

MAXIMIZE YOUR IMPACT

A LUCRATIVE LUMINARY TRAINING SOLUTION

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Maximize Your Impact: Optimized Webinar Sequence

SAMPLE SCRIPT #1:

This script has be color coded to help support your learning. There will be modules to explain each of the sections listed below. Each section has a sequence of steps. They are listed in the left hand margin.

SET UP =	BLUE
DATA POINTS = (what, why, how)	BLACK
OFFER =	GREEN

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Fill Your Workshops with Ease

3 Massive Mistakes Workshop Leaders Make That Keep Their Event Rooms Empty

WELCOME	Welcome to the, "FILL YOUR WORKSHOPS… *w/* EASE WEBINAR!"
ACKNOWLEDGE THANK	-I'm **Callan Rush.** Thank you so much for joining me! -It feels great to know there are other workshop leaders out there ready, willing and able to reach more people and make more money teaching and leading live and virtual events… …And Today's WEBINAR will totally help! -You've made a very **Wise Decision to be here**. -I promise it will be well worth your time and energy.
EQ	-Are you excited to get going? -One of my favorite sayings and secrets to my success is: ***"Massive action trumps planning every time!"*** -Pat yourself on the back for not only registering for this webinar – but for taking action to show up! -This next 90 minutes, will be the most important

	time you spend on your business all year.
WIFFM	**By End of Our Time Together, you'll know:** • 3 Massive Mistakes Most Workshop Leaders Make That Keep Their Events Terribly Under attended and in many cases totally EMPTY!. • More importantly, I'll show you how to AVOID THESE COSTLY MISTAKES forever! • I'll give you easy to follow, practical strategies you can use right away to attract perfect clients to ur biz with ease -Remember, you'll also get that free 10Step Magnetic Marketing checklist. I'll show you how at end. -I'm going to count the 3 massive mistakes down from 3-1. And, you'll want to listen all the way through to the end! -The last mistake will completely change the face of how you attract people to your workshops, retreats and seminars from today forward!
Accelerated Learning Intro	-One more piece before we get into thick of things… -Part of my education is in Learning Theory. -Here is what I know based on my experience.

E/Q	If you want to learn faster & remember more… … you need to be actively, committedly engaged in your learning. -This means, turn off ALL distractions right now. -Don't multi task, or surf the net while listening. -Commit fully to listening, watching & learning, and do so right to the end. -Can you see how Singled minded, committed FOCUS right to the end is what is necessary to build a successful business? It's necessary here as well. Focused effort is what will help you make a difference in the world – while making the income you desire. -Don't Quit partway – or won't get the results you want. -I promise – the information you're about to receive make a significant difference in your workshop business immediately!
SHORT TPS Permission	TPS – I'm not going to go on and on about myself here, but I'd love to share a very small bit about me so you have context for why you can trust me, and follow my recommendations. Feel very blessed. 5th year in workshop business, clients all over world, make more in a weekend than I used to in an entire year working as a professional public and private school teacher. All of this doing what I love! Leading live and virtual workshops,

	retreats and seminars! But – when I transitioned from working as a teacher to follow my dream of starting my own Workshop Business – it totally tanked. I tried everything I could get people to attend my events, and I'd get 3 or 4 people to show up. I tried everything from changing topics, to tweaking my program titles, to moving back to my home town. I knew more people there and thought that my friends and family could help spread the word for me. It didn't work. In fact, nothing I tried worked. I got increasingly discouraged as I watched my savings dwindle, and my hope disappear. After a particularly dismal failure – where I'd tried to promote one of my events for an entire year – and ended up getting a tiny group of people to show up – I had a moment of truth. The day after the events, I looked at myself in the mirror, and I had a realization that changed everything for me. I realized, none of my education, experience, talent or valuable message would matter until I learned how to Magnetize the people that really needed me to the seats of my events. I had to learn that or I'd have to go back and get a JOB. And I didn't want to do that… so I decided to learn how! I've spent the past 10 years becoming an expert in ethical marketing, persuasion, influence, heart based selling…… all in an effort to Magnetize the people that can be truly helped by my message to my workshops.

	And since I made that fateful decision to learn… things have been going very, very well. I now consistently fill and sell out my own workshops months in advance… and I get to support other amazing Luminary Leaders from all over the world do the same. I'm making an amazing income, I'm doing what I love, and I feel proud that I'm making a positive difference in the world. -But that is more than enough about me - let's get back to you! And specifically, let's talk about how you can attract more ideal clients to your workshops, retreats and seminars! As I said, there are 3 super common, super costly mistakes workshop leaders make that keep their events under attended, and in many cases totally empty.
MISTAKE 3 WHAT?	**-The 3rd Biggest Mistake** Workshop leaders make that keep their event rooms empty is an: FLIP CHART
Big Reveal	**INEFFECTIVE USE OF EMAIL MARKETING**
Operational Def'n	-Email = main mode of communication now -Whether you send **1 /mon, 1/week, 1/day to list** Email is easiest, MOST COST EFFECTIVE way to let pple know what you're up to, how to benefit. -Most workshop leaders over-rely on it,use it ineffectively or exclusively.

E/Q	-**<u>Why?</u>** -Email marketing is **low effort, cheap,** virtually **rejection free** -Writing one carefully crafted email that gets an effective response takes a LOT of TIME! -Can you see you don't want to waste your time & effort? -**<u>Biggest Mistake</u>** workshop leaders make w/ email marketing is they don't use…
	NEXT ACTION SELLING
	-Most pple concentrate on writing emails that sell folks on one action, **attending their event.** -Craft great email, w/ all virtues of next event, All details, why to attend, and it does no good. -Why? B/c there's **no technology** that allows pple to **register** for an event in body of an email. -Even if person WANTS to register after reading email, they can't do it. -**<u>Why sell your program in the body of email?</u>** -Like if I sell you a Car, you say YES, I'll buy, then I say, oh – you can't have it right now. It is somewhere else.

	-B-4 you sell on attending your event, first SELL & COMPEL to take <u>4 sequential action steps</u>. -If you don't use these steps – you'll drop potential clients like crazy! **FLIP CHART Action #1**
	1. Inbox
	Action #1. Ensure emails ARRIVE in the INBOX of your intended recipient. -Pple don't think about this one! -None of other steps matter unless this taken care of. -Choose an email service w/ **high deliverability rates**. -A service that has **systems in place** to ensure your email gets to INBOX not SPAM or JUNK. -Seems like a no brainer – but can you see how a little tip like this can save you so much time and energy? -Action #2… **FLIP CHART**
	Inbox **Open**

	-Pot. client must actually OPEN ur email. -This step is about writing **hot subject lines** & having an **intelligent 'from line'** -Only few types of <u>subject lines</u> I recommend…
	1) <u>Enrolling Question</u> -Ask question you know your reader will respond to. -You want them to say, "Yes! That's me." Example: -Want To PACK Your Next Workshop with Perfect Clients? -Want to DOUBLE your client base overnight? -Sick of WASTING MONEY on Ineffective Marketing?
	2) <u>Incomplete Sentence</u> -It leaves something unfinished! -Example: -Every Workshop I've Ever Known Has… -Brain wants to know how sentence finishes -Person will open the email to see.

E/Q	-Isn't this making sense to you?
E/Q	3) **Curious Statement** -A statement that stirs curiosity How leaving my hubby, preventing over eating…
E/Q	Are you following me so far? Great. -Let's talk about … -**FROM LINES**: use **your name**, **not company** -A from line simply indicates who the email is coming from. -Email originally for communication b/t friends & fam. -You want to make sure your from line is your personal name, not your company. -Emails coming from personal name not cold, hard corp. trying to sell more likely to get opened. -E.g. Callan vs Leader to Luminary Training Inc. -Our emails from Callan Rush. -Does that make sense?

	Action #3
	Inbox Open **Read**
	-Action #3: Make sure pple READ your emails -Keep emails short **conversational & friendly**. -Like a letter to a friend. -Please write this down: **Always speak in the SINGULAR!** -Only ever ONE person reading your email. -Don't write, 'Dear Friends', or 'Hello Everyone!' -Speak in singular, use the person's name if can! -These ideas stem from a concept I teach called, INTIMATE MARKETING -Must write your marketing, any marketing so that it *FEELS* like it is just for the person consuming it.
	-Singular vs. Plural Example: *"Hello Everyone! I'm so glad you all made it!"* *"Hello! Thank you for coming. I'm so glad you* came."
	Can you visualize yourself writing your emails this

	way? REVIEW **FLIP CHART**
	Inbox Open Read **Action #4 Click**
	Action #4: Sell reader on clicking thru to a place where they CAN sign up or purchase your program -Pot. clients can't become active clients unless take this ACTION -Email must NOT FOCUS on selling your program -MUST FOCUS ON **selling client to CLICK on a link** -Link takes them to sales letter / **video** that links to **shopping cart** where they can purchase/register
	Example: *-Some of best emails say, "Hey Paul, check this cool video out. iIt's something you'll be interested in. Click the link!"*
E/Q	-Most pple get waaay ahead of themselves w/ their emails and try to **sell too much too soon.** -Are you picking up on this? Cool. **[pause]** -This brings us to the 2nd Biggest mistake Workshop Leaders Make That Keep Their Events

E/Q	Empty…. FLIP CHART
	Over Reliance on Word of Mouth Marketing
	-I like to think of WOM marketing as, **Affiliate Marketing** Have you heard this word before? **-AFFILIATE** = someone outside ur biz who promotes ur products & services on your behalf. -Anyone you know who **spreads word** about ur products & services. -Friends, family, past clients, business associates -If they're spreading word, they're AFFILIATES to ur biz. -With **internet, cell phones, Skype, texting, email facebook, twitter** -WOM or Affiliate Marketing is an effective way 2 spread word about what ur up to & how pple can BENEFIT. -BUT… most pple **don't know how** to leverage it! -Most **take for granted** that trusted friends, family, clients are out there **doing a good job** of telling others about what they have to offer.

	-Most think they just have to have a HOT product, program or service, **over-deliver with value**… …and their 'Affiliates' (pple that love them) will get out there & **do an effective job of promoting** for them. -Here's the PROBLEM. -Even if affiliates are out there talking about u & ur biz -I guarantee **they don't know how to sell or market** effectively. -No offence to them. -It's just that very, very few people know how to sell authentically & effectively. -Truth is, most people **hate selling!** -Your Affiliates might be able to get a few pple to LISTEN to them talk about what you do… -But **getting pple to listen** & getting pple to **take action** to sign up for ur next event is totally different. -Difficult to get pple to take action, if you're not trained in the psychology of WHY people buy! -To QUADRUPLE the amount of people your affiliates send to you – and consequently quadruple

	the size of next wrkshp… you need to have the 3 T's in place. -The first T is… **FLIP CHART**
	TOOLS
E/Q	-GIVE your friendly promoters a few simple promotional TOOLS to support them. - Example: • Well crafted, strategic FLYER w/ CTA • Pre-written EMAIL COPY -Write some simple emails for your Affiliates to use. -Make it easy, all they have to do is cut, paste & send! • Another HOT AFFILIATE TOOL is TICKETS to your workshop to pass out -Ticketmaster – order 300 for $40 bucks – when Affiliates are talking you up – hand out a ticket. -Bottom Line: Make it EASY for your affiliates to promote by giving them TOOLS! -Can you see how **w/ a little care, attention & strategy** to giving your affiliates some simple tools you'll the make their job of promoting for u EASY? **-Second T to make WOM more effective is …**
	Training

	-Give your affiliates a little bit of SALES TRAINING! -Don't have to be expert in sales to TEACH a few **powerful phrases** that describe what you do. -Here's the thing. -NEVER KNOW what pple are out there saying about you & your company! -Even if have best of intentions – actually doing harm!
	Example: *Wrkshp,deep processes, no context = scary*
E/Q	-MUST HAVE have some CONTROL & INPUT into how your work is being shared out there. -A little training combined w/ a hot tool will go a long way to making your affiliates more effective. -I'm also about to share why our affiliates love to hand out as many of these tickets as possible. -It has to do with the 3rd T. -The 3rd T and another way to fully leverage your W.O.M. or 'Affiliate Marketing' is …
	Treats
	-Treats =**REWARDS!** -Are you ready to learn this special technique?

E/Q	-Must have simple REWARD BASED SYSTEM to **encourage affiliates** to promote for you. -W/o a TREAT or Reward Based SYSTEM, **won't get results** u desire. -The Best Reward Based System I've ever encountered is called the CIS Model. *Best way to encourage your affiliates to promote for you over time. Each letter stands for an element that must be in place in your Reward Based system if you want to be able to ethically influence your affiliates to enthusiastically, effectively promote for you ongoing.* -Intrinsic Motivation only goes so far. Without this CIS Reward Based System in place, your WOM marketing will dwindle and dry up. -Can you intuit how this will work? -I share this model in its entirety in my Magnetize Your Audience program – due to our time restraints today, I won't have time to go into it in depth, but stay til the end, and I'll show you how to learn more about the CIS model. The gyst is as follows: The C stands for Certainty. Your affiliates must be certain they'll be rewarded for promoting for you. The I stands for Immediacy. They must also be

	rewarded immediately upon sending a new client your way. The sooner the better! The S stands for Significant. This means the reward you give your affiliate for promoting must be significant and meaningful to them. We offer our affiliates cash for sending us new Luminaries, but it doesn't have to be money. It can be any TREAT or REWARD that is meaningful to them. Tools Training Treats. -W/O these in place, **ur WOM system will be random at best.** -Then you MISS OUT on most powerful, most cost effective ways to fill your events. -This brings us to **"#1 biggest mistake Wrkshp Leaders make that keep event rooms empty!"** -Most common error. Most dangerous. Most costly. -When you get the hang of it – most powerful! -If you fully understand important of this, I'll feel I have served you deeply. -Very, very few pple out are using this next concept, and NO ONE is teaching it. -It has been the **secret to my success** – and will be the secret to yours if you grasp it fully.

	-If you're sitting – you may even want to get up and stretch right now! You'll really want to be awake and alert during this next piece. It is that important! -Okay. The BIGGEST Mistake Wksp leaders make that keeps their events empty… is that **they don't use…** FLIP CHART
	EDUCATION BASED **MARKETING**
	-EBM = Marketing that educates. -Marketing that **gives value** BEFORE a potential client gives you a single penny! -**<u>Why so powerful?</u>**
	TRUST
	-When you give someone an education…when you teach them something that SOLVES a real world problem in their life… -You **instantly build immense amount of TRUST.** -And trust is foundation of all relationships! -Including relationship b/t you & your potential client.

	-EBM allows you to become, in eyes of your potential clients, a "**Trusted Advisor**"!
	VISUALIZATION: [slow down] *-Think about someone in ur life you consider a Trusted Advisor. [pause]* *-Could be friend, colleague, teacher, family member* *-**Got someone**? [look around]*
	-Probably a person you **LIKE**, **LISTEN TO, FEEL WARM** about when you bring them to mind. -And - when they give you advice, you follow it. -**What if u became Trusted Advisor to pot. clients?** **-What if they had same feeling thinking of you?** -When you take time to educate, right in your marketing, you become a Trusted Advisor. -True Trusted Advisors ***bypass sales process*** because of their status. -They make a recommendation, and pple follow it. EXERCISE:
	-Right now, imagine all of your perfect ideal clients. *-These pple have the problem you solve and are dying for your program, product or service.*
	Now Please Write This Down:

	"97% of my ideal potential clients are not looking for my product, program or service." **-**Let's explore this and figure out how to remedy it…
E/Q	**3%** **7%** **30%** **30%** **30%**
	Let's talk about the 3% first. -3% of your ideal clients are **ACTIVELY** shopping for ur workshops, retreats, seminars and programs. -These are the pple that have already made decision they want the product or service – only deciding WHERE they will buy it. -Have you noticed that this little 3% is a teensy, weensy segment of the total amount of people you can help? -Yet this is who MOST pple in MOST industries are marketing to! -Example. Car Industry 0% financing All 2009's must go -This kind of marketing only appeals to the tiny 3% of active shopper! The people who have already made up their mind they want to buy something – the only question now is who from! Oh – 0%

	financing, I'll go there. Oh – All 2011's must go, I'll go there. -This kind of marketing, marketing to the 3% is why so many businesses go out of business!
	Let's talk about the 7% 7% are **OPEN to** buying your stuff, <u>not actively shopping.</u> **<u>Here's a visual. A little bigger, but most marketing isn't reaching these folks either. I'll give you an example using the car industry again.</u>** -i.e. Turn Ignition, "Maybe I should replace this bucket of bolts one of these days…" -Am I ACTIVELY SHOPPING for a car? -No. I might be considering it, but I haven't made decision, and are not taking any action!
	Let's talk about the next segment. **30% of your ideal clients are AWARE** they'll need you, but sometime in the future. Here's a visual of this large segment of untouched, un-marketed to ideal clients. i.e. Young pregnant couple, 2 seater, aware they'll need 4 seater within 9 months, "Come spring we'll need to buy a new car." <u>Not actively shopping!</u>

	-Okay – this next segment will be a gold mine for every single person on this webinar. Listen carefully.
	30% of your ideal clients are totally… UNCONSCIOUS: Here is a visual of this big chunk! They should be looking for you, but are not conscious they have the problem you solve, or that someone like you exists that can solve their problem. In either event, they are <u>not actively shopping for you.</u> i.e. Justin's intestinal problems – wheat allergy
	Let's talk about the final 30%.
	30% are a **NO!** **Here's a visual.** Maybe they can't afford your product, program or service. Maybe it is a geographic block, maybe they are just not ready to stop their suffering! Either way, they are a no. We bless them and set them free. Why can we do that? Because we have a HUGE 67% of your ideal clients that no one is marketing to! No one is helping them!

-The #1 Reason That Most Workshop, Retreat, Seminar and Program Businesses Fail Is That They Are Writing Marketing To People In That Little 3%!

-i.e. They are in dog fight for that tiny 3%!

-Most marketing only REACHES people who are *already ACTIVELY looking* for a solution**.**

-Most marketers show you how to get in dog fight.

-**Few** know HOW to access huge 67% of ideal clients.

-The pple who have the problem you solve & just **need a little education** to know they need you!

-Look at this segment! It is huge! A huge group of people who just need a little education about why they need you.

-**Effective EBM** educates huge 67% group as to **why they need you**, *&* **why they need you NOW**!

-I say EFFECTIVE b/c
most EBM out there is not.

-Lots of pple make admirable attempts - fall short.
-You've likely seen EXAMPLES of EBM:

- Free reports

<table>
<tr><td rowspan="5">HOOK</td><td>

- Teleclasses
- Webinars
- Ezines,
- Workshops,
- Info nights
- MLM biz presentations

-Majority of EBM doesn't work.
</td></tr>
<tr><td>Pple consume it – then go on with their day. They don't take action to do more biz with person who put out EBM.</td></tr>
<tr><td>-Why does this happen?

-Effective EBM has 2 elements.

-Most EBM out there has 1st, but NOT 2nd element.

ELEMENT 1 of effective EBM is…</td></tr>
<tr><td>GIVE VALUE</td></tr>
<tr><td>-Give VALUE in form of EDUCATION that solves a real world problem (Top 5 tips, 3 Secrets, 7 Steps etc)

-That's where most pple stop! [pause]

-Because they don't know about Element #2!

-But without Element #2, your EBM will not work.

-W/o element #2, won't be marketing to huge 67%!</td></tr>
</table>

	-Your EBM must give value and…
	POSITION PURCHASE
	-Position the Purchase a.k.a., 'Set Buying Criteria'. -Is **trickiest part** of writing EBM -Once you get handled, things really fly! -You see, everyone makes purchasing decisions based on some CRITERIA
	Example: **Soup** -Criteria = **PRICE** - what is affordable -Criteria = **TASTE** - what is yummy -Criteria = **HEALTH** - what is good for me
	-Effective EBM ***influences the criteria*** on which your potential client makes his or her purchase!
	-Grocery Store Example #1- **HEALTH** -Going down aisle, pushing cart, turn into soup aisle and I am there at a table handing out reports. -I start chatting with you, hand you a report that educates you all about hidden **toxins in food** these days… How they gives you GREY HAIR prematurely. How they makes your skin dry and wrinkly. How they contribute to you getting more colds and

	flues because the toxins kill your immune system How they make you gain weight rapidly! -YIKES! I think you'd agree, you'd be much more likely look for the healthy, organic soups as you headed down that soup aisle! The info on the report was valuable – but it also positioned a purchase!
CHALLENGE	Grocery Store Example #2: **PRICE** -Report **"Top 3 Ways the Average family leak unnecessary cash flow in a Tight Economy"** #3 Drive instead of walk or transit (gas is pricy) #2 Leave lights on when not needed, drives up hydro **#1 way is that they spend too much on groceries** -Now you head down the soup aisle – look at price -Now, your business is much more complicated than a can of soup. -There are MANY WAYS to position the purchase. -Which you use depends on your specific

	audience & what ur product, program or service is! -Grabbing the initial attention of that 67% to begin with…then GIVING VALUE while positioning the purchase in a way that gets your potential clients to take action immediately to register for your event… .. is what is tricky. -**Bottom line** is you must either learn how to do this… how to write EBM that gives value, and ethically and strategically positions your program, or you'll end up paying a whole lot more to hire someone else, who doesn't know your biz like you do, to do it for you. -Then cross your fingers and hope it works. -Those are your only two choices. -Email and WOM are great TACTICS, and they work, but without Without an over-arching **EDUCATION BASED MARKETING STRATEGY** – you'll work way too hard, for too little. -**EMB is a STRATEGY that must be implemented across all your tactics.** -Here's what I recommend. Learn it. At least the fundamentals because… …EBM that gives value and positions the purchase is **most leveraged form of marketing** because it gives you access to that 67% no one is talking to -Most versatile - use it on Posters,brochures

	biz cards, teleclasses,biz presentations, social media webinars, websites -EBM is only marketing strategy that works – for small biz anyway. -There are other ways to market. -You could spend **tons of money** and do BRAND Advertising like Kraft, McDonalds, Coke -Most small biz owners don't have $$ for that. -That's why you have to use EBM. -But **very, very few pple are** using it effectively. -Most EBM out there is not getting a result.
	Often ask pple, "*What business are you in?" they say…. Massage therapy, nutrition, real estate, financial industry, relationships, body work,*
	-These are all great. -But there's one COMMON biz we are all in – **Sales and marketing.** -You are in biz of selling and marketing whatever solution you have. -NOTHING else will bring revenue into your business. -I work primarily with heart based business owners.

	-People who are conscious, want to help others, make world a better place. -So many of these beautiful people say, *"I'm not in it for the money – I just want to help lots of people, make a difference"* -Truth is this. -Unless you learn to sell and market effectively - won't get to help a fraction of pple you are meant to -Because you won't be in business for long. **-"If you want to serve, you must learn to sell & market."** -SMORG STORY: didn't think what I did was spiritual. -Now, I know selling is service! -If you believe in your solution, it is your duty and your dharma to let as many people know about it as possible. -We live in pivotal times. -Things are shaky politically, economically, socially, environmentally, and personally for many people. -Big change isn't coming from the top down.

	-It is coming from the bottom up. -It is coming from the offerings of heart based, conscious, grass roots, entrepreneurs, small business owners, workshop leaders like you and me. -Tragically, **most workshop leaders make learning how to market very low on their priority list.** -If they aren't saying, "Oh – I'm not in it for the money," They say, *"I don't need to learn HOW to market. I'll HIRE someone to market for me."* -So they do. -Then they Pay Mr. or Ms. Marketing consultant a bunch of money to take over their marketing -Materials come back and they look good…or do they? -**They don't know.** -They don't b/c they never learned fundamentals -So have no choice but to HOPE it works! -Is an expensive practice. -RENO GUY STORY: went bankrupt

RATIONALE	-You must learn to market. -Specifically EBM. -If don't, you'll never know how to create magnetic marketing OR how to **direct a person** to do it for you! I know so many workshop leaders running around, working butt off, trying to run a business. …. trying to take care of their family ….trying to get clients …. trying to make a difference -W**asting thousands of $$...hundreds of hours** of precious TIME on marketing strategies that don't work. -They desperately **want the FREEDOM** that owning their own business gives… …they want to reach and help the people who need them… ….but without mastering marketing, **specifically EBM** they'll never find what their looking for. [pause] -Please remember, You are in SALES & MARKETING business.

	-Only thing that'll **allow you to help** pple you want. -Only thing that'll give u LIFESTYLE to do what u want, when u want, & w/ whom! -I've seen many, many pple, including my friends, and even some of my closest family struggle to make money… … and go out of business because they didn't know how to use EBM effectively. -And its tragic b/c it doesn't have to be this way. -That's why I combined my decades of education, all my mentorship, training and experience - and my entire heart and soul to create a program called Magnetize Your Audience.
Permission	**-Love to share a few more Magnetizing tips while sprinkling in a little about program** (thank u)
E/Q	Remember to stay on to the end so you can get that Magnetic Marketing 10 Step Checklist – and see how to get your hands on the CIS Affiliate Marketing Model for free.
Features Benefits	-There are two ways to get your hands on the Magnetize Your Audience Program. -The FIRST is a live, 3day Intensive. -By end of 3 days, you'll be a BETTER MARKETER

	than 99% of professional marketers out there -**Why?** -B/c you'll be one of **very few** that knows how to create effective EDUCATION BASED MARKETING. -EBM that gives value and positions the purchase. -EBM that reaches that HUGE 67% of ideal clients that no one is talking to. DAY 1: You learn What, Why and How behind effective Education Based Marketing. -You learn the psychology behind WHY people buy. -MUST understand psychology behind sales and marketing… the WHY behind marketing! -Many pple study marketing techniques & templates for marketing but **don't learn WHY they WORK!** **-**Then they try it, **don't get the result.** -So start messing w/ irrelevant variables, or scrap technique altogether & trying something else! -Waste TONS of time and energy and money!!! -It's happening in **social media marketing** now. -Pple hear Twitter/Facebook/Linked In/Blogging are great ideas.

-They try – get no result, and scrap it.

-This is b/c they don't know the WHY behind marketing.

-W/o knowing WHY behind marketing techniques, you live, **doomed in "world of Trial & Error"** marketing.

-Never knowing if your marketing will **fly or flop.**

-Following advice you heard or got in a book, then trying it and crossing your fingers!

-Day 1 at MAG, I pull back the curtain and give you the psychology behind 'why people buy'…so you'll be **able to apply your newfound marketing skills anywhere**, any context.

- 1:1 selling
- Creating a brochure / biz card
- Newspaper AD
- Live events, workshops, speaking engagements
- Teleclass / Interviews
- Social media

-You'll know how to apply EBM, and why it works – and how to apply it to your unique situation.

-In addition to what, why, how… on Day 1 we help you get super clear on your **foundation**

-If you are **new & not totally clear** on who you are

	helping, and with what…PERFECT! -On Day 1 we figure that out. -I get you clear on what I call SA & SP -Who are you helping? -What problem will you help them with first? What do you want people to buy first? What is the most strategic revenue model for you? -I LOVE new biz's b/c there is nothing to tweak or fix. -I can start you off, clean slate on the right foot! -You'll be able to create the amount of revenue to sustain yourself so you can lead workshops full time. -Here is how my first workshop went after I learned the Magnetize Your Audience information -I magnetized **56 people** to my first event. -Each participant invested **$2k** to be there. -In addition to the **112k** I earned from those 56 tuitions…I sold an **additional $100k dollars** in other programs at that same, first event. -212 k at my very first event after learning the Magnetize Your Audience information! -I had no staff, no office, just myself, Justin and a couple of friends who volunteered to help

	-I also had an absolute blast, helped a lot of people, who learned a ton about how to attract more business. -I've replicated that result many times since. -At MAG I show you exactly how I did it, step by step, so you can do the same! -Now, **if you've been in biz for a while**, MAG also perfect. -On DAY 1, I open the hood of your business & look inside. -Just like a car, you need to check your moving parts to make sure everything is working optimally. -We must go back to basics & **check ur foundation**. -If you are not getting the results you want, we'll find out why on Day 1 – and I'll show you how to up level. -This will set you up for the next level of financial abundance you desire **DAY 2 Once foundation is set,** -I GIVE YOU my **Top 5 MOST RECCOMENDED EBM MARKETING TEMPLATES** -These are the systems *I currently use* to create all our marketing. "You need templates."

	-Templates allow you to **replicate solid marketing again and again** for the life of your business. -Quickest way to exhaust yourself in biz is to **create everything from scratch** every time u promote. -You must have templates and systems. -And I give you my tried and true ones. -Here's a HOT TIP for you. -**The #1 Way to build your workshop business is to get SPEAKING ENGAGEMENTS in other people's rooms.** -Again, lots of pple have heard of this strategy – don't know the why behind it – and get dismal results. -Either they don't know how to find SE's, or when they do get them – they don't get the result they want. -Often, even though they have the best of intentions – their presentation ends up sounding like a PITCH FEST that break trust and ruins their credibility…. …or it is tons of value – but no one buys anything. -At Magnetize Your Audience one of the templates I give you is my tried and true, '**EBM SE template**. I trust you **got some value in this WEBINAR.**

	I also hope you noticed I positioned a purchase as well. -If you want to have a successful, sustainable business, that SERVES a large amount of people for a long time… you must do exactly as I just did. -At MAG, I show you how to do it 4 ur unique biz. -This next bit is vital. Please Listen carefully -As a prof. teacher, don't believe in teaching info, then kick pple out into world HOPING & PRAYING they'll apply what they learned when they get home. -So-in addition to learning the WHAT, the WHY, and the HOW of Magnetic EBM… **-You are going to: "Do Wit"** -You **apply** what you learn right at the weekend. -This means, starting on Day 2, you write **the most important pieces** of front end marketing. -Including your Speaking Engagement Script, which doubles as your Free Introductory Workshop Script. -You can repurpose that script into many things – even a webinar like this one! -The point is, right at the event, with my help… -You write headlines,

	-You create your eBM positioning strategy, -You EBM content and compelling language! -By the end of program, you'll have completed the entire content of your Education Based Marketing. -It will be done. Imagine how that will feel. -Not only will you know the why and the how behind effective marketing – you will have your marketing complete. -On Day 3, I show you the easiest, most cost effective way to **distribute** your new & improved marketing -I show you how to get it out there! For cheap! -I started this biz w/ $200 bucks each – made 6 figures in 6 months… thru a teleclass series! -I show you exactly how to do it. **Day 1** – Learn the what, why and how of EBM Marketing – how to use it for YOUR biz. -Get clear on foundation. Who r u helping, with what? **Day 2** – Get hottest marketing templates, AND complete them with guidance. -This includes your 60-90 min intro workshop script! **Day 3** – You learn exactly how to get it out there! -Reveal most cost effective, technologically easy

	ways to get ur marketing to those who need to see it. -Show you how to get speaking engagements, how to host intros like and actually sell them out… etc. -My genius is in Curric Design. Brilliant design. -Reach all types of learners. (visual, auditory, kinesthetic) **-Lots of q & a time as this is how many pple learn.**
Investment	-My goal w/ program is to make myself obscelete. -I could write your marketing for you at event – much better to educate you how to do it for yourself so you never need me again! "Give a person a fish, feed for a day. Teach a person to fish, feed for a lifetime." -Magnetize Your Audience will be best and only marketing program you'll ever need. -After MAG, the marketing mystery will be lifted. -**Let's talk about the investment.**
Comparitor	-You can get this kind of **marketing support** from me in a 1:1 capacity. **-**I highly recommend it if it is within your means.

First Investment	**-Current consulting rate…** …guiding you through the theory of EBM …coaching you on your fundamental marketing strategy …giving my stamp of approval to your marketing is… **FLIP CHART**
	$50, 000.00
	-If you prefer 1:1 as opposed to a group email our office at info@magnetizeyouraudinece.com -Tuition for Magnetize Your Audience program is less. And you'll receive everything you'd get from me 1:1 -Plus – you get a team of colleagues and coaches to work with you, brainstorm, test content on…and you get it all done in 3 days! -Investment for MAG is:
	$2995
	-Now – I said there were two ways to get in on the MAG program. -The first is the live 3 days event. -The second way will allow you to get started with the Magnetize Your Audience Program RIGHT

	NOW… …and you won't have to leave comfort of home! -I'm speaking about the Magnetize Your Audience Online Home Learning program! -**The investment for the Home Learning Version is only $1997!** -You get all the information you'd get at the live event through a series of 18 Online Video Modules! I design and deliver each of the modules – so they're easy to follow, highly entertaining and engaging – and seriously effective. **First Set of Video Modules** – Learn what, why and how of Marketing – specifically EBM. You'll get your foundation in place, and begin to write your marketing plan. **Second Set of Video Modules** – I give you our hottest marketing templates, AND work with you virtually, via video as you write your marketing -I guide you through completing all of your EB Marketing – including your speaking engagement script via Video! You can download all the templates and handouts and work at your own pace to complete them. **Third Set of Video Modules** – You learn exactly how to get it out there! -UNIQUE from other home learning programs.

Rationale For Deal	-Highly Interactive! Some live footage, some personal 1:1 video, some webinar-style modules – just like this one. -Even special footage where my original marketing mentor gives you Hot Tips. -All marketing templates included -A few extra systems including: • HOW to find speaking engagements that are perfect for your business. • WHAT to say when you find them • How to CRAFT a compelling What Do You Do? Statement. -BEST investment you could make for biz -Can watch again and again, refer to DVD each time you create marketing LISTEN VERY CAREFULLY! -The best option, if you are serious about launching your workshop business this year is to attend both. -Here's why. -The home learning version gets you started right now! As soon as this webinar is over, you'll begin creating your Education Based Marketing to PACK

	your next event! -How cool would that be? -But working with me, and getting the live coaching from myself and my coaches at the Live event is unsurpassed. -The events are intimate and you get as much personal attention as we can offer you! -You also get to test everything on your colleagues. -At the live event, you get put in a very small marketing team – which means you have a group of people working on your marketing! -I believe so strongly in doing both – that I want to make it EASY for you to get both.
GIVE DEAL	-So - when you INVEST in the MAG online home learning program, which you will get immediately, today, **for $1997** – I'd like to gift you with the entire live MAG 3day event for free! -To be clear, when you invest $1997 in the MAG Home Learning Program, which you'll get immediate acces to because it is online video modules, and downloadable templates… …and you'll get the ENTIRE Live 3-day MAG event for free. -That is a 3k gift that will change your life and business forever! I promise you that.

CTA	-Click the button below to reg. -Please listen carefully. -We are opening registration for the general public in a few days for a very short window of time – HOWEVER - this exact deal, the one I am offering now, will only be made to participants of this webinar.
SOCIAL PROOF	-One of my clientswrote me a letter shortly after the MAG. She was just getting started in her business… She wrote: **Dear Callan,** Things are amazing for me since MAG! This summer I facilitated 4 Discover your Genius workshops totaling 36 participants. Now I have 15 people in my Live your Genius program and 9 in the Leverage your Genius program. **My income this year so far is $60,000!** Last weekend I had 6 people at my mini-workshop and 4 of them signed up for my big programs... **totaling $16,000!** It's so awesome to be aligned with making money, selling and sharing my message. I have an office manager working with me 10 hours a week and will be hiring someone to help me with speaking engagements. I feel powerful. I think you should start using me as an example of success in your business! :) Love you and am SO GRATEFUL for having you in my life.

	Love Karen Evelyn The cool thing? I just got another email from this same woman, updating me on her success. She now has a multi-6 figure workshops business! She is serving more and more people – and is really becoming a known expert in her field. And remember, she hadn't led workshops prior to Magnetize Your Audience! You will have this kind of success when you go through the Magnetize Your Audience Program.
E/Q	Are you ready for it?
START STACK of BONUSES	Now, I highly Recommend you come to live event with your business partner, or marketing director We'll be revamping your Marketing Strategy – don't want to have to go home and try to re-explain everything to someone else when you get home. This makes sense to you, right? Bring your staff with you!
BONUS #2 Free Guest Ticket	To help make this as easy as possible for you, when you invest in home Learning Program, in addition to a FREE ticket to the Live event for you.. I'd like to also give you live event ticket for a Guest To be clear – you can bring another person for free!
E/Q	Isn't that cool?

	Don’t have a staff member or marketing director? No worries! Many of our clients are soloprenuers, building their business on their own. If you are working on your own in your biz – this is your chance to gift the ticket to another workshop leader you know who would really benefit from learning how to attract way more people to their business. -This is another $2995 from me to you when you invest in the MAG online video Home Learning Program by clicking the button below. -Our events are intimate, and are first come, first served, so register now to get your first date choice! -We do offer them many times during the year, but certain events fill up faster than others. -Whatever date you choose to attend, likely, there will be some time between NOW and when you are able to show up at a live event. -So – please listen carefully! -My recommendation is you get going on the Magnetize Your Audience Home Learning Program right away. You’ll get immediate access to it when you register now by following the directions on this page. As soon as you get access, start going through the modules and crafting your marketing. -And, here is a very cool offer for you as a thank

BONUS #3 Group Coaching	you for getting on the webinar and trusting me. -Register for the MAG online home learning program now. -Get going on crafting your marketing to fill your next event right away. -And, when you do that, you will also receive complimentary coaching between now and the live event you register for! -To be clear, If you have any questions about any of the online video modules as you go through them – you can get on the personal group coaching sessions and get your questions answered. -These laser coaching sessions have a value of $1997 on their own… and you will get this support INCLUDED as part of your registration. -AS I SAID EARLIER – this offer is ONLY available for people who attend this webinar… and register now! -We will be opening registration for the MAG program for the general public shortly for a very short time window – but THIS private COACHING will NOT be offered to anyone else. -So – don't wait! The webinar time window will close, and then you'll miss out on this kind of personal support. -Again, register now by following the directions on

	this page and clicking on the big yellow button. When you do – you'll be taken to a secure check out page. -Imagine having a top level marketing mentor available to you as you work thought the Magnetize Your Audience Online Home Learning Program. They can help you craft titles, deepen your comprehension, approve your educational content and positioning strategy. Really – they can personally help you with anything you might be wondering about. Register now to take advantage of all of the free gifts, including these personal group mentoring sessions -Now, earlier in the webinar, I shared a little about the CIS Affiliate Model. -Remember, this is the model that will help you set up your reward based affiliate or WOM Marketing system. -This is the #1 system you'll need to fully leverage your WOM.
E/Q	-Do you remember this? It was part of the TOOLS, TRAINING, and TREATS education. -It is so important, I created a easy to follow, comprehensive online training in this model that retails at $497.
Bonus #4 CIS Model Webinar	And – I feel strongly that you also need to learn it and use it! So – I'd also like to GIFT this CIS training to when you register for the HOME

	Learning Program right now. -I know this will help you immensely in leveraging your word of mouth marketing efforts! -Okay – as I said earlier, the online Home Learning Program is 18 modules – and sometimes you need to craft a piece of marketing FAST! -I have a WEBINAR I put together, it is a FAST TRACK system to get you writing your marketing. -I call it, EBM Magic - 5 Simple Steps to Crafting EBM FAST! -This 75 min Online Video Tutorial, is quick and easy – and walks you through how to craft a hot piece of EBM lickety-split! You don't always have tons of time to craft marketing – sometimes you need an ad or brochure fast! This webinar will fast track you!
Bonus #5 EBM Webinar	-The investment for this Online Training is also $497… and I'd like to include it as a gift as well when you invest in the Home Learning Program!
E/Q	-This one training alone will help you double the results you are getting from your marketing… are you feeling hopeful? You should be. You can totally do this.
CTA	-Register now, and I'll support you each step of the way. Now, in preparation to fill your next event, You'll

	also want to recraft all of your emails, -I've put together a package of my tried and true, BEST email templates. These are the emails I currently use to help keep people informed and excited to show up at my events. -I want to get your email marketing up and working to attract more people to you.
BONUS #6 Email Templates	So – if all this isn't enough, I'd also like to gift you with my tried and true Email copy writing templates -A value of $297. These are highly coveted templates. -No thinking – just follow the templates for hot emails. -This package has a Total Value of over 10 thousand dollars! -And when you invest $1997 for the MAG Home learning Program, which will be the best investment of your business…
SUMMARY	…You'll get all of these amazing extras for FREE *2 free tickets to the LIVE MAG EVENT *Personal 1:1 Marketing mentoring with my hand selected marketing strategists between today and when you show up at the live event (which remember, is ONLY available to you as a webinar attendee)

	*A comprehensive training on how to set up the TREAT part of your Word of Mouth Marketing program. -A comprehensive training on how to write EBM quickly, when you need to! -All of my tried and true email copy writing templates!
E/Q	Do you realize how much opportunity is waiting for you out there?
CTA	-Click the button below to get started now!
URGENCY	-This offer will only be made to participants of this webinar. It will expire shortly after the webinar is complete. -You will earn way more than your investment back quickly and easily when you follow what you learn in the MAG program. -Think of it this way, you couldn't even hire marketing support or an admin assistant for $1997 – let alone learn how to market, create a marketing plan for your business, and have your marketing materials complete! If all the program did was get you 10 new clients each year… it would be more than worth it. And the truth is, you'll attract way more than that.
SOCIAL PROOF	***Testimonial*** One of our local client, an amazingly talented Bio-Energy Healer named Michael D'Alton, based here

	in beautiful Vancouver, British Columbia was doing small events locally, and had been for quite some time. He had an established healing practice, was getting people to show up to his intro nights – but struggling to convert them into ongoing clients. About two weeks after Magnetize Your Audience , using the script he wrote at the event, he had a massive **25% increase in enrollment** into his Practitioner Training Program! Half of the people at the event, signed up to work with him futher. He ended up earning many thousands of dollars…all in a 2 hour Introductory evening. It was a huge boost to his business.
CTA	-Register now by following directions on this page and clicking the yellow button.
URGENCY	-Live Events very intimate – only way we can give personal attention. Will sell out very quickly! - Register now, get this very special package, including the personal marketing mentorship, and get going on spreading your unique brand of healing in the world! You are in great hands, and I promise it will be well worth your time, energy and investment.
RISK REVERSAL	In fact, I stand so solidly behind the Magnetize Your Audience program, I will offer to make it **totally risk free** for you. <u>Register now.</u> Come to the live Magnetize Your

	Audience Program... participate fully. And if what we advise you to create doesn't work… come back to me, and I'll give your entire tuition back to you. And I'll honor this guarantee for up to 1 full year after program!" Let me be super clear…register for the Magnetize Your Audience Home Learning Program right now by following the directions below. Get 2 free tickets to the LIVE Magnetize Your Audience Event where we'll work with you LIVE and in person. Create your marketing materials, **try them out for a full year** after the program… and if what we've advised doesn't work - let me know, and I'll offer your entire tuition back. **There is no risk to you, so please, register now to get that guarantee. Just click that big yellow button.** This really is a one-time opportunity… once we open registrations up to those not on the webinar, this deal is no longer available – and then it's gone for good! Are you finally ready to stop struggling – and create your lucrative, life changing workshop, retreat or seminar business? Are you ready to reach way more people? Join me – you'll be so happy you did. **-In CLOSING**, I can talk about the money – which will start flowing in when you use what you learn

	and create at Magnetize Your Audience. You'll be able to finally earn the revenue you desire and deserve with your workshops. No more cash flow issues. Money left over to contribute to others, to enjoy your friends and family, to travel! Cool thing about the workshop biz – it's very easy to make a lot of money very quickly. Many of our clients make 20-50k in a weekend. Would that amount of cash into your life and business make a difference for you? Money is important. You need it to survive in this world. -But there is something deeper you're saying YES to here! Helping more people! -Making a bigger positive difference on the planet! -Lord knows we need it right now. -The world needs you to share your message and your light like never before. ***-"Your heart's desire to lead workshops, to do this work, there's a reason that desire is there."*** -There are people WAITING for <u>your exact kind of healing.</u> You have a duty / dharma to magnetize them to you! -To do whatever it takes. -Magnetize Your Audience is about a lot more than

	just the money you can earn in the workshop biz -It is about fulfilling the reason you were born. -Our company is called Leader to Luminary. -There is a clear distinction b/t what makes someone a Leader, and what makes someone a Luminary. -Luminaries take action on their heart's desire. -They know that the purpose of their life is to serve. -I've been around this industry for over a decade – I have not seen a better sol'n -Magnetize Your Audience will help you like no other program I've seen. -Helping you earn money is fun for me! -But **guiding and encouraging** you to realize your heart's desire is really why I love doing this. -Don't struggle – join me and we'll do it together. I would be honoured. -Reg now! And I look forward to meeting you in person to support you further. Lots of love…and until next time, Be Brilliant!