in our community to create more economic growth and jobs,” said Sandra Wilson, Paducah Chamber President. “This cohort group will focus on setting time aside to identify their projected growth areas, learn more about areas that may be holding them back, have a support group, learn from other peers, rely on an accountability coach to keep on track, learn from coaches in specific problem areas, and build confidence to help them get to the next level of success.”



## Small Business Mastermind Cohort Group developing a “Pathway to Success”

***Sponsoring the Chamber’s new Small Business Cohort Group is a great opportunity for someone from your business to be an active participant, representing your business, with these small business owners. As a presenting sponsor, you may designate someone from your business to represent you at each of the meetings.***

### **PRESENTING SPONSOR: \$3,000 (two available)**

#### **Presenting Sponsor Direct Benefits:**

- ❖ Private sector business category sponsorship exclusivity for presenting sponsors.
- ❖ A representative from your business will be a part of the cohort to participate in the meetings as a resource.
- ❖ Receive time at some of the meetings to promote your business.
- ❖ Be the “subject matter expert” as needed during the Mastermind sessions.
- ❖ Receive recognition in the Chamber’s weekly e-news, Facebook and in the Chamber newsletter inserted inside the Business Journal of The Paducah Sun.
- ❖ Featured in promotional materials through social media, newspaper, TV and radio.
- ❖ Announced at the Chamber’s Power in Partnership Breakfast in May and June and at the designated last month of the program.
- ❖ Featured as the presenting sponsor of the program at the Chamber’s Annual Meeting and Business Celebration when the cohort members are recognized.

### **SUPPORTING SPONSOR: \$1,000**

#### **Supporting Sponsor Benefits:**

- ❖ Receive recognition at some of the meetings as the supporting sponsor.
- ❖ Receive recognition in the Chamber’s weekly e-news, Facebook and in the Chamber newsletter inserted inside the Business Journal of The Paducah Sun.
- ❖ Featured in promotional materials through social media, newspaper, TV and radio.
- ❖ Announced at the Chamber’s Power in Partnership Breakfast in May and June and at the designated last month of the program.
- ❖ Featured as the presenting sponsor of the program at the Chamber’s Annual Meeting and Business Celebration when the cohort members are recognized.

### **Scholarships**

#### **Scholarship Provider:**

- ❖ Provide scholarship funding for a local business owner to participate. For the full amount of \$750, you will be able to interact directly with the small business you sponsor.

# Paducah Chamber Mastermind Sponsorship Commitment Form

## Contact Information

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

## Sponsorship Selection(s)

- Yes, we want to be a Supporting Sponsor at \$1,000.  
 Yes, we will provide a sponsorship for a small business to participate in the program.

## Payment Options

Phone: 270-443-1746 | Fax: 270-442-9152 | Email: info@paducahchamber.org | Mail: P.O. Box 810  
Paducah, KY 42002-0810

Or pay online at [paducahchamber.org](http://paducahchamber.org)

Payment by credit card: Visa / Mastercard / American Express # \_\_\_\_\_  
Exp. Date \_\_\_\_\_ Verification Code # \_\_\_\_\_  
Cardholder's Name \_\_\_\_\_

Payment enclosed. Payable to Paducah Area Chamber of Commerce.

Please invoice us.

Please return form to Paducah Chamber. For more information, contact Sandra Wilson at [swilson@paducahchamber.org](mailto:swilson@paducahchamber.org) or 270-443-1746.

**Thank you for your support!**