

speakeprofit

Dear Small  
Business Owner:

If You Want a Repeatable  
Strategy

For Generating Quality  
Leads and

Unlimited Revenue...

You Need to  
Read This Letter

May I ask you a few questions?

Is your  
list growing at a glacial pace?

Do you  
notice that the leads you do have  
are unresponsive much of the  
time?

In fact,  
do you find that many of your offers go unseen?

Is your

marketing ROI a consistent disappointment?

Do you find yourself clamoring for new income strategies every month?

Are you just starting out and unsure how to jump-start your business?

If so, you're NOT alone. In fact, this list of questions was created from years of my personal experience, learning the hard way, and years of working with business owners like you.

Stressing over leads and revenue stinks.

It ruins every single area of your life. Who can concentrate on anything else?

You can't relax.

You constantly feel like you're living in a mine-field, never knowing when the next financial bomb will explode.

And every time it goes off, you wonder if you'll have to throw in the towel.

So, let me ask you this:

How would you like to have interested and loyal leads who stay with you for years?

And who feel an urgency to buy from you?

How about  
referral partners who eagerly spread the word about you?

Would you  
like to be seen as an “expert”?

Would  
standing apart from the crowd, the chaos and the clutter change your  
business?

Does an efficient  
method for getting clients and customers sound inviting to you?

How about  
a marketing strategy that maximizes your marketing dollars?

If you’re  
just starting your business, would you like to save yourself months and  
years of agony?

And how  
about doing some good out there while you’re cashing in—would you  
like that?

If you answered “YES!” to any of  
these questions, then you may be  
ready for the important information I have for you. But your answer to one last  
question will tell us that for sure:

Are you willing to do things differently to get the kind of leads that will turn you into a thriving business?

Did you answer “YES!” to that, too? With the capital letters and exclamation mark? If so, then you’re ready to read on!

You need a **PROVEN** strategy for getting leads and making unlimited income.

No more grabbing for the latest marketing gimmick. No more confessions to your spouse that this month isn’t going to be any better than last.

You need control over the results you get in your business. And if you’re just starting out, you need traction.

There is a strategy used by Fortune 500 companies to get consistently qualified leads and make a profit....and you can know exactly how to do it, step-by-step—because I’ve done it. I built my entire business on this strategy, gathered leads who are still with me today, and I’ve profited every time I’ve used this strategy.

And I’m telling all.

Who Am I?

I’m Lizabeth Phelps, known now as the “Brain-Sticky” Communications Expert. Using brain research, I help business owners craft businesses and communications that are compelling, relevant and novel—what the brain pays attention to most.

But just a few years ago, I was a general-practitioner

life-coach. If you don't know what that means, it's because there's nothing more invisible than a general-practitioner life-coach: a coach who helps anyone with any problem. That rapidly became my problem—no target market and no differentiation—and I didn't thrive as I'd expected to.

But here's the thing. Whenever I spoke in public, I got clients. I could be sniffly and bleary-eyed, and I got clients. It didn't even matter that I had no clue how to make an irresistible offer. I always got at least one client from every talk and lunch-n-learn I led.

To make a really long story short, I decided to drop five years of coaching (which by then was fairly profitable); give up a book I'd written that was being favorably reviewed by a top editor at Hampton Roads—and start a whole new business teaching public speaking, based on the latest brain research, to small business owners.

I decided to model my new training business after a seminar company I'd learned from: I gave a 2-hour free event to capture leads and to register people into my for-profit public speaking training.

And you know what? It worked. Turns out my mentors knew what they're doing. J

But the learning curve was a little steep to say the least.

I knew nothing about hosting an event.

I was confronted with these questions:

Where should I have it? ( I decided on a hotel.)  
What price is fair? Can I negotiate? How soon before an event should I book?  
What

content is appropriate for a free event?  
Do I say it's free?  
Who  
should be in the room—"everyone" or a select sub-group?  
Where do  
I go to find them?  
What's  
the best way to promote it?  
What  
technology do I need to collect registrations?

...and on and on.

Over 3 years, I perfected  
the process. I gained traction for a  
non-existent business; built my list,  
sold my programs, acquired testimonials (raving-fan testimonials,  
to be exact), and increased my revenues 50% over the year before as a coach; then  
doubled it the next and tripled it the next.

Now, not all of that profit came from free seminars. I added programs to my repertoire and caught the attention of best-selling author, Michael Port, whose live trainings I personally revamped, so he spread the word about me.

But the important point is that it all began with free seminars, and to this day, I still give the same free seminar. Only I give it as a teleclass, too, to people around the world.

Are you just starting out? So was I. This worked for me.

Have you been in business for a while? So has Apple, Citibank and American Express. They use this marketing strategy, too. They call it education-based marketing. Read Chet Holmes' awesome book, *The Ultimate Selling Machine*, and read all about it. He's helped over 60 Fortune 500 companies explode their sales from free seminars. If it's good for the Big Boys, it's good for you, too.

## 6 Reasons Why This Works

According to Internet Usage and World Population Statistics for June 30, 2009 1,668,870,408 people around the world surf the internet. Nearly 2 billion people seeking information. According to Amazon's annual report, their book sales were \$5.35 billion in 2008. Barnes and Nobles' were \$4.52 billion.

There is, and will always be, a huge, unrelenting, never-ending

**DEMAND  
for KNOWLEDGE.**

Do you belong to an association? Seen any speakers at your monthly meetings? At conferences? At your networking groups? The local library? Ever been to a corporate lunch 'n learn?

There is, and will always be, a huge, unrelenting, never-ending

**DEMAND  
FOR SPEAKERS.**

Attending a free event requires no risk for participants financially, and low risk in terms of time. To get people to buy from you, you must eliminate risk.

**LOW-RISK  
SELLS**

Have you ever seen an unknown speaker and felt a bit skeptical? Have you also experienced

your doubt melting as the speaker told stories and a few good jokes? Getting to know her—as you never did by reading her books or seeing her YouTube videos--your innate distrust melted. And you probably bought her book.

## BEING IN THE ROOM REMOVES BARRIERS TO BUY

How many free educational seminars have you been to in the last year? Educational seminars are still a relatively untapped marketing strategy. They break through the eye-glazing clutter.

## WHAT GETS NOTICED GETS BUSINESS

Getting people into a room with each other fulfills one of the most predominant trends in business and marketing today: creating relationships. And of all possible marketing strategies, speaking (done right) is the very best for creating relationships.

## CONNECTION SELLS

“But I HATE Public Speaking!”

“Courage is not the absence of fear, but rather the judgment that there is something more important than fear.”—Redmond Moon

What if there was something more important than your fear of public speaking?

There is. Besides, oh, everything....your business is more important than your fear!

If you're a seasoned business owner, you and fear are comfortable bed-pals now.

BUT if you're just starting out...beware! I guarantee fear is running your business. It just doesn't look or sound like fear. It's disguised as cockiness:

"Yes, I have to make sales calls, but I just can't think until I organize these files."

"Networking doesn't work. I'll just advertise."

"I can do the bookkeeping next week."

"I don't have time to study marketing!"

"I hate public speaking and don't need it for my business."

"Snap out of it!"

You can't afford the luxury of giving in to fear. Successful entrepreneurs make best friends with it. They do what gets the job done--whether they're comfortable with it or not.

Public speaking gets the job done.

And it's the best crash-course in personal growth (i.e. banishing fear) you can take--next to learning to sell. I think that's why I teach them both.

Public speaking explodes your leadership skills.

It ratchets up your built-in (yes, built-in) charisma.

It takes your confidence to heights you can never reach

from the front row.

And it turns you, like magic, into an expert.

Are credibility and expert status more important than your fear of humiliation? (What fear of public speaking really is.)

Did I hear a resounding, Heck, yes!!?

Is succeeding  
in your business, NEVER working for someone else again, and  
living your life, for the rest of your life, on YOUR TERMS...more  
important than your fear of embarrassing yourself?!!!

If you're a true  
entrepreneur, you're jumping out of your seat right now, shouting, "Damn  
straight they're more important!!!!"

If you're serious about you're business, you'll do whatever it takes  
to succeed. And you won't use "fear" of anything  
as an excuse.

And the first thing you'll do is  
start speaking.

So, how do you speak free and profit?

I'm always asked if I offer a program that teaches the method I used to launch my business with  
free seminars. I don't. I'm the Brain-Sticky Communications Expert. I teach how  
to be original and irresistible in sales, marketing, info-product content and presentations. I'm about communications,  
not logistics.

But I was asked one too many times and I FINALLY  
relented, agreeing to write a book.

And once I started putting the knowledge only my private clients have ever  
gotten into writing, I thought, "D\_  
\_ \_ \_ , this is good stuff!" My very left-brain, step-by-step, process-oriented  
thinking makes this a powerfully concrete, easy, fail-proof, kick-butt  
tool.

Privately, I've helped financial advisors, life coaches, business coaches, chiropractors, nutritionists and other holistic practitioners launch or expand their businesses with this method—but in this book, I'm giving even more than they've gotten! In fact, those who've worked with me privately definitely want to get their hands on all the bonus goodies in this book!

Speak Free and Profit:

The Definitive Guide to Giving Free Seminars to Explode Your List and Revenues

There are 13 distinct steps you need to follow to launch successful free seminars—and you need to take them in this order, not missing even one. Here's a peek inside the table of contents. The chapters are the steps:

In this book, I am taking YEARS off your learning curve, and saving you from making MASSIVE mistakes.

Mistakes I made.

Mistakes I see so many people make.

All the Mistakes You'll Avoid:

1.  
Talking to a room of people who will never buy from you
2.  
Having too few attendees at your seminars because you didn't do the math—(and now face massive income problems)
3.  
Choosing the wrong avenues of promotion and getting dismal ROIs
4.  
Writing pathetically dead copy that fails to fill your room
5.  
Choosing the wrong venue—some place inappropriate for your topic OR a hotel that screws you over
6.  
Free-Fall Panic: Realizing you missed countless details you should have overseen every day for the 90 days leading to your event
7.  
Moving new clients into the wrong program or product--and facing returns and reputation-destroying disapproval ratings
8.  
Failing to move them into any program—having a ho-hum pitch from stage—(and now face massive income problems)
9.  
Making key mistakes while you're in the room with them
10.  
Failing to take the right steps the very next morning to turn your “got away” attendees into future clients

Success is in  
Strategy, Not Tactics.

This book is a strategy slam-dunk.

And that's  
why you won't make the mistakes so many do, and fail the way so  
many do. How can you when you've  
thought EVERYTHING through? And in precisely the right order?

In Speak Free and Profit

You're Going To...

Know and choose  
the right people for your room

Create your  
unique progressive line-up of offerings—what  
you'll offer clients far into the future (so you know what to offer them now)

Calculate  
the exact # of seminars you need to  
give AND the exact # of people you need in them AND how many to market to to  
meet your income requirements

Know and  
choose the best off-line and on-line vehicles for  
promoting your seminar

Know and  
choose the best promotional pieces to use in  
those vehicles

Design  
your free seminar in under 5 minutes!

This is soooo cool! I give this tool ONLY to my private clients and public speaking students. Design any content in less than 5 minutes!

Learn how  
to compellingly describe your seminar

I give you guidance on writing the top 4 promotional pieces you will use: postcards; persuasive letters; web-page description of event; sales letters

Design of  
the program/product you'll sell at your seminar

You use the same tool as in chapter 6, but this time, you design the product or

program you'll be up-selling. Critical information!!

Learn the  
Six Golden Rules of an Irresistible Offer from Stage

Hint: the acronym is VELLCC.

Learn How  
to Deal with Hotels

What should you ask them in the first conversation? How much should you pay? What do you ask for in the contract? When should you sign—and pull out--of a contract?

Possess a  
PRICELESS “Calendar to Follow”--everything you need to do from Day 120 to Day 1...PLUS a KILLER check-list of everything you need to have with you in the room!!

Learn in-the-room  
strategies for pulling off a profitable evening

Know precisely what to  
say the “morning after” to 1) those who bought; 2) those who might still buy today; 3) those who didn't and won't for a while

PLUS An appendix that includes:

List of Technology You

Need to Host Your Event

2 Examples of Letters  
to Organizations

Example of My Postcard  
to Create Awareness of My Free Event

Example of Client  
Postcard

Example of Order Form  
Used at My Free Event

Example of Order Form Used for My 2nd Upsell (Word doc)

Here are some  
unsolicited comments from three clients who have read the proofs of the ebook:

Hi Liz.....WOW! That is one powerful book. I just took the last hour reading it and shaking my head in excitement going...wow, wow...yes....!!!! It totally encapsulated everything we did together. It is well written, motivating, and very clear action steps. Mike and I were just talking this morning about where do we start to do this 3 month promotional push...and this is just what we needed to be crystal clear in what we should do. (We had everything from you, just needed a system to put it all down clearly). Thanks for allowing us to be part of reading it early.

In thinking over all of this, we are so grateful we connected with you. If we hadn't, this whole speaking for free idea would really just be a fuzzy notion and we would not be anywhere near where we are today with how to do it , and what we would present. I appreciate your work with us to make it brain-sticky. You challenge us in ways no one ever has!!!  
We hope to make you proud.

We wish you WILD success with your book! The process is worth going through for anyone!

Blessings,

Mari Larkin, Larkin Financial

"I just looked through it some more WOWWWWW it is jam packed. As usual you aren't wasting words but consistently relaying solid info that we can use. Awesome." --Dr. Michael Tebbe, Chiropractor

I just read it, enjoyed it and learned!  
It's all right on. Very clear and informative and chocked-full of exactly what to do. --Aharon Amore, Teen and Family Coach

**GUARANTEED!**

It's challenging to guarantee an ebook because the buyer gets to keep the merchandise, but if you feel I have misrepresented the material in this letter--if the steps in the book seem shallow and unuseful--just send us a letter, and we'll give you your money back.

E-Workbook Regular Price:

\$97.00

But I want it to be a no-brainer decision

for you, so the SALE price is just

\$47

To your prosperity!

Lizabeth

P.S. I believe in this marketing strategy whole-heartedly because it got me to where I am today and keeps me catapulting forward. It works. Remember, Fortune 500 companies use it, too.

This is your chance to do it yourself--without the HASSLE. Without the PAINSTAKING GUESSWORK. Without the countless tiny, aggravating makes-you-want-to-give-up MISTAKES.

In just a short time, you will be seen as an expert in your field; you'll be growing a list of prospects who want you, buy you, and stay with you--and best of all, you'll have profit in your pocket!

Go buy it now. You'll be so happy you did!!!!

