“BETTER YOUR BEST”
Dream Team 2017
Official Competitor Guide and
Business Transformation Record

PLATINUM UPGRADE
Win A Year Of Platinum Membership At The
Regular Dream Team Membership Rate

Build the Home Inspection Business You’ve
Always Dreamed of With the…

MILLIONAIRE
INSPECTOR COMMUNITY
Blow Your Competition Away!

Grand Prize — PLATINUM UPGRADE
A Year Of Platinum Membership At The
Regular Dream Team Rate

Please print your first and last name in this box.
The Contest

You will take your business to the next level! We will help you through the Millionaire Inspector Community!

Dear Dream Team Member,

Welcome to the Dream Team! Taking part in the Better Your Best contest this year could be the best business decision you’ve EVER made. We look forward to helping you make a MONUMENTAL change in your business and income this year.

Imagine, opening your bank statement a few months from now, looking at your balance and being downright excited about the amount you see. Imagine having a strong, profitable, growing, and prosperous business that you are excited and proud of!

Imagine earning more money than you have ever earned before, in easier ways, while working less time.

Well, you can. And it doesn’t matter if your 18 or 80… man or woman… brand new to the industry or a season “veteran”. You do have the power and tools available to you to achieve your dreams. And, by competing in the 2017 “Better your Best” contest, you have taken a step – make that a quantum leap – in the right direction!

I want you to know that the Dream Team and the Millionaire Inspector Community are here to help you achieve greater success. That’s what we are here to do… it’s why this company exists… to provide you the assistance you need to reach new heights and income in your business.

We will do everything we can to educate and empower you, and provide you with all of the marketing help you will need to become a winner in more ways than one. We not only want to see you win a great prize, we want to help you reach business goals you’ve never dreamed you could reach - to build your absolutely best business possible… “Better than Your Best.”

Go for it in 2016!

Mike Crow
Founder, Millionaire Inspector Community

P.S. Please take a few minutes to carefully read and review this official “Better Your Best” Contest Rules & Regulations Guide in its entirety.
Rules, Regulations, and Application Form

This Package Contains
Vitally Important Information!

Please read it thoroughly!

In this booklet, you’ll discover how you can win an AWESOME prize! And virtually any Dream Team member has a chance of winning. No matter who you are or what your current business situation, this is your chance to get the business growth you’ve always wanted and cash in big!

In this contest, the winner will not be determined by who has the biggest and most successful business, but rather by who is judged to have made the most improvements in their category during the 2017 “Better Your Best” contest, and who can best articulate the amazing benefits of making a commitment to building a better business.

In this booklet, you will find a complete rundown of the Rules and Regulations involved in the “Better Your Best” contest. Please read every word of every page, so you completely understand what you need to do to become the big winner.

Also, hold onto this booklet because it is your “entry form.” On page 13, you will find a place to put your business data for at least a 3-month period from the year 2016, so that it can be compared to your data for the same period in 2016. The winners of the contest will show the most improvements in their category from their business comparing a period of at least 3-months from 2016 to the same period of at least 3-months in 2016. In this booklet you will also find a place to write your 700-word essay, where you will tell the judges why you should be the contest winner.

Have fun, set your goals high, and shoot for the stars! You’re about to discover what you’re really capable of in your Home Inspection Business (Watch out, you might surprise yourself!).

Grand Prize — PLATINUM UPGRADE
A Year Of Platinum Membership At The Regular Dream Team Rate
In Order To Be Eligible

In order to compete in this contest, you must be a Dream Team member in good standing, meaning that you have not missed any of your monthly payments for Dream Team and either attended the 2016 3 Days of Secrets Revealed or participated in a coaching call with Mike. Winner must be present at the 2017 3 Days of Secrets Revealed Bootcamp.
The Categories:

The contest is structured to give every Dream Team Member a fair shot at winning the prizes. Business owners choose a category to compete in based on current revenues of their business, and their chief goals of revenue increase and/or other improvements. A total of UP TO 12 finalists will be chosen from various categories, based on how well they’ve done in achieving their goals and improving their business. You choose a goal and a category that puts you with very similar Home Inspection Businesses—which will “even out the playing field”. So your chances of being a finalist are a lot better this way.

We have really done everything we can to make this an exciting contest for Dream Team Members in 2016, whether a fairly new or experienced inspector, small, medium, or large company or those with different goals. And remember to win the contest you don’t have to necessarily have more money coming in during the contest period than anyone else. We’re looking for the competitors who make the most improvement in their category. There is a big difference!

First, identify your Current Status and Contest Goal:

“Current Status”
(What was the gross revenue of your company in 2015?)

☐ A – Less than $100,000 /yr.
☐ B – $100,000 - $250,000/ yr.
☐ C – 250,000 - $500,000 / yr.
☐ D – More than $500,000/ yr.

Choose “YOUR CONTEST GOAL”:
(Which goal do you want to pursue?)

☐ #1 – Grow revenue/profits of your company
☐ #2 – Systemize advertising & marketing in your company.

Determine your “Category”:

Now determine your contest “category” by combining the appropriate number and letter from above. Do this by identifying the letter corresponding to the “Company Status”, followed by the number representing “Your Contest Goal” (#1 or #2). This becomes your CATEGORY. For example if you’re current status is “B - $100,000 - $250,000” and “your contest goal” is to, “#1 – grow revenue/profits of your company,” your category would be “B-1.”

Enter your Contest Category Here:

Category: ___ - ___
Through the proper fundamentals of marketing as provided by Millionaire Inspector Community, you can build a truly extraordinary business, no matter what situation your business is in.

For most, a successful business means working less hours, less days, and making more money than ever before. However, if you already have a highly successful business and are making a ton of money, you may simply want to take your business to the next level of success. (This may mean implementing auto pilot systems that free you from the office) and that is how it will be judged in the contest. You’ll be in a category with other companies like yours, and you’ll be judged on how much your business improves during the contest period.

**Times and Deadlines**

The “Better Your Best” Contest officially begins February 1, 2016. The contest is based on your improvement from what your business did in any period of at least three consecutive months in 2016, compared to what it does in the same months in 2015. For example, you may choose to compare the period March-May 2015 with March-May 2016. One of the advantages of starting your contest now is that you’ll have more time to be focused, determined and on the path that not only leads to a radical improvement in your business, but the possibility of winning a fantastic prize.

There are no application fees. You simply need to be a Dream Team Member in good standing to enter. Being in a Dream Team in 2016 does NOT obligate you to enter the contest. What entering the contest does, is give you an opportunity to step up to plate --- to make a commitment to yourself and to Millionaire Inspector Community that you are going to go for it! By taking action now and making a commitment, it means you’re not content to sit on the sidelines—you want to get into the game and give it everything you’ve got!

By the way, the grand prize winner of this contest will not only win the Grand Prize, he or she will also become the national spokesman of Millionaire Inspector Community and be designated an “Ambassador” to the Industry. Again, to be eligible to enter the contest, you must be a current “Dream Team” member in good standing.

The “Better Your Best” contest ends on December 31, 2016 so the grand prize can be awarded at the 3 Days of Secrets Revealed Conference on or around February, 2017. Contest booklets must be received no later than January 15, 2017 at 7510 Davis Blvd., Suite D, North Richland Hills, TX 76182. Contestants must be present at the 2017 3 Days of Secrets Revealed Conference in the Dallas, Texas area to be eligible to win.

**How You Will Be Judged**

After you complete and send in the booklet at the conclusion of the contest period, a panel of up to twelve judges familiar with the home inspection business, marketing, and business growth strategies, made up of Millionaire Inspector Communities executives and/or close associates, will thoroughly review each and every competitor’s booklet. They’ll look at the booklet from the perspective of the category you competed in, and will look at the documentation you provided proving the improvement you made during the contest period and category in your business from start to finish. They will also thoroughly review each essay and score it, based in part on how well each competitor explains how he/she benefited from participating in the contest and from making a commitment to marketing their business. They’ll also judge how well you explain what worked for you, how you can share your experiences with our other home inspectors, for their benefit. (This can be done in video and other creative formats. You can be creative in how you present your information as well. The sky is the limit!)
Contestants will be partially judged based on their level of improvement, against that of the others competing in the same category and status. Fifty Percent or more of the judging will be based on the changes in your business and how you put it all together in your contest packet and up to fifty percent will be based on your essay. In the event of a tie, the tie will be broken on which competitor received the highest essay score.

After each person who has entered the contest has a final score, up to 12 finalists will be selected based on who receives the highest score from each category. Each finalist may be asked to speak for a few minutes at the 2017 3 Days of Secrets Revealed Bootcamp and this will factor into the final judging.

The awards that will be given are as follows:

- **Grand Prize: 12-Month Platinum Team Upgrade**
  (The Grand Prize Winner will be considered an “Ambassador” and might be asked to attend – at Millionaire Inspector Community’s expense – certain industry functions, all Millionaire Inspector Community events, be available for all media interviews, and be interviewed for materials copyrighted to Millionaire Inspector Community for unrestricted use, and otherwise act as a Millionaire Inspector Community Industry Ambassador.)

  The Ambassador may be asked to come to Dallas/Fort Worth, Texas (expenses paid for the day) for a photo and video shoot, interviews and a special closed-door meeting with Mike Crow.

**Who’s Eligible To Win The Contest?**

To start with, you have to be a resident of the United States or Canada to enter and you have to be at least 18 years old on the date you start the contest. Eligibility to participate is subject to the rules and regulations of the jurisdiction where each competitor lives as applicable to participation in the contest. The “Better your Best” contest is void where prohibited. You also have to be a Dream Team Member in good standing (meaning you have paid your monthly Dream Team payments on time and have either attended the 2016 3 Days of Secrets Revealed Bootcamp or have participated in a coaching session with Mike.) And you must be a member of the Dream Team.

Of course, employees and immediate family members of Millionaire Inspector Community are not eligible to win this contest.

**Document Your Starting and Ending Positions**

There are materials provided in this contest packet that will help you to focus on what you need to do to take your business to the next level, and have a chance for some great prizes. This includes pages where you can keep a “contest diary” with detailed and thorough (and accurate) articulation of “where you are” in many aspects of your business, finances, professional and personal development. The clearer a “picture” of your “before” the easier it will be to judge dramatic improvements “after.”

You will want to document your progress during the contest. Some will do this via financial reports, examples of ads and marketing campaigns, photographs, every way they can think of.

You might think of the end result as a school science project, for the science fair. The best “exhibit” wins. What you deliver at the contest end should be dramatic. You can even incorporate multimedia delivery if you wish. Instead of getting a letter grade as in school, you will be building a more successful business with greater profits.
The Essay

In the essay, you should be creative and specific. Tell us honestly how this contest benefited you. You may include how being motivated and setting specific goals, as well as using proven marketing techniques, helped you achieve success. Also, how could you help inspire others who are interested in transforming their business into greater success?

Because of the importance of the essay, you may want to practice writing your essay several times if you need to, and have a friend or relative review it and give you his or her feedback. Remember, the big winners in the contest will be “Ambassadors” and spokespersons who will need to be able to walk the walk and talk the talk. And don’t forget, the essay counts as much as 50% of your overall score.

This is an 11-Step Program

1. Print your first and last name in the box on the cover of this booklet.
2. Be sure to thoroughly read and review this booklet in its entirety, so you understand all the rules and regulations.
3. Decide which category you’re going to enter and indicate that on the Information & Authorization form on Page 12.
4. Enter your confidential 2016 financial information on page 13 and a copy of your business license.
5. Set your goals, and start your program as soon as possible. If you don’t already implement every possible assistance and resource offered to you through Millionaire Inspector Community, you should consider doing it now. This includes attending the meetings, being active on the Coaching Calls, studying each Millionaire Inspector Community presentation you get, and listening to each of Mike’s CD’s etc.
6. Stick with it and push yourself, remember, not only are you competing for a great prize, you’re building a great business too.
7. As the end of the contest approaches, you’ll want to document what you’ve achieved personally and financially during the contest period.
8. Write your essay. Remember this is a very important part of the contest – we’re looking for inspectors who can walk the walk and talk the talk!
10. Send in your completed booklet by Overnight Mail Only! Your completed package for the “Better Your Best” contest must be received by Millionaire Inspector Community by overnight delivery at 7510 Davis Blvd. Suite D, North Richland Hills, TX 76182, NO LATER THAN January 15th, 2017. Remember incomplete packets will not be judged.
11. Celebrate your awesome accomplishments!
The 700 Word Essay

In 700 words or less, please explain why you should be the “Better Your Best” champion. This may include telling us how being motivated, setting goals, and how your advertising and your marketing helped you become more successful. You may want to explain how you could motivate others to achieve the incredible success you have. Perhaps tell us what your primary goals were at the beginning of the contest and how long you have wanted to achieve these goals. Consider telling us what your plan was, and once you got into the program, what kept you going? What is the single most important element of your success? What other elements of your success played a part? Be specific, and “speak from your heart.” Remember this essay, counts for up to 50% of your score! You might practice writing your essay on a separate piece of paper and then transfer it (please print) to the space provided below. (We recommend you type your essay or print it out on a computer and tape or staple it to these pages.)
The odds of becoming one of the up to ten finalists in the “Better Your Best” contest depend on the number of people who complete the contest and submit their packet and cannot be determined in advance.

All Federal, state, and local laws apply to this contest and it is void where prohibited by law.

All judging decisions will be final.

Prize and “Ambassadorship” are nontransferable, and there are no cash equivalents or substitutes offered except at Millionaire Inspector Community’s discretion and all other related fees are the responsibility of the winners.

Millionaire Inspector Community reserves the right to interpret these rules and regulations and, if necessary, to amend the rules and/or prizes as its sole discretion without notice to individual competitors. Any amendments to the rules or changes in prizes may, at Millionaire Inspector Community’s discretion be published in the Millionaire Inspector Community teleconference and notes and / or online at www.MikeCrow.com. Rule interpretations and all judging decisions are final. All information and materials submitted with your official competitors guide become the sole and exclusive property of Millionaire Inspector Community and may be used by Millionaire Inspector Community in anyway, without any compensation to those who submitted the materials to Millionaire Inspector Community. Competitor’s scores are confidential and will not be disclosed.

Grand prize winner agrees to remain in the Dream Team program in 2017, and pay the regular cost for Dream Team membership in 2017. If not, they forfeit their prize.

Submission of your completed official competitors guide to the “Better Your Best” contest, constitutes express consent and permission for Millionaire Inspector Community to use your name, the graphs, contest packet material and written responses (in whole or in part) for promotional, advertising and other purposes to promote Millionaire Inspector Community, its business, its products and services, in any media and in any manner whatsoever, without limitation, restriction or compensation, and such content is deemed given by your entry and participation in the “Better Your Best” contest. Submission of your completed Official Competitor’s Guide shall be deemed your acceptance of these Rules and Regulations (as may be amended) and your voluntary transfer to Millionaire Inspector Community of all right, title, and interest, including copyright, of your photographs, audio and video footage of you, written responses, etc.

Each participant assumes all risk of injury, harm or loss of any kind arising from participating in the 2017 “Better Your Best” contest. Participants in the contest release Millionaire Inspector Community, and its directors and officers and employees from all risk, loss, injury, damage or harm that may arise from participating in the contest.

If you have a change of address or phone numbers during 2017 you must notify Millionaire Inspector Community in writing at 7510 Davis Blvd., Suite D, North Richland Hills, TX 76182 and provide your new address and phone number. If you are judged to be in the top 10 competitors and cannot be reached for notification (IF we choose to notify you in advance) due to not providing better contact information, you’ll be dropped as a finalist with the next highest judged competitor in your category.

The category you belong in is determined by your business income for the year 2016.

The Rules, Regulations, and Application Form Booklet must be completed in it's entirely; incomplete booklets will not be eligible for judging. Do not include loose or unbound pages along with this booklet.

Contest ends December 31, 2016. Completed booklets must be delivered by overnight delivery and must be received by Millionaire Inspector Community before midnight on January 15, 2017. The winner will be announced at the Millionaire Inspector Community 3 Days of Secrets Revealed Conference on or around February, 2017. Winners must be present to win.
Information and Authorization

Please Re-Enter Your Contest Level and Category Here (Taken From Page Five of This Booklet);

Category: _____ - _____

I represent that all statements made in this book are true and correct. I understand that if this booklet is incomplete, it will not be considered for judging. I also understand that this booklet must be shipped by overnight Express Mail, and must be received by Millionaire Inspector Community no later than midnight January 15, 2017; otherwise it will not be considered for judging. I understand that packages lost or not delivered in a timely manner because of delays, will not be considered. I am 18 years of age or older and competent to make the statement. I have read, understand and shall abide by all the rules, regulations in the 2017 “Better Your Best” contest and by signing below, I swear I have abided by all rules, regulations, and requirements for competition in this contest.

Participant’s Signature: ____________________________ Printed Name: ______________________

Your Date of Birth: __________________ Age:_______ Today’s Date: _______________________

Are you the owner of a Home Inspection Business? ______________________________________

Company Name: ___________________________________________________________________

Company Address: ___________________________________________________________________

City / State / Zip or Postal Code: _______________________________________________________

Country: __________________________________________________________________________

Day Phone #: (      ) ________________________ Evening Phone #: (      ) ______________________

Email Address: _____________________________ Fax number: (      ) ________________________

If you have any questions, please call Millionaire Inspector Community at (800) 211-3981.
Your “Better Your Best” Contest
“Before & After” Analysis

This page will help you determine your contest starting point

Below is a sample of a “before” business analysis, which will help you see how to fill it out for yourself:

Name: John Jones         Date: 9/29/15

Indicate your contest period (must be a minimum of three consecutive months);

Starting month: April       Ending month: June

Gross Sales April – June 2016: $33,713
Net Profit April – June 2016: $16,469
Average Monthly Gross Sales April – June 2016: $11,238
Average Monthly Net Profit per Month April – June 2016: $5,490
Amount of money spent advertising and marketing your business April – June 2016: $2,079

Your business “BEFORE” the contest.

Now, you fill in your actual data from 2016

Name: __________________    Date: __________________

Indicate your contest period (must be a minimum of three consecutive months);

Starting month: ___________       Ending month: ___________

Gross Sales month ______________ to month________________ in 2016: ______________________
Net Profit month ______________ to month________________ in 2016: ______________________
Average Gross Sales month ______________ to month________________ in 2016: ______________
Average Net Profit month ______________ to month________________ in 2016: ______________
Amount of money spent advertising and marketing your business month ______________ to
month________________ in 2016: ______________________

(Please attach data to provide verification for your 2016 numbers)
Your business “AFTER” the contest.

This form will help you document the progress you made during your contest period

Name: _________________________________________________________ Date: __________________

Indicate your contest period (must be a minimum of three consecutive months);

**Starting month:** ___________  **Ending month:** ___________

Gross sales during your contest period during 2016: ________________

Net Profit Sales during your contest period in 2016: ________________

Average Gross Sales per month during your contest period: ________________

Average Net Profit Sales per month during your contest period in 2016: ________________

Amount of money spent advertising & marketing your business during your contest period: __________

**INCREASE in average monthly gross & net sales from same period the previous year:**

____________ Gross (for period)  _____________ Net (for period)

____________ Gross (per month)  _____________ Net (per month)

(Please attach data to support the numbers you’ve indicated above. This may include business financial statements, bank statements, etc.)

For Judges Only:

Percentage increase: ____________________________________________

Documentation checked: _________________________________________

Notes: ________________________________________________________
Marketing & Advertising Samples

Please attach samples of marketing materials you used during the contest period you identify (minimum of three months). Please provide notes concerning the use and results of the marketing material you used, and are providing copies of herewith. (You may write your comments below, and/or use separate pages.)

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For Contestants Whose Contest Goal is to “Systemize Advertising & Marketing Your Company”

FOR THOSE contestants whose contest goal is to “Systematize Advertising and Marketing in Your Company” please answer the following questions:

“What did you do during the contest (minimum of 3 consecutive month period) to systemize your advertising & marketing?”

Please be specific and include samples of your systemizing your advertising & marketing. For example, as appropriate, write about and include samples of:

- Advertising Schedules
- Computerizing your database
- Sequential broadcasts
- Voice broadcasts
- Home Inspection Audits
- Education based marketing
- How you advertise
- How you keep track of your promotions
- Client Newsletters
- Referral Systems
- Thank you system
- Ready – to – use letters
- 24 – hour Free Recorded Message
- Consumer Awareness Guide
- Follow up Systems
- Pricing and Packaging
- “I Miss You” letter and Personalized letters
- Reminder Cards
- Internet Marketing
- SendOutCards.com
- Joint Ventures
- Endorsed mailings
- etc.

The judging for those categories with “Systematizing Advertising and Marketing In Your Company” as the contest goal will be more subjective (because it is difficult to quantify this area). So be sure to provide as many samples and as much documentation as you can! You still need to submit your business numbers for your contest period (certainly, showing an increase in your business will illustrate the fact that the systemizing of your advertising and marketing was done successfully).

This next page is the “diary” you can use to document your progress throughout the contest period. The more specific you are in this diary, the greater the chances of impressing the judges.
Contest Diary

Use as many additional pages as you wish to record your progress and the specifics of the systemizing of your advertising & marketing efforts (and/or other areas you wish to write about) throughout the contest. Be sure to write about your personal development during the contest as well.
Final Checklist

The last thing you’ll want to do is forget something in this very important competition kit! Go back though this booklet and run through the following checklist:

- ___ I have included my name, address, city, state, zip code, daytime phone number and evening phone number.
- ___ I have identified which contest category I’m competing in.
- ___ I identified a period of at least three consecutive months that constitutes my “contest period”.
- ___ At the conclusion of the contest, I have signed the affidavit certifying that I understand the rules of this contest and have abided by them.
- ___ I have included my financial documentation, Marketing Samples, Contest Diary, and other supportive documents.
- ___ I have signed on page 12, included everything I’m supposed to include, and look forward to the judges’ decision!

Your completed package for the 2017 “Better Your Best” contest must be received at Millionaire Inspector Community, 7510 Davis Blvd., Suite D, North Richland Hills, TX 76182, **NO LATER THAN midnight January 15, 2017**. Please remember that incomplete packages will not be judged. Send in your completed booklet by overnight delivery only.