

NEW YORK TIMES BESTSELLING AUTHOR









TAMARA LOWE



PURPOSE

How to Find, Fund and
Fulfill Your Purpose

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Forward and Forewarning

This book will challenge and change you.

It may also annoy you.

The more closed-minded you are, the more it will rattle your cage.

Set aside judgment for now.

Read with an open mind and an open heart.

If you do, you'll be inspired to take purposeful action and
move into a more prosperous, fulfilling future.

Chapter 1

The Power of Your Purpose

This book is for people who want to live ON PURPOSE.

If you want to have greater impact, influence and income this book is for you. If you believe you are called to BE something more... or DO something more... or HAVE something more... this book will show you how.

You won't find fluff and filler in this little book. The message here is short and sweet: Purpose drives destiny. Once we've identified your purpose, I'm going to give you a blueprint, and practical tools to fulfill the call of God on your life and actually DO your dream.

Not only will you be empowered to do your dream, you'll be able to pay for it too! Truth is, big dreams can be expensive. Case in point...

When I was nineteen years old I made a "Life List" of lifetime goals. It was a wish list of 40 things that I wanted to do before I died. They were crazy, gigantic, outrageous things like:



Speak live and in person to a million people as a motivational speaker



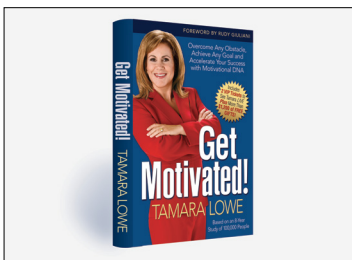
Go on an elephant-back safari in Nepal



Travel to India to meet Mother Teresa



Lead 100,000 people to Christ



Write a *New York Times* bestselling book



...And 35 other audacious, expensive absurdities!

I looked at that list and thought it would take ten lifetimes to do all that stuff. But I was wrong. In my early 20's I traveled to Calcutta and spent time with Mother Teresa. Not long after that, I met another hero of mine, my dear friend and mentor, Evangelist Billy Graham.

At the age of 23 I started a business training company and went on to fill the largest arenas in America with crowds of up to 70,000 people per event. I surpassed my goal of speaking to a million people-- three times over-- and have spoken live and in person to more than three million people in 76 countries around the world.



My friend and mentor, Evangelist Billy Graham

I did the elephant-back safari in Nepal. I even wrote that *New York Times* bestselling book. In fact, before I turned 40 I accomplished all 40 of the things on my list.

Best of all, I've had the privilege of leading over a half million people to faith in Jesus Christ!

As I reflect on my life and accomplishments, I realize that every success I experienced sprang from two foundational facts. These two facts are just as true for you as they are for me:

1. God has a specific purpose for your life.
2. You cannot achieve your purpose unless you live intentionally. *On purpose.*

Many people consider goal-setting an essential element for success. I don't mean to belittle that, but goal-setting is very different from goal achievement. I'm not going to try to sell you on the value of setting goals—you're probably already sold. You set goals now. Instead I want to show you how to *achieve your purpose*.

Most people set goals that are never accomplished. They make the same New Year resolutions every year. As Mary Poppins would say, "They are pie crust promises; easily made and easily broken." Decades go by... and unfulfilled dreams die. This is tragic and completely unnecessary.

So why do most goal-setters fail to achieve their goals? I would suggest that it has to do with a lack of clarity about their purpose or a lack of consistent action that is congruent with their purpose.

Your purpose is not just about you; it's about what God wants to do through you. I knew my purpose at the age of nineteen when I made my "Life List," and my dreams were directed by it.

The purpose of my life is to help others go further faster.

I am a catalyst to provoke change and a catapult to propel champions.

The big dreams on my Life List flowed from a grand purpose that I wanted to achieve on a grand scale. As I prayed about it, I felt that the best way for me to affect mass transformation in the lives of as many people as possible was as a speaker, writer, thought leader and coach. This has been my life's work for more than three decades.

Here's an interesting thing about purpose: it coincides with passion. People who are plugged into their purpose and are doing their dream... are *happy*.

If you are not fulfilled, joyful, excited about what you do, *and prospering because of it*, chances are that you are not on the path of your purpose.

People who are plugged into their purpose and are doing their dream... are happy.

ON PURPOSE: HOW TO FIND, FUND AND FULFILL YOUR PURPOSE

So, what is your purpose? Do you know? If not, this book will help you find, fund and fulfill your purpose.

1. If you know your purpose, please write it here:

2. Are you fulfilling your purpose to the degree you'd like to right now? If not, why not?

For most people, the answer to the second question generally boils down to one or more of the following... They're not fulfilling their purpose to the degree they'd like because:

**They don't have
the time**

**They don't have
the money**

**They don't
know how**

Who has time to do the dream when you're working to pay the bills 40 or more hours each week?! And, as I said earlier, big dreams usually require big money. Plus, God tends to give us "impossible" dreams. So big that we have no idea how to do them and that we couldn't possibly accomplish without Him!

Perhaps the best thing I did when I started my career was to heed the advice of my mentor Dr. Billy Graham. He said, "Tamara, if you don't learn how to fund your ministry, you won't have a ministry for very long!" The same is true in business. If you don't know how to make money doing what you love, you won't be doing it for long.



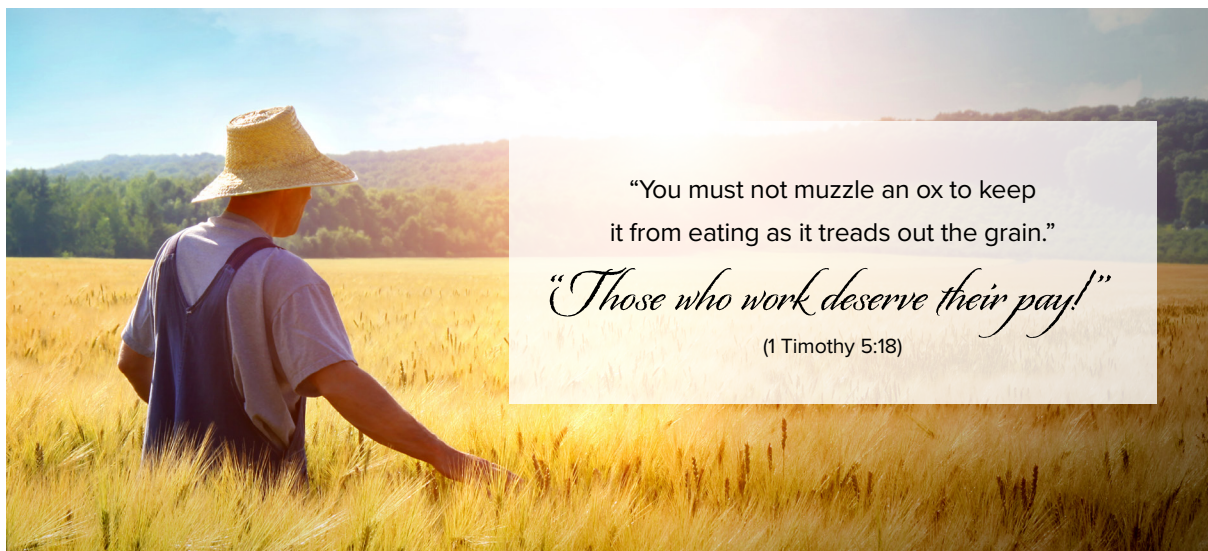
ON PURPOSE: HOW TO FIND, FUND AND FULFILL YOUR PURPOSE

This is why I've spent many years personally coaching and equipping Christian leaders, showing them how to make money in the areas of their passion and purpose. Equally as important, I show my clients how to fund their dreams in strategic ways that give them more time to enjoy their lives.

I run a multimillion dollar organization, have thousands of clients and make a global impact. Yet I work less than 8 hours a week, from home, with only two employees. Better yet, my clients are enjoying these same results! They replace 6-figure incomes in a year and scale to 7-figures in the second or third year... all while doing what they love.

How is this possible? Well that, my friend, is the subject of this book.

For some readers, what I am about to say will be highly offensive, so please brace yourself. I sincerely believe that God has given each of us a message to impart to others, and there is money in the message. You do not need to give away your wisdom, advice and hard-earned experience for free.



If you will package, promote and price it properly, people will happily pay for your wisdom, guidance, help and solutions. You will be able to do what you love, make very good money, free up your time and also make a positive difference in the lives of many people.

If you are already communicating your message as a public speaker, preacher, teacher, coach or consultant, author, journalist, musician, artist or entertainer... the rest of this book is going to be a total game changer for you. I'm going to show you how to do these things the right way. The smart way. The liberating way. The highly profitable way.

No more wondering how to breakthrough and get traction.

No more struggling to get noticed or get in front of the right people.

No more spinning your wheels and learning the hard way!

If you implement my advice you will have time to do more of the things you enjoy with the people you love. And you will have plenty of money to do it with. You are going to be able to control your schedule instead of it controlling you. Life is going to get a lot easier for you!

If you're still struggling with purpose, passion and profits... keep reading! This book is going to open up a whole new world of possibilities to you!

Chapter 2

The Price of Knowledge

*Wisdom is a shelter, as money is a shelter,
But the advantage of knowledge is this:
Wisdom preserves those who have it.
(Ecclesiastes 2:17)*

Acquiring knowledge is advantageous and wise. It is a life preserver. When you face the storms of life, if you know what to do and how to do it, that knowledge will save you. Unfortunately it is seldom quick, easy or cheap to get the knowledge you need.

One of the most frustrating things I've faced as a public speaker, coach, business owner and author is how difficult it is to get useful information from a trustworthy source... even when you are paying them to help you!

Like you, I've been to all kinds of seminars, read books, networked my butt off, and paid tons of money for tons of programs that didn't give me a return on investment or the results I wanted.



I began my speaking career at nineteen years old, with nothing more than an eighth grade education. To make matters worse—I had absolutely no experience, no connections, no money, no mentor, and no idea what I was doing!

I went on to build a 100-million dollar company in the highly competitive world of professional public speaking— but I didn't have two nickels to rub together when I started. The learning curve was BRUTAL!

I began speaking at churches and youth events. Even though I got great reviews, I couldn't pay my bills! There just wasn't much money in it. I thought I might do better if I produced my own event. So

I tried producing a small motivational seminar. It took many months of hard work, resulted in a very small audience—and I LOST money! I was so discouraged!

I thought, “I must be doing something wrong. I need a mentor. Someone experienced who can help me...”

I decided to look for top experts in my field—those with a proven track record who could tell me what to do. But the people who were already successful business owners, speakers, authors, coaches and seminar producers wouldn't give me the time of day. They were too busy doing their own thing to take time to teach me.

And why should they? If I succeeded it would create competition for them!

That's when I turned to the “gurus” for help. They told me that they would be happy to answer my questions, that all the mysteries would be solved and all the secrets would be revealed... in their books and seminars and training products.

ON PURPOSE: HOW TO FIND, FUND AND FULFILL YOUR PURPOSE

So I spent lots of money on what I now call “guru garbage” and came away more confused than ever. When I was looking for a trainer to help me, I found gurus galore! There are ten million “gurus” out there and each of them would love to sell you a whole bunch of stuff for a thousand easy installments of just \$999. I don’t want you to have to go through that, because I did, and it’s incredibly frustrating, time consuming and expensive.

Yes, there are a few great trainers out there. But for the most part I find the “gurus” are selling garbage that is overpriced, confusing, incomplete, convoluted, and unnecessarily complex.

I could never understand how someone could produce a 20-disc audio training, complete with manuals, worksheets and illustrations, sell it for \$5000 and leave you with more questions than answers, and more confusion than clarity.

Then one day I had an epiphany of epic proportions:

THE CONFUSION IS INTENTIONAL!

They Are Doing it On Purpose!

As long as the gurus keep us confused, we have to keep buying their products! The minute we figure out how to succeed, we no longer have to buy their stuff! *That’s why they won’t give you all the pieces of the puzzle!*

They keep you jumping through hoops, but you never make any real progress!

Let me tell you something you probably already know: the “gurus” will NEVER give you ALL the pieces to the puzzle. Every “solution” contains another problem that can only be solved by buying their next seminar or training package.

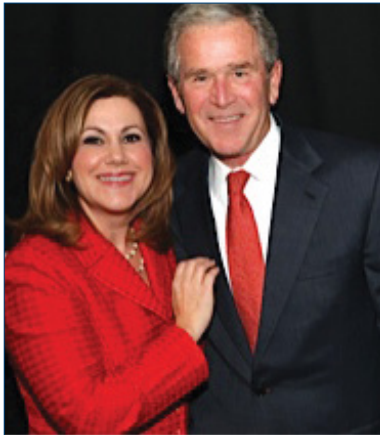
They charge you a lot of money and if you’re lucky you get one or two puzzle pieces. They promise the sun, moon and stars but never tell you how to get there.

They intentionally make promises they have no intention of keeping! What a horrible, evil way to do business! I promise you right now before God, I will never do that to you. If you ask me a question, you’ll get a direct answer— and if I don’t know the answer, I know somebody who does.

So, the successful speakers had ignored me, and the gurus had failed me.

Several years went by. At that point I was completely out of options—and, thanks to the gurus, completely broke!





I was forced to figure it out on my own. It was an incredibly painful process that cost me ten years of my life and tens of thousands of dollars in trial-and-error.

My struggle to succeed was very painful and very expensive. But it was totally worth it! By 1990 I was speaking to sell-out crowds of thousands... and the crowds kept getting bigger and bigger and BIGGER! Soon I sold out convention centers, then the largest sports arenas in the nation with 10,000 to 30,000 people at each event!

I invited the most famous and influential people in the world to speak at my events. Presidents Reagan, Carter, Ford, Bush (Senior and W), and Clinton all spoke on my stage. I hob-knobbed with the rich and famous—and I became one of them.

I traveled the world on private jets and enjoyed an incredibly privileged lifestyle. I lived in a 30,000 square foot oceanfront Palm Beach mansion. I raised millions and millions for children's charities—doing the very thing that I love most: speaking, writing and motivating others.

I succeeded at a level I never imagined possible. I am humbled and extremely grateful for the blessings I've enjoyed.



But this book isn't about me... it's about YOU!

I don't tell you these things to impress you, but to impress upon you that I understand how discouraging and frustrating it is to attempt to break into an industry that conspires to keep you out! I also know how to succeed at the highest levels. I am not a theorist but a practitioner.

For decades people asked me to coach them. They wanted to know how I did it. And I really wanted to teach them—but *I was at a place in my life where I just couldn't do it...*

I had young children, hundreds of employees and a jam-packed speaking schedule. I felt badly about being too busy to help the people who sought my help... because I've never forgotten how awful it was for me to be ignored by the experts and extorted by the "gurus."

GOD CALLED ME TO HELP YOU

I've spent the past 7 years of my life showing God's people how to start and grow businesses and ministries in the expert arena. To date, I've taught more than 100,000 Christian leaders from over 120 nations how to increase their income, impact and influence.

My students have started tens of thousands of successful businesses and ministries. Thousands of my students have written and published books. All of my personal coaching clients have become #1 bestselling authors, more than 500 of them to date. The results have really blown my mind!



CASE STUDY: DAVID BAKER

David Baker is one of the most remarkable men I've ever encountered. He is a preacher and prison chaplain in Tennessee. When I met David and his wife Laura, they lived in a small, 2-bathroom, 1,583 square foot home with their eleven children!

David had just been downsized from his job, which barely paid his bills, and he was anxious about the future. He was stressed out because he had no money to pay the bills and no idea how he was going to support his wife and 11 kids.

I met David on one of my "[Path to Purpose](#)" Calls. My Path to Purpose Calls are 1-on-1 strategy sessions where I help business and ministry leaders create the time, money and freedom they need to plug into their purpose. David almost didn't reach out to me because he thought he couldn't afford my help, but the call was free so he went ahead and booked it.

I discovered that David had incredible drive and communication abilities. I prescribed a specific plan of action for David that included doing webinars and creating an online membership community, both of which can be done very quickly on a shoestring budget.

David started doing webinars and set up an online Bible College that now has 1200 students around the world. A few weeks later David's former boss found out that he was doing webinars and had built a thriving online community... and wanted David to do it for his business too. He hired David back part-time, doubled his former salary and allowed him to work from home!

David joined my Inner Circle mentorship program where I show people how to build and scale their organizations to make more money while freeing up their time. In the past two years David has



David Baker and his family outside their home.

created numerous online courses and coaching programs, has published an Amazon #1 bestselling book, and created 15 new streams of passive income. David is overjoyed with the results he's had. He's delighted to have the time to spend with his family, the money to pursue his passions, and the comfort of working from his new home.

David just bought a new 6,050 square foot house and took his wife on a two-week trip to Israel to celebrate. David says, "Next to Jesus, my wife and 11 kids, Tamara Lowe is the best thing that ever happened to me."

The rest of this little book contains the blueprint to an exciting new future for you and your family. I'm going to show you, step-by-step, how to create a whole new career (or add profitable new revenue streams to the career you already love).

I'm going to show you how you can produce a fantastic income and create a life that is super exciting—simply by leveraging your life experience, views and insights!

In the next few chapters you're going to learn the ABC's of Monetizing Your Message. I'm also going to show you how to move from a "Money for Minutes" work model to an "Income for Expertise" model. You'll get the top ten hot topics that people are ready, willing and able to pay you to teach them. And much, much more!

You are about to discover how to create the life you love by sharing your knowledge, experience, skills, and opinions.

Chapter 3

Income for Expertise

Most people make their living using an outdated and slavish model that I call “Money for Minutes.” When they need more money, they have to work more minutes. Their income demands that they invest their personal TIME and EFFORT. It is a horrible way to make a living.

The Money for Minutes model is designed to limit your income potential and keep you on the rat wheel.

This is true for minimum wage workers praying for overtime... as well as for well-paid professionals such as doctors, attorneys, executives and business owners who earn \$400 or more per hour:

The second they stop working, they stop making money.

There is a better way! It is a model I call, “Income for Expertise.” Instead of selling your minutes, you can sell your expert knowledge, how-to advice and life experience. Income for Expertise gives you a number of wonderful benefits including:

- Control over your schedule
- A steady stream of additional income that can initially supplement, then replace, and ultimately exceed your current income
- The ability to travel, take time off, and enjoy your life
- The security of knowing that your income will not be affected by emergency, family crisis, unemployment, or health challenges

This may surprise you, but most of my clients are not aspiring speakers or authors, but rather business owners and professionals who want to establish themselves as the go-to experts in their fields.



Why? Because people trust experts.

Once you are recognized as an expert, a miraculous thing takes place.

You can stop throwing money at advertising.

You can stop cold calling.

You can stop asking your customers for referrals...

You can stop chasing customers, because THEY will start chasing YOU!



“EVERYBODY’S AN EXPERT!”

Have you ever heard that? Well, it’s true. Everybody IS an expert at something. And if you’re like most of my clients, you are an expert at many, many things.

At this very moment tens of thousands of people around the world are Google-ing to get expert advice on the very subject YOU are an expert at! The time has never been better for you to monetize your message.

Becoming the go-to expert in your field is easier than most people imagine. We live in an amazing time, when answers are just a few clicks away. Thousands of savvy professionals, entrepreneurs and business owners are capitalizing on the information age and becoming the go-to experts in their fields. Why not you?

THE FUTURE BELONGS TO ORDINARY EXPERTS

I have been in the information business for more than 30 years as a motivational speaker, author, big-venue seminar producer, and media expert. I’ve created countless educational resources and have sold more than a billion dollars of my own products and services.

My clients include well-known actors, musicians, sports heroes, CEOs, politicians and A-Listers. I’ve helped some very big celebrities create their brands, improve their public speaking skills, develop their marketing messages and write bestselling books.

I also coach successful business owners and professionals, as well as struggling speakers and authors, who want to leverage their expertise, get their message out in a big way. I help them to make a greater impact and create wealth while doing what they love. I give my clients a formula to replace their own 6-figure incomes as thought leaders and then scale to 7 and 8-figure expert empires.

Whether you have a lot of experience/ money/ fame, or none at all... it doesn’t matter. If you do this business the right way you can get rich and famous and very, very good at communicating your message.

Conversely, you could have all the fame, money and experience in the world, but if you don’t know the system (or refuse to follow it because you think you’re smarter than the system)... you’ll have a very difficult time making progress or making money.

YOU MAY NOT REALIZE THIS BUT...

If you have a story... you can make money (and a big difference) as an author!

If people are always asking you for advice... you can double/ triple your current income (in half the time) as a coach or consultant!

If you have the gift of gab... you can become a highly paid public speaker.

If you love to show others how to succeed... you can produce an online course and impact tens of thousands of people—and make a terrific, zero effort income at the same time!

If you already have a job you love, or a successful business... you can expand your influence, gain a lot more clients, and increase your income exponentially by branding yourself as an expert.

Have you been frustrated by the lack of information about how to actually DO these things?

Have You Experienced This...?

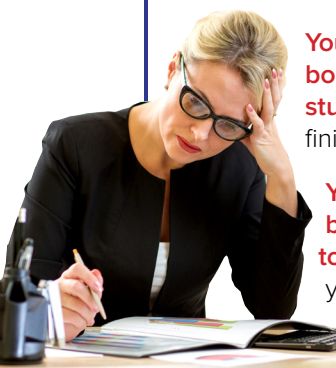


You dream about writing, speaking, doing radio and television, giving others the benefit of your experience and expertise... but you simply don't know where—or how—to begin.

You know that lots of people are making a fortune from home with online businesses, and you'd love to learn how... but you're not technically inclined and have no idea what to do.



You want to write a book but keep getting stuck and can't seem to finish it.



You've written a book, but don't know how to publish it... or worse, you've published it but nobody is buying it.

You know that you should have something to offer

(a book, online course or coaching program) that people will want to buy... but you're not sure how to go about it—and it feels uncomfortable to sell things. You don't want to be hawking products like a cheesy infomercial.



You're discouraged and are thinking about calling it quits – it really shouldn't be this tough to figure it all out!



People tell you that you are a great speaker, you need to “get your message out there,” or you ought to write a book... but nobody tells you the practical steps you need to take in order to succeed and make money.



You've taken courses, read books and networked nonstop, but you just can't seem to get traction. And when you try to do what the “gurus” teach, it feels forced, awkward and disingenuous. It doesn't work for you... it doesn't work, period. You long to earn a decent income while also imparting your experience and helping others. Why is it so difficult??



You've had a few opportunities that were a lot of fun, and everybody raved about you—but you didn't make a dime... or worse, you lost money!

You'd LOVE to be a professional public speaker, online entrepreneur or bestselling author, and you know that a privileged few are making a killing doing it, so why is it such a struggle for you to make a living doing what you'd most love to do?

If you can relate to any of this, then this book is going to be a Godsend for you!



CASE STUDY: **TF LIM**

TF was a successful businessman in Singapore. He felt called to travel the world, speaking and preaching but was too bound up by the demands of his business to step out and do his dream.

TF felt frustrated, stuck and had a gnawing sense of unfulfilled destiny. He almost didn't reach out to me because his business had been running him ragged. Plus he had no clue how to start a ministry or get international speaking engagements.

I connected with TF Lim on one of my ["Path to Purpose"](#) Calls where I work 1-on-1 with business and ministry leaders to identify their purpose, evaluate their potential, overcome their top constraints, and blueprint a 3-step action plan to get them more time and money to do their dreams.

I showed TF how to create credibility and establish his reputation as a conference speaker, and how to create automated revenue streams to finance his vision. TF was then able to eject from the day-to-day demands of his business. He now travels the world speaking, teaching and evangelizing.

He feels tremendous fulfillment, freedom and joy now that he is doing exactly what God called him to do!



In the next chapter I am going to give you a shortcut to success. I'm going to tell you plainly what the gurus won't tell you and what the industry leaders are hoping you never find out. You are about to discover the top six ways to finance your dreams, create lots of free time and enable you to create a life that you truly love.

Chapter 4

Monetize Your Message

There are only six ways to make big money in the expert space.

I'm going to tell you exactly what these six big money-makers are in a moment. But first, let me tell you what WON'T work...

You won't become rich and famous by simply being a public speaker. It's not gonna happen, friend. That is something the gurus will NEVER tell you! The honorariums and speaker fees on their own are not enough to build wealth.

And you won't get rich and famous just by writing a book. Most authors make less than \$20,000 a year with their books, and the sad truth is that most public speakers MAKE EVEN LESS than that by speaking! Even when you combine the two (selling books at speaking engagements) you can get a little bump in your income, but it's still not enough to build wealth.

The six money-makers that position you as the go-to expert in your niche are what I call the ABC's of Monetizing Your Message.

If you do just a few of these things you can establish yourself as the trusted authority in your area of expertise. If you want to become a highly paid, influential and sought-after expert with lots of fans, followers, qualified leads and paying clients... do all of them, and do them well! That's how me and my clients scale to 7-figures in one to three years.

The **ABC's** of Monetizing Your Message



Author



Box Your Brilliance



Coach/Consultant



Deliver on Stage



E-Commerce



Film & Frequency



ON PURPOSE: HOW TO FIND, FUND AND FULFILL YOUR PURPOSE

Here are the **ABC's** of Monetizing Your Message:



A is for Author: You can write books, e-books, blogs, home study courses, training manuals and the like. On their own these things will not make you lots of money, but they will open huge doors of opportunity for you. They will solidify your reputation as an expert, and (if done correctly) build you a massive following with tens of thousands or more raving fans.



B is for Boxing Your Brilliance: You can take your survivor story, your specialized skills, your experience, or even a hobby you are truly passionate about and turn it into an online course. That's right! You can put your brilliance in a box and sell it! Are ordinary people really making extraordinary money this way? You bet they are! I was recently introduced to a sweet little grandma in her 70's who is an e-commerce multimillionaire. She produced a video training program on her passion, crocheting, and has made a fortune teaching people how to do what she loves!



C is for Coaching and Consulting: I sincerely believe that coaching, which is simply mentoring and equipping others to succeed, is the most fun and profitable career on earth. It allows you to make a maximum impact and income with a minimal amount of time. By way of example, I have less than 100 clients that I personally coach. I meet with them as a group for 90-minutes every Wednesday on a conference call. They ask me questions and I give them answers.

Now I want you to know that when I started my coaching business six years ago I was at an all-time low. I was going through a horrible divorce after 23 years of marriage. I lost my husband, my ministry, my reputation, my business, my health, my income and I just about lost my mind.

Yet in the midst of all that, from a zero-cash position, God called me to equip the next generation of Christian leaders! I'm so glad I obeyed the call. Starting with nothing, I went from zero to a 6-figure income in less than three months. Then I scaled to 7-figures in less than a year. And I only work 2-4 hours a week! Even better, the students who model my methods do the same!



D is for Delivering on Stage as a Public Speaker: The main reason I started coaching was to help aspiring public speakers. I've met so many super talented speakers, with absolutely life-changing messages... who are failing miserably because they can't seem to get traction or make money in the space. Oh yes, audiences love them, but standing ovations don't pay the bills. Even if they figure out how to get regular gigs (which 99-plus percent of them never do) their honorariums and book sales still aren't enough to make a decent income. Ultimately they run out of money, are drained of energy, depleted of determination... and they quit. I think this is a tragedy of epic proportions!

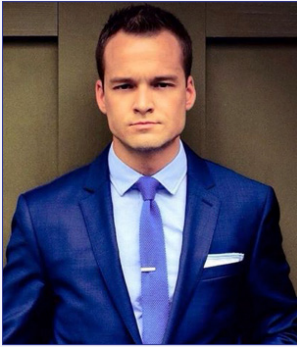


E is for E-Commerce: The Internet is an amazing vehicle for building your fan base, selling your products and services, and monetizing every aspect of your business. Unfortunately, very few people are doing it right. Most of my coaching clients already had a website when they found me, but their websites were not making them money, weren't attracting traffic or producing qualified leads. Similarly, most of my clients had written books before they met me... but people weren't buying their books. Few things are more demoralizing than spending months or years writing a book, producing a website, or launching a business, only to discover that nobody cares!



F is for Film and Frequency: This is mass media... radio, television, newspapers, periodicals and other print media. In America alone, MORE THAN 100,000 EXPERTS ARE NEEDED EACH AND EVERY DAY for radio, television, and print media! That's over 36 MILLION EXPERTS the media needs every single year... for every subject under the sun! Why not YOU?!

Now let me show you how all of this works together... and more importantly, *why it works*.



CASE STUDY: **BRIAN BOSCHE**

Brian Bosche is a superstar. He's a handsome, brilliant, Type A, high achiever. The kind of guy that succeeds at everything he touches. At just 25 years old Brian was on top of the world... He graduated from law school, landed his dream job as a national television news anchorman with Glenn Beck, and married his college sweetheart.

But when I met Brian on one of my ["Path to Purpose Calls"](#) his whole world had just exploded and he was at an all-time low. An executive decision had been made to change Brian's TV show into a documentary program. Brian's services as a news anchor were no longer needed and he was fired. About that same time Brian discovered that his new wife was having an affair and she left him. He was in shock, devastated and depressed.

Brian almost didn't reach out to me because he was so broken. I said, "Brian you can rebuild your life. You have two choices with your career: you can claw your way up the ladder for 20 years, competing against all the other handsome, talented guys who want to be a national news anchors, or you can pull a Glenn Beck on them and build your own brand."

Brian was confused. "What do you mean?"

"Glenn Beck built his own brand," I said. "He circumvented the rat race. You can do the same thing."

I invited Brian to join my Inner Circle, where I personally mentor Christian leaders, equipping them with the tools, training and support they need to succeed.

I showed Brian how to build an online following by doing political commentary videos on YouTube. Within six months Brian had thousands of followers, a #1 bestselling book, high-paying coaching clients and speaking engagements, a 6-figure income... and a new fiancé!

Within a year Brian scaled his income to 7-figures. He and his wife, Gabrielle, travel the world together, speaking, writing, consulting for corporations and training millennials how to achieve more. Brian is happier than he has ever been.



Still in his twenties, Brian feels like he hit the jackpot! He is ecstatic to have the time, money and freedom to travel the world with his beautiful wife and positively impact the lives of so many others.

Chapter 5

Expert Positioning

When you package your expert advice and life experience in a book, e-book, or an audio or video training package (which is not difficult to do) you **immediately establish yourself as an authority.**

There are wonderful benefits to packaging your expert knowledge including:



- Getting your message out to more people
- Greater influence and impact
- Big-money speaking invitations
- Media opportunities
- Passive income
- Customers seek you out
- The cache of celebrity
- Income for expertise

The biggest thing that will get in your way, quite honestly, is you.

GET PAST THIS AND YOU'RE HOME FREE!

You will be tempted to question your ability.

You may doubt yourself, or wonder whether anyone would want to listen to you.

My client Todd Sanders is an attorney and CPA. I met Todd on one of my free [Path to Purpose Calls](#) where I help people blueprint a 3-step action plan to find, fund and fulfill their dreams by becoming an expert. On Todd's business card, there is alphabet soup after his name. He is certified in just about everything there is to be certified in.

I remember being amused when he said to me, "What do you think I could be an expert at?"

To which I replied, "Be an expert at what you're already an expert at!" **Todd has now gone from working 70 hours a week to 15 hours, and has more than quadrupled his income.**

What is your area of expertise? Maybe it's photography, or baking, or dog grooming, parenting, doing hair or make-up, gardening, information technology, health, massage, dentistry.... Remember, EVERYBODY'S AN EXPERT!

In a moment I'm going to ask you to write down everything you are good at— even if it seems mundane like driving a car or riding a bike... Believe me, *people will pay for your expert advice.* Even for what may seem to you like very basic skills.

I assure you that you are quite able to make extra money, influence others and make a difference by sharing your experience and expert advice. You need no special qualifications or education. I am a case in point. I've had the great honor to influence millions of people, travel the world and work with superstars. I had no education or special training for this. I was a drug addict, dropout and dealer who never made it past the eighth grade. If I can succeed—as completely unqualified as I was—you most certainly can!

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I teach a proven system that has been successful for everyone who has implemented it, regardless of their niche. In fact, over the past few years my clients have sold more than 6 million dollars in online courses and coaching programs alone.

We live in a time where ideas rule! People are searching for ways to advance in the shortest and most strategic way possible. Smart entrepreneurs will step up to meet this need—and make a fortune in the process—as authors, speakers, consultants, media experts and online marketers.



- What have you experienced in life?
- Did you find love online?
- Go back to school as an adult?
- Build a deck on your house?
- Do you fly fish or hunt?
- Do you hike or ski?
- Did you take up painting or piano?
- Discover a new language, start a new hobby, or figure out how to tweet?

Believe it or not, people will pay you to learn what you've already learned!

When you package your life experience and your expert advice, you have the power to make a bigger difference, more money and influence more people. The future belongs to experts!

Take a moment now and answer these questions. No humility allowed!

Nobody will see this list but you—however it is very important that you put this on paper. You'll be surprised at just how qualified you are to speak to a variety of subjects!

Please indulge me in this little exercise and write down your answers to the following questions:

1. What do you LOVE doing?

2. What makes you feel the most happy and fulfilled?

3. What degrees or diplomas have you earned?

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4. What special training have you received?

5. What do people say you are good at?

6. What awards have you received?

7. What are your hobbies?

8. What have you learned how to do (self-taught)?

9. What do people say you should write a book about?

10. What do you love to research online?

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11. What do you feel your special talents or abilities are?

12. What would you like to learn next?

I love that last question! The expert industry is a marvelous place for the naturally curious to make money doing what they'd do for free!

If you want to learn something—produce a product, book or online course as you study it! You'll make money at the same time you gain knowledge! I've done this personally for numerous 6-figure product launches:



I wanted to lose 20 pounds so I created an online Christian community called **Lay Aside Every Weight**, and a coaching program called The 88-Day Challenge. Not only did I lose the 20 pounds, the product produced \$120,000 the first month I launched it!



At the age of 55 I decided to get serious about getting married, so I worked with a relationship coach and together we created an online course called **Get to I Do**. Within eight weeks I was engaged to the love of my life... and when we launched the course, it immediately grossed \$135,000.



I wanted to create a membership community and online academy where Christian business and ministry leaders could learn the expert skills needed to advance the Kingdom of God and fund their ministries. That resulted in the creation of **Kingdom Builders Academy**, which has already trained over 100,000 Christian leaders and brought in multiplied millions of dollars to fund ministries.

I did not consider myself a weight loss expert, or a relationship expert or an expert in creating an online training academy. I'd never done any of these things before.

Don't let your own self-doubt or lack of experience or fear stop you!

Recently I did a [Path to Purpose Call](#) with a young woman named Sonia who lacked confidence. She felt insignificant and insecure. She said, "Why would anyone listen to me? I'm overweight. I'm black. And I'm a woman."

I laughed and said, "So is Oprah!"

One of the many wonderful things about positioning yourself in the expert space is that looks, age, gender, and education are irrelevant. I've had clients as young as 7 years old and as old as 92! I have clients with PhDs and clients who are dropouts. The only thing you really need in the expert space is a willingness to learn simple skills and implement them.

CASE STUDY: LAKEISHA DIXON



When I met Lakeisha, she was working at a dead end job in a windowless cubicle.

She said, “I have no degree and no idea how to get out of this low-paying job and become a 6-figure income earner.”

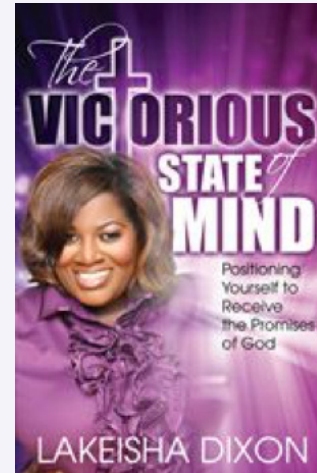
Lakeisha had speaking talent and a desire to make a difference, but no clue how to turn her dreams into reality.

She almost didn’t reach out to me because she questioned how she could become a popular public speaker. After all, nobody knew her name and meeting planners weren’t knocking down her door to book her for events.

Lakeisha and I connected on a [Path to Purpose Call](#) where I gave her specific strategies to launch her speaking career and leverage it into a lucrative coaching practice.

She took action on my plan and is now a full-time public speaker, coach and author with tens of thousands of fans, followers and high-paying clients. She regularly consults for small business owners and does executive training for Fortune 500 companies.

Lakeisha says, “Coach Tam gave me a mind renewal that changed my life. She showed me how I could trade my minimum wage job for a multi-million-dollar status. And that’s exactly what I did! Just because I was from the hood, it didn’t disqualify me from my royal priesthood!”



New paradigms are usually met with resistance, self-doubt and skepticism. It is normal to lack confidence, but trust me, you can do this stuff! You just need to learn some simple skills and apply them. I’m happy to help.

If you’d like to meet by phone with me or one of my Certified Coaches to see if my Path to Purpose plan can help you, [just click here to book a FREE 1-on-1 Path to Purpose Call](#). You’ll select a time that suits you and tell us a little bit about yourself then me or one of my Certified Coaches will meet with you by phone and help you blueprint an action plan.

On your Path to Purpose Call we’ll look at your background, experience and current situation, and we’ll see what’s possible for you in terms of income, impact and influence in the next 1-3 years. We’ll examine what you’re doing now and find out what’s working and what’s not.

We will identify the #1 thing holding you back from the freedom, finances, success and significance that you want to have and map out a plan to get you where you want to go faster. You’ll leave the call feeling clear, confident and excited about taking your life and ministry to the next level.

Chapter 6

Turn Your Pain Into Gain

Many people are looking for advice about how to overcome various challenges that they are facing. In the last chapter you wrote down what you love and are good at. Now I want you to inventory the things you've survived.

Have you weathered any of these storms?

- The death of a loved one?
- Divorce?
- A health challenge?
- A financial crisis?
- A problem with your child/children?
- Discouragement or depression?
- A misunderstanding or injustice?
- A lack of confidence?
- Caring for aging parents?
- Loneliness?

Yes, you can be an expert in overcoming a difficult situation!

What others refer to as the "Learning Curve," I call the Hurt Curve. The reason that people will buy your expert info is to shorten the amount of pain they will experience by learning on their own.

Your knowledge can bridge the gap between the pain people experience by learning the hard way, and the success waiting on the other side if they glean from your experience!

What are the most difficult challenges you've faced in life and how did you get through them?

Challenge 1

What was the problem?

How did you survive?

What did you learn?

Challenge 2

What was the problem?

How did you survive?

What did you learn?

Challenge 3

What was the problem?

How did you survive?

What did you learn?

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CASE STUDY: PASTOR DON CLOWERS

Don Clowers is a gifted speaker and pastor in Dallas, Texas. When Don and I met on a [Path to Purpose Call](#), Don was in his 70's and was thinking about unwinding his ministry. His congregation was aging so he had started doing a little webinar each week to reach his senior members who were unable to get to church anymore.

Although Don had fifty wonderful years of global ministry behind him, he was facing the sometimes saddening realities of getting older. Were the best days of his life and ministry behind him? I didn't think so!

"Don, have you ever written a bestselling book?" I asked.

"No, Tamara, I've written 7 books but none of them have been bestsellers."

"I want to get you on the bestseller list. You need to write another book," I said. "Now tell me about that little webinar you're doing. How many people tune in to watch it each week?"

"About 50," Don replied.

I gave Don specific recommendations and a plan of action, which he quickly implemented. Don's latest book, *Seven Principles of Increase*, hit #1 on Amazon the first day it was released!

And that little webinar he was doing for 50 people? It's now reaching a worldwide audience of more than 20,000 viewers each week!

At age 75 Don is not retired... he's re-fired! He is re-energized and full of confidence. He is excited about the future and thrilled by the accelerating results of his ministry.



In the expert biz, if you have an opinion about ANYTHING you've got a marketable product! In case you are not yet convinced that you are in fact an expert at many things, I have a few more questions for you.

So, go ahead and humor me one more time and answer these questions:

- What have you learned about business?
- What do you wish you had known when you were younger?

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- What is the secret to a good relationship?
- What are the top three things our country could do to improve the lives of its citizens?
- What would you tell a child he/ she should do in order to be successful?
- What are the keys to being healthy and feeling well—what works for you personally?
- What are the two most important things you've learned about leadership?
- What three things do you do to save time and be more productive?
- What are the top three things you have you learned about financial management, making/saving money?
- What have you discovered about spirituality, contribution and leaving a legacy?

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Without even realizing it, by answering the questions above, you just brought your expert opinions and advice to the **10 Most Profitable Niches in the Info Biz:**

1. **E-Commerce**

How to make money online is a real hot topic.

2. **Business Motivation**

This is one of my areas of expertise, and the subject of my *New York Times* bestselling book, *Get Motivated!* Business Motivation includes topics like Leadership, Teamwork, Management, Business Skills and Entrepreneurship. Strategies for how to start and run a profitable business would also fall into this category.

3. **Personal Finance and Investing**

This is a perennial subject of interest or what we call an “evergreen product.” One that will never go out of style, and can sell forever.

4. **Marriage/ Dating/ Relationships**

How to find and keep the love of your life and other relational topics.

5. **Sales and Marketing**

Persuasion, negotiation and communication also show up in this category.

6. **Spirituality**

Topics about the big why, finding fulfillment, the importance of faith, and plugging into your limitless potential are all in this category.

7. **Fashion and Style**

These are always subjects of interest in the women’s market, and there is a growing market for these topics among men as well.

8. **Time Management and Productivity**

How to do more, in less time, more efficiently. Another hot topic that everybody wants!

9. **Specialized Skills and Hobbies**

Whatever you enjoy doing, from golf to tennis, from carpentry to photography, from to cooking to crochet... there is a big, hungry market of people who want to learn from you.

10. **Health, Fitness & Nutrition**

Everybody wants to be healthy and in good shape. It’s a universal desire. Therefore, it is a topic with a large audience and is a very healthy money-maker.



In the last two chapters of this book I’m going to show you how **you can scale your expert brand quickly**, and automate it for recurring passive income streams.

Chapter 7

Duplicate and Automate

Whenever I consider a new venture, I ask myself these questions:

1. Is it duplicable and reproducible? In other words, is it something that could be done successfully over and over again?
2. After the initial investment of time, effort and money, (which all business and ministry opportunities have) can it be put on auto-pilot for passive income with almost no work from me personally?

If I can't answer YES to both of these questions, I don't move forward.

I don't want to go through the time and effort of producing *anything* that I cannot utilize repeatedly, and profitably. For example, I don't prepare a brand new talk every single time I speak on stage. I re-purpose and repackaging what I've already produced—and add brand new insights to it.

When I produce a new seminar, I don't completely reinvent the wheel each time. I use a template that has worked successfully over and over again for many, many years. When I do a new book or product launch, I use a formula that has never failed.

Whenever I produce an online course, webinar, videos, website or coaching program... I use systems that require very little work from me and are instantly profitable. These are the systems I teach my students, and this is why we get consistently stellar results.

If you cannot replicate, duplicate and repeat your success, you'll spend time, effort and money in an inefficient way.

COMMUNICATING YOUR MESSAGE

An expert makes it look easy—because it is easy for him or her. It's easy because they've done it so many times that they've become unconsciously competent. They no longer need to think about it. They know what to do to get great results... and they simply keep repeating the process with ease.

When I first learned how to snowboard I had to pay acute attention to my every movement, every condition of the terrain, and every person around me on the mountain.

I remember talking myself through each turn: "Move your left hip, point the board down the mountain... Shift your weight onto your left leg... Not too fast! Bring the ball of the left foot down first... now add the right foot...."

It was exhausting! I couldn't wait until I could just snowboard without thinking about it! Now that I've repeated the process hundreds and thousands of times, I can turn toe-side to heel-side, spin and jump, rock out to tunes on my iPhone, and take in all the spectacular scenery-- *without even thinking about it.*

The same was true when I learned how to speak Spanish. I had to translate every single word—slowly. Word. By. Excruciating. Word. After a few months, I stopped thinking about it. I had done it so many times, it came naturally to me.

Everything that you can easily do now was hard when you were first learning it. So, yes, you will have an investment of time, effort and money at the beginning to learn and implement new skills and systems. That

is typical. But after that initial investment is made, you should be able to easily duplicate to scale profits and automate for passive income.

I teach my clients to identify their expertise, then use done-for-you templates that enable them to produce, promote and sell product after product with very little effort. This is what I mean by duplicate and automate.



CASE STUDY: CAITY HUNT

My client, Caity Hunt, is a little blonde powerhouse. Although she had a successful career in the fitness industry, she was experiencing burnout and her heart wasn't in it anymore.

Caity wanted to work from home as a coach and consultant. So she left her 20+ year career to pursue her dream. But it wasn't going well...

Caity and I met on a [Path to Purpose Call](#) to help clarify her vision and blueprint a plan to achieve it. Caity almost didn't reach out to me because she had already built a website and had a blog, but she lacked clarity about how to get clients or what to do next.

"Alright, Caity, what is your dream? What do you really, really want to do?" I asked.

Caity replied that she wanted to work from home, pray for people, and help them achieve their potential.

"Are you willing to learn and implement new skills?" I asked. "Even if it makes you a little uncomfortable at first... are you willing to be stretched?"

Caity responded that she was willing to learn new skills, and that she would implement the action plan I laid out for her. Caity began doing a FaceBook Live broadcast every morning from home. The first day only two viewers tuned in. But within a few weeks thousands of people were watching.

Then I showed Caity how to launch a coaching program. **She made \$44,000 in the first two weeks! A month later she had scaled to a \$325,000 expert income, and completely sold out her coaching program.**

Caity is thrilled! She is so fulfilled and grateful to be able to help God's people and work from home on her own schedule.

"Since joining Tamara's Inner Circle I've built TWO 6-figure income streams. I'm debt-free, work from home and have my dream schedule!"

—Caity Hunt



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“I’M SOLD! WHAT DO I DO FIRST?”

If you can say that, first off, I want to congratulate you! Welcome to the new frontier of influence! It is, in my opinion, the single most exciting and rewarding field on the planet!

You’ve already taken the first step by answering the questions I gave you earlier. Identifying your areas of expertise is the first step.



Here is what successful information experts do to succeed on a grand scale...

First, they don’t wait for anyone to tell them that they are an expert.

Trust me, nobody is going to arrive at your door and crown you the King or Queen of anything! You have to decide on your own that you have a message worth hearing. You have an experience that could help someone else. You have a gift worth sharing. You have knowledge that others should know.

As Stuart Smalley, the fictional self-help guru of *Saturday Night Live* fame put it, you are “good enough, smart enough, and doggone it, people like you!”

Now that we’ve quenched self-doubt and identified your expert topics the next thing you need to do is to create your Expert Product. I really hope that you will allow me to help you with this because I will save you a ton of time, money and frustration.

I will help you attract your ideal clients with high quality resources (books, ebooks, videos, webinars, etc.) that solve problems for people. This builds your credibility and positions you as the go-to authority in your niche.

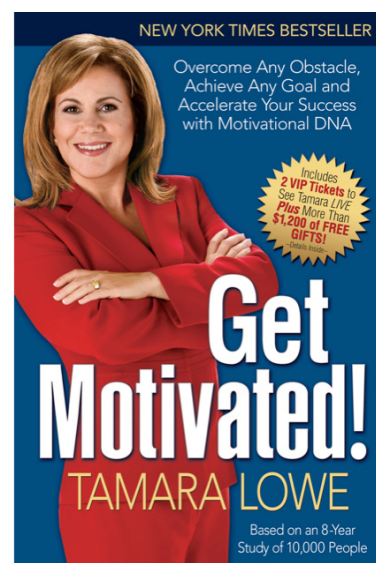
Then we’ll leverage your influence with higher priced coaching programs, live events or online courses. In a nutshell, that is how anyone, in any niche, can increase their income, impact and influence.

When I felt called to write my book, *Get Motivated*, I intuitively knew that there was a CODE to writing a bestselling book. I also knew that I didn’t know the code!

I did not want to spend years of my life writing, publishing and promoting a book that people were not going to read. So I spent TWICE AS LONG cracking the bestseller code than I did actually writing the book!

Now I can teach anyone how to write, publish and promote a bestselling book—in just a few hours! But it took me *two years and tens of thousands of dollars* to crack the code.

I show my clients how to not just write books... but how to write **bestselling books!**



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When you write a bestseller it gives you three things IMMEDIATELY:



1
High
Visibility



2
Instant
Credibility



3
Quantum Leap
in Income

People who were previously unknown go from 5-figure to 6-figure incomes in the blink of an eye. A bestseller turns 6-figure professionals into 7-figure celebrities overnight.

Again, I am not talking about “a book.” I’m speaking of a **BESTSELLER**. I want to remind you, there is not much money in the sale of books... even bestselling books. Books are opportunity openers and credibility builders. But by using the ABC’s of Monetizing Your Message that I taught you in Chapter 4, you can leverage books into 6 and 7-figure incomes very, very quickly.

After taking two years to crack the bestseller code, I spent 7 months writing my book. Within a month of its release my book, *Get Motivated* hit #1 on Amazon, and captured the top spots on the *New York Times*, *Wall Street Journal*, *BusinessWeek* and *USA Today* bestseller lists.

Even though I’d been in the public eye for quite some time, my notoriety shot off the charts. An avalanche of opportunities for television, radio, print media, speaking engagements, business ventures and more overtook me.

People that formerly regarded me with little interest were suddenly captivated by me! It was actually quite humorous. I had not changed one bit—but their perception of me had changed!

This phenomenon, which I call *Expert Celebrity Attraction*, makes people favorably inclined toward you. They want to co-operate with you, celebrate you and advance your causes. They want to hear you, they want to be near you, and they want to cheer you.

For those who are professionals or business owners, another wonderful thing happens because of Expert Celebrity Attraction: customers gravitate to you!

When this happens business owners and professionals experience a tipping point. They may have previously spent 30-70% of their time finding and courting new customers—but now new customers find and court them! You can see how the dynamics shift dramatically by publishing your expertise.

Please understand that when I speak of “publishing” I do not mean just books!

Experts are not just authors and they are not merely public speakers. They are both! It’s not either/or... it’s **BOTH** and **MORE**! Experts also box their knowledge into training packages. Not “guru garbage” but high-quality, nuts-and-bolts, how-to systems that offer great value and real solutions.



Experts also make huge money, and find tremendous fulfillment, in coaching others. They are in high demand as consultants to show others in their field how to succeed.

The economies of scale really ramp up when you add the most powerful revenue-producer on earth to the equation: selling your expert products online! Your profits are pumped up even more when you mix in media with by becoming an expert guest on television, radio, and print media like newspapers and periodicals.

Imagine the influence and impact that YOU could have, simply by getting your message out to the masses! You can HELP millions of people that you otherwise might never have come in contact with just by leveraging your expertise. And you can get PAID great money for doing it!

It is not difficult to make a fortune in my industry *if and only if* you actually get out there and implement the advice I give you. Reading about the great benefits you can enjoy won't be enough. Agreeing with me, and saying, "Yes, Tamara, I get it! That makes sense," will not help you. Simply reading this book won't enable you to get your message out, help others and create wealth.

I know you understand that, but I want to you to really commit yourself to the process of building your own recession-proof business. I want you to own your destiny.

Chapter 8

Bullet Proof Your Future



I learned the hard way that if you allow others to determine whether or not you get paid what you're worth, at some point you will be burned badly. I made the decision to put the power of my paycheck in my own hands. I commend you for taking the step to investigate the expert industry for yourself, and I strongly encourage you to take action on the information I am providing you here.

The only investment that guarantees a huge return every time is YOU!

I built a multimillion-dollar business and lost everything-- not once, but TWICE! I trusted partners who made decisions that left me empty-handed. Twice I watched through tears as everything I built was stripped away.

I know from personal experience that you can lose everything... your home, your money, your business, your car, your job... but **NOBODY CAN TAKE WHAT YOU KNOW** away from you! Nobody can take your knowledge and experience.

That's the only reason I was able to bounce back quickly from complete ruin, twice. People could take away what I had, but they couldn't take away what I know. I was able to replicate my success because of the knowledge I've acquired. That, my friend, is the secret to bullet-proofing your future.

Maybe you've had the experience of building a business for others who betrayed your trust.

You may have spent 20 years serving a boss who controlled the money and paid you with promises to reward you in the future... but never did!

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Or maybe you loyally served an employer, made them tens or hundreds of thousands of dollars.... Or saved them more than that—and in a heartbeat you lost your job! You would have walked through hell and high water for them, but it didn't seem to matter to them when they signed your pink slip.

Believe me, my friend—I've been there, done that. Never again!

My saving grace, in spite of all the heartache I suffered, was that I had invested in myself. I knew exactly what to do to rebuild all over again. Both times that I lost everything I was able to use what I know to create a 6-figure income from nothing within a few months! And both times I earned 7-figures the second year.

Whatever time and money you invest in learning how to create income that is not dependent on someone else, is well worth the investment! It is truly the only secure investment you can make!

My friend and business partner, the late, great, Zig Ziglar, put it this way: “If you think education is expensive, try ignorance!”

I'm here to serve you. I'd be honored to help you put your destiny in your own hands with your own expert brand. If you are a business owner or professional, my [Path to Purpose Plan](#) will put you on the map as the go-to authority that customers like, trust and want to give their business to.

I'll give you proven systems to produce, price, promote and sell your expertise, as well as the platforms you need to communicate with your customers, process your sales, send out your resources and deposit the money in your bank account.... automatically!

My entire career has been in the information business. I've been at this longer than any other “information marketer” out there. I have succeeded (and sustained the success) to much greater degree in this business than my contemporaries. Even *more than I ever dreamed possible*. Please don't misunderstand me—I don't mean to sound braggy or anything. I am extremely humbled and grateful to have enjoyed the blessings, benefits and experiences that I have.

My point in sharing this with you is to let you know that YOU ARE IN GOOD HANDS! I know what I'm talking about. I'm not a “flash in the pan” success. I have a track record of more than three decades as a thought leader at the very top of my field.

Part of the reason I was motivated to personally mentor the next generation of Christian experts is because I know what a battle it is to break into this arena. If you don't know what you're doing, and are relying on trial-and-error-to figure it out, it's going to be a long, costly and painful process. I struggled for many, many years trying to put the pieces together, searching fruitlessly to find credible instructors.... And I spent many costly years failing.

I don't want you to experience that. I'm going to streamline this and make it easy and inexpensive for you to succeed. I am here to help you advance YOUR brand, not my own. I firmly believe that when you show yourself trustworthy, add value and exceed expectations, you don't have to “sell” anything to anyone... People will line up to do business with you.

It's my prayer that this book has inspired you and awakened dormant dreams. God put those dreams and desires in your heart on purpose and for a purpose! Thank you for reading this book and if you'd like additional help, I'm available to you.

I invite you to schedule a free 1-on-1 Path to Purpose Call with me or one of my Certified Coaches. This is included as a FREE Book Bonus! It's my way of adding extra value and saying thank you.

Book your FREE Path to Purpose Session at: [PurposeCall.com](#)

IMPORTANT: YOU MUST FIRST DOWNLOAD THIS FILE AND SAVE CHANGES BEFORE CLOSING IT