



# Do Your Members Know the Business “Secret” That’s Really No Secret?

Dear <name>,

No doubt, these words of wisdom have been instilled in your members since their college days: *The most successful business people have had a mentor at some point in their careers.* After all, studies show that those who are mentored are more likely to be promoted, to have higher salaries, and to experience overall job satisfaction.

On the surface, this sounds all well and good—easy, even. But when you stop and think about it, an obvious question arises: *how* do you go about finding a mentor, especially if your organization doesn’t have a formal mentoring program?

## **That’s where Mentor-Quest comes in.**

**Mentor-Quest is an effective, easy, and fun web-based tool** that we at Management Mentors designed after nearly two decades in the corporate mentoring industry. We’ve made Mentor-Quest interactive, with an innovative video-game-like feel that will capture peoples’ attention...and imaginations. This tool will help your members do the following:

- Understand through a short, interactive course exactly what mentoring is and how it works.
- Determine the traits and characteristics of his or her perfect mentor. Your members will walk away with a custom profile of who his or her perfect business mentor should be.
- Identify the ideal mentor at his or her current job or from your association...along with strategies on how to approach this person.
- Discover resources on corporate mentoring relationships, how to start them, what can be gotten out of them, how to improve them.

*And the best part about Mentor-Quest?*

**We’re not asking you or your organization to buy anything!  
In fact, your association will MAKE money.**

We simply ask that you let your members know about Mentor-Quest. In fact, we'll provide a 10 percent coupon code for your members as a thank you for your willingness to simply send them an email blast about Mentor-Quest. We'll even provide the email copy if you'd like.

**For every one of your association members who buys Mentor-Quest, you'll receive \$5.31 back (10 percent of the price your members pay).** Think about it—your organization *makes money* while providing members with access to a tool that will help them and their careers—and it costs you nothing!

Keep in mind that your organization has nothing to lose and your members have everything to gain as they discover how business mentoring will help them advance—and happily so!—in their careers. Just think of the positive effects such happy members will have on your organization's reputation.

To get started, someone from Management Mentors—the parent company of Mentor-Quest—will call you to set up your email blast and provide you with a special 10 percent coupon code for your members.

In the meantime, if you have any questions—**or if you'd like to see a demo of Mentor-Quest for yourself**—contact me at 617-789-4622, and we'll set one up immediately.

Here's to your members' success!

Best wishes,

Rene Petrin, Founder & President  
Management Mentors

**P.S.**—To learn more about Mentor-Quest, visit our website at [www.Mentor-Quest.com](http://www.Mentor-Quest.com).

**P.P.S**—Is your organization interested in developing an innovative mentoring program? Ask us about *MentoringComplete*, a comprehensive web-based system that really is the only mentoring program you'll need. *MentoringComplete* includes a more enhanced version of Mentor-Quest that allows for precision matching. Call 617-789-4622 to learn more.