

MFA BENEFITS SUMMARY

The primary benefit of MFA is separation - to create a community of professionals who are implementing Missed Fortune the right way!

Membership Certificate

This professional certificate will acknowledge your acceptance in MFA with full affiliation and membership. Use this great added value item to create conversation with your clients about your commitment to “doing it right” and leading the movement.

MFA logo

After acceptance into MFA you will have use of the MFA logo to add to business cards, literature, website, and other marketing tools.

Missed Fortune Case Design Software

Included in the MFA monthly membership fee is the Missed Fortune software used to powerfully illustrate these strategies.

Software Support

Utilize the Missed Fortune software support to get your questions answered on the ins and out on how you can leverage this exclusive software.

Case Design Online Academy

Generally held on the second Friday of each month, this in depth case design review will give you the ability to better understand the thought process and structuring of Missed Fortune cases.

Case Design Support (one-on-one)

Inherent in the sale of the Missed Fortune strategy are difficult questions that are beyond the range of your knowledge. Many times these questions are also larger than the scope of software support. We encourage you to

look to your marketing organization (where your contracts are placed) for this individual level of “deep” support. We recommend that you get your support from MFA partners, who understand the nuts and bolts of Missed Fortune and who are committed to doing it right.



Monthly Conference Call

This dynamic call will be held on the first Monday of every month at 12 noon Mountain time (11 am Pacific, 1 Central, 2 Eastern). Topics will include best practices, current events, in the news, MFA council discussions, and rebuttals.

Live Client Webinars

Get your clients to have the Missed Fortune “epiphany” directly from Doug. These live webinars are simulcast directly from Salt Lake.

Online Profile COMING SOON!

This client credibility page will have your name, basic information, background, and training with Missed Fortune. There will also be space to add your client comments and their testimonials.

Networking/Co-Marketing COMING SOON!

From new books that are coming out, to our new Missed Fortune and Missed Fortune Associates website, working with a MFA member will be marketing heavily. Additionally, we will be providing a click-through e-mail signature that will add to the credibility of each of our MFA members.