

THE TRAP OF SUCCESS

How to Break Free From Your Comfort Zone and Shift From Success to Significance

To create an amazing and innovative business, you have to leave your comfort zone. Too often, we stay with what's familiar and stop taking risks. If you get too comfortable at any level, there is no room for growth. Let go of what you have right now so you can get what you really want for the future.

In this signature talk, I show CEOs, business owners, and entrepreneurs how to:

- Break free from the trap of success to create the business you really want
- Make high-stakes decisions that propel your business forward
- Position yourself as the go-to authority in your field



BECOME THE CHOICE, NOT JUST A CHOICE

Standing Out is the Future of Sales and Marketing

A mega trend impacting company growth worldwide is the fight for ATTENTION. Attention is the new business currency. Messages come at us faster than ever, and it confuses the average prospect.

If you are in a service-based business, getting the attention of your target market is what makes the difference between sustainable success and stagnation.

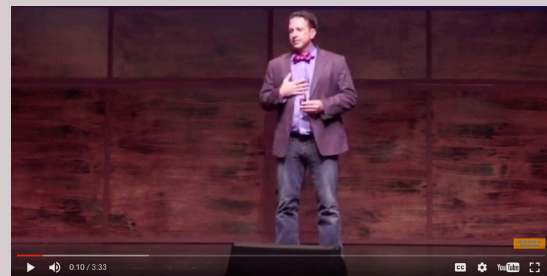
In this signature talk, I show CEOs, business owners, and their leadership teams how to:

- Stand out from the white noise of the competition
- Build deep trust by establishing yourself as a credible expert
- Dominate your market as the go-to authority in your field



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BE **THE** CHOICE, NOT
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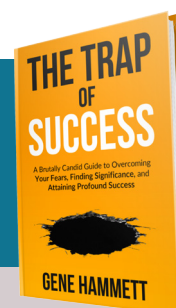
Entrepreneur

Writer, Speaker, Strategic Coach and Founder of LeadersintheTrenches.com, recognized as a top podcast for business leaders.

HI, I'M
GENE HAMMETT

Over 1 million people have listened to my podcasts, read my articles, or used my materials to shift their inner game to create winning strategies. My speciality is helping leaders become THE choice rather than a choice in their market.

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"Gene is a professional who captivated our audience during our annual business conference. I highly recommend catching him on stage."

-Lena Requist, President, ONTRAPORT, Host of ONTRApalooza Conference



"We were fortunate to have Gene Hammett as one of our featured speakers. Gene provides a great balance of entertainment and value in his presentations. If you want to hire an amazing speaker who connects with your audience...then hire Gene."

-Jared Easley, Organizer for Podcast Movement Conference