

MINI-COURSES

- For more learning options such as ebooks and home-study courses visit [here](#).
- For full-length courses click [here](#)

BRAIN-STICKY INSTITUTE'S CALENDAR OF EVENTS

MINI-COURSES

Inspired Leaders' Club: Wednesdays from 12noon – 1pm ET

Private Membership

Event Description
Date/Time

Pitch-Me! A Brain-Sticky Selling Practicum

Is your business hot, sticky and irresistible? If I asked you, “Why is your service necessary for me?” would you effectively “prove your case”—or leave room for me to poke holes in your argument?

It takes skill to persuade successfully. And there aren’t many opportunities to learn that skill except in the presence of your valuable prospect--where you could make big mistakes and lose them forever. Pitch-Me! is your safe-haven for flexing your persuasive-speaking muscle. Read all about it here.

1 HOUR Tuesday April 6th at NOON

The Magic Copy Ride: Writing Persuasively So Prospects Want You, Buy You and Sing Your Praises!

My solo-preneur clients beg me to write copy for them, and sometimes they hoodwink me into it—but it’s not happening in the future. It doesn’t serve me or others to have me engrossed at my keyboard in projects for a few select people.

Because I feel guilty about it sometimes, I finally broke down and decided to teach ONE and ONLY ONE, FOREVER (mark-my-words) crash-course on copywriting that sells. It shares the “must-have-or-you’ll-go-broke” elements of copy that works. Read all about it here.

2 HOURS Wednesday

June 16, 7:30-9:30pm ET

FREE Secrets of Impact & Influence:

The New Paradigm of Audience Leadership

FREE 90-Minute Introduction

Why take 90 minutes out of your day

to attend this introductory event?

Because you're immersed in ancient cultural influences that destine you to be ineffective and mediocre with audiences—matter how experienced a presenter you may be.

Without knowing what they are, you will continue to make unwitting mistakes that cost you your reputation and your business. Furthermore...(click here to read more and register)

OVER

When You'd Rather Starve than Sell: The 7 Keys to Eager, Enthusiastic Selling That Works

Do you make excuses to avoid “getting out there”? Feel disdain for selling? Fumble woefully while talking about your product or service?

Bottom line: do you want to make money at your solo business--but hate to sell?

This is such a common issue facing inspired entrepreneurs. They are terrified of being perceived like the plaid-clad gentlemen above: phony, insincere, greedy, pathetic, pushy, desperate. So they hide. Believe me, I know! I had the fiercest resistance to selling of anyone you’ve ever known. Read all about it here.

2 HOURS Wed. June 2 7:30-9:30pm ET

Teaching to the Brain--

The Must-Know Skill of the New Millennium Expert

You are no doubt an expert in your field. But here’s a messy truth that very few experts want to admit: you can be great at what you do--and not know how to teach. I have met very, very, very few experts who are also expert teachers. They believe mentoring and coaching is teaching; that their fame and millions automatically endows them with teaching acumen. They attempt to teach without even considered taking a single teaching class. This is an irresponsibility akin to putting kids on the road without driver’s ed.

When an expert doesn’t know how to teach, his material is...Read all about it here.

2.5 HOURS Wednesday, May 19 7:00-9:30pm ET

