RE-MARKABILITY® MASTERMIND

WHAT WOULD YOU LIKE TO **FIGURE OUT TOGETHER?**

Bring the business challenge you've been wrestling with for a full day of working through it together. You'll have dedicated time with everyone focused on your business, and take part in five other sessions with ideas you can use in your own.



DECEMBER 2026 · JANUARY 2027

Thursday, December 17 or Friday, January 8

Lake Elmo, Minnesota

Six seats per mastermind · $495 holiday pricing

Hosted in her home and personally facilitated by Kelly Lucente.

re•markability
MASTERMIND







Welcome to my home. I designed the lower level to host masterminds, with room for every part of a working day: space to spread out and dig in, corners to sink into and think, and a kitchen that keeps the coffee and the conversation going.

I've found that people relax and open up more easily here than they do in an office or a hotel meeting room. That matters when you're bringing a business challenge you haven't figured out yet.

Breakfast, lunch, and beverages are taken care of. *Bring your slippers if you like.*

Meet Kelly Lucente

My career has taken me from the agency world and Rollerblade® to an award-winning sales career and founding RE-TOOL®. Over more than 30 years, I've helped entrepreneurs and national brands position their businesses, communicate their value, and sell.

I've earned 32 industry awards across branding, marketing, and sales, including national recognition. That experience shapes the questions I ask about a business, especially when an idea needs to become something customers understand and purchase.

I created RE-MARKABILITY® and RE-DNA®, and I've facilitated these small-group masterminds for years. I'll review your challenge before you arrive and personally guide the day.

Your challenge gets 45 minutes.
Your business gets the whole day.

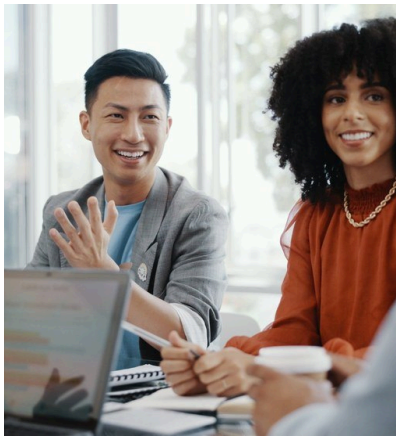
Bring one business challenge you want help solving. I'll review it before we meet, along with your background and RE-DNA results, so we arrive prepared to work.

During your 45 minutes, you'll have six people working with you: me and the other five participants. We'll ask questions, develop possible solutions, and share resources and connections that could help. When there's something we can research or work through together at the table, we'll do it.

You'll be part of that process for everyone else, too. Their most pressing issue may be something you've already faced, something you're dealing with now, or something you'll need to address as your business grows. A conversation about someone else's pricing or positioning can give you an idea you want to use yourself.

Everyone contributes experience. You can offer something useful to another participant and leave with an approach you hadn't considered for your own business.







What would you like help with?

- An offer you're developing or struggling to sell.

- A positioning problem that makes your business difficult to explain.

- A pricing decision you keep revisiting.

- A leadership or communication challenge.

- A growth opportunity you need help evaluating.

- Competing priorities that are spreading your attention too thin.

Throughout the day, capture ideas worth using in your business. Before we finish, you'll identify your next steps and what you want to put into action first.





Example: Karen's Signature Trio and quadrant.

Your business challenge *has you in the middle of it.*

RE-MARKABILITY DNA (RE-DNA) measures brand behavior: how you tend to contribute, communicate, and approach your work. It gives you language for your behavioral signature and a way to examine how you operate in the situations your business puts in front of you.

Your Signature Trio

Your results identify three archetypes, known as your Primary, Enhancer, and Sharpener. During the mastermind, we'll explore how those influences work together in the challenge you bring, including how you respond when someone questions your idea or approaches the work differently.

Your quadrant

Your results also include a quadrant, which adds another perspective on your contribution. In the example above, Karen's Signature Trio is Magnet | Edge | Sage. Her quadrant is Multiplier: she expands the impact of the people and work around her.

How we'll use it at the table

I'll review your results alongside your business challenge before you arrive. During your session, we'll consider how your way of operating affects the situation and the options available to you. We can also explore how to work with people whose approach differs from yours.

Across the other sessions, you'll hear how people with different RE-DNA results approach their own challenges. That gives us opportunities to discuss communication and collaboration using the situations people bring into the room.

New to RE-DNA?

Your assessment is included if needed. It normally costs $49 and takes approximately 30 minutes. Complete it within 48 hours of registering so I can review your results.

Already have your results?

We'll use them. Bring your questions about applying them to your business.



A full day devoted to *the work you brought.*

THE AGENDA

8:30–8:45 A.M.	**ARRIVAL AND BREAKFAST.** *Get comfortable, pour your coffee, and meet the group.*
8:45–9:15 A.M.	**INTRODUCTIONS AND RE-DNA.** *We'll review how the day works, establish confidentiality, and get to know the group through their RE-DNA results.*
9:15–10:45 A.M.	**FIRST TWO WORKING SESSIONS.** *Each participant's challenge gets 45 minutes with the whole group.*
10:45–11:00 A.M.	*Break.*
11:00–11:45 A.M.	**THIRD WORKING SESSION.**
11:45 A.M.–12:30 P.M.	**LUNCH.** *Enjoy a meal together and continue the conversations.*
12:30–2:00 P.M.	**FOURTH AND FIFTH WORKING SESSIONS.**
2:00–2:15 P.M.	*Break.*
2:15–3:00 P.M.	**SIXTH WORKING SESSION.**
3:00–3:30 P.M.	**DECISIONS AND NEXT STEPS.** *Document what you're taking forward, ask final questions, and identify your first action.*

Inside your *45 minutes*

You'll briefly explain your challenge, then Kelly and the other five participants will work with you on possible solutions, relevant resources, and useful connections. We'll reserve the final minutes for you to capture what you want to pursue. You'll contribute to the same process in every other session.

Agenda shown for a full group of six participants.



FROM PAST MASTERMIND PARTICIPANTS.



"I traveled from Miami for this Mastermind and was so impressed by Kelly that I came home and fired the company who was working on my brand so I could work with her. This will be some of the most valuable hours you spend on your business this year."

LIZ WILLARD *The Pickled Beet*



"The experience is incredible. Entrepreneurship can be lonely and leave you feeling uncertain at times. What I found most helpful was the fact that I am far from alone and we have so much to offer one another in regards to ideas and support regardless of your craft or business. Kelly, thank you for your heart to serve and your expertise."

LIZ BLOM *Real Life Nutrition*



"This Mastermind was just what I needed to take a harder look at the foundation of my new business and brand. It was both affirming and humbling... and I appreciated every ounce of feedback! Kelly doesn't kid around because she wants you to succeed."

DRE BARTHEL *Covey*



"Kelly's knowledge is so vast in so many areas. I am so glad that I participated in such an energizing day to learn, network, and participate in helping other entrepreneurs. DO NOT MISS THIS OPPORTUNITY!!"

DONNA HAWLEY *Pearle Vision*



"Completely amazing and inspiring! A genius idea to bring a table full of people together to brainstorm. I left completely full of energy and new ideas!"

BOBBI BRANDT *Castle Rock Realty*



Let me just say.... MIND BLOWING!! Kelly will "melt your mind" for sure! The knowledge, the expertise, and the experience! WOW! The power of being in a room for a day with 7 people that are smarter and more experience is incredible. And as someone who knows how to host parties/events.... Kelly is such a gracious and thoughtful host!!! The new network connections (loved my group) you walk away with as an added bonus! Can't say enough good things!

WESLEY MORRISON *Flavor You Can Savor*



This experience helped me SO MUCH! I was stuck in my business and Kelly and the rest of the group helped me come up with a solution that I had not even considered!!! That ONE thing made the whole trip and experience worth it! Meeting and learning from some amazing entrepreneurs was icing on the cake!!! If you have the time, you won't regret going. (Even if you're from Tennessee, like me, and haven't seen snow in a very long time.)

MELISSA ROBINSON *Robinson Properties*



Let me tell you, this was one of the best experiences I had in all of 2017! I learned so much about myself and was able to help others as well. I feel like I left there with 7 more friends!!

BETH RIEGGER *Keys 2 Success Marketing*

These experiences preceded the addition of RE-DNA.





YOUR SEAT



You'll receive participant profiles before we meet.

$495 | ***Holiday pricing for these two sessions.***
Regularly $895 per person.

A full mastermind day personally facilitated by Kelly.

Six participants, plus Kelly.

Your own 45-minute focused working session.

A full day of collaborative problem-solving, including ideas, resources, and connections shared across all six sessions.

RE-DNA if you haven't already completed it.

Kelly's advance review of your background, results, and business challenge.

Participant profiles shared before the day.

Breakfast, lunch, and beverages.

A simple worksheet to capture ideas, decisions, and next steps.

Optional time to stay for a glass of wine or another refreshment after the working sessions.

BEFORE YOU ARRIVE

01 **Submit your challenge.**
Tell me what you want help addressing, what you've already tried, and what would make the day useful to you. I may follow up to help narrow the question.

02 **Complete RE-DNA.**
If you haven't taken it, you'll receive instructions. Please complete it within 48 hours of registering so I can review your results.

03 **Meet the group in advance.**
I'll share participant profiles before we gather. Please read them so we can spend our time working rather than giving lengthy introductions.

04 **Come ready to contribute.**
Everyone receives dedicated time and brings their experience to the other conversations. We'll agree to keep participants' business discussions confidential.





I'd love to have you *at my table.*

CHOOSE YOUR DATE

THURSDAY

December 17, 2026

Registration closes December 10

RESERVE YOUR SEAT

FRIDAY

January 8, 2027

Registration closes December 31

RESERVE YOUR SEAT

8:30 a.m.–3:30 p.m.	Lake Elmo, Minnesota	$495 holiday pricing	Six seats per mastermind

Payment confirms your place. You'll receive preparation instructions and the home address after booking.

Bring someone you know. Know someone who belongs at this table? Take $50 off your seat for each person you refer who attends. Ask them to mention your name when they book. Once they attend, you can receive the $50 as a refund to your card or as a credit toward a future mastermind or RE-MARKABILITY offering.

A few practical details

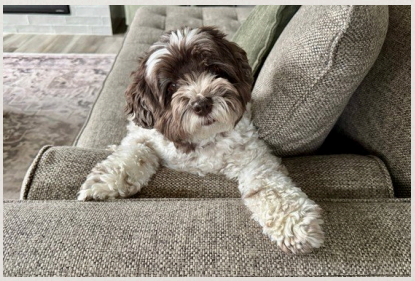
Cancellations. Cancel within 24 hours of purchase for a full refund. After that, purchases are nonrefundable.

Transfers. Can't attend? Transfer your seat to a friend by letting me know at least 48 hours before the event.

Rescheduling. Each mastermind needs six participants. If a group doesn't fill, or weather gets in the way, we'll reschedule and your purchase carries forward to the new date.

Dietary requirements. Please share them when registering.

The space. We'll spend the day in my lower level, reached by stairs.



Finan, head of hospitality.

Finan, my Schnoodle, will likely be here to say hello. If you have dog allergies, let me know in advance and I can arrange doggy daycare at my mom's down the street.

BRING YOUR TEAM

Book a private mastermind day for your team of up to six. Each person receives individual working time on a challenge relevant to your business. Let's talk about what your team needs, and I'll put together a proposal.

PLAN YOUR TEAM DAY

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MASTERMIND

QUESTIONS?
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CALL KELLY
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EXPLORE
re-markability.com