

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

Lisa : Hello everybody, this is Lisa and welcome to Speak-to-Sell Virtual Boot Camp Call Number 5. This is our last coaching call together for this series. I do have a couple exciting announcements though for those of you that are looking for more Speak-to-Sell coaching and a more intimate setting so stay tuned, but first I really just want to welcome you and tell you we're going to rock and roll today. All of your questions that you submitted online, once again has been answered, if they were submitted by the deadline they have been answered. Great questions, I can tell you guys are totally engaged and I'm really happy to say that everyone who has raised their hand right in the beginning of the call for my instructions, has also gotten their questions answered.

I know there's been a few of you that thought of questions along the way during the calls and that's hard because questions breed more questions and we never get that feeling that we really got the job done. For today I just want to offer you the same thing before I make my announcements, if you have a question that you want to make sure to get answered on today's call press star 2 now, and that is my signal so that my team can let me know how many people have their hand up, and I can do my best job managing our time.

The other tip is to come on and say hello, tell me your name and the first sentence I want to hear is, "My question is," and I can get to it so much quicker and you'll see it'll serve you so much better when my brain knows where we're headed. When it starts with a story with a question at the end I don't know what I'm listening for, I can't do as good of a job drilling down. Let me know your question and then if I need some back-story I will ask for specifics, okay? This is a good tip for those of you that are going to be coaching people on the courses that you're selling when you do your Speak-to-Sell talk. When you know the question first it really gives you a nice laser focus on what you're listening for and what questions you need to ask to clarify.

Again, we're going to have you press star 2 right now, if you want to be one of the people asking a question or interacting or sharing a win, actually we love hearing your wins as well. As entrepreneurs if we don't share our wins they just float on by really fast because we are always future-facing. We just sometimes have to pause, look back at the shore and say, "Wow, look how far I've come."

I'm very excited that I'm going to be seeing so many of you at Ultimate Sales Boot Camp next week, just a week from today. We sold out last Friday over 600 heart-centered entrepreneurs from all around the world are coming. This really is the event. Our company mission is to really transform the failure rate of small businesses. We want to get you profitable fast so that you can be out there making the difference that you started your business for in the first place. This is

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

the event of everything I do that does that the fastest because we teach you how to relook at your expertise, relook at what you're already doing, package it, price it, and sell it high ticket, all the way down to giving you the exact structure to follow when you are talking to somebody one on one in your office or your practice. That alone is a \$3000 course that we offer and you guys got it as a bonus.

I just wanted to say good for you, if you're making it there, and I also want to give you a little heads up, when you make a commitment that is going to impact your life as big as being at Ultimate Sales Boot Camp, it's not uncommon for what I'd like to call the illusion, to come in and test you. You've got your money set for the flight, the hotel, and bam, your transition goes out or a kid gets sick or your baby sitting falls through or etc., you get some bad news. You would not believe the amount of these kinds of e-mails that we get the week up to the event.

Since I have the chance with you guys today, I just really want to tell you, be on the lookout for the illusion and when it shows up, because in many cases it will, I just want you to stare it in the face and say, "You know what, I get what you're up to. I know that this is going to be a huge breakthrough for me to be at Ultimate Sales Boot Camp and I see the test here and you know what, I'm moving forward. I'm passing. I'm passing on the drama here. I'll do what needs to be done but I am just going to pass on the drama and I'm going to get my tushy to San Diego." It's a sign for you when those things happen, that you are up to something big, you are up to something extraordinary.

Most people that are not you would let things that come up hold them back, and in this case more than ever before, I'm really inviting you to stay the course, keep your commitment, try to stay reaction-free, handle what comes up in front of you and get on the plane and get there or get in your car and get there. You want to be there right on time when it opens. We are teaching a system here, it's not the kind of event where you pop in and out, we are teaching you through a system. If you're missing the begin ... It's like missing the beginning of a movie, if you're missing the beginning, if you're thinking you're going to [inaudible 00:04:54] a couple of events going on in San Diego, just pick one place and be there in full, is really my other recommendation.

That's great, I see our list for today and a couple of announcements. Number one, just a reminder that we just have awesome bonuses for you in this course. Some of the bonus providers are only giving them through this call, eWomen Network for example their \$700 opportunity to be listed in their eWomen Speaker Network Pro Membership. They actually want to close that today, if you have a call into them letting them know that some of our folks are still working on their talk and trying to get that extended, I have pretty good faith that I'll be



Lisa Sasevich SPEAK TO SELL BOOTCAMP

able to do that, but I am telling you if you want to take advantage of that bonus you should definitely get over to the bonus page and get that entry. Take advantage of that invitation.

Also, I've been getting a lot of feedback from some of you that gone through The Campfire Effect and the Root Force Program that they gave us there, it's their \$2000 online program. Chris Smith is a master at helping you attach your story to your brand and your purpose. I paid \$15,000 to go to his two-day and this covers everything we covered. That's still up, I don't see it going away anytime soon but I still would recommend that you get in there and access that bonus.

Those are just a couple of tips. We are sold out for Speak-to-Sell or for Ultimate Sales Boot Camp, although I do see some of you guys still sneaking in on the back entry of your bonus link. If you're doing that, I'd give it a shot, it's either going to work or you'll see the words Wait List, where you can enter your name and e-mail and it they ask people, "If the illusion gets the best of people, we will let you know if a spot opens up, okay?"

Here's to some real ... A couple other things, some of you have asked, "How do we stay connected ongoing?" Two things I want to let you know about. Number one, we do have a podcast that I am interviewing guests and doing teaching segments all the time. The easiest way to get subscribed to our podcast, it's called Boost Your Sales & Lifestyle With Lisa Sasevich, is just go to subscribetolisa.com, subscribetolisa.com and that will have a video showing you exactly how to subscribe so you always get notified of our new episode, and a button that redirects you to the proper iTunes page so you get to the right place. That's subscribetolisa.com for our podcast, that's absolutely free.

Then the big announcement and I want you to pay close attention because I've never talked about this before and this maybe the only time you hear about it for a couple of months. This is for those of you that said, "How can I get more help? Deeper help, help with my Speak-to-Sell talk?" Here it is, letting the cat out of the bag just for you guys, this is not being announced publicly outside of you guys that are here on the call today. We are launching, we're piloting a Speak-to-Sell Online Coaching Program. If you've enjoyed these coaching calls over the last six weeks and I know many of you have already taken so many leads just from interacting in this way, submitting your questions, coming online, if they've been helpful and if you want deeper, more intimate coaching on getting your talk done, I want to invite you to speak with one of our Best Next Move expert about a brand new program that we are rolling out in a couple of months called our Speak-to-Sell Coaching Program.

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

If you have an interest, you want to find out what it is, pilots are always a great way to get involved, get a deal, get the highest level of attention, and we are only going to be inviting a handful of students to take part in the beta, the beta coaching group. We only have room for a few people, if you have an interest the action to take is you go to mybestnextmove.com, mybestnextmove.com and you fill out an interest form and in one of the places where it's asking you your challenges I would say, "Hey, I heard about the beta for your Speak-to-Sell coaching and I'd like to know more." We will get you on the phone in the next week or so with one of our Best Next Move experts and see if you qualify for that beta, to have more coaching around Speak-to-Sell.

It should be awesome. People have been asking for this for a long time and we're looking to make some rock stars out of this beta program, of course because then we get to promote you and fill it up very easily when we officially launch it more towards the end of the year. It's a great chance to be one of our Speak-to-Sell success stories that gets promoted in a promotion of that. There's super-duper ton of undisclosed benefits to going first and I'm sure those of you that are used to going first you know this, that's why you go first over and over.

I think that's it. We're going to open up to questions. Again, we're having a coaching pilot, a beta test of our Speak-to-Sell Coaching Program, just an intimate group that we can create some success stories about and launch this thing later in the year. You go to mybestnextmove.com and fill out an application to speak to one of our experts about that program. That's it.

Today is our fifth call and module five happens to be about maximizing every opportunity. What I mean by that is if you're going to suit up anyway, if you're going to do your hair, press your clothes, put on shoes, get out of your slippers and go out, what are some things that you want to pay attention to, to really make sure that you're getting the most out of being there. This includes everything from just consciously creating some goals upfront like, "Hey, I want to build my list from being there," or, "I want to make sure I've got fixed strategies in place so that I don't lose the sales that I made." "I want to turn this gig into three more. That's my goal, is to book three more gigs. Get seven leads and three of them turn to more speaking gigs." "I'm looking for joint venture partners for my launch coming up in July," or, "I just want to be there and learn from other speakers, things to do, things not to do, what turns me on, what turns me off."

There's a lot of things that convert sales, does that mean that you should do them all? I see some speakers throwing out dollar bills on the stage, getting audience members grabbing on the floor for dollar bills. There's a strategy behind it, it's about getting people running, getting people moving, but I personally don't like to see my ideal client grabbing on the floor for a \$1, a \$10,

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

a \$50, or even a \$100, it's just not my style. I think it's really good to see other speakers and decide, including myself, you may love some things I do and not be that impressed by certain things I do. Does judging someone help? No, but does looking at it through the lens of what is a fit for you, what can you borrow and what can you avoid, that's actually productive.

Then, of course whenever you're out, collecting material consciously for Facebook post, Twitter, blogs, Ezines, you never know what's going to happen. I was standing in line at Agape Spiritual Center to go to a service there and I got in line right behind Neale Donald Walsch. He is the guy that wrote *Conversations with God* like a million years ago. Well, that is one of my favorite spiritual practices, is to write a little dialog with God. I literally open my journal, write Lisa .., like it's a script and I write my question, "Hey God, I have a question about something I want to present at the live event. What do you think?" Then I write, "God ..," and I literally keep writing and I get these amazing ideas and responses that honestly I never would have thought of.

I love the book *Conversations with God*. I teach this active imagination writing spiritual practice to those interested and there I was with Neale Donald Walsch. With this in mind, with maximizing the moment I told him, "I know you probably met a lot of people who love your book, I use your process, you know, kind of religiously, no pun intended. Could I get a picture with you?" Then I was able to write a whole Ezine and share about the whole practice and had I not been thinking about maximizing the opportunity I might have just said hello and walked on by.

I just wanted to point that out and all of that is summarized in the work, first worksheet called *Maximizing Each Speaking Opportunity*, of course there's about a 30 minute webinar walking you through. Then I've also included under the worksheet a stat's chapter from our base product, it's called *Boost Sales Using Irresistible Offers*, that shows you some of the statistics you might want to pay attention to, your biggest one being your per head average. If there's 30 people in the room and you do \$3,000 a sales, it's a \$100 a head, I think if I did that right, 30 times a 100.

Then if you start doing that over and over and you know you're tracking it about \$200 a head, and somebody asked you to fly from California to New York for a speaking gig and they say they have 200 people, and you go, "Okay, 200 times \$200 a head, if my average keeps up, that's a \$40,000 opportunity, probably I'll have to give half to the promoter." That's how it works, the speaker in many cases will get half. "That's a \$20,000 opportunity should I fly from California to New York. It's probably going to take me two to three days," and then you see if that's worth it. There's a whole chapter on that and I just want to make sure that you take a look at that under the worksheet from module five, so that you



Lisa Sasevich SPEAK TO SELL BOOTCAMP

could start paying attention. I didn't think of it until I was a year in and I wished that I had. I just kind of want to give you that idea, that gift.

Let's start. Let's get started with Dominique today and let's rock and roll on our final call. Hey, Dominique.

Dominique: Hello Lisa, yes, this is Dominique Hurley, intuitive artist and light worker in St. John's, Newfoundland. I'm looking forward, actually I'm flying out tomorrow but with a stop midway through the continent to visit family, so I will be there. My question is, I did my first talk last time and it felt awkward going deep dish with step two when my steps are very chronological and where you need step one to do step two, but step two is where, like the most needed, it was. How do you flow, and I listen to your talk I don't know how many times, but how do you flow smoothly from the step two, like going deep dish to then saying, "Well, let's go backwards and this is what you should have done before?"

Lisa : It's a great question and I actually do use my step two and you'll see this in July when we launch our 6-Figure Teleseminar and Webinar sales system. I teach my step two which is how to have a profitable preview call. I teach the whole thing and how you flow is by going back to, if you remember the PSPS, the Problem Solution Problem Solution, you say, "Gosh, I just thought you how to make ... how to do a preview call." You know it's going to take you really far but here is the problem without, let me, and I want to show you all the steps to being able to have a full 6-Figure teleseminar or webinar launch and then I go back to step one, without being really clear on your irresistible offer.

You could follow all the steps to have a killer preview call but it won't convert and that's why that's actually the first step we cover when I have a chance to work more closely with you. Does that make sense?

Dominique: It does.

Lisa : It actually works really well for the PSPS.

Dominique: Sure, it does. I can see that from what you're saying. Now at the beginning when you're going deep dish into step two, do you say, "This is step two of the five step process that I'll teach you later?"

Lisa : I do not, unless you really-

Dominique: Because it stands alone.

Lisa : Like you just can't get there otherwise. If doesn't stand alone and you need to say, "Hey, we have a whole body of work on making your offer. I actually want

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

to show you the structure for the talk and then I'll say a few more things about making your offer after that." If you need to, you certainly could position it like that. You want to make sense. This is designed to be structure not situation script because obviously it needs to make sense, it needs to flow. I'm glad that you're paying attention to that.

Dominique: I'll just try it out.

Lisa : Does that sound like it might help you in that way if you said, "You know, there's a couple steps and I'm going to start here and then I'll go back and address what else is need." The idea here, Dominique, is for you to just be really upfront. Look, I've got 90 minutes with you. The information I'm sharing with you today comes from a three-month course. Let me try to dive deep on one thing that you can grab today. I'll make sure you see the whole blueprint before we finish, but I can't give you 25 years of the experience in 90 minutes. That's obvious, right?

Dominique: My structure was actually more two and half hour workshops and two different ones, it's slightly different but I get to try the 90 minute on when I come back from San Diego. That will be really good, but it did result in sales for the first time in four years teaching at that Body Mind Spirit Retreat just because I offered them and that was great. That was like, "Wow, this stuff works," of course it does.

Lisa : It does, right.

Dominique: [Inaudible 00:18:16]

Lisa : That's awesome, congratulations. Thanks for claiming that win. That's great. All right.

Dominique: All right.

Lisa : Thank you, Dominique. I'll see next week. Safe travels. Perfect. She's right, this stuff works and that's how I just recently got in touch with our big mission of really transforming the failure rate of startups, because it works. It gets you profitable fast and then you can really focus on making a difference and that's what we're really, what we've been doing. I just finally saw the name of it or how to find ... I'm doing the same thing, we offer communication work, I am actually after \$30 million sales going, "Oh, that's what we're doing." That umbrella transformation that we've talked about, it just showed up for me, in seven years in. Please don't feel like you were supposed to get it in a couple of weeks.



Lisa Sasevich SPEAK TO SELL BOOTCAMP

All right, next stop, press star 2 say your name, I think you're calling from area code 760.

Allison: Allison.

Lisa : Hi Allison.

Allison: Hi Lisa.

Lisa : Hi.

Allison: I am so excited I got on. My question is I'm a startup and I am B to B, so I teach leaders, teams, and organizations how to manage their energy, life and business are healthy and profitable.

Lisa : Awesome.

Allison: I do not have the credibility in terms of testimonials as of yet and I'd like you to explain how I can convey that promotion.

Lisa : When you're just getting started, Allison, you teach ... Tell me the line again, "I teach," say it one more time.

Allison: Yes, leaders, teams and organizations how to manage their energy. I work with executives.

Lisa : Have you worked with people doing that before in any capacity, like in a paid job or helping out a friend?

Allison: The latter. Yes, friends and family.

Lisa : You've helped people that could say, "Wow, Allison has really helped me manage my energy as an executive?"

Allison: Yes.

Lisa : You gather testimonials from those you've helped, number one, whether they paid you or not. That's like the credibility for your character and then on the flipside, you also just go out and gather general testimonial. It's certainly cool if you can find it from someone known in the space. It could be a big star that everybody knows, but sometimes in your market, like in the corporate space that you're working, there maybe somebody known and you see if you can find some commentaries they've made publicly about the way that coach, having a

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

coach or having a mentor has impacted their career and you just put those together.

Angeline Jolie says, "I would never go into my mind alone, it's a very dark place. Having a coach changed my life." Jennifer down the street who happens to be the CEO for Hershey's said, "Allison has helped me to have the energy to be a mom and a CEO, and drink as much chocolate milk as I want." That's how you do it and then as you get your own testimonials and you just replace and you just build and replace as you go, but build for your character and build for your category is my advice. Okay?

Allison: Okay. That's what I has thought in my mind, I didn't know if it could, in the beginning had to be like a two to one ratio where two were the testimonials of the industry and then one was a-

Lisa : No, it's not really that scientific. It's just kind of think of yourself as a customer, we're all customers, we're sellers and buyers every single one of us. Just think of yourself as a customer and what would you need to see is really public test.

Allison: I have one last question. Is it ever been that my ideal client is just extremely needing to have a really powerful point in which they could see transformation taking place? Is it ever a situation where you could put in a video in the beginning to gain that emotional piece, to see that this person who is talking is really a global thought leader and they almost could see themselves buying into the movement?

Lisa : Absolutely, I open many of my big Speak-to-Sell talks, I didn't the first few years, just so you know, I was probably at \$2.2 million in sales before I used videos. I want to say that for some of you that are like, "Oh my God, I need to go make a video." You don't but you're into it. I got the same idea you're saying and you saw someone else do it. I made a little 30, had a little 30 second video made showing some of me on my stage, some of me on the news, a couple of really well-known people in different industries like Jeff Walker's up there saying, "She crushes it." John Assaraf saying, "Lisa has the best systems on the planet." Brian Tracy saying, "I've never seen anything like it." I got corporate, a personal development and an online marketer and got it all into less than a minute, and I open with that because really quickly it just raises my credibility.

Yes, you could use those for different purposes, opening video, I'd make sure it was a minute or less but that's a great way to do that. I love that you're working on your credibility Allison and while I can't work on it with you right now, also make sure to do the worksheet on your vulnerability and put them together. Okay?

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
AND THE CONFIDENCE THAT COMES WITH
BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

Allison: Yes. Great, thank you for answering.

Lisa : Thanks, all right, my pleasure.

Allison: See you next week.

Lisa : Okay, I'll see you there.

Allison: I'll be there.

Lisa : Awesome.

Allison: Bye-bye.

Lisa : Thank you. Next up is Sheryl. Hey Sheryl.

Sheryl: Hi Lisa, good afternoon.

Lisa : Hi. Thank you, you too.

Sheryl: Well, my win is that I've left myself be where I am, which is kind of cooking rather than feeling behind and not equipped to do this.

Lisa : Great. Awesome.

Sheryl: Just, "Okay, just where I am is where I am," so that's a good win.

Lisa : I love it. [Crosstalk 00:24:34], actually it's a huge win. As an entrepreneur it's a huge win. I don't take it lightly at all. It's not that you're not moving forward, it's not that you're not working and going with it, it's just you're not adding the added pressure of judging yourself.

Sheryl: That's right.

Lisa : You have more chance to move faster.

Sheryl: Which, yes, it opened it up and it was like, "Okay," and then ideas came. My question for you is, do you think this is a good hooky title, Five Easy Ways to Light Up Your Life Again and Put Joy and Flow in Your Day or In Your or something like that. Is that-

Lisa : I do. I like it and here is how you could improve it, which I love that you're just open. I think you've got the transformation in there of joy and flow, the only



Lisa Sasevich SPEAK TO SELL BOOTCAMP

thing that's missing for me is I want a little more indication of who it's for. Is this for stay at home mommies to light up their life or people in the second half or women in menopause or divorced?

Sheryl: This is for women, these are women nearing retirement age, women like me who maybe feel like, "Hey, I'm getting all these signals that I'm done but I'm not done," and I feel like I want [inaudible 00:25:53].

Lisa : Exactly, zip it up again. Try to find a little ... That's just the next step, is a little bit of that and are you going to be out for San Diego next week?

Sheryl: I am.

Lisa : Good, because I don't want to break your heart and tell you this and you're not going to be there. We're going to be doing some work on day one on exactly this, like your ideal client and how to make sure you're putting in that hooky headline that attracts your ideal client. You can work on it and then when you get there next week we'll give you some more structure to that. Okay?

Sheryl: To work on it would I be saying something like, "Ladies 65 and older," or something like that?

Lisa : You could but another way to access it is like how they ... right now until we can give you further layers, teach it. It's part of Lisa Cherney's A Juicy Marketing Work and she's one of my co-teachers in our masterminds that we have her teach a segment on the first day on ideal client. As far as in this course, in Speak-to-Sell, the best reference you have is that offer communication work. Make sure when you're doing that you're thinking about one of these ladies is around 65, because the words that she says are probably different than what a 20 year old says is going to light up her life. Right?

Sheryl: Right, exactly.

Lisa : But you also can say things like what they say they might say in my second half or whatever words they had a light up their life in the second half or in your better years.

Sheryl: I don't know, I'm 48. I know what I say.

Lisa : Right. You got ways to go. Just a little bit. Anyways, think about what they say and then it is fine to say, "For ladies in that later part of life," or you'll find the words, something.



Lisa Sasevich
SPEAK TO SELL
BOOTCAMP

- Sheryl: Then one quick question, what kind of clothes should we bring? Is it okay to wear my Lululemon's during the day?
- Lisa : Yeah, people tend to dress business casual. You could certainly be in your Lululemon's. I wear dresses but I'm on the stage. I think you see everything from the modern yoga look to the business casual look.
- Sheryl: For the gala is that-
- Lisa : If you look at our video you'll see people, what they're wearing [crosstalk 00:28:08], or go in my Facebook page, there's a lot of event pictures there. You can see what people wear and the gala, most people just walk straight over. It runs from 5:30 to 7:30, nobody goes and changes into a gown or anything. We do dance a lot though and the property is very retreat style so make sure that you're comfortable walking around. Okay, good. Great, okay?
- Sheryl: Thank you.
- Lisa : Thank you.
- Sheryl: See you next week.
- Lisa : See you then. Safe travels. Renée.
- Renée: Hi Lisa.
- Lisa : Hi Renée.
- Renée: My question is, I'm going to go right to the point, I know you like that.
- Lisa : I love that.
- Renée: What's the best way to maximize an opportunity that I have for a very, very short appearance, it would be like, I've been asked to do a five-minute max how-to video that will be my broadcast to all the real estate brokers in my city? They're a big part of my target audience. There are so many ideas that were floating around and then I was like, "You know, I got to be strategic about this." I'm thinking like, "What's the best way for me to maximize that opportunity when I really needed to spend three to five minutes teaching and barely have time to speak?" How do you decide what to teach?
- Lisa : One of the things that I've done that's been very powerful, once you guys get your Speak-to-Sell talk done is you can put it in to a webinar or a recorded teleseminar. The other thing I did with my talk is I had it transcribed and I put it

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

into a book. We can print it or it can be used as environment e-book. What this has allowed is that if you have five minutes you want to focus on that five piece positioning very quickly. "I'm so and so," maybe a quick credibility points. It could be so quick, "After struggling as a stay home mom for 15 years we," whatever it is, "got out of a stead and ba-blah-blah." Fill it in.

Then look at the five piece positioning, positioning yourself, "Our work, service, ba-blah-blah," kind of, "This is for you and for just a couple of quick points." The video is being seen by a lot of people, you're saying, "Anyone in the real estate industry including brokers, agents, mortgage professional," fill that in the blanks. You position yourself, position your audience, you position your talk. "Today I just want to give you a quick tip on how to be the standout agent at the end of the day when someone's seen 20 agents in a row to list their house." I'm making this up, obviously. "Here is one thing you can do," you just bam, you give them that quick little two-minute tip.

Then I would say, "There's so much more just as powerful as this on my X," and that's where you give the URL, "On my free downloadable book or on my 90-minute ... A lot of people now are saying that, saying my 90-minute online training instead of webinar is converting better. On my 90-minute online training I want to give you as a gift, just go to this URL, enter your name and e-mail." Make sure that you are [crosstalk 00:31:27].

- Renée: What if I'm not allowed to do that? If I'm not allowed to give a URL.
- Lisa : I guess you just say your name and hope they find you. You're not allowed to give the gift then. You couldn't. You couldn't give the gift.
- Renée: Right, it has to be, I mean I'm going to ask again in this group but if I can't I want to find some way to still use that.
- Lisa : Then I would just say, "Hey, all of these is from my Get Clients Now System and I look forward to seeing you on our campus," something like that. Just make sure to save your name and the key to whatever it is that people would search to find you, but that's the best you can do in that instance.
- Renée: Using that [crosstalk 00:32:07] from the top.
- Lisa : Always. Here's the thing, your talk, it is for everybody. If you've got a program you're selling or a transformation you're offering, why would you ever anywhere at anytime teach anything outside of what's in that course or that program offering or that body of work? If you pick anything that's not in there it doesn't really lead back to there and that's our whole thing about everything

Lisa Sasevich SPEAK TO SELL BOOTCAMP

being reversed engineered from the offer, and really the biggest mistake most entrepreneurs are making.

- Renée: That makes sense, I guess the way that I would structure my talk was to start with, in the body of my talk I would go in deep dish on something from, like the first module which is really, that discussed the question someone else asked about when you are going deep in module two. For this particular audience the three to five minutes, the thought I had was like Five Tips For Using E-mail More Effectively, which was not going to be what I was going to talk about in going deep in the body of my talk, but I'm like, "Maybe I should just [inaudible 00:33:14] around." But it seemed like a better thing I can grasp in five minutes.
- Lisa : As long as the person, you have to ... Renée, me answering the question isn't as effective as you understanding how to get there, like teaching you how to fish versus here is a fish dinner.
- Renée: Right.
- Lisa : How to get there is just ask yourself, "Would this tip," you couldn't give them five tips but you could say, "Here is one tip," right, "and we have a bunch more if you want to meet me over at URL campus, name of your workshop," whatever you're allowed to do, but the point ... The question to ask yourself, for everybody when you're only allowed to give a little piece is, "Is this the right bait on the hook that if a person is interested in getting free from e-mail and feeling more hurt," when we talked about, some of you are talking about feeling hurt by your spouse. If a person is interested in getting free from e-mail or what, is that person ... is the person attracted by that, the same person that's going to be attracted to your course offering?
- Is that the best hook you could plant? You see, I always start with irresistible offers because I know if someone gets an offer then I've got a good chance they're going to be interested in the talk. They're going to be interested in the webinar. They're going to be interested in one on one sales. You know you made conversations like, and that just plucks it. That's the step one or two from most of my systems. It's just starting to pay attention to, "Am I casting the right bait, the right worm on the hook to catch the breed of fish, your ideal client that you want to catch?" That's the why behind the scenes.
- Renée: That makes a lot of sense. Thank you.
- Lisa : You're so welcome. All right, thanks Renée. Let's see, next stop we have someone from area code 508.
- Jen: That's me Jen McCarthy.



Lisa Sasevich SPEAK TO SELL BOOTCAMP

Lisa : Jen, hi.

Jen: Hi Lisa.

Lisa : Hi Jen.

Jen: I don't have a lot done either, I'm in the same phase as one of the other callers.

Lisa : You're not alone.

Jen: But I'll get there in due time, but my question for you, Kim and I had e-mailed your support, they keep saying to go to your tool kit. My question was, where to go just like ... Where to go on to be able to speak? Like who do you go to? What I was seeing in your toolbox that they were referring it's like you had a connection that got your foot in the door, but if you're just setting out and you don't have anyone to refer you to an organization-

Lisa : You did listen to the little ... I saw your post and Kim and I write the answers together. I was just making sure that you listened to the 20-minute audio, did you get a chance to do that under the [crosstalk 00:36:05]?

Jen: I believe I did when I first got it.

Lisa : A lot of people miss that because it's just a little link. For everybody, under the bonuses, under the Get Book Toolkit, just make sure you can all find it. There's one link where you can download the toolkit handouts and then the other link is about a 20-minute audio I made that walks through the handout. A lot of our technique is, "Hey, get your foot on the door, however you have to and then use that gig to keep parlaying it into more."

If you're just getting started, the number one tool that you can use is our Speaker Intro and Talk Summary. Let me tell you where to find that and I know this is going to sound so simple but it really, I'm just looking in my rear view mirror and what tools did I used, what tools did I have and how did I do it. If you go under module two, craft your intro and [inaudible 00:37:00] we talked, below the two webinars there, under the Download This Thing to Self-Formula, the worksheet. You'll see that this third link down is called Speaker Intro and Talk Summary Lisa Sasevich Example. What this is, you really just need the first three pages. You don't need the fourth page with the question. You'll see really ... Actually you just need the first page to get booked.

Look at the elements of it, it has my name, if you have URL you put it there, it's called Speaker Intro and Talk Summary. It has the title of the talk, Boost Sales Using Irresistible Offers, For Experts Who Love What They Do But Hate Selling,

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

it's a special gift Lisa Sasevich. I happen to author a few things. You don't have to have that, you can just have your name and any credentials that you want to put there. Then you'll see, it's just like a little three sentence, four sentence paragraph, The Four Bullets I'm Going to Cover, this comes straight out of the talk and then a closing line. They came to buy from you, give them what they need to say yes.

This is all I use. This little one sheet to e-mail it out to everywhere that I could think of that my ideal client was already gathering. You do have to put on your thinking cap. Do a brain-dump and say, "Okay," Who are you looking for, Jen? Who are you trying to find?

Jen: Women that are people pleasers, approval seeking, that feel stuck in their lives, kind of like I'm doing right now.

Lisa : Where do you think you might find ... I know, life teaches the thing we need to learn. Where do you go if you feel a little [crosstalk 00:38:37].

Jen: The thing that was keeping stuck with it is I guess I'm looking at it from places or seminars that I go and I'm seeing it as, like that they wouldn't be interested because I'd be doing the same thing. That's where I'm feeling stuck with. That's where I'm feeling resistance with it. Can you give me an example of somewhere you go that you feel like, "Ah, they're already getting what they need?"

Lisa : You know just different women conferences and things like that. Here is the thing, people don't take one sales training, one speaker training, women I know don't go to one women's empowerment group. They're in a healing circle over here and a yoga group over there and a dating club over here and a business club over there. I think just try to look for your own ... I mean, you're here getting empowered, you're in that group getting empowered, you're doing all kinds of things.

I think you just ... When I first started I used to say, I called it "stir the drink," I just was like put it out to as many places as I could, especially local. If you're local there's, "Hey, if you ever needing a speaker and you don't have a spot full, I'm ready to go. Here is my talk. People love it." A lot of times it's just nice to have that ... for them to have you in their hip pocket, especially when you're local.

Jen: Just put it out there.

Lisa : It's really about putting you out there.



Lisa Sasevich SPEAK TO SELL BOOTCAMP

- Jen: [Crosstalk 00:40:18] I have no problems doing that I'm just wondering who should I be, like what group should I be targeting and what should I be targeting?
- Lisa : Look at things, you know I started with meetup.com and I think there is a place called speakermatch.com you could look at. I knew I was looking for women and actually just entrepreneurs in business but I went to a few women's chapters, like eWomenNetwork, Novo. I don't know, you maybe looking for mommies groups. You maybe looking for PTA's. That's where you have to start to hone in on where they are. Okay?
- Jen: Okay, great, thank you.
- Lisa : But this one, that one page, I know it's just a little PDF word doc, it really is all I ever used. I didn't have, this isn't about being a fancy national speak ... NSA, National Speakers Association with a pretty video. We're not trying to get paid to speak. We're trying to speak free. The job is really to just make sure they feel confident that you are going to do a good job and make them look good.
- Great job, Jen. I'm so glad you asked and again, it's accepting where you are and continuing to move forward, judging our self never adds. Let's see, next stop is area code 314, if you could say your name.
- August: August.
- Lisa : Hi August.
- August: Hi Lisa.
- Lisa : Hello.
- August: My [inaudible 00:41:50] is, I am still learning the whole program.
- Lisa : Thanks, August.
- August: But I have, you're welcome, I am having a simple dilemma and I need help with decorating the door.
- Lisa : I can teach you to do that.
- August: I thought I had it after last week but I'm so blunt and to the point and it works when I'm helping people but it's not going to help draw people in.



Lisa Sasevich SPEAK TO SELL BOOTCAMP

- Lisa : Got it. You're saying that your bluntness and to the pointness, you're concerned it won't draw people in, is that what you're saying?
- August: Yes, but basically, I coach people, I know people that deal with crisis situations, the unforeseen challenges.
- Lisa : Let me make sure I got the question before we dive in here. You're needing help decorating the door, meaning like a talk title? What should I say is my topic?
- August: Well, pretty much, because all I have is, Finding Your Inner Self-Esteem Motivated. I played around with it a billion times and I'm like, that's just so regular to me they come out of my testimonials from people that I've helped before. I don't know, maybe I'm being over critical, maybe that's just what it is but I just wanted some help, some directions.
- Lisa : I just want to make sure I'm helping you in the place where you're wanting the help.
- August: Exactly.
- Lisa : Obviously, there's a huge bigger context here of business coaching, business structure coaching and we try to hit that and we do, we lay all that out at Ultimate Sales Boot Camp. In this course I want to stay focused on your Speak-to-Spell talk and your irresistible offer. When we talk about decorating the door we're generally talking about your talk title. What are we putting upfront to have people want to say, "Yeah, I want to hear that webinar. I want to come to that talk. I'm interested. I'm in the right place." Right? You said so far as you did the offer communication work, you took the words out of your ideal clients mouth. You were hearing things like, tell me again, inner confidence.
- August: One lady said I'm really good at helping her find her inner self, that consultation is a place of calm and to find peace when the world seems like it's going into pandemonium. I really help her to stay motivated when she really couldn't [inaudible 00:44:11] way out.
- Lisa : Got it. Is there a certain area that you're helping people in? Is it around their money or relationships or their health?
- August: It's usually physically, relationship involved.
- Lisa : Best part of it is that the more you can narrow that down it helps people find you. It also helps people refer you. When you're everything to everyone the problem in marketing is you're not seen by anyone.



Lisa Sasevich SPEAK TO SELL BOOTCAMP

- August: Right.
- Lisa : I think, I hear you doing your snappies in the back. I think you got use that energy that you have and that personality in the title. It peaked out a little bit when you talk about how to move from peace to pandemonium in your relationship. Now we're getting somewhere.
- August: Great.
- Lisa : Right, and then you go to make sure that you do have the steps, that unique brand of system on how you would help someone move ... I'm sorry, the opposite, from pandemonium to peace. We don't want to move from peace to pandemonium.
- August: No, I got it. I did.
- Lisa : But I think that that personality, that sassiness that you have, we want to make sure it's in the title because to have someone with your moxie, to be like, "Find your inner self in a state of peace and calm." It's not congruent, right?
- August: No, [crosstalk 00:45:42].
- Lisa : It's got to be like, "Girl friends, turn that pandemonium into peace," like, "Here's how to do it." It's got to sound like you.
- August: Bottom line is I just have to loosen up some.
- Lisa : Have some fun with it like what would you say if you were trying to make a marketing speak or be proper? How would you say it to someone who just needs a good butt kick in from you?
- August: Jesus, what do I say to people when they come to me? It's like ... I'm going to do brain-dump and I'm going to write it down but [crosstalk 00:46:16].
- Lisa : What were you going to say if you were going to talk behind somebody's back? Like you were telling me about this lady that just called you that you just ... Did you give her a spanking for all that whining because as you know that she can have so much more? What would you say to me?
- August: Lisa it is so important that you realize that you are more than what you believe you are and then stop whining about it, [inaudible 00:46:43].
- Lisa : Exactly. I think we're getting somewhere. Yes, I think that that is right on track. That's the energy that I want you to tap into for this exactly. Fair enough?



Lisa Sasevich SPEAK TO SELL BOOTCAMP

- August: Very fair. I mean because of your system I definitely, I have all the steps. I have the titles but I was just like the name of it, it's just nothing was clicking with me, but I just need to relax and have my girl friend moment and go for more.
- Lisa : It really is that way. I'm not sure if we're going to see you next week or if you're in our Facebook page but a lot of times it just comes from having a little moment to network. We do lot of this at our Mastermind Retreat where you can get in to the space and then be in the presence of folks that are listening for it. You're close. You're right there. I wouldn't worry, it's on its way.
- August: I'll be there. I am there with [crosstalk 00:47:43]. I will be at the VIP Lunch.
- Lisa : Good, good, good.
- August: I'm there.
- Lisa : I was going to say, I don't know, I think it's sold out but the VIP Lunch is we actually give these assignments so that you can be working on these pieces. I think that's good to work out really good for you.
- August: I've got it all in the bag but thank you so much.
- Lisa : Good. You're so welcome. Good question. I'll see next week. All right, thanks, August.
- Let's see, we are area code 314 ... Peggy just shared with me for some of you that were asking about what to wear and what to bring, the packing list went out today. If you're registered then you would have got our packing list and you could get a few more ideas that way.
- Debra, Debra.
- Debra: Hi Lisa.
- Lisa : Hi Debra.
- Debra: Hi, my question is I'm using your signature talk for my webinar and I want to offer both my self-study which is the lower priced items and my higher priced course that comes with live coaching, which would be the gist of this. Can I use both or do I have to pick? I can't see where and it's impossible to make [crosstalk 00:48:59].
- Lisa : I know. I appreciate the question. You kind of have to pick. You either going to go direct to sale or you're going to direct to strategy session with the juicy offer

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

twist. Here is your option, you either get them on the juicy offer twist and you get them on an appointment and you go for your high ticket sale. If that doesn't close you can offer them your lower level or you pitch your high ticket. What I like to say, if you're going to pitch both straight out then you want them to be what I call a vertical, not horizontal. Vertical meaning it's the same transformation, it's the same five step UBS, it's the, "Do you want the private limo or do you want to go on super shuttle with a lot of other people?" It should be the same [crosstalk 00:49:45]. A private limo or the RTD bus, which one do you want? But you have to choose, you cannot try to make an offer and do a strategy session, you won't sell anything.

The good news is if you are in a situation where you can go for the offer and you can still find a way to lead collect. Sometimes you have a boost and you're collecting leads there, then you can always mail people later for strategy session. It's hard to give both in but sometimes whether you're lead collecting or the host will let you give away a free gift somewhere in the program in exchange for opt-ins, then you can always ... Now in a webinar you're in great shape because you're getting all the opt-ins for the webinar. You can go straight to your pitch and then take the sales you get and then afterwards offer all the non-buyers a chance to have a juicy offer twist or the chance to speak with someone, with you.

Debra: I didn't even think about that. Great thing.

Lisa : In the webinar you already have the opt-in so that works really well, [inaudible 00:50:53].

Debra: It does, okay.

Lisa : Okay, there you go.

Debra: Thank you.

Lisa : All right, thanks, Debra. Keep up the great work. All right, next stop is Cheryl.

Cheryl: Hi Lisa.

Lisa : Hey there.

Cheryl: Hi, I am not going to be able to come to the event that's coming up. I had an event that was planned and it's been just changed in the last week, but it was too late to get in and I don't know whether to go ahead and find out with that bonus ticket now not knowing for sure when I come or if the ticket is good

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

anytime you sign up later. Do we have to sign up right now since we're in the [crosstalk 00:51:33]?

Lisa : If you contact support for this week they likely can get you a ticket because we do have some movement that happens in the last week. The other option for all of you is to right away get your seat for the next one because that always sold out, the Speak-to-Sell Live Boot Camp, that's in October in Las Vegas. You can reserve. You can use your ticket also for that. It's a different body of work, it's going deeper into this body of work, it's great if you can come to this because it's like getting two courses for the price of one, but if you can't come to this we definitely take Speak-to-Sell deeper at the Speak-to-Sell Boot Camp in October and you can use your ticket for that. You would just get a different link from support to be able to get your no-show deposit, \$97 deposit to make sure you get that seat. Okay?

Cheryl: Okay, and I want to ask you a couple of things. I am in a very small niche because I work with families that have special needs children or they're caretaking for their parents, and I am having a hard time trying to come up with some way to connect just with families. The only way I'm connecting right now is I have become a global radio host and that was by invitation to do that but I don't know how to get out to find groups to speak to very well. Is going through the JV process the best way?

Lisa : Well, that's one way, certainly people who've already collected audiences of adult. You know where I think there's a little gold mine that I just don't see very many people taking advantage of, is in every school, like I've got a child in elementary and in middle school, they have this e-blast that they send out every week to the parents and there's little ... I can't even imagine they costs a \$100 bucks but there are sponsored links to dentists, child psychologists, and you've got to think, people with kid in middle school or high school that are around my age, they've got aging parents, some of them have another child in a special needs program, I think that's a great resource, is being able to put a free gift, guide to taking care of your aging parent or special need child and to pay for those in school.

They're regularly blasted out through e-mail and I don't see that many people really utilizing that in a smart way. They stick their little ads for their dentist but they're not using, they're not opting people in. I'll give you that one right there.

Cheryl: I didn't even know about that.

Lisa : Exactly. There you have it and every county has how many schools.



Lisa Sasevich SPEAK TO SELL BOOTCAMP

- Cheryl: Right, I also tried to sign up on My Best Move and it didn't go to the right link, is there another, did I write it down wrong?
- Lisa : Go ahead right now and type in "My Best Next Move."
- Cheryl: Oh, Next Move, okay.
- Lisa : It's a funny little saying, "My Best Next Move." My Best Next-
- Cheryl: Then they-
- Lisa : Did it work? Did it, .com, make sure that works. Cheryl, I want to make sure.
- Cheryl: I will.
- Lisa : mybestnextmove.com.
- Cheryl: Also, I wanted to ask you on that stuff on the eWomen invitation because I went back on it, back on the link and then it went to SurveyMonkey and it will not let me go back to make sure I'm in the eWomen. It's been a few days since I did that. How can I get in the eWomen today before that's gone?
- Lisa : I would recommend to e-mail their support, if you can't find that e-mail our support, support@theinvisibleclose.com and we'll get it to them.
- Cheryl: All right, that link did worked, My Best Next Move did work.
- Lisa : mybestnextmove.com.
- Cheryl: I have totally enjoyed ...
- Lisa : You got it?
- Cheryl: I have totally enjoyed going through the materials with you.
- Lisa : Thank you. It's my honor.
- Cheryl: I appreciate it very much.
- Lisa : It's my honor with the work that you're doing to let our work-
- Cheryl: I thank you for the work that you've done.



Lisa Sasevich SPEAK TO SELL BOOTCAMP

Lisa : Thank you. Thank you, Cheryl and as you get out there and you guys are having success at your webinars, your Speak-to-Sell talk, listen, there's no charge for reporting miracles. Stay with me on our fan page, LisasAseViChFan.com, that's our Facebook page and then e-mail support when you've had a breakthrough. We will promote your win to help us get more Speak-to-Sell clients but it also gives you exposure. We've had hundreds of thousands of people that we reach. Let's stay connected and we help each other. Thank you, Cheryl, thank you so much.

All right, next stop, really, really cool is Rhonda. Hi Rhonda.

Rhonda: Hi Lisa.

Lisa : Hi.

Rhonda: I'm so excited I get to talk to you. I am not going to be able to come this weekend, my husband's business partner is getting married but I'm going to be there on October so I'll get that link. I'm so glad you brought that up.

Lisa : Awesome. Yes, e-mail support and they'll send you the link so you guys can get first seats before we start promoting that.

Rhonda: Wonderful. I'm an author of the FITT Solution. I've been on Fox News. I do quite a few things for them, I've done the stuff where I've been interviews and stuff like that and I've really struggled with my title and what I do when I'm trying to send out my media step or even set-up for a speaking engagement. I have been playing with titles and I wanted to just explain, I call it the Three Lifestyle Growth Pillars, and it really comes down to specifically how I use the organ meridian points, how your organs work to figuring out what you should be eating, working out and also mindset because it affects all that, if that makes sense.

Bringing that together I've been able to title that based on your wonderful coaching and I really realized that I've been calling it these Three Growth Pillars, Lifestyle Pillars and with that I came up with a couple titles and I'm still not happy with it. My first one was Boost Energy With The Three Lifestyle Growth Pillars or The Ultimate Blueprint to Health and Abundance Success.

Lisa : Got it.

Rhonda: Another one was Take Control Of Your Life Using The Blood Sugar Balance Approach, because that's really the whole are of when I'm speaking is really about eating the right food to balance your blood sugar.



Lisa Sasevich SPEAK TO SELL BOOTCAMP

- Lisa : Did you have another or those are the two top preference?
- Rhonda: I do.
- Lisa : What was it?
- Rhonda: Crafting Your Lifestyle Using The Blood Sugar Balance Approach.
- Lisa : Here's what I'm guessing, Rhonda, and this is one of things where you just ... the nice thing about Speak-to-Sell is you could put something into that little speaker document I showed you about, PDF, try it, if it's not getting play you can change it. You can also try things online, Facebook with testing. We don't know but we want to get on the map as close as we can. I think that you're putting a lot of the delivery, sort of what's in the room into the title. When you say to come for the Blood Sugar Balance Approach, it can have people say, "Well, I'm not interested in that," before they even have enough evidence to know.
- I'm more drawn to the ones where you talk about boosting your energy, those kind of titles, because that way you get people who want to avoid the afternoon energy crash, How to Avoid the Afternoon Energy ... let's say you went with something like that, then you know that you're getting people that are crashing in the afternoon. You know they're going to be perfect with your blood sugar approach but you're not telling them what it is so that they can decide they don't want it before they really understand it. You know what I mean? It's like hiding the broccoli.
- Rhonda: This is wonderful, Lisa. This is what I-
- Lisa : When we say ... That's what we mean by decorating the door when we want to say, "Boost The ... How To Never Experience That Afternoon ... Overcome The Afternoon Energy Crash or Boost Your Afternoon Energy, Never Crash Again." Then they come and you're like, "Hey, this is for you. If you're crashing this is for you. If you're snacking to try to keep yourself up but it makes you crash worst, so you do this." This positioning and then when you teach about that it has to do with your blood sugar and you actually have a chance to explain it and then you can walk them through the system, you may take that person who has never come to a talk about any kind of diet on blood sugar but once you get a chance to really make your case now you've got a client. Does that make sense?
- Rhonda: Oh my gosh, you gave me a big nugget. That is big because-
- Lisa : Good.

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

- Rhonda: Because in a mindset of health coach you really do see that everything is connected with sugar even if you don't have blood sugars issue, but most people do just because we're not eating food in general. That is beautiful.
- Lisa : But we want to talk more to the pain about crashing in the afternoon, brain fog, "If you get a full night's sleep and you're waking up tired, come to my talk."
- Rhonda: [Crosstalk 01:00:54].
- Lisa : There's a reason I know so much about this. All right, thanks a lot, Rhonda.
- Rhonda: Appreciate it.
- Lisa : I look forward to seeing you in October. It will be great. It will be great. Let's see, our next person, just do say your name if your press star 2 because it's not showing me a number and name. Everyone just press star 2, say your name. You're live, say your name.
- Cathy: Cathy.
- Lisa : Ossie, did you say? You just said your name out loud. Ossie, is that your name?
- Cathy: Cathy.
- Lisa : Cathy.
- Cathy: Cathy.
- Lisa : Cathy. Hi Cathy.
- Cathy: Hi.
- Lisa : Hi.
- Cathy: I'm sorry, my name is Catherine, [inaudible 01:01:33].
- Lisa : It's great, great to have you here.
- Cathy: I'm calling from the UK. I'm very sympathetic with your having a full night's sleep and feeling tired. I've just been putting my kids to bed so they wouldn't [inaudible 01:01:49].
- Lisa : Yes, I have to imagine it's midnight for you, is that right? Something like that.



Lisa Sasevich
SPEAK TO SELL
BOOTCAMP

- Cathy: It's not quite, no, no, no.
- Lisa : Well, thanks for being here. Thanks for being here. We can whisper, I know how to do that. You whisper, I'll talk.
- Cathy: Cool. I've done finishing your [inaudible 01:02:05] Talk Generator, which is just a brilliant, brilliant tool, but what it's showing me is that what I want to offer sounds more complicated when it's down than it does in my head. I'm just thinking, "Am I trying to offer too much or is what I'm offering actually going to be quite a strong offering because it's quite a big thing?"
- Lisa : Did you want to run it fast me or what are you offering?
- Cathy: Sure. The two things I do, I've never combined before and actually working through the program has given me this amazing insight that actually if you combine them then they're in [inaudible 01:02:45]. It's something that's worked for me. I create vision portraits of people, that's working with them as a coach, getting them to be able to really express their purpose in life, their vision, their dream, their aspiration, and all of that stuff.
- Lisa : What's the ticket on that? Just because I have a lot of hands up, I'm going to keep us moving a little quicker, how much is it to do the vision portrait on its own, approximately?
- Cathy: In American it would be \$999.
- Lisa : About a \$1000.
- Cathy: Yes.
- Lisa : Yes, and then what's the other thing that you're seeing you could combine with that?
- Cathy: The other thing I offer is relationship coaching. I've been doing that with individuals and with people in relationship who want their relationship to improve. I've been studying the science of love for over a decade now and everything that I offer, all the practical tools are really evidence based, John Gottman, the real kind of theory, ecodemics, it's amazing stuff. I synthesize everything in the research and I've got a really, really amazing practical tool.

Now I think what starts is. if you could capture your vision and have it in a visual format as a couple or as an individual looking to be part of a couple, then that draws you towards that purpose, that draws you towards that dream that you have, that goal for your life. Then the how to do that, how to make that dream a

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

reality is the relationship coaching, because actually you need relationship skills to make your relationship to work. Coming, I've been married and divorced and I married again.

- Lisa : Let me give you my thoughts, okay Cathy, and then you tell me if they match with your beliefs. I think that there's a huge market that you could help all over the world with the relationship coaching part. You're not limited. You can make your offer to a lot of people. You can serve a lot of people in a leveraged way. The portrait piece, you could only do so many. They have to be proximal to you, I'd have to imagine.
- Cathy: No, no, no, I see a much slight-
- Lisa : You could do it by Skype, it's great. That's fabulous, but unless you've got a team doing it I'd have to imagine you can only do so many.
- Cathy: That's the thing I love.
- Lisa : But you love it, I got it. I am just wondering if you go in the front you make your talk around the science of love, the relationship coaching, and you sell that because it's an easy quick click yes. People don't really have to check their schedule, they don't have to worry if they have gained 10 lbs., like all those, if they have the right relationships to do portrait, ba-blah-blah. It's an easier yes, and then I would hope the portrait is like a higher ticket upsell. You might want to increase the pricing on that and include some private coaching with it.
- Cathy: Yes.
- Lisa : You get people into the relationship coaching at a \$1000 or \$2000 and then you just have a percentage of those people that do the portrait which would give, maybe it's like a VIP day or half-day plus the portrait, done through Skype.
- Cathy: Would I then include that in my talk or not?
- Lisa : I would not, no, I would just ... When we teach Speak-to-Sell I am selling a product that all of you are going to get the benefit if you do the work. It's all here. You've got thousands of free people to prove it before you and a percentage of you will go like, "Wow, her work's brilliant. I get it. I see how plug and play it is. I want to coach more with her." You'll come into a year-long program but I don't share about that, bigger possibility in the front end. Maybe a little bit but I really just want to get the right people in and out there with their Speak-to-Sell talk and then from this group I want to take the right people and usher them forward into the full business model that you can build around it.



Lisa Sasevich SPEAK TO SELL BOOTCAMP

Cathy: Sure.

Lisa : But we can't put too much at the front door.

Cathy: I can see that. The discord I have is that when I speak about the vision portrait, which is getting people to express it in words and then I draw using their words. I'm not drawing stencils, I'm drawing their face with their words in it. When people hear about that, particularly guys actually, they're much more interested in that than in relationship coaching. Even though they probably need relationship coaching. [Crosstalk 01:06:56].

Lisa : You could say that you couldn't have also something where you're doing strategy sessions for people to do that, but I think that's really unique and I think you can up that offer coupled with some coaching and make it a \$5,000 pretty quick out of the shoe. Are you coming to Ultimate Sales Boot Camp?

Cathy: No, sadly, no.

Lisa : We offer Impact and Influence Program also where can learn our High Ticket Selling Model, it shows you how to package up and express those higher ticket offers, but I think you have opportunity here with the portrait piece to sell it much higher ticket, either out of the chute, through strategy session and also as an upsell to the coach, relationship coaching people. I'm going to leave it there just because I want to really make sure to keep focusing on people's talks and offers since it's our last call and we're kind of getting into business model coaching, but hopefully that gives you some inspiration for where you can go. If you'd like to fill out the mybestnextmove.com and talk to our team about ways to keep working with us, I encourage it. I think you've got a huge opportunity here.

Thanks, Cathy. All right, Cathy, it's pretty cool. I've had something done, I'm sure it's not exactly what you do, because what you do is so unique but it was very powerful that's why I have a lot for what you're saying. Rhonda, Cathy, and from the UK, I just love it. Area code 352, if you could say your name because we're doing [crosstalk 01:08:31] with my question is.

Jwala: Can you hear me?

Lisa : I can.

Jwala: Great, my name is Jwala and my questions is concerning a few technical things about continuing on your website and then also about my talk title. First of all, thank you so much, I've just, by signing up for your program I had some amazing



Lisa Sasevich SPEAK TO SELL BOOTCAMP

things happen in my life just because I took that step, so thank you for being here.

Lisa : That's great. I know you, we talked you had [inaudible 01:09:03] and shed the story and it sounds like you're doing your own work, good for you.

Jwala: Oh my God, I have [crosstalk 01:09:09] memory, awesome for you.

Lisa : Awesome. Thank you.

Jwala: I do kind of lots of cosmic battles regularly, I can never tell when it's going to happen.

Lisa : I hear you.

Jwala: First, I'm going to ask my technical questions, they were concerning access to your website. I don't necessarily want to download everything. Is my log-in still going to work after today?

Lisa : Yeah, we leave the site up indefinitely. We have no plans to close it and our commitment to you is that if we ever need to move it or it's been a long time and we're just seeing not much play we'll give you 30 days notice so you'd have time to download things.

Jwala: Great, thank you. Then when I go into the bonuses, because part of my sign-up I was going to get some things from Calen and was not, well, again, it welcomes me to the site but then it just says, "Oops! This is for members only," and it doesn't accept my log-in. Is that just something to ask support about?

Lisa : You need to write support, under the bonuses you should see a bunch of bonuses from us and then if you've got some stuff coming from Calen, what that means is that you purchased this through their affiliate link, they're going to be delivering some things to you directly.

Jwala: One of my main bonuses is that I've got the talk kind of half-written and I want to get out on some stages, the eWomenNetwork is going to be important to me and you've already answered how to get there. What is the difference between the October and then in the main even? Just because I have a brother's wedding I can't miss on the 16th.

Lisa : What we're doing this event that's sold out right now, we only do it every year and a half, which is why people just flock and then it sells out crazy fast. This is where we teach really how to build your online and offline sales conversion machine. We really address one to one selling, one to many selling, two-way

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

conversation, no conversation which we call online. We really show you our business model and then walk you through all the parts of how to plug yourself into building whatever parts of it that you like. It's also where we teach you our high ticket selling conversation. It's literally how to have a one on one conversation then in 90 minutes or less you've got someone who's never heard your name buying a \$5,000 or more package from you.

The October event is called Speak-to-Sell Live and that is really where we are going through this content but we're taking it deeper, we've got more on getting booked, more on your ideal client, more on advanced speaking strategies, irresistible offer. One's really more connected to this content, the other one is almost, the one happening in May is, or next week is really almost like getting a whole second course. That's the difference. Yes?

Jwala: Okay, and I wish that I could-

Lisa : It will probably be about a year and a half until this one comes again, but we do Speak-to-Sell twice, we'll do it in October and probably next May, and then I'd imagine next October, about a year and a half.

Jwala: I guess maybe by then I'll be ready to take advantage of that.

Lisa : Well, I would recommend to come to either one because we really do hold your hand and walk you through our business model in both. That's really where the big breakthroughs happen. As you can hear we're in call number five and most of the questions you guys are asking, they're not about your Speak-to-Sell talk, you're asking me business model questions. It is the thing you're hungry for and we know that and that's really where we spend our three days together. At either event you'll really get that, but the magic of the one coming up is that whole how to package price and sell a high ticket, it's part of our commitment to get you profitable fast. You can't keep going if you're not making money. Thanks, Jwala, and I hope to see you at the right time and the right event.

Jwala: Wait, can I ask you about my talk title?

Lisa : Quick, quick, we're kind of running toward the end of the call here so I want to make sure to honor everybody.

Jwala: I'm just going to read through them real quick, if any jumps out at you say yes, if not just say [crosstalk 01:13:11].

Lisa : You tell me your top three and I'll help you out, yes?

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
AND THE CONFIDENCE THAT COMES WITH
BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

Jwala: Okay, [inaudible 01:13:15] communicate enough, that's one. Number two, From Trauma to Transcendent, Go From Funk to Freedom, and that's it pretty much. Those are my top three.

Lisa : The Funk to Freedom, it's not enough. I don't know what you're talking about. You have to be, remember you have to look at that offer communication work and I just can't imagine that your client is saying, "I need to go from funk to freedom." I just don't think they roll over in their pillow and say that to their spouse. We really need to find the words that people are saying when they're talking about that, "I need to, like find a way to keep the house." They're not saying, "I need to refinance it 2% less." They're saying, "I need to find a way to keep the house." Those are the kind of words we're looking for.

I need to send you back to the offer communication work and the one that I thought gave us the most knowing was really about, I think that From Trauma to Transcendent, something in there, but if you could it a little more into their language. If that's really what you're doing, you're helping people who've had trauma move on and create a life of joy, that's a little more, less marketing speak and a little more just real words. That's what we're looking for and I think you're close, you got the transformation now, you understand how you're helping people and now I just want you to tighten up the words a little bit as much as you can into their language. That would be my advice for getting started.

That second one, I think is the closest and I think it's good enough. You could actually just go forward with that and if you want to take it further then that would be using those words from the free work would be my advice. Great work Jwala and I hope to see you soon. Okay, Brad. Hello, Brad.

Brad: Hello, how are you doing?

Lisa : Great, thanks.

Brad: Thank you very much for a very well-done program. I've gotten just a few speaking programs and you're very well, you're very good that's why you're making a lot of money.

Lisa : Thanks, Brad.

Brad: I have an easy question for you.

Lisa : I like easy questions.

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

Brad: What is your best way of getting, to memorizing a talk and getting the tonality and body language down? What have you done the best way to speed the process up on nailing a presentation?

Lisa : I think that's such a great question, Brad and I think the best thing is not to memorize your talk, because if you get tripped up you're going to be lost. I prefer to see you understand the structure. You see, I could just give you the generator and say go through this or some people pay other people to do their talk, but why I take it module by module and hold your hand is I want you to understand what the seating is, why you're positioning, how everything's leading to the offer, that's the magic of getting your hands dirty and building it yourself.

There's nothing to memorize, instead think of it as a structure and the best way to relax in to the structure is I think is to use slides. They don't have to be slides filled with a ton of words, they could literally be just a little picture that reminds you. If you're positioning yourself and you want to tell the story, like I tell of my dad being a ventriloquist, I just have a picture of my dad up there. Think of it like in bits. You want to know your positioning bits and maybe you even have five slides that help you to remember the five things you have to position. You might have a picture of yourself as a young child and you'll talk about that and then your story. Then you may want to say, "This is for you," and in that slide you might actually say, "This is for you if," and that's all it would say on the screen but you know what to say or you could have the bullets pop up and you could go along.

I would say try to look at my slide deck in the generator you'll see, sometimes it's a picture, sometimes I put the words right there, but my slides are actually the thing that is telling me what the next piece of instruction is. That's how you make sure you hit all the markers. I think it was a fabulous question. Does that make sense?

Brad: Yes, it does. Thank you very much.

Lisa : If you get the chance, just in case you guys missed it, you go under the Signature Talk Generator tab and here's how I'd approach it. Get a cup of coffee or some iced tea. I like iced green tea from Starbucks and what I would do is open up Lisa's Slide Set with Notes, that's number five on that page under the Signature Talk Generator tab, open it up and then Lisa's Slide Set with Notes and then play the video of me doing my talk. You'll see on my slide set they're annotated, below each slide I actually write why I put why I put on the slide. You can really ... it shows the slide and like on the first slide it says, "For the first five minutes I'm warming myself up and warming up the audience." I'm talking to you then I



Lisa Sasevich SPEAK TO SELL BOOTCAMP

say, "In the next slide I position the transformation in the first five minutes, showing the power of [inaudible 01:18:28]."

I'm talking to you about each of my slides and I think if you go through that it's going to give you so much insight. If you haven't gotten a chance then you can go right over and do the same thing for yourself. Okay?

Brad: Good advice. I wrote down Signature Talk Generator, Lisa's Slide with Notes.

Lisa : Plus, then with those open you want to watch my presentation and look at my slide at the same time. All right, Brad?

Brad: Perfect.

Lisa : Thank you.

Brad: Thank you. Have a good day.

Lisa : Appreciate it. Nice to have our male representative on the call. Next stop area code 949 and we're going to be doing some rapid fire here. Yes, hello? I heard you're giggling. Say your name if you pressed star 2.

Speaker 14: Yes, this is Michael Grossman. Give me just one second.

Lisa : Okay, Michael. Hi, Michael.

Michael: Hey, at last. I have several simple of things. One is that my wife and I ran a class on marriage for 25 years and in terms of creating depth you need branding to, system and find [inaudible 01:19:46] one part of it. We usually do it with couples. You can do it without just having one person, they can get an idea but it doesn't work as well. That's the thing I'm trying to see how, we can mandate but they're not going to get the full value of it by just having one person there and just the woman have to get one thought-

Lisa : Well, you've been doing this for 25 years, right Michael, with your wife?

Michael: Yeah.

Lisa : How have you been selling couples into the course so far? How do you get them both there so far?

Michael: Our patients. I'm the medical doctor, she's a psychologist. We've just been doing our patients only.

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
AND THE CONFIDENCE THAT COMES WITH
BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

- Lisa : You talk to your patients one on one and then they come as a couple into your courses or you coach them one on one?
- Michael: Yeah.
- Lisa : You're looking for a way to get the couples beyond your patients, is that fair?
- Michael: Right, but I'm going to put it ... I want to put the class online and have a webinar kind of thing or some sort of thing so that we'll be able to get ...
- Lisa : I think that probably one of the first things as we've been ... I know you're probably not been listening on the call but we've been talking about decorating the door. I think one of the things that's important, Michael, is that you really decorate the door to say like, "For Couples Only, How to Humma-humma," whatever the nugget, the deep dish of your talk is going to be. Make sure to put it right in the title, "For Couples Only." I think you could really model the time share industry. They don't let you come. You don't get the free parasailing unless you show up with your spouse. I think you can say right in your copy, "For Couples Only, How to Hear Each Other Through The Noise or How To Get Over Years of Pain," or whatever your deep dish is, put it right there in the beginning.
- Then you also have to acknowledge that some people are going to get on, those wives that their husbands won't do the thing, they're going to get on without their spouse, but in the webinar you say, "Look, upfront I want to say this is for couples. I know there's probably a few of you that snuck on without your other half, but we're going to go ahead."
- Michael: Well, that's going to work but, I understand that and that would work fine but now in terms of presenting a talk, if I'm invited to a talk somewhere am I going to say, "Only if it's couples only, if you're in a church or in [crosstalk 01:22:12]."
- Lisa : You could. You could do that if you really feel like that's the only way to do it, but I have to tell you, I come out of the industry, I help build PAX program and we've started with just women and then we, after I left they expanded into couples. I think that you can ... I would suggest you give it a try with both and then you just have to work how to empower that half of the couple to get the other half. One way you can do it is you can do your talk and offer strategy sessions and then you or somebody that you hire can have those conversations and that's where the time share thing would come in. As we can only do the appointment if you're both on the phone. Then you can sell a much higher end package.
- Michael: Right.

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

- Lisa : We're kind of getting into the business model part here but you can do it however it needs to be done but obviously you're going to have more opportunity, I mean, Arielle Ford is running this huge thing, I don't know if you're following her Big Love Summit right now. A lot of my client, most of the speakers are my clients and those people are getting broadcast all online everywhere. If you can come up with a talk that doesn't require ... that suggests both people that it doesn't require it, you're going to have more opportunity to get booked. Right?
- Michael: Right. I think that makes sense. The other thing I'm asking you, we have a title of the book that we wrote, The Marriage Map: Three Keys To A Fulfilling Romantic Partnership. Should we use the same name for when I do a talk or if I'm advertising a talk or should I have a different name and just refer to the book? Do you think it matters?
- Lisa : You said that your book is called The Marriage Map, right?
- Michael: Yes, The Marriage Map: Three Keys To A Fulfilling Romantic Partnership, yes.
- Lisa : I think that could be a great talk title. Here is the challenge, when people, I'd almost hide your book or mention it at the beginning because people go out there and they speak and when they mentioned they've got a \$19 book, people is like, "Yeah, I'll start with the book and get back to you." Then they never end up getting to sell their course.
- Michael: All right.
- Lisa : I like the Marriage Map. I used to teach a course called Men and Marriage, sort of like the calculus of relationships is marriage. It's like just understanding yourself is addition and subtraction, understanding the opposite sex but marriage is like calculus. You can do a lot with the idea of, "Look, no one ever gave us the map. Come to my talk and I'm going to finally hand you the map." I think it's got definitely ... I think I would change the Three Keys to, you said Three Keys to a Fulfilling Relationship? I'm sorry I miss the last word.
- Michael: Three keys to a fulfilling romantic relationship.
- Lisa : Fulfilling romantic relationship. You could maybe tweak it a little bit to turn your tired partnership into a filling romantic relationship. I think you'd use the same amount of words but it would be more impactful. Okay?
- Michael: Right. Excellent.



Lisa Sasevich SPEAK TO SELL BOOTCAMP

- Lisa : I think you're on the right track and stay close. We can help you a lot more. I don't know if you're on the line-
- Michael: I was.
- Lisa : But we are piloting a coaching program and if you're interested to find out more I think it would be really beneficial. You just go to mybestnextmove.com and you can speak to someone about that pilot.
- Michael: Excellent.
- Lisa : You've got a huge opportunity. You've got a successful book. You have a successful practice. Obviously, you and your wife have tons of credibility both from your marriage and from your doctor status. I think you've done all the heavy lifting and this is really like just getting the structure down to get it out there. I think you're focused in the right place, in my opinion.
- Michael: Thanks a lot, excellent. I look forward to-
- Lisa : Thanks, Michael.
- Michael: Thanks so much.
- Lisa : Yes, hope to see you more on our campus. All right everybody, let's see, we are at 2:30 or we're right at the end. I see I've still got one, two, three, four, five people who raised their hand right in the beginning. I'm going to stay on and answer those last five questions but I do want to honor those of you that need to go. Peggy, if you could just mute for a minute.

For those of you that did need to wrap it up at 90 minutes, we will definitely put these last five questions up with the recording and transcript, but if you can stay I'm going to stay for another, I don't know, 15, 20 minutes, just to honor everybody that pressed star 2 in the beginning. Just know that if you raised your hand later mid-call I'm probably not going to be able to get there right now, but if you would like to get further coaching, number one, we'll have plenty of Q and A and all kinds of opportunities to mastermind next week if you're joining us at Ultimate Sales Boot Camp.

If you absolutely can't make it I would go ahead and e-mail support at the invisibleclose.com and get your link to use your ticket for the October Speak-to-Sell Live event that's happening in Las Vegas, October 20th through 22nd. That is all, we sold out as well. Remember that we do have this brand new beta pilot coming for our Speak-to-Sell Coaching Program. We want to make some rock stars out of people like you guys, I think Michael, Renée, Debra, god, so many of

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich

SPEAK TO SELL BOOTCAMP

you that I spoke to could be great for it. Please go to mybestnextmove.com and apply. There's no obligation to just speak to one of our folks that are putting together this pilot and they'll tell you honestly if they think that you're a good fit for it or not.

Actually, I've got quite a few requests. If you're interested in that I would definitely go to mybestnextmove.com right way and make a request. Then, what else do I want to tell you? I wanted to make sure you guys all knew we had our podcast so you can also keep learning from us that way. You can go on to iTunes and look for that or just go to Subscribe to Lisa.com, make sure you hit the Subscribe button when you get there.

I think the website is staying open. We answered hundreds of questions in the online forum over the last five, six weeks, those answers are still in there. I can tell you from having led this class since 2009, obviously we keep upgrading it, that there's probably really only 20 main questions and they just keep getting asked over and over. If you didn't get your question answered, you didn't get it on time, you didn't raise your hand in the beginning, go into those modules, one through five and look at the answers that we've given. There are hundreds of answers that we've ... You'll learn so much and who knows, for many of you, you say you get more out of listening to someone else's question getting answered.

We're going to keep going but if you have to go, thank you so much for being with us. Make sure to get in there, download your bonuses. We'll leave the course open for you to continue working through and I hope to see some of you in the pilot that we'll be doing in a couple of months here. All right, I've got five questions left here, for those of you staying with me we're going to do some rapid fire. I definitely need you guys to be ready with your, "My question is," and we're going to start with area code 630. I'll tell you who it is, it's 630, we've got Susan, one of them has no name so I can't tell you, I've got Kathy and I've got Andy. All right area code 630, hello, if you're still on press star 2.

Tracy : Tracy.

Lisa : Hi, Tracy. Hi, Tracy.

Tracy : Hi. Great.

Lisa : Hi.

Tracy : Lisa I'm going to be here next week. I'm going to rapid fire some hooky titles and I do want your opinion.



Lisa Sasevich SPEAK TO SELL BOOTCAMP

Lisa : Great.

Tracy : Seven Simple Steps to Sustain Your Health, Take the Un Out of Unhealthy, Sabotage to Sustenance, Nutrition Education Not Unnecessary Medication, and Avoid Medication with Nutrition Education.

Lisa : I kind of like the last one. It could be even a subtitle, you could put together the first one and the last one, like something about the seven steps to sustain your health and the subtitle could be how to avoid medication with ... Here's the difference of which one you choose between the first one and the last one. If your ideal client is that person that just doesn't want to take medication then that would be a good way to decorate the door. Like my assistant she's like, "I don't like to take medication." She'll drink seven bottles of apple cider vinegar while she's dying because she doesn't want to take medication. If that's your ideal client then that would be a good way to decorate the door.

On the other hand if you think that actually, saying that people have to educate themselves is going to seem like hard work and turn them off then it might be better to lean more toward the outcome of sustainable health. Maybe it's a combo like sustaining your health without medication, Seven Easy Ways to Sustain Your Health Without Medication, and we get rid of the education part because it sounds hard.

Tracy : Okay.

Lisa : Okay?

Tracy : Got it.

Lisa : Good job and I'll see you next week, okay, Tracy.

All right, Susan.

Susan : Hi, Lisa.

Lisa : Hi, Susan.

Susan : Oh my God, I'm so glad to talk to you. I also journal every morning with God's voice and I'll tell you that is amazing what comes through.

Lisa : Isn't amazing? I know, and for those of you that are interested in that spiritual practice called the Active Imagination, I learned it from an awesome mentor called Tim Kelly and he explains it in his book called True Purpose. If you want to

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

know more about that spiritual practice that he calls Active Imagination the book is True Purpose by Tim Kelly.

Susan : That's great, I go [crosstalk 01:31:55].

Lisa : Great.

Susan : Anyway, I'm dying I can't be with you in San Diego. I have two speaking gigs, only those are the only ones I have that month and it's that weekend and they're for a month.

Lisa : I'm sorry too, but it's okay we're not going anywhere. Just get your tushy registered for October and then don't let anything get in the way.

Susan : I will. I will do it immediately.

Lisa : Remember to everybody-

Susan : My question is in coming up with a title for my Seven Steps System of how to feel more comfortable around people with different races and ethnicities. Is it better to say races and ethnicities as opposed to people who are different than you? Because, should I pick one dimension, diversity and race is my major thing or more broad like how to avoid walking on eggshells around each other people? My biggest audience, they're nice people and they're afraid to say the wrong thing, they're afraid they'll be misunderstood. They don't know how to talk about race and other difficult issues. Do I narrow it to one dimension or is it better to just talk about-

Lisa : I don't know. I don't know, I mean it's definitely a sensitive subject and you probably can answer the question better because it is your area. I remember when I first started out, I almost shouldn't say this out loud, but when I first started out teaching seminars, gosh, years and years ago I was trying to be politically correct and I said the wrong thing. I didn't know whether to say African American, black, like it was changing so fast I didn't know what to say. In trying to be politically correct I said colored, and of course that's like the worst thing or at least at the time.

I really understand the issue because I was just completely innocent trying to do the right thing and I did exactly the wrong thing, in my just 20's, stupid and not knowing. I think you have to look and say, "What are the best words that I can decorate the door with?" Obviously we all hear race, creed, or color a lot in political things, you could borrow those words. [Crosstalk 01:34:09] words that are most used when people ask you about this, what do they say. It's probably as executive saying, "How do I address people of all different races without

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

offending?" When you think of it in that kind of natural talking there is your talk title, "How to address people of all races without offending." You see how simple the decorating the door can be when you just use regular English.

Susan : Right, because I work with everything from police officers to faith-based groups. I had a wonderful session with Debra talking about my branded system and she was suggesting that instead of the seven steps I was laying out, start with three because it is kind of a scary subject for people. Then think of upselling the last four steps as a kind of upgrade, so that people don't get too overwhelmed but I can see it's like-

Lisa : I'm not going to get into the business model right now because we're a little overtime. I just want you to know stick with the talk title but I will say, what she's talking about everyone, her call with Debra, this is another option, is you can go in there and you'll see in the ... I want to make sure to tell you where it is. You'll see under ... Where is it? Under support that we do offer this one off-calls and she had an offer communication call with one of our coaches named Debra, who is one of a handful of them. There'd been with me five years and they can really help you do articulate your offer, get your unique branded system together and while you're in the course you can get a call like that for \$297 instead of \$500, you save a couple hundred dollars.

I really like it. I think you're on to something, Susan and maybe consider that last title that sort of came out of my mouth as sort of how natural the speak should sound. Okay, cool. Let's see, this next person there's no name or number, just everyone who pressed star 2 if you could say hello.

Scott: Hello.

Lisa : Hi, I think I have a male caller here. Hello.

Scott: Hi Lisa, this is [inaudible 01:36:18].

Lisa : Scott?

Scott: Yeah, thank you. Hi, my question is we have a, I guess we're going through this identity crisis, brand identity crisis that Lisa Cherney was calling multiple client personality disorder.

Lisa : If any of you were on Lisa Cherney's webinar she'll be teaching at Ultimate Sales Boot Camp. She's one of my masters, she's mastermind training directors, she calls it Ultimate ... No, no, no, Multiple Ideal Client Personality Disorder. That's when you guys go in there within and you're thinking you got to market to everybody. Thank you for bringing that up, Scott.



Lisa Sasevich SPEAK TO SELL BOOTCAMP

- Scott: Right, and our words are brand identity crisis.
- Lisa : Got it.
- Scott: We did learn some things about our brand and so thank you for that, but I guess we still have two different distinct niches even though we've realized, "Okay," you used the word hard setter, we think of it in terms of like B core people, companies that are trying to fulfill more than just profit for their business. They have a social mission. They may have other types of missions.

Hard setter is maybe one way to describe that but that got us to the point where we have leaders. Both of these niches have leaders in common, they're either individual problem solvers or they are managers or owners. Maybe there's three different niches and they do have different problem language. The question is, "How do you narrow in on which one or do you just stay at the park where, 'Okay, these are narrow enough, these are all leaders, and we'll speak to them that way?'"

- Lisa : The thing with Speak-to-Sell is a little bit of trial and error. If you want to stay at that level and speak to leaders, "I'm looking for leaders," and then see how it converts. Then you may have times where you get in front of one or the other of those niches, in which case the way you can tweak ... You can still use the same talk but what I'd like to do is go in and tweak the examples, the case study, the seating so that since the teaching is the same but we want them to really see themselves in the seating. I think you could probably, unless you think that it would be a completely different talk and different teachings, in which case then I'd say, "Well, I would take the niche you really want to focus on first and just build your talk specifically for that."

- Scott: That's good advice. We were thinking similar things. The only thing that would really be significantly different is the vulnerability story would have to change, and that's not [inaudible 01:39:06] difficult to do. I think that's really good advice.

- Lisa : You might have like two versions, where your vulnerability story ... I keep a file, if this helps you guys, of all these different stories like a slide ready to go. I'll get there the day before a lot of times or in the morning when I'm going to speak and I listen to the audience and I listen to their questions, and then I just go in and swap out the right stories.

I remember once I was going to speak to a room of like 60 interior designers and I know I have a gal that is just killing it in that space. I called her, all I did was just talk to her on the phone for a few minutes. She told me about this incredible thing she did where she bought a booth at the Home Design Show, used her talk

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

in the lobbies, filmed it and then put it on her website and ended up landing the PetCo Pooch Hotels for a 6-Figure contract, with no competition. Nobody else even getting to bid it and that's how she used her talks. I told that story, same talk but I told that story during my presentation and we have like 36 out of 60 interior designers register for Speak-to-Sell. You know what I mean?

Scott: Wow.

Lisa : That's how powerful it can be to just kind of have both versions but similar talks.

Scott: Thank you. I think that we've been on the right track and we just hope to continue on that.

Lisa : I love it.

Scott: Thank you so much.

Lisa : Thanks, Scott, appreciate it, glad to have you on the course. Let's see, next up, Kathy. Kathy.

Kathy: Hi Lisa.

Lisa : Hi, hi Kathy.

Kathy: Hi, Katherine Nightingale, [inaudible 01:40:42] mindset. Thank you for your input online by the way.

Lisa : Yes.

Kathy: I would love to hear more about the 6-Figure Teleseminar and Webinar sales system because I want to take my talk online and promote it.

Lisa : That's great. For everybody that's curious, it's under the support tab. These are just some things we put in that we've known from having thousands of students to Speak-to-Sell that are common next step. You'll see the offer communication one on one call. You'll see the unique branded system one on one call. This third thing down is the 6-Figure Teleseminar and Webinar sales system and I'm glad you mentioned it because you actually can save a \$1000 while you're in the course here, we're getting ready to wrap up but you'll see the coupon code there, there is the word boot camp and there's a link.

If you go to the link you'll actually see, actually it doesn't take you to the ... You know, Peggy, we might want to also insert the link to the long page, the sales page for that. I don't know the URL but maybe Peggy can tell me. Hold on, I'll

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

tell you where to go there's a video, but basically how they fit together is that you ... Hold on here, I got checked out, also the link is kicking me out of the course. Hold on. Sorry.

Kathy: That's what I was looking for, was like the page.

Lisa : The page is 6figurelaunches.com with the number 6, 6figurelaunches.com to learn more, and really just in brief how they fit together is that once you have your talk done and you want to take it online, this is a launch system to kind of path around it. The five steps UBS, number one is it shows you how to get people to the call. It gives you all of our e-mails, Facebook strategies, how do we fill our calls. Step two, you actually plug in your Speak-to-Sell talk. It has a little teaching on how to do a webinar but this is much more robust so you plug your Speak-to-Sell talk in. Then step three, the kind of the magic of the course is that most people do a webinar. They do their Speak-to-Sell talk on a teleseminar webinar and then that's it, they take those sells and they stop.

The course is telling you, "You know what, you're only going to get about 20%, 30% of your sales from the webinar." The other 70% to 80% comes from the e-mail marketing that you send out post the webinar. There's certain e-mails that go to the people who listened and the buy, and then there's certain e-mails that go to the people that signed up but didn't listen. Does that make sense?

Kathy: Yes.

Lisa : Since most of the people, this is the hard set, since most of the people that signed up for your webinar don't listen to it, like 70% of the people that signed up will not actually attend. This course helps you get those other 70% that they got inspired, they opted-in, they said, "I want to hear your talk," but they didn't come. What happens is I start to think, "Well, that's crazy. That's two-third's of my sales if I can get them to listen to the webinar or look at the offer." The course is actually handing you what we call the e-mail marketing string, which is about 10 days of different strategies that you could plug in, five different strategies. Plus, what we call a closing event, you can close through e-mail, close through a live stream, close through a Q and A call, and when you put all that together you're basically getting a launch system that wraps around your Speak-to-Sell talk so you can take it online. Does that make sense?

Kathy: Okay. I appreciate it, but technology can be overwhelming.

Lisa : It's all there and it's got a techie guide like ... we hear that a lot so it has a techie guide in it. It has a kind of how to create your product guide. It's really robust. It's a \$2,000 course at any time, but here because you're graduate of this you can use that coupon code you'll see there in that link and you can get it for

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
 AND THE CONFIDENCE THAT COMES WITH
 BEING READY!

Lisa Sasevich

SPEAK TO SELL BOOTCAMP

\$997, kind of added on, and that is really common for people to start with one and then go to the other. Okay?

Kathy: Okay, thank you.

Lisa : You're welcome, and I'll also mention before I take our last caller, that two other things on that page, impact and influence, high ticket selling boot camp, that's really the high ticket selling piece that we'll be teaching at Ultimate Sales Boot Camp. That's another \$2,000 program that you can use the code and get for a \$1,000 and you can learn our high ticket selling conversation. Then you can still use your bonus ticket to come out in October if you want. It's not the same as being there live but it will get you on the map and if you make one high ticket sale it pays for itself.

Then the last thing, I really should have mentioned sooner, the Speak-to-Sell Masters. This I made for myself. It's 10 different talks, like it's really cool, it's got J.J. Virgin, it's got all these different industries. You know, Peggy, I'm realizing for all of these, that they don't have the link to go see what it is. They just have a purchase link. We probably need to add that going forward but what you'll see is there's 1 different experts and their talk, their 90-minute talk, plus their order form.

Every single one of them has done \$20,000 to \$200,000 in 90 minutes and we have like, six of them are women and four men. We have everybody from a branding expert, Tim Kelly who does the Purpose Work, his talk is there, marketing as per Lisa Cherney. I've got a wedding planner who does events. I've got Mike Kanick who's more of an internet marketing guy. J. J. Virgin in the health space. I've got a corporate lady who does statistical analysis. I got John Assaraf's talk, more on personal development. I've got a sales trainer named Ari Galper and my own. There's 10 talks and 10 order forms.

I put it together for myself so I could just watch a winning talk before I speak. Then all my friends wanted it and people wanted it so now ... every talk is \$20,000 to \$200,000, and you can invest in it with a coupon here. It's normally \$497 and I think that the coupon code ... Do you know, Peggy, how much it takes it down to? I'm not sure. \$297, it saves you \$200 while you're in the course here. That's the Speak-to-Sell Masters. Peggy, when you get a chance I think that all needs to be a little clearer. It doesn't say the savings or anything there.

Anyway, if you guys need any help with this stuff the best thing to do is go to mybestnextmove.com and you can talk to Todd or Armando and they'll help you figure out which way to go, the pilot coaching program, should you get into 6-Figure teleseminar. I'll be teaching 6-Figure teleseminar webinar sales system in



Lisa Sasevich SPEAK TO SELL BOOTCAMP

July. If you use this now and register you'll get access right away and the you'll also be invited to the five-call series when it comes around in July and you'll get this discount. It's a good deal.

I've got one last person. Hold on here, I got to get back to my list of wonderful, this is Andy. Andy, hi Andy.

Andy: Hi, it's Andy.

Lisa : Hi.

Andy: Can you hear me?

Lisa : I can.

Andy: A couple things, My Next Best Move, does that take you to a survey of a bunch of questions that we're supposed to answer?

Lisa : Yeah, they want to know where you are, what's your challenges, that way when you talk you've thought through a few of those things.

Andy: Where do you put in anything about the beta or those questions? You just put it in the boxes.

Lisa : You know, I would just stick it ... I would stick it in like the first challenge box. I was looking for that myself, that's probably a fair place to put it.

Andy: Excellent, and then I want to-

Lisa : If anyone's having trouble, you can just e-mail support but the best is if you could go to that, that structure.

Andy: I wanted to let you know I was one of the people who never got a chance to listen to your first call and I kept wanting to, but because of all the e-mail letters that you kept sending after the call I was so interested. Just time ran out and I decided I would enroll in the course anyway.

Lisa : Well, actually yeah, and what Andy is talking about is she didn't get to listen to my talk for this course or watch my videos, but it was the e-mail marketing string. It was all those e-mails I kept sending that she was one of those 70% that I wouldn't have gotten if I didn't have the teleseminar webinar sales system. I think that's what you're saying.



Lisa Sasevich SPEAK TO SELL BOOTCAMP

- Andy: Exactly, that's exactly it. It's really good.
- Lisa : I mean, it pays for itself out of the chute. Thank you for acknowledging that.
- Andy: Yes, exactly. Also, what was the one that you had mentioned that was going to be leaving today that we had to sign up for?
- Lisa : You know, eWomen was wanting to limit the access to their's, just until the course finish, but I've reached out to tell them I think that our folks need a little more time, because so many of you are getting your talks figured out.
- Andy: Right.
- Lisa : I have not heard back so it's still up and we'll get a date onto that as soon as we hear back. We'll just post right there under bonuses where it says eWomenNetwork. We'll just post the date or we'll have to take it down but I'm looking to see what happens when you click ... You know, all it's actually asking is, hold on, I think I haven't gone through the process here. "We're thrilled to set you up as a pro-member. A team of person will be setting up your system to bypass the payment section."
- I think all they're asking you to do is register and the their team will get you set-up. I don't think you actually ... They're not asking you to go in there and put in all your stuff, as far as I can tell. I think they're just asking you to click the link and express your interest, kind of opt-in for it. They ran out of forms and then they'll be manually adding you, that will give you direct contact with them.
- Andy: Then the question that I had is, what do you suggest going to the conference in San Diego, is a good best way to approach finding appropriate contacts? Because there are so many people in the group that would be good to network for my business or-
- Lisa : That's a good question.
- Andy: To be compatible for me as either a partner or ... You know what I mean?
- Lisa : I do.
- Andy: Because every group is talking about gaining partners.
- Lisa : Absolutely, we play out for that but there's two things you can do. We have, of course the Facebook page for this group and then once you've registered, which sounds like you have, you should have also received, and a Facebook page for the event. Have you happen to find your way there?



Lisa Sasevich SPEAK TO SELL BOOTCAMP

Andy: Right, [inaudible 01:51:55].

Lisa : That's one thing, is just to start talking about what you do and maybe making some contacts this week on to people you might want to sit near at lunch. Then the other place we have structure for that is the VIP Networking Lunch, it's the only place where we're not teaching, where we can give you some structure. Prior to you going into the lunch we have some exercises that you'll take a little card to lunch, we'll talk about your ideal client. We can do a structure to talk about your ideal client. That and at the gala on the first night, we'll actually be giving some dedicated time for you to use, sort of the ideal client communication card that will teach you when you get there to connect with other people who have your same ideal client.

Will you meet all 500, 600 people? Probably not, but if you can walk out with 5 or 6 cool contacts that are already talking to your ideal client, that would be really worthwhile.

Andy: We're looking for people that have a similar client base that we do as well.

Lisa : It's not that they do what you do, it's that they serve the people that you're looking for. You just can, on Facebook you just search Ultimate Sales Boot Camp Event and you can find the event page there if you want to get started.

Andy: Excellent, what we have to do is to find what are our ideal clients is ahead of time and then kind of narrow that.

Lisa : Well, we'll actually be walking you through and exercise to help you do that before lunch on the first day so that you can start, not just to find it but also start having conversations about it or actually, I think that happens after lunch. This is a gala exercise. We'll hold your hand at the event but if you want to start making ... some people make relationships online first and then they go, "Oh my God, Sally, hi, we were talking on Facebook." It just depends how much you want to put into it in advance.

Andy: Excellent.

Lisa : All right?

Andy: All right.

Lisa : We'll see you there, Andy.

Andy: Well, thank you so much.

STEP INTO THE SPOTLIGHT WITH A TALK YOU LOVE,
IRRESISTIBLE OFFERS THAT SELL
AND THE CONFIDENCE THAT COMES WITH
BEING READY!

Lisa Sasevich SPEAK TO SELL BOOTCAMP

Lisa : You're so welcome.

Andy: Thank you.

Lisa : The best stuff to focus on as far as you can get on your offer communication and your unique brand of system work, in advance it will serve you really well, and then we'll help you, an ideal client [inaudible 01:54:10] when you get there.

All right everybody, I think we've done it. Remember that this is a journey and I've been at it, consciously with this course since 2009, but many years before that just speaking and not really realizing I had a structure. It's not something you're expected to just pop out of the chute with it all done, some of you are so far along that you've been able to use the course to just advance or increase your conversion.

I know others of you are just getting started and I like to say that being an entrepreneur it's like the Himalayas, you're going to have the highest highs and then sometimes you're going to feel the lowest lows. The highest though are so, so worthwhile because they have to do with your purpose and the difference that you make in the world, and plus you can create great abundance for yourself and other people. I think it's really worth it and doing it in community I found is the key.

I'm just excited that many of you now in May or later in October are going to come live and really be part of our community, see what we have going on here, on our sassy campus. For many of you, I think you're going to see that you found your home, you found your tribe, and that we can take you the distance with your entrepreneurial path. I'm actually getting a Skype as we speak from someone who's been with me now for four years, actually five years, telling me that she just did her first seven-figure online launch. It didn't look that way when we first started so it's all possible for you and we have a model that works. I'm excited to be able to work with you more in whatever form it takes on our campus. This is really just the beginning.

By the way, I don't know that I pointed it out but the very first tab, star here and then the mastermind tab, you can ... those of you who want to see what are people wearing and you want to feel our vibe, go ahead and go to that mastermind tab. Watch the video and you will see and feel our tribe in preparation for us being together. All right, really appreciate your business, really appreciate your heart, and we are here for you, if there's anything you need please reach out at support@theinvisibleclose.com.

I really encourage you to take me up on my offer to talk about if the pilot is right for you of our upcoming Speak-to-Sell Coaching Program. Be one of our rock



Lisa Sasevich
SPEAK TO SELL
BOOTCAMP

stars, let us promote that, "It's going to work for you, it's going to work for us." That is at, what is it, mybestnextmove.com. All right, really go force, do good, use it well, and I will see you round campus. Thank you, Peggy Murrah, for running the call and putting everything where we need it, taking great care of us in support. Bye everybody.