

Market Your Business with  
Blogging, Content and Copywriting

**HARRISONAMY**



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# Harrisonamy Copywriting Samples

Amy Harrison

## Harrisonamy Copywriting Samples

On the following pages you'll see a number of copywriting samples, including web content, sales pages and the book cover for a best-selling author.

You may notice that each pieces takes on a slightly different tone and style.

This is deliberate.

Some of my clients have bold personalities and work within the online marketing arena. Their customers respond well to a strong, lively style of copywriting.

Other clients have a more conservative 'voice' to their brand.

If I'm writing for you, I'll work closely to understand your own style and branding 'voice' as well as the tone that your customers respond to the most.

The result is sales copy or web copy that sells the benefits of what you do, told in your own 'voice.'

For more details about working with me email:  
[amy@harrisonamy.com](mailto:amy@harrisonamy.com)



## Build a beautiful website you love ... with ease (No design or tech skills needed, just a 'can-do' attitude)

Site Setup Kit is a comprehensive online course that gives you the know-how, tools and ongoing support to create and maintain a stunning website.

### How does it work?

Site Setup Kit contains 5 in-depth modules that guide you through the process of setting up a website using WordPress. WordPress is one of the most popular and easy-to-use website platforms for small businesses.

Simple tools, templates and training guides give you everything you need to build a site to reflect your personality and unique business brand.

*I highly recommend this product to anyone who wants to get their site going and looking fabulous. You don't need to spend an eternity tinkering around with the dozens of WordPress and Prose settings because Site Setup Kit will guide you through it! – Paulina Cioce*

### Does this sound like you?

You're a business owner, freelancer or hobbyist who wants a great-looking site that you have complete control over.

You want a site that's easy to manage without learning a coding language, or going to night-school web design classes.

You want more than a "technical guide." You want comprehensive instructions in plain English, and support when you need it.

If so, Site Setup Kit is perfect for you.

### An alternative to expensive design and time-intensive trial and error

If you've been frustrated by not having a site, or having one you can't stand, you've probably thought about:

- Paying for a designer and developer
- Spending time trying to figure website design out for yourself

We found small business owners wanted something in the middle:

## A way to build and design a website without hiring a design team, or spending hours trawling the Internet for how-to guides.

At \$297 for the core course, Site Setup Kit is a bargain compared to hiring your own designer and developer, which can run into the thousands of dollars.

And with start-to-finish guides conveniently organized in one place, it's much easier than bookmarking hundreds of Internet sites as you search for information relevant to you.

### Build from scratch, or give your existing website a style overhaul

The Site Setup Kit modules are laid out so you can work through each stage in order, or dip in and out as you need them.

If you're starting from the very beginning, you'll be guided through how to choose a domain name, register your site, find hosting and get it live.

And if you already have a site, you can jump straight into making it look and perform beautifully!

*This is the single most helpful product I have ever seen to support the “not-so-techie” folks. – Lee Miller*

## How do current Site Setup Kit owners use the course?

Site Setup Kit owners have used the course and tools to achieve a range of exciting projects which we love to feature in our Wall of Fame.

Some of their accomplishments include:

- Created a professional looking website from scratch (including content) in just 9 days
- Designed a site that grows as the business expands
- Set up a site to sell products directly to customers
- Managed multiple blogs and static content without the site looking cluttered

And some of results they're seeing?

- A site that's easy and quick to update (no website company needed)
- Improved traffic
- Better search engine rankings
- More confidence in promoting their business or project

These are small-business owners who didn't start out as experts, or even intermediate users. Many of them had never put a website together in their lives! Yet now they're enjoying polished and professional web presences that they created themselves from start to finish.

*The new site already has great stats — almost 2000 visitors in the last month with an average visitor stay of 10 minutes. So people are definitely finding the site and staying on it once they find it. – Ellyn Davis*

## Why does it work so well?

This course was designed by a design expert and a technology expert.

We've spent years helping people improve their design and technical skills through easy-to-follow guides, templates and checklists.

With Site Setup Kit we wanted to create a comprehensive website resource you can work through at your own pace, with the personal feel of having a coach on hand to help.

*This has been money well spent. Wendy and Pamela thought of almost everything you need on a project from cradle to grave! I appreciate the additional direction you both provide me at times when I am just stuck. – Brian Childers*

## Who are we?

We're Wendy Cholbi and Pamela Wilson.

Wendy is a web expert who translates tech jargon into plain English, empowering regular people to take control of their own websites.

Pamela is an award-winning graphic designer and marketing consultant who teaches small business owners how to take their branding and marketing into their own hands.

Between the two of us we've met too many small business owners who are struggling with their websites. Something that should be a source of pride (and customers) is instead a source of constant frustration for them.



*Wendy Cholbi, tech expert, and Pamela Wilson, designer.*

## What technical know-how do you need?

Our owners range in technical and design ability from complete beginners to intermediate users who want to make the most of



WordPress and the Prose theme.

We've made the information accessible so that you can find what you need quickly and easily, no matter where you start.

*I have been a WordPress user for a long time but I still opted to start at the beginning. It is the sort of course where you end up actually understanding what you are doing rather than just following instructions. This makes trying to do your own troubleshooting much easier.* – Maggi Birchenough

## Why WordPress, Genesis and Prose?

Let's explain why we've decided to focus on using these three tools for Site Setup Kit:

**WordPress** – This is the *free software* behind some of the most powerful site on the web today

**Genesis** – This is a *framework*. It sits on top of WordPress to give you control of how your website functions.

**Prose** – This is a *theme*. It sits on top of Genesis, and affects the way your site looks.

Using these three elements together makes it easier than ever to create a site with powerful flexibility, top-notch security, and sleek design.

Don't worry though, you don't need to know any of this now. We help you master all three when you become a Site Setup Kit owner.

**Try Site Setup Kit with confidence, because we offer a 100% money-back guarantee.** You have a month to read, watch and implement what you learn. If it's not for you, let us know within 30 days and we'll give you a full refund.



## What will you experience?

So, what's it like actually being a Site Setup Kit owner? What can you do when you open the doors and step inside?

**Watch this three-minute video tour to get an exclusive look inside:**

[Click here to view a sample lesson and explore what's inside Site Setup Kit](#)

When you first enter Site Setup Kit, you'll notice lessons are organized into easy-to-use modules. You can choose to begin with the basics by clicking on the wrench image, or you can go straight to the design information by clicking on the paintbrush image. Each lesson features step-by-step instructions, illustrated with screenshots.

When you become a Site Setup Kit owner, here's what you can expect...

## Set your website up right from the start

If you really are starting at the beginning, you'll love our **Foundations guide**. You'll find sections devoted to:

- How to choose and register a domain name (that's suitable for your business)
- How to choose and buy web hosting (from a reputable company)
- How to get your site "live"
- How to install WordPress

## Get up to speed with the power of WordPress

Once you have WordPress installed, it's time to take a tour. Even experienced WordPress users have found it really useful to go over the basic tools and settings of WordPress.

We also share with you our recommendations for the best plugins and widgets to have installed (and how to do so) to:

- Keep your site secure and backed up
- Make it SEO friendly
- Protect your site from spam comments
- Keep you connected to social media

*Site Setup Kit is phenomenal. It's the next best thing to someone coming to your house and holding your hand while you do everything from registering a domain name to launching the site. – Darcy Prince*

## Outline a plan for your website

In the next module we help you think about how you will be using your site. Once you know this, it's easier to choose styles, content, and functionality.

From there, we roll up our sleeves, install Genesis and Prose (with full tours of how they work) and then...

## Choose and customize your style template

As an owner, you get access to 10 different pre-designed styles.

You'll also discover how to customize your style until it matches the look and feel you want to have for your business or project.

Below you can see some of the style images you can choose from. Is your business funky? Serious? Polished? Whatever type of personality you want to convey, you'll find a style to match.



*I needed simple, easy-to-follow instructions that didn't require a background in web development. So what I liked most was the organization of the kit into modules and steps, plus the clear language in which it's written without ever being made to feel like an idiot. I also liked having a starting point for the design with the style warehouse. Those saved me a ton of time. I now have a site I'm proud to claim: I did it myself. – Linda Pariot*

## Create a great user experience with sleek navigation

Every website has different needs. You might want a mixture of static and dynamic content. Maybe you want to separate your site into different product areas. Perhaps you want an interactive area where you can share your latest news on a blog.

We walk you through how to do all those things.

And it doesn't matter how many pages of content you add to your site — you'll learn how to use menus and submenus to create a content-rich site that is easy to navigate.

## “Wow” your visitors with a unique, customized header

A well-designed website header stops visitors in their tracks. The top section of your site is the first thing they'll see, so make it count.

With Site Setup Kit you can do more than simply upload a stock image. We share our tools for making a professional header with tips on designing custom images and text for your logo, site name and tagline.

## Use the power of colors, fonts and design options to make an impact!

**Choosing the right colors, fonts and design tools can transform the way your website looks.** This is one of our most popular Site Setup Kit modules, and it gives you step-by-step design instructions.

What's more, thanks to Pamela's years of design experience, you'll be able to understand:

- How to choose colors to match the "personality" of your brand
- Which colors go together, and what effect they have on your website visitors
- How many colors you need to choose for your website and where to use them
- Step-by-step instructions for modifying your design settings to create a consistent look and feel on every page of your site

You'll also understand the science behind choosing fonts for your website and how to create eye-catching textured images to use as the background for your site.

## Engage your audience with images, video and media files

**WordPress gives you the flexibility of using multiple media types on your site.** If you've ever thought about sharing videos, audio files, special reports, ebooks and whitepapers to attract your customers and build your audience, you'll find this module very useful.

We walk you through how to upload and share media so that your site is more attractive and engaging to visitors.

## Attract visitors with SEO success

**At this stage, you'll have a great-looking website. Your next step is to attract visitors.**

We show you which design and site settings help your SEO rankings. Every time you add content to your site, you'll know it's in great shape to attract search engine traffic.

Now that you've created a beautiful site that's easy to use, the exciting journey has just begun!

## Bonus materials make ongoing changes fast and easy



**As a Site Setup kit owner, you get access to bonus materials that make ongoing maintenance quick and easy, including:**

**CSS Snippet Library** – you don't need code to use Site Setup Kit, but we've created a library of custom CSS that you can copy and paste to further modify your site.

**Prose Cheat Sheet** – Want to change the font size of a sidebar title but can't remember which setting to use? Simply use your cheat sheet.

**Website Style Guide** – Record all your style settings in one place so you can reference them quickly for future materials.

*I would absolutely recommend Site Setup Kit to anyone wanting to build their own WordPress site as quickly as possible. I had mine up and running in just a couple of weeks. If I'd tried to do that with free online tutorials or books, I'm confident it would have taken me longer and caused a great deal more frustration. – Janine Adams*

## Live support

**In addition to the walk-through guides and worksheets, you also have access to a lively and active online support forum.** Wendy and Pamela are on hand in the forum as well as many other bright business owners sharing tips on what works.





## What's inside Site Setup Kit?

Just to remind you, as soon as you purchase, you get instant access to:

### Foundation guide – What you need to know *before setting up your site*

- Choosing a domain name
- Setting up web hosting
- Linking your domain name with your web hosting account
- Installing WordPress

### Module 1 – Getting to Know WordPress

- WordPress Dashboard tour
- [5 Essential WordPress settings \(click to read the full lesson for free\)](#)
- Mastering pages and posts
- Using plugins
- Using widgets
- Adding images to your site

### Module 2 – Planning Your Website and Getting Started

- Planning your site
- Installing Genesis and Prose
- Guided tour of the Prose theme
- Using Site Setup Kit Styles
- Your Style Warehouse

### Module 3 – Customizing Your Site and Making It Sing

- Custom menus in Prose
- Creating a custom header
- Genesis plugins
- The landing page template

### Module 4 – Designing Your Site

- Creating your site's color palette
- Background colors and images
- Distinctive fonts for your site
- Making the most of images
- Multimedia, audio, video, PDF
- Change site and sidebar width

### Module 5 – The Finishing Touches

- Adding a favicon
- SEO made simple
- Consistency builds trust

### Bonus Materials

- CSS snippet library
- Website style guide
- Website launch checklist
- Style warehouse
- Using the Site Setup kit styles
- Prose Cheat Sheet

### Site Setup Kit Mastery Forum

- No question is too small
- Get help whenever you need it
- Meet other Site Setup Kit owners

## Site Setup Kit + Video Training option

If you like learning with video, then you'll want to choose our video training option. You can watch demonstrations and see Pamela and Wendy talk you through the steps, with additional tips thrown in.

The step-by-step video tutorials complement the Site Setup Kit modules and lessons.

The video tutorials include:

- How to install the Prose theme
- How to master the navigation menus
- How to customize your header
- How to design and layout your main content area

- How to arrange, design and use your sidebar
- How to arrange, design and use your footer area
- How to set up for SEO success

## Site Setup Kit + Video Training + Private Coaching option

If you like want personalized help as you put together your website, add Private Coaching to your purchase. You'll get two one-hour calls, one each with Wendy and Pamela. Schedule your calls when you need them most: before or during your website creation process.

You'll benefit from expert tech help and professional design advice from the creators of Site Setup Kit.

### Get started today and create a website you love!



#### Site Setup Kit

**Everything you need to create a website you love.**

- 5 modules and 25 lessons.
- Site Setup Kit Mastery Forum so you can get help when you need it.
- Includes your own copy of the Genesis Framework and Prose child theme.
- 10 pre-designed styles ready for you to download and use.

**Buy now for \$297**

**BUILD YOUR WEBSITE**



**or 3 payments of \$117**



#### Site Setup Kit + Video Training

**Everything in Site Setup Kit, plus seven hours of Website in a Month video training to walk you through getting your site set up.**

- 5 modules and 25 lessons.
- Site Setup Kit Mastery Forum so you can get help when you need it.
- Includes your own copy of the Genesis Framework and Prose child theme.
- 10 pre-designed styles ready for you to download and use.
- Seven hours of exclusive video training.
- Follow along as Wendy and Pamela build a site from scratch.
- Get access to a private "Website in a Month" forum to get your questions answered: no question is too basic.

**Buy now for \$597**

**BUILD YOUR WEBSITE**



**or 3 payments of \$217**



#### Site Setup Kit, Video Training + Private Coaching

**Everything in Site Setup Kit, plus video training and 1-hour private coaching sessions with both Wendy and Pamela.**

- 5 modules and 25 lessons.
- Site Setup Kit Mastery Forum so you can get help when you need it.
- Includes your own copy of the Genesis Framework and Prose child theme.
- 10 pre-designed styles ready for you to download and use.
- Seven hours of exclusive video training.
- Follow along as Wendy and Pamela build a site from scratch.
- Get access to a private "Website in a Month" forum to get your questions answered: no question is too basic.
- Professional design advice in your 1-hour private coaching session with Pamela.
- Expert tech help in your 1-hour private coaching session with Wendy.
- Get your specific questions answered, and receive personal guidance from the creators of Site Setup Kit.
- 1 hour calls with Wendy and Pamela will be scheduled when you need them most: before or during your website creation process.

**Buy now for \$997**

**BUILD YOUR WEBSITE**



**or 3 payments of \$347**



## Frequently Asked Questions about Site Setup Kit

### Can I use PayPal to purchase Site Setup Kit?

Yes you can. Head over to our [PayPal checkout page](#) to make your purchase.

### How many sites can I build with this product?

As many as you want! We provide a premium WordPress theme that you can use on an unlimited number of websites, and our step-by-step instructions and support forum are available whenever you need them, as much as you need them. Many of our Site Setup Kit owners have found that creating new websites is so easy, they've built more than one.

### What if I am really truly an absolute beginner? If I don't even know what WordPress is, will I be lost?

Our Foundations module assumes no background knowledge at all, and explains everything you need to know, in plain English. We walk you through domain names, web hosting, and installing WordPress. All the Site Setup Kit lessons are illustrated with screenshots, and you can post on our support forum anytime you need help or clarification.

### How long do I have access to the tutorials and support forum?

You get lifetime access. As long as Site Setup Kit exists (and we don't plan on going anywhere), you'll be able to read the tutorials and get help on the support forum.

Also, we keep everything inside Site Setup Kit up-to-date, so when a new version of WordPress is released, you will have the latest information.

### Can I see examples of websites created using this product?

Yes! We have a whole Wall of Fame devoted to sharing our Site Setup Kit owner success stories. [Click here to see the Wall of Fame](#).

As you browse through these websites, remember that although each one is unique, they all use the same WordPress theme. Inside Site Setup Kit, we demonstrate how to use powerful design controls to ensure that your site will never be a cookie-cutter copy of anyone else's.

***P.S. Remember, there's no risk to you: try Site Setup Kit for 30 days. If you're not 100% satisfied, we'll refund your purchase cheerfully. It's time for you to have a website you love! Choose your product above to get started today. Questions? [Email us](#).***



# Christine Livingston

*Coaching For Success In Work And Life*

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## Work With Me

If we're about to work together, then I've probably had the pleasure of already meeting you, or someone has mentioned my name and you've decided to find out more.

And I'm thrilled that you're here.

You see, when your life is out of synch with your happiness, time can feel frighteningly short and painfully long at the same time.

And if everyone around you thinks you are "successful" it's even harder to know where to find help.

At this moment in time, you might be feeling:

**Guilty that you have a "good" life but you're just not happy**

**Afraid that you no longer want what you spent years working towards**

**Ashamed of something you desire but know family and friends wouldn't understand**

**Desperate because unless something changes soon, you don't know what might happen**

And this is where I help.

But I have to warn you, this isn't soft, fluffy promises. This isn't a "one-size-fits-all" tell-you-what-you-want-to-hear coaching.

This is transformational, deeply caring and overall "Big-Shit" coaching.

It's why people like you hire me.

Any one of those feelings above is a sign that you're on the cusp of greatness. I've worked with many people just as confused, frustrated and anxious, and seen amazing journeys emerge from this intense discomfort.

And don't worry if you don't know what to change, how to change and are worried what life will look like *after* you change.

You see, that's what we're going to discover, just you and I together, during our coaching relationship.

## How To Know If You're Ready For Transformational Coaching

Transformational change is not for everyone. It's for people who work damn hard to make big changes.

If you're a high-achiever and have a nagging doubt that you're where you want to be in life, then you're ready.

If you feel that your daily luxuries are no longer compensation for your unhappiness (but you don't necessarily want to sell up and live in a cave), then you're ready

## About Me

I'm starting a small revolution in personal and leadership development, by putting aside models, fads, competency frameworks and all that other bollocks, and **coaching the world's smartest, most influential people, by meeting them right where they are.**



## Recent Posts

[How Your Can Do Attitude Could Be Setting You Up To Fail](#)

[Discovering Your Truth and Setting Yourself Free Isn't Easy](#)

[Survive Or Thrive in 2012: Whichever, The Choice Is Yours](#)

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## Join The Conversation

about 15915 days ago

[How To Be Rich and Happy](#)

If you want to explore what is possible because you don't want those "what-if" regrets on your deathbed... then you are absolutely ready.

Career, relationships, business, perceptions of success... As long as you are a high-level professional with an executive or senior status, we can work on transforming whatever is most important to you.

## What We'll Do Together

You're not afraid of hard work. You embrace it. That's how you've managed to set goals and grab them with both hands.

And that's exactly what makes working together so much fun.

To start with I'm going to get to know you. I'm going to ask questions and listen. I'm going to find out what's really important to you and show you how to discover this if you're not quite sure.

Together we're going to set some big, exciting goals that raise your heart rate every time you think about them.

And then the real work begins as I provide you with the tools, time, care and guidance, to help you discover a life you weren't sure was possible.

One that you might have even been afraid to admit that you wanted.

**Where you have your dream job, career or business (and can handle it)**

**Where relationships are nurturing, not a whirlwind of chaos and emotion**

**Where you can relax without panicking that you're not doing enough before your time is through**

Can you picture yourself living that life?

## How We Will Do This

From my 12 years of coaching and psychotherapy practice, I've got a huge toolkit of resources to guide you through the big changes ahead. We'll talk on the phone, we might meet in person, and you'll have access to me via email.

And I'll be setting you the most important homework you've probably ever had to do.

Like helping you create a detailed vision of the success you really ache for in a way that helps you take the action to achieve it (this is hardcore visualisation and it's what launches us from the starting block).

I've also experienced plenty of dropped-jaws when people see the results of an advanced time-analysis assignment. This has caused illuminating breakthroughs and answers to "how do I get more traction towards my goals?"

And you're definitely going to embrace the uncharted territory beyond your comfort zone. I'll show you how to smash the "internal thermostat" that pulls you back when you grasp brief moments of the success you desire. It exists in your psyche, and it's something we can crush together.

Over 3, 6 or 12 months – whatever it takes for you – we'll work together on achieving your goals. It's not going to be easy, but it is going to be worthwhile.

If we've met before, I'd love to continue the conversation, and if you're here by referral I'd love the chance to show you how I earned that recommendation.

Ultimately, if you want a big "kick-arse" change in your life, and want to know how I can help you take one of the most rewarding challenges in your life (and have it pay off)

[connect](#) with me now.

And let’s get started.

- [Add to LinkedIn](#)
- [Post to Facebook](#)

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# Christine Livingston

*Coaching For Success In Work And Life*

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## About

Hi, I'm Christine Livingston.

I'm the coach who helps high-achieving executives, entrepreneurs and professionals make dramatic, bold and exhilarating changes.

Ambitious people who feel the trappings of "success" no longer drown out the nagging doubt that says:

"You're not there yet. Your music is still inside you."

## Moments of truth

I released my own music by discovering my passions for helping people create great, successful lives.

My personal experience certainly pushed me in that direction.

I'd had a stellar corporate career: human resources director for American Express, before moving into a leadership and management development role supporting leaders of a 4,000 people-strong business.

Following my own "success" plans, I became managing consultant for a prestigious consulting firm. I was selected to work on a huge business transformation in South Africa – of its kind it was one of the biggest, most ambitious projects in the world.

I was leading the human resources and organisation development stream. To many HR folks, this was a dream and should have been the pinnacle of my career. To friends and family, I had found success.

But that's not how it *felt* inside.

Inside I was miserable, spending long stretches away from home, living out of a suitcase , working 24/7, eating crap and failing to get any exercise on any kind of regular basis.

And here comes the head-fuck.

I was delivering great results. I was delighting clients.

(Sound familiar?)

I was in danger of trying to push through and live on praise (instead of my own happiness). But I couldn't ignore that nagging feeling, so I began seeing a psychologist once a week.

And it started to make sense.

With her help, I began to articulate what "success" meant to me. And then I dared to create it.

I'd always loved helping others experience transformations through coaching at Amex and with the consulting firm. But sitting in the client's seat put me in touch with my passion for

## About Me

I'm starting a small revolution in personal and leadership development, by putting aside models, fads, competency frameworks and all that other bollocks, and **coaching the world's smartest, most influential people, by meeting them right where they are.**



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about 15915 days ago

[How To Be Rich and Happy](#)

creating gutsy changes on a more personal level and it lit a fire in my belly.

Since then, I've become acutely conscious of people living their lives by an invisible rule book. Carving out an existence that ignores their true desires, skills and talents. Cramming them into a way of being that is easily defined and understood by the rest of the world but deep down, makes no sense to them.

## Talent

My talent is helping people discover, define and achieve goals and dreams on their terms, no-one else's.

If you're tired of hearing coaches promise to "unlock potential" or "maximise success" when they don't understand what you face day in day out, you'll find me to be a refreshing change.

Since 1993 I've coached more than 750 people from directors, senior level management to big business owners and high-earning freelance consultants.

So I know I can help you:

- Use your talents to kick arse and shine
- Stop your professional success (or challenges) from harming your home life
- Cope with career success (and have a life)
- Stop thinking: "if this is it, why am I unhappy?"

Because honestly? If you're not happy, you haven't found "it."

That's what I'm here for.

As a fully qualified coach and licensed psychotherapist I have the tools to push you towards your own personal picture of fulfilment (even if you don't know what that looks like yet).

## What Am I Like To Work With?

My clients like that I'm fun and friendly, but they know I am serious about getting results.

Because if you're coming to me, I know you're serious about making an epic change.

I will push you, stretch you, fight for you and guide you through the coming months. I will reference authors from Jung to Gladwell and use content and stories to shape your coaching experience.

You will look forward to your sessions, we will laugh and we will share a fierce commitment to achieving success for you (whatever that may look like).

Because to be honest, the biggest thrill I experience in my work is seeing ambitious individuals achieve what they deserve and reach that emotional high point where they can pause and think:

*"So this is really **"it"**."*

If that sounds good, I'd love you to get in touch so we can discover together if we can experience your journey together.

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The BizTruth presents...

# CREATING CLIENT CHEMISTRY



The Science <sup>& Art</sup> of the Know, Like & Trust Factor

September 19-23, 2011

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**Coaches, consultants, service-based solopreneurs and entrepreneurs:**

## **Finally, Discover How To Instantly Bond With Prospects, Attract High Paying Clients (And Raving Fans) And Become The Most Popular Kid In Your Business World... With Complete Authenticity**

Your business cannot survive (let alone thrive) unless you connect to the hearts and minds of customers, partners and key industry figures.

But many talented entrepreneurs struggle to create the **instant relationships** that produce never-ending streams of exposure, referrals and clients.

And that's a lonely place:

- **When you can change lives, but feel ignored by people you know you can help**
- **When you get tongue-tied in person and make the **WRONG** first impression**
- **When you pour your heart and soul into blog posts and newsletters and feel despondent when you get zero response**
- **When you make an offer to your list and the only action people take is to unsubscribe**
- **When you can't get the attention of key industry figures while everyone else seems to be in the "popular circle"**

No matter how hard you work, how sincere your passion or how desperately people need you, if you don't know how to magnetize people to your personality and business (often within seconds), you will always feel like you're on the outside looking in.

Yet some entrepreneurs consistently inspire their tribe and generally leave a whirlwind of attention wherever they go.

These are the ones who:

- **Get booked months in advance and charge higher fees because clients **ONLY** want to work with them**
- **Are often surrounded by a cluster of avid people hanging on their every word**
- **Get called upon repeatedly to be featured as an expert in publications, teleseminars and**

telesummits or live events

- **Consistently sell out launches and attract high figures of attendees to their events**

They appear to have a natural ability to put a spark and energy into any relationship. A certain pizzazz or "chemistry" that draws you in, captures your attention and rallies you to their cause.

No wonder these people are often behind hugely successful six- and seven-figure businesses.

And it seems so natural, that you can't help feeling envious that they were born with an innate talent to enchant and engage.

If so, you'll love this one-off, virtual event where you can discover that the secrets of their attraction:

**Have nothing to do with personality**

**Don't depend on a "natural ability"**

**Work in ANY industry**

In fact, it simply boils down to understanding the Science (& Art) of the Know, Like and Trust Factor.

**For The First Time, Get The Inside Scoop As 14 Experts Strip Away The Mystery Of Authentically Captivating, Enchanting And Engaging ANYONE**



**Complete your FREE registration  
right now to secure your spot!**

First Name \*   
Email \*

**Register**  
September 19-23

You will also get a FREE subscription to the high-value, high-larious Biztruth video-zine packed with tips for making sales more fun and getting more clients.  
(We never rent, trade or sell your information. Ever.)



I'm Carolyn Herfurth, founder of The Biztruth and Sales Expert. As a transformed sales hack to sales and business mentor who helped launch 100 businesses, I know how critical it is for prospects to "know, like and trust" you before they have the confidence to buy.

And I wanted to know:



**Can ANYONE master the art of creating the Know, Like and Trust factor?**

**Can it be used in all areas of building a successful business?**

**What are the secrets of the entrepreneurs who have mastered it?**

I have invited 14 guests who, when I met them, sparked instant chemistry. I felt engaged, entranced, enthralled from the start and wondered "what's their secret?" How do they do it? And what happens when they meet someone and it's not instant? Can client chemistry be nurtured?

So I'm here to find out and wanted to let you in on their secrets by sharing these conversations with you in an unstructured, unscripted format. How refreshing is that?

And don't be surprised if the calls go more than 30 minutes. Sometimes chemistry has a mind of its own!

## **Listen In As Our Entrepreneurs Reveal The Secret "Formulas" To Their "Natural" Charm...**

Formulas YOU can use to:

- **Tap into your natural hidden strengths to unleash your greatest persuasion tool**
- **Turn on the "magnetic effect" to be completely aligned with your inner game, offerings & partnerships... and consistently create a six figure income**
- **Stop the cycle of losing potential clients in the first 5 seconds that you meet them**
- **Beat the Imposter Syndrome so that it doesn't interfere with your ability to create client chemistry**
- **Meet anyone (and we mean ANYONE!) you want to connect with**
- **Build relationships that bring your almost unimaginable dreams into reach**
- **Inspire loyal, raving fans who follow your every move and bring their friends along for the ride**
- **Create an everlasting bond with your customers so they spend more, stay longer and refer more**
- **How to build the confidence that builds your business**
- **Put a stop to the fears that keep you from reaching out to build the know, like and trust factor**
- **Ignite instant chemistry with others by living out of your head and in your body**
- **Connect to the emotions of your prospects and clients using video**
- **Adopt a "give, give, get" philosophy to inspire instant client chemistry**
- **Effectively tap into social media tools to create the know, like and trust factor**

Each of our guest experts will share their formulas and practical techniques that you can use to have clients flocking to you, encourage people to share your content, get the phone to ring and increase the exposure you currently get to your business.

Whether you just want a few more clients on your roster each month, or want to explode on the scene as a leader in your industry, creating client chemistry can get you there.

## When You Stir Up Client Chemistry, Expect Explosive Results

When you master the art of creating client chemistry you're not just inside the circle, you're at the center of the circle. When you put it to work in your business, you might experience:

- **Popularity and "expert" credibility even if you're just starting out**
- **A buzz of activity and interest every time you hit "publish" online**
- **More doors of opportunity opening as people clamor to help you and work with you**
- **Being able to charge much higher rates (and have people LOVE to pay you them)**
- **No longer worrying about the competition because you're fully booked for months into the future**
- **Clients who come back again and again, just to work with YOU**
- **Referrals and new clients excited at having the opportunity to access your expertise**
- **Finding it easier to grow your business, and having every move supported by your customers, community and peers**
- **Attracting the attention of A-listers in your industry who are desperate to listen to YOU**

First Name \*

Email \*

**Register**  
September 19-23

For the first time ever in one place, these 14 experts are baring all about their own personal secrets for creating rapport and building client chemistry.

Register today so you don't miss any of these irresistible personalities:



### MELANIE BENSON STRICK

**Creating an Inner & Outer Game that Magnetizes a Raving Tribe of Excited, Happy to Pay Your Fees Clients**

Melanie Benson Strick the Big Idea Catalyst, helps thought leaders get liberated from the daily grind so they can uncover the biggest way to unleash their brilliance. With over 12 years in corporate America and eight years as a business owner, Melanie works exclusively with big thinking, heart-based entrepreneurs

who are frustrated trying to run a successful business.

Melanie combines her extensive traditional education with multiple advanced certifications in Project Management, Results Coaching, Neuro-Linguistic Programming and even a license as a Spiritual Counselor to get her clients past their obstacles and into impacting the world in a fulfilling, and profitable, way.

Integrating creativity with a honed "facts and data" approach has resulted in some of the most comprehensive business growth systems on the planet including the Get Out of Overwhelm audio program, Build Your Dream Team Coaching Program and the new Big Idea Incubator live training program.

Melanie lives in the Los Angeles area so she can be close to her nieces and the ideal So Cal living! As an avid lifestyle enthusiast she spends her free time in search of the best spas and beaches in the world.



## ANN CONVERY

**Find out how you lose clients in 5 seconds and 3 things you can do about it right now**

Known for producing exceptional results for her clients, Ann Convery can spot the potholes in sales and marketing language and turn them into gold.

Ann's mission is to show business owners how to deliver their message in a way that is authentic, captivating and massively profitable. Her clients have collectively made over 8 million in revenue in the last 5 years. Ann's biggest thrill is hearing someone say, "I've been slammed with business, thanks to you!"

For 17 years Ann honed her skills as an international speaker, seminar leader, trainer and author who has prepared top professionals for Oprah, CNN, 60 Minutes, The Wall Street Journal, and numerous other media outlets.

Ann has delivered over 130 speeches and trainings for corporate and private groups in Barcelona, Madrid, Mexico City, New York, Chicago, Seattle, and California.

Ann has been interviewed in The Los Angeles Times, Elle, Cosmopolitan, ABC-TV, Entrepreneur, and many other media. Ann's two books were published by Harper Collins.



## VALERIE YOUNG

**It's hard to create client chemistry when you feel like a fraud. Learn how the imposter syndrome interferes with your success, plus practical ways to banish the thought patterns that undermine your ability to feel...and act...as bright as you truly are.**

Dr. Valerie Young is the author of the upcoming book with Random House called The Secret Thoughts of Successful Women: Why Capable People Suffer from the Impostor Syndrome and How to Thrive in Spite of It.

She's spoken at such diverse organizations as Intel, Chrysler, Boeing, IBM,

Bristol Meyers Squibb, Ernst and Young, Procter & Gamble, American Women in Radio and Television, the Society of Women Engineers, the Association of Women in Science and to over 60 major colleges and universities including Harvard, MIT, and Stanford.

Her career-related tips have been cited in such publications as The Wall Street Journal, USA Weekend, Kiplinger's magazine, Entrepreneur magazine, The Chicago Tribune, The Sydney Morning Herald, Redbook, Woman's Day, and The Chronicle of Higher Education well as online at MSN.com and iVillage.com.

In addition to her work at ImpostorSyndrome.com Valerie is also the founder and Dreamer in Residence at Changing Course.com, the creator of the Profiting from Your Passions Career Coaching Training Program and publisher of the Changing Course newsletter read by over 23,000 people around the world.



## **BRYN JOHNSON**

**Improve your odds of creating client chemistry by planning your networking strategy before you even show up for the event**

Bryn spent 20 years in Corporate America as a passionate leader of high-performing teams and endless multi-million dollar projects.

ONE of her many secrets for success? Her ability to take complicated, often impossibly overwhelming information, and to quickly make it simple and fun.

She is now bringing that same passion for planning and collaboration, along with her laser-focused implementation strategies, to her clients and broader online community.

And if you really want to have some fun- just discuss networking, business building, social media, coffee and Post-It notes with her... she'll talk your ear off!



## **MARIA GAMB**

**Establishing relationships that get invitations to some of the most amazing opportunities**

Maria Gamb served for twenty-plus years as an executive in businesses valued at upwards of 100 million dollars. She is CEO of NMS Communications, where she mentors executives and entrepreneurs claim their ability to lead profitable, innovative and effective businesses by creating relationships

and partnerships that get results! Maria is also an Amazon best selling author. She was recently selected to be on the interviewing team for the next project from the Napoleon Hill Foundation with Greg Reid. She resides in NYC where she coaches women in business how to be the kind of leader others want to follow, work with and aspire to be.





## ANGELA JOHNSON

### **How to create loyal, raving fans**

Angela Johnson is a visionary, business strategist, and a changemaker. Using an authentic, heartfelt, yet no-nonsense approach to business, she helps her clients get in touch with the spark of brilliance that lies within and in turn helps them launch their 6-figure businesses. As founder and owner of Soul Vision Business, Angela transforms the lives of hundreds of women looking to

achieve success both personally and professionally with her inspiring and transformational events and coaching. She leads group and private consulting so her clients can align their money, message, marketing, and mindset and fully support their purpose. She is also the founder of Biz Divas, a networking group for women, and produces the annual transformational events Ignite Your Spark and Thrive Business. You can learn more about Angela at [SoulVisionBusiness.com](http://SoulVisionBusiness.com).



## JIM PALMER

### **How to create an everlasting bond with your customers so they spend more, stay longer and refer more**

Jim Palmer is known internationally as The Newsletter Guru. He is the go-to resource for maximizing the profitability of customer relationships. Jim is the acclaimed author of two great books, The Magic of Newsletter Marketing - The Secret to More Profits and Customers for Life and Stick Like Glue - How

to Create an Everlasting Bond with Your Customers So They Spend More, Stay Longer, and Refer More!



## SUE PAINTER

### **Sue offers practical advice for how you get out in your community to connect and communicate to build your pipeline.**

Sue Painter is known for two things, her marketing brilliance and her ability to quick shift her client's limiting mindset. As the wizard behind The Confident Marketer, she has birthed two highly successful businesses. Sue is a master at helping others shift their limiting beliefs and can quickly identify where

a person is stuck. To her clients, she is an extremely perceptive "marketing therapist." In fact, in as little as 60 minutes, Sue can ferret out the dark and murky obstacles that block success. Then she works with her clients to step into their greatness ... and into the spotlight.

Sue is one of only 60 people personally trained by New York Times best-selling author Michael Port as a Book Yourself Solid coach. She is one of 50 certified Solo-E.com professionals, one of 8 Mastermind Leaders for Ali Brown's

Millionaire Protege Club, an expert for Self-Growth.com, and an expert author for EzineArticles.com. She is a published writer of dozens of articles about marketing and business building both in industry magazines and on the Internet.



## **PATTY FARMER**

### **The Key Ingredients to a Great Follow Up Formula**

Patty Farmer, "The Networking CEO™", is a multi-award winning and highly sought after marketing professional, public speaker, radio show host and author.

Recipient of 2011's International Women's Day Business Service Award as well as 2010's "Best Business Connector in Dallas" award and a 2010 and 2011 "America's Most

Influential Business Connector" nominee, Patty has created a network of close to 60,000 connections while teaching thousands of business owners how to effectively network and market to grow their businesses using a non-competitive and dynamic collaboration strategy.

Owner and Director of the Texas Hot Pink Mamas, a Professional Business Networking Organization and the Founder of DFW Biz Link, a unique online-based networking, marketing and collaboration program for entrepreneurs, Patty's newest venture, Biz Link Global, is set to launch in January, 2012.

Offering prescreened connections and collaborative partnerships, Biz Link Global enables business owners to expand their marketing endeavors worldwide through exclusive online tools and an unparalleled referral system.

In an age where so many are distracted by technological bells and whistles, Patty Farmer is a shining example of how passionate leadership coupled with a truly personal touch can create a meaningful and enduring platform bringing lasting and very real-world benefits.



## **CHRISTINA MORASSI**

### **How living out of your head and in your body help you establish instant chemistry with more people, more often**

Christina Morassi is on a mission to revolutionize the way women entrepreneurs embody their business. Deep inside every woman is an inner fire that translates into a Unique Personal Brand. This is the wild woman that must be unleashed to create wild money.

Christina's background began in NYC working in fashion photography on high-end shoots with the likes of Giselle, Paris Hilton and Heidi Klum. Then a healing journey took her to LA, and she spent the next 10 years being educated in the healing arts, and leading workshops. Finally, a year ago, she was determined to find a way to bring all of her passions together into one business. This led to working with women entrepreneurs to connect with the deepest essence of their personal brand, and then capturing it with

transformational photography.

Today she has an international thriving business, and has made in one month what she used to make in a year. Find out more how too you can Embody Your Brand through business coaching mixed with photography at [www.ChristinaMorassi.com](http://www.ChristinaMorassi.com).



## ROB SCHULTZ

**The Connection Conspiracy: Using Video and Emotional Connection Keys to Create Magnetic Offers that Catapult Your Profits**

Rob Schultz mentors business professionals worldwide to leverage the power of online multimedia to catapult their profile, produce, launch and sell profitable products, attract thousands of new subscribers and add big bucks to their bottom line.

Rob helps clients target their juiciest profit opportunities. And mentors them to craft magnetic promotion and launch strategies that amplify their markets most powerful dreams and desires to skyrocket their profits.

Rob is a veteran of the Hollywood visual effects industry - his movie credits include X-Men, Vanilla Sky, Face/Off, Volcano and many more.

His list of clients includes top performers in the coaching and online marketing industries:

Rob helped Michael Port propel his best seller, Book Yourself Solid, to the top of the charts with the unforgettable "Entrepreneur Idol" Movie. His support also helped Lynn Jericho craft an online movie, which catapulted her list from 220 to over 15,000 in less than 15 months.

Rob hosts his popular marketing blog at [BlockbusterMultimedia.com](http://BlockbusterMultimedia.com).

And offers a free 45-page guide to crafting powerful viral multimedia absolutely free.



## ANGELA JIA KIM

**Learn how Angela's "give, give, get" philosophy not only creates a high rate of instant client chemistry between Angela and her clients... but also BETWEEN her clients.**

*"If Kim were a Hollywood personality, she's be considered a Triple Threat - concert pianist, CEO of Om Aroma & Co., Founder of Savor the Success." - **Entrepreneur Magazine***

Angela Jia Kim, go-to lifestyle and business expert for Cosmopolitan, Wall Street Journal, and NBC, has helped thousands of women achieve their dreams through inspirational and practical hands-on tips.

As founder of the Om Aroma organic skincare brand and the Savor the Success

entrepreneurial network, she pulls from her experiences as a serial entrepreneur, jet-setting concert pianist, New York City wife (the real kind), and mom to share how people can achieve success in all aspects of their life.

In a world where business experts show a compartmentalized view of having a career, and lifestyle experts mainly teach how to live well, Angela combines the two to make the everywoman feel like she can have her career, happiness, and family. She tells you, shows you, and exemplifies that you can have it all.

Angela's practical inspiration empowers women to rid their lives of what's holding them back, embrace "gorgeous chaos" and manifest their dreams through her M.A.N.I.F.E.S.T Method. Her popular workshops invigorate people's spirit and inspire them into action for personal and professional success.

Over the past three years, Angela has traveled the world speaking to thousands of women, and appeared on major market TV and radio shows as a go-to lifestyle and business expert. She has been featured in Cosmopolitan, Businessweek, More Magazine, Vogue France, Bravo TV, Cosmo Radio (Sirius) and Fox Business News. She is a regular expert contributor for MSNBC's Small Business.

Angela is originally from Ames, Iowa and now splits her time between Manhattan and the Catskills with her husband and business partner, Marc Stedman, baby daughter, Sienna Lucy, and yellow lab, Ella Fitzgerald.



## KATE BUCK

**How using social media creates client chemistry before you even meet your Facebook & Twitter friends and followers**

Kate Buck (otherwise known as @katebuckjr on Twitter) is the Founder and CEO of KBJOnline, a social media management and consulting agency in Austin, Texas. Kate has worked with some of the top names in Internet Marketing as well as consulted with

dozens of entrepreneurs, businesses and nonprofits both across the United States and internationally.

Prior to founding KBJOnline, she served for three years as the LandmarkConnect Community Manager for Landmark Education, a leading global training and development company.

Kate developed a social media manager training program in which more than 5,000 people have participated. A student herself, Kate is fascinated with the technology that connects people of like minds and interests around the world and strives to keep abreast of current thought and trends. Kate is passionate about helping individuals and businesses effectively market themselves online using social tools.

## Bonus Calls:



## TED RUBIN

**ROR - Return on Relationship**





Ted Rubin is a leading social marketing strategist and coined the term ROR, Return on Relationship, a concept he believes is the cornerstone for building an engaged multi-million member database, many of whom are vocal advocates for the brand, like the one he built for e.l.f. Cosmetics (EyesLipsFace.com) as the Chief Marketing Officer between 2008 and 2010, and the one being built for OpenSky where Ted, until very recently, was the Chief Social Marketing Officer.

On May 1st Ted announced leaving OpenSky and accepting the position of Chief Social Marketing Officer at Collective Bias, a company he has worked closely with for two years since meeting the Founder, John Andrews, through the blogging community and whose Advisory Board he joined a few months ago. Ted is also on the Advisory Board of OpenSky, SheSpeaks, Zuberance, and Taptank.

Many people in the social media world know Ted for his enthusiastic, energetic and undeniably personal connection to people. Ted is the most followed CMO on Twitter and has one of the deepest networks of any marketer in the social arena. ROR is the basis of his philosophy...It's All About Relationships!



## SALLY HOGSHEAD

### **How your natural hidden strengths are your greatest persuasion tool**

Growing up with the last name "Hogshead" would give anyone an unconventional point of view. Today, Sally delivers fascinating ideas, whipsmart research, and passionate action--all shaken and stirred with a tangy burst of inspiration.

In her keynote speech experiences, Sally teaches audiences how to instantly persuade and captivate in a world with a 9 second attention span. Her second book, FASCINATE, has been translated into 14 languages, with praise by Seth Godin and Tom Peters.

Sally's research on fascination includes a proprietary three-year study, and deep-dive analysis by a top global research firm. How does your personality fascinate? Over 50,000 participants have found out by taking Sally's F-Score personality test at f-score.com.

After graduating from Duke University, the second year of her career, Sally won more awards than any other writer in the U.S. and was named "the most successful junior copywriter of all time." Today she frequently appears in national media including NBC's Today Show and the New York Times. The press has described her as "advertising's icon."



## CAROLYN HERFURTH

### **Mastering the Art of Know, Like and Trust**

After helping launch 100 businesses in seven years, Carolyn Herfurth felt helpless as she watched 80% of her clients struggle with



sales and saw the havoc it wreaked on their personal, financial and business lives. It pissed her off enough that she walked away from her multiple six-figure business to start The Biztruth.

She now boosts the sales confidence of entrepreneurs who go on to earn an additional 4 to 5 figures each month. Carolyn specializes in working with small business owners who are super talented but need help figuring out how to sell themselves without feeling sleazy. She had to figure it out for herself when she made the transition from corporate America to starting her first business over 8 years ago, so she "gets it" and shows you a way to simplify it.

Her playful, smartass style is a breath of fresh air to those who believe business, like life, is meant to be enjoyed!

First Name \*

Email \*

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This is a seriously amazing line-up of client chemistry creators. And each of these fascinating experts couldn't wait to share their secrets with you, knowing how the science (and art) of the "know, like and trust" factor can seriously help entrepreneurs like you draw more clients and prospects.

I can't wait to have you join us for this virtual event!

Carolyn Herfurth  
the**biz**truth



First Name \*

Email \*

**Register**  
September 19-23



## Finally, The Barefoot Executive (Work At Home Texan Mom Of 4), Reveals Her Step-By-Step System For Taking The Internet By Storm, Becoming An In-Demand Expert, And Flooding Her Business With More Than 100,000 Fans That Helped Create 7-Figures In Just 2 Years



Read On To Discover How The Surprising Combination Of Timeless Techniques And Latest Online Tools Made Multi-Millionaires, A-List Bloggers, Best-Selling Authors, TV Networks, Book Publishers And Customers Rave About Carrie Wilkerson

And Then See How She Wants to Guide You By The Hand To Do The Same With Your Business...

Dear Online Business Owner,

It's time.

After much pleading, many questions and insistence that I share the secrets of my extraordinary results, and of those I've mentored, I'm releasing my most extensive, behind the scenes system that created the 7-figure business of my dreams.

For the first time, I'm making these advanced (but simple to implement) strategies available outside of my inner circle and mastermind groups.

Why?

Because despite all the online marketing "tools," more than ever I'm seeing **passionate, hard working business owners struggle** to get the recognition, attention and profits that their business deserves.

Does that sound familiar?



Are you **plagued with anxiety** because even though you have a great product, getting the word out is a **constant uphill struggle**?



Do you have an **established online business that ticks over**, but you don't know how to get **mass attention** to break through the next income barrier?



If you could just get more **targeted** attention to your product, service, book or offer **today**, do you know beyond a doubt you would be in a different place this time next week, next month or even next year?



Do you know that a large, paying audience would prove to family and friends that you can profit from your dream, and show you have a business, not just an expensive “hobby”

Business owners around the world at some stage are going to hit smack bang into the ugly obstacle of:

**“How do I get more eyes, ears and attention on what I’m doing!?”**

With millions of people using the Internet every day it *should* be easy to build an audience for your book, product, service, charity or project.

So why is it such a struggle for some people, and seemingly effortless for others?



**Why does attention and credibility snowball for some experts, whilst others struggle to get a ReTweet?**



**Why do some service providers have the Midas touch with offers to their list whilst others never get a single bite?**



**How is it that people no more talented or smarter than you are getting all the attention, fame and profits?**



Two strategies I learned from Carrie helped me **double the size of my list within 4 months and led to more than \$25,000 in product/program sales that would never have come my way** had I not implemented them.

I would highly recommend and do often recommend clients of mine who have a desire to play a bigger more successful game to connect with Carrie and to seek her insights and training.

*Paul Martinelli*



Working with Carrie Wilkerson has been HUGE for my business. For starters, **her application of one social media strategy on one single day, boosted my WebSupportTeam.com business by over 73% in one day** - a result I could not achieve in over a year of "hard work."

If you need that extra push in your business, I highly recommend working with Carrie at some level. The results are simply amazing.

*Jay Vikaz*

## **The Home Truths You Need To Hear (That Most Entrepreneur Wannabes Ignore)**

If you know me, you'll know that because I care (and probably as a mom of 4 and a former high-school teacher) I have a tough-love, straight talking style, so I've got to tell you this:

- **Your personality or situation isn't holding you back**
- **The tools are there**
- **The people are there**
- **There's a need for what you do**

So what **is** stopping you?

Well, like many online business owners, you've probably realized that things have changed wildly since the "Gold Rush" era of the internet.

However, many are **still making the mistake** of using outdated methods that only get them "numbers."

As a result, they've been burned by products promising "explosive traffic", "thousands of Facebook Likes," "catapult your email subscribers" or "sky-rocket your Twitter followers" and a whole heap of other "numbers."

**And now they're realizing that numbers alone won't grow a business.**

Because it's not numbers you need, **it's fans**.



**Loyal customers waiting in breathless anticipation of your next offer.**



**People delirious to be part of your audience, your "in-crowd";**



**Crowds of clients craving your product or service**

Ask anyone who's sent an offer to their list to get zero response (except for people unsubscribing), or someone with 10,000 followers who can't even get a ReTweet if they'd like to swap their "numbers" for raving fans...

After seeing the heartache of too many people using these "empty" strategies that do nothing for their bottom line, unsurprisingly, I've been hearing:

- I've tried list-building, but what I need are more **quality** leads
- I don't want just anyone visiting my site, I'm desperate for **targeted traffic**
- Everything would be different if I could just get a few **high-paying customers** this month...

And I suppose I know why people are telling me these things.

You see, I created quite a stir when I came online with my own business...



Since participating in the last group coaching with Carrie, my life has changed!

**I have implemented what I learned and have seen my list multiply by 300-400%! I've now written 4 Ebooks and a multimedia resource as well!**

Light bulbs kept going off every time Carrie taught, AMAZING!!

*Daisy Sutherland aka Dr. Mommy*



**In two months I have already co-produced a webinar series with a conversion rate of 25% to a cold list.** This in turn will become the first product in a series of many more to come.

If you are serious about your "why" in life, your passion, and want to fulfill your dreams and vision now, then Carrie is one that can make it happen for you.

*David Phelps*



Carrie, I have a new name for you – **Carrie "Right Now" Wilkerson**. Every time I talk to you, you ask me a question & then give me an idea I can use "Right Now" to make our business better "Right Now"!

Thank you for your support of me & the Ziglar team!

## Starting From (Less Than!) Zero With The Odds Stacked Against Me

Now, if you know me, then you probably know my story, but I like to tell it to prove that if I can find success online by filling my stadium, then you can too!

I wasn't a "business genius" who had it all figured out. I started out as a high school teacher before deciding to work for myself in direct sales. In my past, I had faced bankruptcy, I was staring at 6 figures of unsecured debt, I was suffering with depression and had to lose over 100lbs in weight.

After just giving birth (taking me up to 4 kids) I started my online business with a single web page – and it wasn't even a professionally designed one at that!

I had no business, I had no audience and I had no product.

I just had an idea that I could share what I **did know** to the **right people**.

Sounds crazy right? Well...



**In just 9 months I'd built a list of 24,000 names. (People who actually bought my products, shared my content and referred me to their friends)**



**I'd created a rapid succession of products (some in less than an hour)**



**I built an audience of 100,000 people with their eyes and ears on my business.**



**After 1 year online I won "Internet Marketer Of The Year" at Yanik Silver's prestigious "Underground" conference**



**I was listed as one of the Top 5 Women In Business By Forbes**



**I published my first book in 2011 through Thomas Nelson**

I've also been able to personally mentor with Zig Ziglar and learned from best-selling author John C. Maxwell and you know what?

Just a couple of years ago they had no idea who I was!

**That's the power of the system I want to share with you.**

Imagine mentoring with your personal hero and getting to call another one of your idols a "friend."

When you start to Fill Your Stadium, you never know who's going to become a raving fan of yours!

**TomZiglar** Tom Ziglar  
@barefoot\_exec Carrie, thanks again for the marketing tip. Best month ever because of it!  
30 Jun



Chris Brogan  
Some of my best business ideas lately were spurred on by @barefoot\_exec . Smart person doing good marketing stuff.

Despite my success online, some thought I was just another "guru," but hitting 6-figures in business after 10 months and 7-figures after 2 years managed to change their minds!

And now, more and more people are asking me to share my secrets of building BIG numbers that make BIG businesses.

And that's why I created:

# ***Fill Your Stadium***





## The Online Business Owner's Secret For Attracting A Continuous Flow Of High Quality Clients Who Love You, Are Desperate To Work With You, Want To Pay You And Will Refer Their Friends

This year, business owners from all around the world attended the live "Fill Your Stadium" online training program to find out the secrets of generating wild attention around their business.

And now for the first time ever, I'm giving you **instant access to the entire course content that we covered at that event.**

Throughout the course I was brutally honest about what really works in Twitter, Facebook, LinkedIn, YouTube, newsletters and with list-building strategies, but more importantly, I was upfront about what DOESN'T work.

I showed people how to use these tools to create loyal customers, avid fans and most importantly, **money in the bank.**



The information was straight to the point, clear and held my hand through the process of building my business further. Carrie is a one-woman business-building machine...

*Simon Jordan, SimonJordan.TV*



Carrie is the real deal. What this means is you will have exact information which is easily understood and implementable. It is what has worked for her and continues to work for her. It really does not get much better than that now does it?

Whatever business you are in – wake up! Your best asset will be your following or your list. If you did not know that, well, you need this program right away. Everything is easy to understand with exact steps on how to do what you need to do.

Currently, I have three new web sites in the works which will be branded and designed to permit a process of self selection by my visitors so I may serve their needs better. Where did an idea like this come from? Where do you think?

Carrie is on my short list of coaches, trainers and mentors I plan to continue to have a relationship with. Her energy is contagious. Be ready to rock your way of thinking and don't even think of looking back.

*Mitch Tublin*

*<http://www.thementorguy.com>*

### What Makes Fill Your Stadium So Different?

Unlike some other "marketing" tools you might have seen, fill your stadium is based on:

- ✓ **Timeless Business Principles** that I've tested in my 12 years of business and learned from mentors like Zig Ziglar, Brian Tracy and Mary Kay Ash
- ✓ **Relationship-Building Strategies** – so you avoid the “icky” feeling of a high-pressured, pushy marketing strategy (which doesn't often work)
- ✓ **Specific Online Marketing Tools** that I use in my business today (not outdated methods that might have worked 5-6 years ago)

The unique combination of these 3 elements means that you have:

## **A System That Builds Your Business, Not Just Your List**

Fill Your Stadium looks at your business as a whole. It digs deep into your unique strengths, your style, your personality and then outlines the **specific online tools and techniques that will help you build big crowds and gain massive attention for your business.**

And I refuse to teach anything I haven't personally had success with.

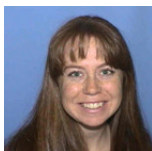
The experts I've handpicked to help deliver your advanced-strategy bonuses are people I have personally consulted with in my business. I only deliver content that I have seen firsthand **get real business results.**

You see, one of the key rules of filling your stadium is to make sure what you offer is **packed with value**, and **works.**

That's why, when you sign up to Fill Your Stadium, you will:

- ✓ **Discover how to design your dream business around YOU (this is the step most marketing systems miss out)**
- ✓ **Understand how to conquer Twitter in just 15 minutes a day (that actually gets you noticed)**
- ✓ **Know which Twitter software allows you to reach influencers in your industry and build relationships with them**
- ✓ **See step-by-step, how to create a killer Facebook page that helps build buzz (and your list)**
- ✓ **Discover how to see your “real” value to your audience, and how to use it for maximum profit**
- ✓ **Be able to choose which products you should create for your audience so they sell**
- ✓ **Know how to raise the heart rates of your audience in anticipation of a launch with strategic “sneak peeks” and “inner circle language”**
- ✓ **Know how to sell products even if you NEVER want to create one**
- ✓ **Get a Fill Your Stadium Task Tracker to help keep you on top of your daily, weekly and monthly stadium filling activities**
- ✓ **Understand how to command attention from radio, video and speaking**
- ✓ **Be able to convert your visitors into paying customers without using high-pressured sales tactics.**
- ✓ **And much more! (Keep reading to see details of the individual sessions)**

How proud would you feel to be able to show your spouse, your family or friends that you can make money from a business you're passionate about, that it doesn't have to be a “hobby” but can be a source of income whether you want to cover your rent each month, create a full-time income or even a business that supports your family (like mine and others I've trained)?



Carrie consistently redefines the word "overdeliver," going above and beyond in spades to give her students what they need to be successful.

Building an enthusiastic and responsive crowd around yourself and your business does not come easily. I'd venture to say that most people don't even know where to start. Not only do they learn where to start, but they're given access to resources to help them become successful at building that crowd, at filling their stadiums. :)

My email list increased 10%. I also clarified what I sell, how I filter people through a funnel to make sales at different price points, and have begun implementing some of the Sampling Strategies from session #4.

Since the live FYS program has concluded, I've brainstormed two new stadium-filling educational events. Now, it's on to implementing those events to convert them

from "mere" thoughts and into actions!

Investing in myself and my business's growth through continuing education courses and workshops with Carrie is one of the smartest things I can do to give my business an edge.

*Kasey Traeger, The Lady Tech Tamer  
LadyTechTamer.com*

## How Do I Know If This Is For Me – Will It Be Too Advanced?

Fill Your Stadium has been designed for **seasoned pros, OR serious beginners**. I was a beginner when I first started Filling My Stadium online, and as I've gone along I've refined the process as my own experience grew.

It doesn't matter what industry you're in, if you need more attention turned towards your cause, your book, your product or your business, this is the course that guides you through that step by step.

Whether you're a **service based business, a charity, an author or affiliate marketer**, if you are serious about attracting high quality clients to you, then you will love this.

Absolute newbies have been through this course and implemented strategies to get them up and running and 6 figure business owners have used the course to tighten up their current strategies to increase income and profits.



Everything was very clear and specific - a real 'how to' programme.

The price seemed a big outlay all in one hit - and I wasn't sure if I might be paying into a 'hyped' programme, which was more 'cover' than 'content'. I'm glad I overcame it for lots of reasons. It encouraged me to take action (constantly!) and I have. The calibre of people on the programme was really high - and everyone was mutually supportive. I have met some great people - who I can refer to as a resource - and learn from too. What you get is bigger than just Carrie.

I'd recommend it to anyone serious about making a difference and willing to listen, then do it!

Everything that was in the live programme is in the physical product - nothing left out.

I entered this as a complete 'newbie' setting up an online business, with no experience, no expertise, no products and a tiny, out of date, subscriber list of 20 emails! **I now have 4 online products at different price ranges (and more in the pipeline), an active subscription list, which is growing - and gaining speed!** I have 'raving' fans, who talk about me on their blogs and in forums; and I know that if I just keep doing more of what Carrie taught me, that I will achieve the business and financial success I want!

*Shirley Billson, Hypnotherapist  
www.problemswithheating.com*

## Warning: Read This Section Before You Buy

I want to be honest with you, when you start to Fill Your Stadium there's something you should be aware of:

When you start attracting people who really appreciate what you do, and want to pay you for it and want to tell other people about you, **you might have to think bigger than when you started.**

**Building raving fans for your business is fun** and can be addictive. When you're faced with hundreds, thousands or tens of

thousands of people who want what you have to offer (and you can provide it whilst being yourself and on your own terms) so many opportunities can present themselves.

Often I see people **having to create bigger goals** after the excitement of making an extra \$100, \$1000 or even \$10,000 just from using the techniques I reveal.

*'Carrie, I implemented that \_\_\_\_\_ strategy you mentioned on our call yesterday and I've scooped up an additional \$1,000 in the last 24 hours and our deadline isn't for several days! I expect this will make a \$5,000 difference in this one promotion alone!' – Marianne Cantwell, Free Range Humans*

## What Do I Get When I Sign Up?

I first ran this course as a live series of calls, webinar videos, and worksheets and when you sign up below you'll get instant access to these materials. I've even left in the Q and A sections so you can don't miss out on any of the content.

When you buy today, you'll receive:

- ✓ **A beautifully packaged Fill Your Stadium Folder containing workbooks for the course**
- ✓ **CDs and DVDs of the course**
- ✓ **Printed transcripts of the sessions for offline access to the course**
- ✓ **Instant access to the online materials**

When you sign up, you can start to work your way through the course including:

### Quick Start Round



In this pre-course session we **jump start your journey** by taking stock of where you are now to show you the progress you make working through the course. I've also crammed in bonuses to this section about my favorite social media tools (and I even give you backstage videos to see exactly how I use them).

### Session 1 – YOU, Inc.



**This is the step most courses miss out.** They teach you how to get numbers, but don't teach you what's going to be right for you. So here we look at your unique value and how to assess the value you bring to the market place so you can feel confident **charging what you're worth** (hint – it's probably a lot more than you think).

### Session 2 – Creating Sizzling Products



If you try and build a crowd without having an idea of what you're really selling then **you risk pulling a crowd who reject your offers**. So many times I see people heartbroken from spending months building a community only to realize that they're never going to buy from them. **Don't let this happen to you.** Get clear on what you can offer



(without getting stuck in the details) and then I'll show you how to find your crowds.

### Session 3 – Sneak Peek and Backstage Pass



sharing building a buzz for what you're doing, the attention you get is irresistible.

The difference between building numbers and filling your stadium is the fanaticism your fans bring – and that's what we teach here. You'll discover **how to raise their heartbeats**, get them talking and have them desperate to attend your events. What's more, you'll be able to catch the attention of people who are thinking "Who is this person and why don't I know about them??"

When you've got a heap of people

### Session 4 – Sampling Magic



Sampling magic is an underused technique (that's simple to put in place) that helps build your stadium of fans. This is where you build a community that is tuned into you, your phrases, the way you think, and wants more, it shows you **how to give away snippets of your expertise- without giving away the farm.**

### Session 5 – Mega “Non-Salesy” Conversion Techniques



Here we get into some really advanced strategies of conversion that keeps your audience happy. **If you've ever worried about being too promotional or having people getting sick of your offer, you're going to love this.**

## POWERFUL BONUSES!

I got a little carried away when I ran it the first time round and gave away a ton of bonuses, so I'm giving them away again and each one I've chosen improves the core experience of the system. Whether you decide to use LinkedIn, video, speaking etc, you'll find a super advanced bonus that is geared into helping you really stand out in that medium.



“**LinkedIn Ninja Tactics**” by the non-guru Greig Wells (his tactics are seriously amazing!) In this 2 hour bonus session, find out how a single tip from him turned a ‘lead faucet’ on in my business that I can’t shut off!

- ✓ When to leverage this powerful network
- ✓ What ‘everyone else’ is doing wrong
- ✓ How to narrow your leads down to only the MOST qualified and anxious clients!

~~\$147 Value~~  
**\$0**



**FREE Video Workshop Bonus** -- a 2-part recorded webinar series of step-by-steps, tools and strategies on getting comfortable with video, behind the scenes with simple technology and why video doesn’t have to cost you a DIME!

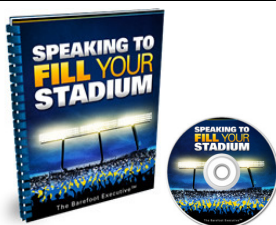
You know that this is one of my favorite tools and is largely responsible for my book deal (and advance), my speaking gigs and even television appearances. I’m no ‘video expert’ – but I’m telling you everything I know in these sessions!

- ✓ Endless content strategies
- ✓ How to leverage video even if YOU don’t want to be on camera
- ✓ How to set up your blog or video channel quickly and at no cost!
- ✓ How to get out of WRITING once and for all
- ✓ My magic 3-in-1 strategy for video/audio/written word
- ✓ Get Google to fall in love with you
- ✓ Creating simple instructional videos (free software & fast tutorials)
- ✓ How to overcome techno-phobia

**and so much more...**

Whether you think video is important for you or not - I assure you, this is a KEY strategy, no matter WHAT size of ‘stadium’ you want!

~~\$197 Value~~  
**\$0**



“**Speaking to Fill Your Stadium**” – audio / workbook from Paul Evans where he explains how to turn simple public speaking gigs into a super-powered “raving-fan” collecting juggernaut. (A huge mistake novice speakers make is not turning their gigs into list building machines and it cost them hundreds of thousands of dollars. Paul will show you how to do it right!)

~~\$47 Value~~  
**\$0**



I wasn’t sure when I signed up, but Fill Your Stadium was definitely worth the money. Using one of Carrie’s strategies, I filled 35% of my College Application Camp **and made back my initial investment times ten**. I love Carrie’s honesty and realism; she knows what it is like to run a business and her teaching is easy to follow. The FYS materials are so content-rich that I am going back through the CDs now and learning tips I missed the first time or

two.

FYS gave me the push to actually do things I had only been considering (blog, videos, Twitter.). I have so many great things to say that I still haven’t said them all. Bottom line-- this class will be worth your time and money!

*Megan Dorsey*  
*whocaresabouttheSAT.com*

## That Sounds Great – How Do I Buy?

The techniques in this course have generated thousands for some of the graduates. The bonuses alone are worth more than \$3,995 and these are **the same strategies I share with my inner circle clients and mastermind groups.**

But I'm not going to ask you to pay what they do. My aim is to make this **affordable for serious business owners who want mass awareness of their product** and more importantly, attract those all important raving fans.

Many marketing “tools” are priced at the \$2000 point, **but Fill Your Stadium is just \$997 when you pay in full.**

Why?

Because I know from past attendees of the course, that this money could be made back with just 1 or 2 sales generated from the techniques in this system. And that makes it a **low-entry investment that could create astounding results.**

What's the value to you to start playing a much bigger game? What would it mean to you to have a customer base who loved whatever you brought out? Imagine having enough fans that you could self-publish your book, bypass the agent and publisher and make a killing? What would it be like to launch a membership group that generated enough income each month to cover all your bills?

This is all possible using the teachings in Fill Your Stadium.

And when you buy now you'll get instant access to the online materials and receive the folder with free shipping no matter where you are in the world!



### In case you were wondering...

...you are RISK-FREE because of my complete:

**“You Can Count On Me”  
Money Back Guarantee**

If at any point over the next six months you don't feel that I have delivered what I promised, simply let me know within 6 months for a full refund. Just ship the product back and I will refund you. Simple, no questions asked.



No questions, no hassles, and no problems. You'll get all of your money back.

I'm taking the full risk. It's as simple as that.

**Paid in Full Discount - \$997**

**Add To Cart**

[Add to Cart](#)



After participating in Fill Your Stadium, the pieces started to fall into place. I finally knew the direction I wanted to take my business, and I have never been happier. I have stronger bonds with clients and prospects. I have grown as a leader in marketing training, directly as a result of Carrie's program. I was hesitant to make the investment at first. But I was so excited about what I would learn I went for it. And I've never looked back. In fact, I have participated in Carrie's other training opportunities since then.

Each investment has been worth it's weight gold. And when it comes to delivery, Carrie goes above and beyond. I love getting the bonuses and copies of materials so I can revisit areas that were particularly relevant for me. I've never been more excited about my future, and I have Carrie to thank for that. She taught me that perfection is overrated but being true to myself is not. Thanks, Carrie!

*Morgan Leu Parkhurst*  
[www.sharpmindmarketing.com](http://www.sharpmindmarketing.com)

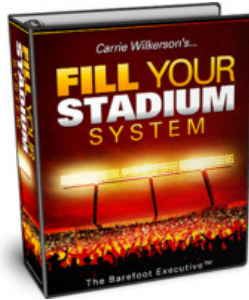


Carrie Wilkerson is one of the rare people who openly shares the behind the scenes of her business to help you grow yours efficiently and profitably. I have seized numerous opportunities to learn from Carrie from participating in her high level coaching to engaging in a number of her training programs, including the recent Fill Your Stadium series. Carrie's energy is addictive. She has the pulse of her audience and knows how to create and deliver just what we need, when we need it. I am thankful for all I have learned and continue to learn from Carrie, and I highly recommend her mastermind and training programs to all business owners who are action takers and crave leading their successful business.

*Sherley Grace*  
[www.DiscoverYourPowerTeam.com](http://www.DiscoverYourPowerTeam.com)

Just a reminder, when you buy today you get:

## SIX systematic, interactive & content rich modules



This system includes **SIX systematic, interactive & content rich modules** where I cover step-by-step everything you need to know about filling YOUR stadium (no matter what your business model might be.) All material is user-friendly with no complicated terminology or guru-speak to unravel.

## Quick Start!



**This is the foundational session, where you should begin.**

- ✓ Get an honest inventory of the real 'health' of your business
- ✓ Find out why 'bigger IS better' when it comes to list size & reach
- ✓ My silver bullet for productivity & action (yes, even though I have 4 kids, a husband and several businesses) This one never fails!

## Session 1 – YOU, Inc.



One of the keys to financial success, your happiness and business growth is making sure your business is perfectly aligned with your unique talents, strengths and values. I compare this to creating your perfect 'SHOW' for your Stadium! (again, that's just a metaphor – this works for all business models.)

In this session learn how to create your perfect business so that you can

- ✓ Avoid the 5 common ways you are blocking growth
- ✓ Learn to draw clients to you like magic
- ✓ Increase your profits exponentially

## Session 2 – Creating Sizzling Hot Products And Services That Practically Sell Themselves



Imagine having products, packages or services that deliver over the opt value, breathtaking results and amazing transformation for your clients! In this session, I show you how easy it is to design products and services so *uniquely* tailored to your prospects wants, needs & desires that they'll practically be lined up, credit cards in





hand, begging to buy from you.

- ✓ Selling even if you don't have a product yet
- ✓ Pricing, Packaging & other Mysteries
- ✓ How to create want they want & need (I call this chocolate vs broccoli)
- ✓ Overcoming the 'lizard brain' once and for all

### Session 3 – Sneak Peek Power Unleashed



One of the most powerful ways to create a cash flow surge is by building BIG anticipation. (Think Harry Potter's last movie...) In this session, I show you how to give your fans carefully timed glimpses "backstage" through the strategic use of social media, sneak previews, and crowd building tactics.

Learn this and have a stampede of people ready to buy what you're selling when you open your doors!

- ✓ Sensuality
- ✓ Curiosity
- ✓ Fascination

(now be honest...those bullet points alone make you very interested in how this applies to YOUR business! Trust me, this is G-rated and mandatory for your buzz building!)

### Session 4 – Sampling Magic



This is a biggie. One of the ways I quickly had a stadium full of raving fans (without blowing a lot of money on ads) was by giving out samples of my work, offering snippets of my expertise, and creating my own unique vocabulary.

By using these advanced (but rarely leveraged) methods, you'll create a loyal horde of clients that are happy to return again and again (and tell their friends!)

- ✓ What do pink spoons & ice cream have to do with marketing?
- ✓ Why giving it away means you make more in the long run.
- ✓ How I built a responsive email list of 24,729 my first 9 ½ months online

### Session 5 – Mega “Non-Salesy” Conversion Secrets Revealed



You can have a stadium full of raving fans, you can have incredible, transformational products but if you don't know how to sell, you're in trouble! In this session learn how to sell your products and services – to the masses – in a low key, no pressure, ethical way.

- ✓ Proven ideas for turning prospects into clients
- ✓ Turning clients into monthly purchases again and again
- ✓ Behind the scenes into my actual business where I outline every step of a product funnel evolution. You won't believe how transparent I am

Plus:

- ✓ LinkedIn Ninja Tactics (\$147 value)
- ✓ Free Video Workshop Bonus (\$197 value)
- ✓ Speaking To Fill Your Stadium (\$47 value)

I want to help you experience massive results as quickly as possible. That's why I'm bringing you my **Fill Your Stadium System**.



**Paid in Full Discount - \$997**

**Add To Cart**

[Add to Cart](#)



When you buy the Fill Your Stadium system you get access to my expertise and my support.

If you're wondering whether that's the right move, here are just a few more things people have said about having my input and advice on their businesses:



"Since joining Carrie's last group, **I have needed to amend my budget projections for the year upwards by a multiple of 3 due to the ideas that came out of each session!**

I am confident that I will **triple revenue this year** as a result of the systems and processes learned and the support that is available. I intend to continue working with Carrie well into the future."

*Barry Chandler*



I was hesitant to join Carrie's program because of the cost but I knew I needed to do something and I took a chance, was willing and believed. The result? **I doubled my cash flow!**

*(I have since tripled!)*

*Leanne Ely, C.N.C.*





"The strategies I've learned from Carrie have lead to amazing results. **I've tripled the size of my list** and implemented strategies that will **easily add thousands of dollars to my business.**"

*John Morgan*



Since working with Carrie my marketing has exploded. **Our development of lead pieces and follow up marketing have created over \$150,000 of recurring revenue** for our company with expectations that this will increase conservatively ten fold in the next three years now that we have the systems in place and the fire is built **(currently adding \$30,000 month).**

*The Financial Coach  
Bryan C. Binkholder*

P.S. Are you ready to have a virtual crowd chanting your name and waiting in anticipation to pay you to do what you do best? If so, you need the *Fill Your Stadium System*.

*Earnings Disclaimer:*

Every effort has been made to accurately represent our program and its potential. Any claims made of actual earnings or examples of actual results can be verified upon request. The testimonials and examples used are exceptional results. It doesn't apply to the average purchaser and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire and motivation. As with any business endeavor, there is an inherent risk of loss of capital and there is no guarantee that you will earn any money.

"Imaginative, inspirational, and challenging. A unique, well written book that will have a huge impact on readers"  
Dr Barrie Hopson, author of 40 books including *Build Your Own Rainbow* and *And What Do You Do? 10 Steps To Creating A Portfolio Career*

"This is the kind of book you'll take everywhere with you - it'll be your new best buddy, supporting and encouraging you on the road to living la vida free range-a!"  
Nadia Finer, author of *More to Life than Shoes*

"One of the most useful guides I've read to help you create a realistic (read: totally do-able) life you want to live - and it is also fun to read."  
Lea Woodward, entrepreneur and founder of *LocationIndependent.com*

#### FREE RANGE IS THE NEW CAREER CHANGE

Trapped in a job that's "just not you"? Always dreaming of your next vacation and counting down to the weekend? Imagine getting paid to do something that brings you alive... without ever having to walk into an office again. It's all possible with this smart guide that breaks you out of the career cage and puts you in control of your life. *Be a Free Range Human* is a breezy, energizing and straight-talking guide to creating an amazing lifestyle and a great income, doing what you love (on your own terms). Packed with inspiring case studies from real people who've gone free range, this book shares unconventional ideas and practical steps to:

- Discover what you really want to do with your life
- Create a "free range" career tailor-made for your unique personality, skills and interests
- Ditch the job and still make as much (or more) as you do now
- Get time and location freedom (make money travelling the world or hanging out in your favourite café)
- Get started in 90 days, for less than £100 (you don't need an MBA, funding or a stuffy business plan to do it)
- Stand out from the crowd and do things your way!

**Marianne Cantwell** is an expert on creating a free range career and a successful work-life doing what you love. She is a leading writer and international speaker and runs courses about how to make a living working when, where and how you want. A corporate escapee herself, Marianne now lives and works in several countries a year (carrying her business in a very stylish backpack).

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Career development

## Book Description

Publication Date: **3 Jan 2013**

### Free Range is the *new* career change

Trapped in a job that's 'just not you'? Always dreaming of your next vacation and counting down to the weekend? Imagine getting paid to do something that brings you alive, without ever having to walk into an office again. It's all possible with this smart guide that breaks you out of the career-cage and puts you in control of your life. *Be a Free Range Human* is a breezy, energizing and straight-talking guide to creating an amazing lifestyle and a great income, doing what you love (on your own terms).

Packed with inspiring case studies from people who've done it, this book shares unconventional ideas and practical steps to:

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## Product details

**Paperback:** 280 pages  
**Publisher:** Kogan Page (3 Jan 2013)  
**Language:** English  
**ISBN-10:** 0749466103  
**ISBN-13:** 978-0749466107  
**Product Dimensions:** 21.4 x 13.8 x 1.6 cm  
**Average Customer Review:** (54 customer reviews)  
**Amazon Bestsellers Rank:** 15,239 in Books (See Top 100 in Books)  
#7 in Books > Business, Finance & Law > Careers > Career Guides  
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## Product Description

### Book Description

Be a free range human! Get the freedom and fulfilment you crave by working for yourself without going broke, working when and where you want and getting paid to do the things you really want to do.

### About the Author

**Marianne Cantwell** is an expert on creating a free range career and a successful work-life doing what you love. She is a leading writer and international speaker and runs courses about how to make a living working when, where and how you want. A corporate escapee herself, Marianne now lives and works in several countries a year (carrying her business in a very stylish backpack).

## Inside This Book [\(Learn More\)](#)

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Screw Work, Let's Play: How to Do What You Love and Get Paid for it by John Williams Paperback (45) **£7.58**



Entrepreneur Revolution: How to Develop Your Entrepreneurial Mindset and Start a Business That Works by Daniel Priestley Paperback (31) **£8.31**



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2 star

1 star

50

2

1

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1

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**Gets you going.** 6 Jan 2013

By [Harrisonamy](#)

Format: Paperback

The book is easy to read and you can whizz through Marianne's conversational writing style in a few hours to leave you feeling pumped and positive about the future.

However the real beauty is the immense amount of work that has gone into including the resources, exercises and further reading to help you transform your newfound inspiration into useful action.

This combination of enthusiasm and practical application is what stops this being just another business / self-help / personal-development book.

Think: far more substance than a book of motivational quotes, but less boring and stuffy than a traditional business book.

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**THE Get-off-your-butt and DO THIS! Guide par excellence** 11 Jan 2013

By [Ms. T. Stuart](#)

Format: Paperback | [Amazon Verified Purchase](#)

This book is like having a mentor/helper/energy shot all in one! You'll finish it having underlined half of it in pencil and written big fat YESES all over the margins. But unlike most books, it actually tells you EXACTLY how to achieve the life you want. This should be your New Year blueprint!

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**Refreshingly honest, funny, insightful and practical. Be warned.**

4 Jan 2013

By [G Marshall](#)

Format: Paperback

Marianne has an uncanny knack of combining straight-talking, concrete business advice, uncommon real life examples and contagious enthusiasm to throw the doors wide open to what's possible.

If you get the feeling that your life and work have not quite gone to plan - or it has, but somehow it just doesn't feel as good as you imagined - read this book. You'll get plenty of "OH! So THAT's why..." and "seriously, I'm not the only one?" moments, "I never thought about it like THAT" lightbulbs and most importantly a wealth of "THIS is what I can do next" possibilities.

This is much more than a business guide. It's a wake up call, that speaks to the heart, reads your mind and gives you practical tools you can use right now to start creating a life you love (rather than a "follow this model, do it like this, sell your soul first then you'll have enough money to do what you want...")

Refreshingly honest, funny, insightful and practical. Like talking to a best friend who



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I think this book should be read by anyone who is feeling washed out or completely swamped by their current job. [Read more](#)

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I'm not in a habit of reading such books although I'm aware of them on the market e.g. The Four Hour Week or The Lean Start-Up etc. [Read more](#)

Published 1 month ago by Margo

**As Freddie Mercury once said "Don't Stop Me Now!"**

I have read countless self-empowering and coaching books but this one is in a league of it's own. Every soul craves freedom but do not always see how they can attain it. [Read more](#)

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knows you AND knows her stuff, and won't let you get away with excuses, martyrdom or settling for second rate. Be warned.

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Excellent resource, excellent value.

I've never taken the time to post a review before, but I was so impressed by this book, I just had to. [Read more](#)

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Life changing.

I was a bit sceptical about this book but gave it a go. It's encouraging and thought provoking and has changed my life. [Read more](#)

Published 2 months ago by Amy-Louise Hayes

Fantastic Book

So much high quality information, Marianne really knows her stuff!

Packed with value :) Thank God theres books like this

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Free Range ... and nearly 50!

I was already Free Range when I bought this book, but having followed Marianne's blog at [...] for a couple of months, I really wanted to find out more ... [Read more](#)

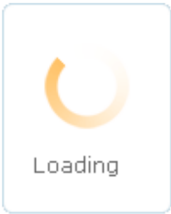
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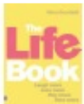
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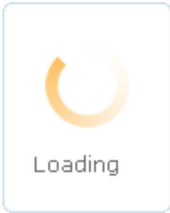
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# TEACHER TRAINING

**This August, A New Wave Of **Raw Food Teaching Superstars** Will Emerge After Learning How To Turn Their Passion Into Profit From Products And Classes That Sell.**

**Will You Be One Of Them?**

**This August, a select group of raw food enthusiasts will join me personally in a luxurious London location for 3 days and learn to build a profitable business in the raw food niche.**

**And I'd like to invite you to be **one of them**.**

**From: Karen Knowler**

**Monday June 27th 2011**

**Denny Lodge Farm House, in the heart of the beautiful, peaceful and wonderfully expansive Fenlands, England**



Dear **Raw Food Enthusiast**,

- Have you ever **dreamed of teaching a raw food class** but haven't yet taken the plunge?
- Do you have a passion for raw food but **think you "don't know enough yet"** to teach others?
- Do you already teach raw food classes and wonder how you can **turn it into a bigger business?**
- Do you work in a complementary field and want to know **how to integrate a raw food element into your business?**

If so, you'll **definitely** want to keep reading.

Because you'll be surprised at **how you can turn your passion for raw food into a profitable and sustainable business.**

Looking back I'm amazed at how sharing my passion has completely changed my life:

I've **helped thousands of people around the world** benefit from a raw food diet; travelled the world and been featured in national publications as a "raw food expert." I wowed 6 million viewers on national TV with my raw food pizza

(and you'll love it too!) I've self-published the popular "Raw Food Made Simple" book which sells worldwide and I've just recently signed a book deal with Hay House.

Phew!

My raw food "hobby" is now a **multi 6-figure global business run from my dream home, with a small team, and without sacrificing time for my family.**

And you know how the adventure all started?

By taking a simple raw food class and working out how to grow it into an amazing business that serves others and gives me my dream lifestyle.

This is *exactly* what I'm going to teach you in:

### **The "Raw Food Made Simple" Teacher Training Program**

Whether you want to create an exciting part-time project that could bring you an extra £500 (\$800), £1000 (\$1,600) or £2000 (\$3,200) a month or take it as far as I have done (and even further!) you'll learn the exact strategies I've used and developed over the last 12 years.



**"I'm looking for someone exceptional to train under in this area and I think I've found her."**

Vicki Edgson, celebrity nutritionist and co-presenter of Channel 4's Diet Doctors

## **The 2 Things You Need To Be A Profitable Raw Food Teacher**

More than ever there is a demand for people teaching raw food and I want to train you to be the "go-to-expert" for people in your area or even country.

For me to teach you how to do this, there are 2 critical things that you need to have:

**A passion for raw food**  
**A willingness to work and take action**

**That's it.**

It doesn't matter how long you've been eating raw food or how "raw" your diet is as long as you are enthusiastic, can follow simple steps and can take action.

Beginner, novice, or professional, this training is perfect for:

- Raw Food Teachers wanting a **proven formula** for breaking through to that **next income level**
- Raw food enthusiasts who want to **make a living from their passion**
- Nutritionists looking for **a popular class to teach**
- Complementary therapists who want **to add another string to their bow**
- Or people who have experienced the benefits of raw food and want to **shout it from the rooftops!**

Via my live training and my home study programs, I've **personally trained over 100 teachers** (who have gone on to **earn hundreds, thousands and tens of thousands of pounds** in their businesses)

These people are ambitious, interested in personal development, and invest in improving their health and well being. They don't want to "settle" or "get by" but instead to feel alive and take control of their lives.

Which isn't surprising coming from raw food enthusiasts!

If that sounds like you, you're going to find this offer irresistible...

**"Karen Knowler is unquestionably leading the world's raw food industry to a powerful new level.** Since getting to know her and her work in my Diamond Mastermind, I've been incredibly impressed with her knowledge and insight into the world of raw food.  
**If anyone I know was considering a training program to become a raw food coach, I would tell them there is no alternative - you simply MUST train with Karen Knowler."**

Ali Brown

Ali Brown, millionaire entrepreneur coach and Inc. 500 CEO

## What I Have For You... In A Nutshell

With the "Raw Food Made Simple" Teacher Training program, you'll learn how to teach a raw food class (to a sell-out standard) **AND** understand how to build and grow a business through teaching, creating products and providing advanced offers.

On **DAY ONE**, I'll show you how I teach my signature "Raw Food Made Simple" Class that I've repeatedly sold out and taught live, to over 1500 people in the past 10 years.

**Then on DAY TWO and DAY THREE** you'll discover how to build a profitable raw food business by:

- Designing a **business plan** that's perfect for you
- Creating **marketing materials** that get results
- Taking a simple class and turning it into **multiple income streams** - including "high-ticket" items
- **Selling products from the back of the room** and via 1:1 sessions to boost your income and better serve your clients
- Creating a **"keep in touch" system** that builds relationships and enables follow-on business
- Using the internet **to leverage your time and expertise** effectively

**From there you will be able to:**

- Design your own raw foods class for your business **OR**
- Become a certified **"Raw Food Made Simple"** teacher and use my materials to make running your classes a breeze (keep reading to find out how)

But first, let's look at some things you need to know about being a successful raw food teacher...

## The Myths That Hold Others Back (Let Me Bust Those For You)

There are many who would love to be a raw food teacher but stop short because of some myths out there. I'd hate to see you miss out on creating a life you love so I'm here to bust them for you:

- **Teaching raw food is complicated [FALSE]** Most of the recipes I teach take less than 5 minutes to prepare (I personally spend less than 30 minutes in the kitchen - in an entire day!) Blender Demo

- **You need lots of expensive equipment [FALSE]** You can do most of the lessons with a sharp knife and a £20 (\$30) blender.
- **It's difficult to come up with new exotic recipes** to keep people interested **[FALSE]** Some of my most popular recipes have only 2 ingredients and if you're really worried about coming up with your own recipes, read on to see how certified teachers get to use mine for free!
- **It's difficult or expensive to get ingredients [FALSE]** Most ingredients can be purchased from the organic section of your local supermarket (and I have some online sources perfect for you if that's not possible).
- **'Raw food isn't really "popular" in my area'** - if raw food isn't popular (yet) it's more likely that you can command higher fees with 1:1 tuition from people desperate to find a teacher.
- **You can't make a living as a raw food teacher [FALSE]** I've made a six-figure business off the back of this one class by adding in other complementary products and services. You can make a very good living doing this, even part-time!

## The Real Reason Some Raw Food Teachers Struggle To Succeed

Most training programs teach you to run a class but **DON'T** teach you critical business skills.

As a result many leave a training course enthusiastic, only to **find themselves heartbroken** (and out of pocket) when they struggle to fill a handful of seats.

**This program is different.**

**When you train with me I'll show you how to:**

1. **Create classes that people love**, rave about and that you make excellent profit from
2. **Map out a business plan** that is simple to execute and specific for your goals
3. **Market yourself effectively** so people know about you and how you can help them
4. **Create other streams of revenue** so that your offerings are not one-dimensional
5. **Scale your business** to reach hundreds or thousands of customers (without running yourself into the ground)

What has taken me years, and hundreds of thousands in investment to learn (I've learned from some of the best and most heart-orientated online marketers in the world), I will distil for the first time into 3 action packed days - and I haven't even mentioned the bonuses you get to take home yet!

## Your Life-Changing Adventure Starts Here:

The "Raw Food Made Simple" Teacher Training program starts with a live workshop taught in London, in the UK on **Tuesday August 23rd, 2011**.

I will be guiding you through the workshop in person.

**That's three whole days with me and me alone.**

**This is NOT (and never will be) a virtual training program.** As your mentor I want to meet everyone who commits to this life-changing adventure. *It makes every difference in the world for both of us.*

Because of this, you might be travelling to England and if you do I'm very excited for you. Making the journey to another country to invest in your own development is a key trait of someone who has the potential to run a successful business.

I remember boarding the plane for my first international learning event. I was nervous of course, but making the commitment showed me just how serious I was, got me even more excited and because of the effort it took I really did get the most juice possible out of the experience. I followed instructions, implemented what I learned and each time I did

I saw massive results.

Today I still travel 5-6 times a year to the USA to study with mentors because I know that to access the best expertise, you usually have to be prepared to travel for it.

## The Secret Catalyst To My Business Success (And Yours)

I've built a multi-6-figure business in what is considered a very unusual niche - something many would think impossible. The thing is (and here's the real secret) it's not impossible, **it's not rocket science and it's not magic**. I've simply fast-tracked my success by investing in mentors, courses and events run by the best in the world.

And for this event, I'm looking for ambitious, determined and focused raw-food fans with that same drive and commitment.

**FACT:** Some people will turn down this opportunity because of the travel and that should **fire you up even more**.

Because if you're thinking of making the journey, **you have exactly the right mindset of someone I want to spend time mentoring**.

You see, the most defining factor in anyone's success is being willing to learn, AND take ACTION. So if getting on a plane or driving a few hours is holding you back, **this training is not for you**.

**BUT** if you're thrilled, nervous and excited by the opportunities you know can come from this life-changing experience, then you are in the right place and in very capable hands.

And it also means when you arrive at our fabulous training venue in London you'll be welcomed by a strong family of positive and proactive people who don't just want to "get by" in life. You'll be surrounded by:

- People who want a change
- People who want freedom
- People who want to feel alive
- People who want to soar

### People like you.

Because when you gather superstars like that, the real fun can begin:

### Day ONE : How To Teach A Sell-out Class Tuesday 23rd August 2011 9am - 6pm



On **DAY ONE** I'm going to show you from start to finish how I teach a "Raw Food Made Simple" class.

This is a class that is not only packed with delicious raw food recipes and invaluable teaching, but **without exception leaves people thinking and feeling, "I can do this!"** (Which is exactly what we want for them, right?)

#### In this workshop you'll see how I teach:

- The "Raw Food Made Simple" philosophy
- 50 reasons to go raw
- How to understand the different raw food groups



- Where to buy the best produce no matter where you live
- How to set up a "Rawganized" kitchen
- How to use a juicer or blender for best effect
- How to discover what type of eater you are
- How to plan a menu from 50%-100% raw
- 17 different raw food recipes

**This class-cum-workshop is a system.** Each detail has been meticulously planned to enable the attendees to be able to go and stay raw to whatever degree they desire.

During this first day you'll not only experience the fascination of the "Raw Food Made Simple" class as though you were a member of a regular audience, but also, **after the class, I'll reveal:**

- Why the class has been designed as it is (and why that makes it successful)
- Why these recipes are "the chosen ones" and why they work so brilliantly
- How to time your class so that you teach everything promised (make a mistake with timing in any class and people can leave feeling disappointed or even angry)
- How to organise yourself effectively before, during and after a class (not as easy as you think and can lead to embarrassment if not mastered)
- How to keep people interested throughout
- How best to handle whatever questions come up and still stay on track with your teaching
- How to manage guests who may not behave themselves "perfectly"!
- How to modify the class to suit a different time-frame or situation if you don't want to teach the full 6-hour version.

And then of course, at the end of the day, **you'll be able to ask me questions about any part of the class.**

This will be a full-on day, running from 9am-6pm, but we'll be taking regular breaks and you'll be served a delicious raw breakfast, lunch and snacks to keep up your energy levels. (And you get to eat everything that I demo as well, just like you would if you were in my real-life audience).

## Day TWO: How To Build A Successful Raw Food Teaching Business Wednesday 24th August 2011 9am - 5:30pm

On **DAY TWO** we'll get to the nitty-gritty of how to take a £99 (\$160) raw food class and turn it into multiple streams of income for your business.

For example, if you taught a class of 10 people, you might think you would make £990 (\$1,600).

But I can show you how to make £2,000 (\$3,200) or even £5,000 (\$8,000):

- **Without** adding any more people
- **Without** raising your class prices
- And **without** high pressured sales tactics





I say this with confidence because this is what I've learned and implemented over the last 12 years.

You see, only when you've had the experience of building a business to a multi-6-figure level can you **authentically teach others how to do the same.**

**So on DAY TWO you'll learn:**

- **How to design a business plan around the "Raw Food Made Simple" class** and/or your own class that suits you and the lifestyle and level of income that you want to create
- **How to create multiple streams of income** in addition to the money you make from class admission
- **How to create and authentically sell products** during your classes (that people actually want - and need - to buy)
- How to build your business whether you choose to work **part time or full time**
- **How to choose the right venue** (and which ones can ruin your reputation and be totally "off-brand")
- **How to follow up with people after a class** (and why you're missing out on £1,000s if you don't - and how your students also lose out when you don't make them an offer)

**I'll also share with you the marketing secrets that make my classes sell out:**

**Marketing makes ALL the difference** between having people line up to attend your classes and having empty seats (and empty pockets).

You don't need to spend a lot on advertising or marketing (I actually spend next-to-nothing) but you do need to know what works (and what doesn't) to pull in a hungry, eager and excited crowd.

I've been doing this not only with sell-out classes, but with multiple live events and even 3-day raw food festivals. I'm going to share with you **word for word scripts, copy, templates and techniques to market to your audience** so they see exactly what you have to offer (and how valuable it is to them!)

**"Before Karen's coach training I had no real direction**, I just knew I was passionate about raw food and wanted a raw food business. Karen's amazing training inspired and focused me with practical tools for **setting up a business that reflected who I truly was and what I had to offer.** I now have an exciting and rapidly growing business that empowers people to vibrant health and wellbeing, with the **tools and vision to create a multiple six figure income to support my dream life.** For anyone who's thinking about starting a raw food business online I would say, without hesitation, that **Karen is the best.**"

Saskia Fraser, Raw Freedom, [www.RawFreedom.co.uk](http://www.RawFreedom.co.uk)



## **Day THREE: How To Skyrocket Your Earnings Without Sacrificing Your Freedom**

### **Thursday 25th August 2011**

### **9am - 5:30pm**

On **DAY THREE** we get into some really juicy business-building strategies.

This is where you realise how critical it is for success to have **all** the pieces of the jigsaw.



I'm going to show you the techniques that have helped me serve thousands of people worldwide AND I'll reveal how I increase revenues by offering varying styles of programs and courses to suit different people.



### You'll learn to leverage time, knowledge and resources and:

- Keep customers happy by **making bigger offers** (through a gentle but powerful up-sell)
- **Create advanced products** (that can sky-rocket your income **without** taking up all your time)
- Easily **reach more raw-food enthusiasts** (even globally if you've just been thinking locally)
- **Build an audience** who turn to you as their personal go-to "expert" they're eager to learn from
- **Attract a loyal community** that raves about your products and refers more customers to you
- **Know what online tools you need to use** to scale your business (and which ones are a waste of your precious time and money)

This is the style of business I run and it gives me the freedom and control to do what I want, work on the projects that excite me and to enjoy a lifestyle I only ever dreamed about! (But honestly, as great as the income and freedom is, what I **truly** love most of is the number of people I get to help and hearing about how their lives have transformed - that really is priceless).

These strategies can also be applied to completely transform the income from a part-time venture. How does £25,000 (\$40,000) a year sound? It's possible if you taught one £99 (\$160) class to 25 people only once a month - and that's a conservative figure, BEFORE any products or additional service sales!



**"Karen is both a leader in the raw food industry AND the one to go to for business mentoring** on how to succeed within this fast-growing niche. Her marketing expertise is exactly what raw food coaches and trainers want help with the most: how to **grow their list, launch new services, create a compelling online presence, attract new clients and more.** Even better, she teaches the mindset raw food professionals need in order to excel in their business, on their terms. Hands down, **Karen's creativity, excellent materials and skill as a coach and mentor are the best you'll ever find.** Whether you're considering making raw food your career, you're starting a new business (in any industry) or you're looking to take your business to the next level, I recommend getting your hands on Karen's secrets to creating success."

Kendall SummerHawk, million dollar marketing coach, USA

## Why I Can Show You How To Do This:

If you don't already know me, let me give you the lowdown...

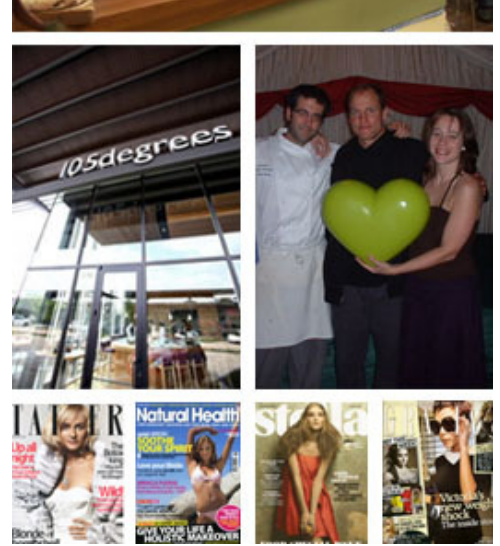
I have been referred to as the **World's #1 Raw Food Coach** and whilst I'm not a huge fan of "premier" this or that generally, it's true to say that I have been pretty busy and a major player in the raw food industry for some time. This includes...

- Over **18 years of personal experience** eating a high/all raw food diet
- **Running and growing The Fresh Network** for 8.5 years (1998-2007)
- **Creating and editing "Get Fresh!"** magazine
- Creating, organising and running the UK's first (and only) **3-day raw**



food festival

- **Teaching, writing and coaching** professionally on raw foods for over a decade
- Being the co-author of "Feel-Good Food" and author of the new raw food classic **"Raw Food Made Simple"**
- **Lecturing around the world** and being on national TV as a raw food expert
- Being featured in over **50 mainstream national publications**
- Coaching and working with people from all backgrounds **including well-known celebrities**
- Creating **"International Raw Food Day"** (July 11th annually)
- Founding the **"International Association of Raw Food Coaches and Teachers"**
- **Training over 100 raw food coaches** worldwide
- Creating a **multi-6-figure** global raw food business



As those who know me well will tell you, I don't like to toot my own horn, but it's important that you know exactly how I can help you and what I have achieved myself.

So, in the words of famous raw food chef Russell James:

**"It's difficult to think of many people that do as much for the raw food movement as Karen has."**

**I know** I can help you expand your teaching, share your passion with others and have success with a raw food business!

Just like I helped the following success stories...

"Darling Karen, what can I say... That was a really amazing and invaluable teleclass. I really enjoy teaching classes but **your information has given me even more enthusiasm and excitement to take things to the next level.** For a shy girl you're a real inspiration! Working with you in the past was a real pleasure & gave me an insight into how devoted and hard working you are, not to mention how organized, and that really helped me in my own teaching. **Thank you so much for sharing your valuable treasures with us, that's the sign of a true giver!"** - Jeni, UK

V McKen

**"The Raw Food Classes Training [home Study Program] is essentially a 'business in a box'.** There is **absolutely no excuse not to get started because I have what I need** - from the legalities right up to how I structure my classes and fill them. Karen has put 15 years of knowledge & expertise into this training and **it is truly a gift that she has imparted her knowledge for our benefit. This training will go a long way in helping raw food enthusiasts like me create a thriving business.**" - V McKen, Nutritional Therapist, London

**"Prior to Karen's course I didn't have any business knowledge or "know-how". All I had was a dream to have my own successful business, based on my passion for raw food,** that I didn't even know was possible. However, working with Karen has opened me up to so many possibilities and **provided me with the necessary knowledge, tools, and inspiration to make my dream become not only a reality but also a great success!"** - Francine Bray, UK

**"Karen's clarity was what I was looking for.** This, along with her vision and incredibly vast

experience brought to the course, has given me the confidence that I can do everything I aim to.

**The preparation behind this course is phenomenal** and has given me a secure and solid base upon which to build up my business. **If you have an idea and motivation then this course will give you the step by step information to enable you to make your dream come true.**" - Claire Bagehot, UK

#### **"What I got from training with Karen to be a Raw Food Teacher:**

- Having a business that has great integrity and that I love
- Insights into how to make a business work down to the smallest detail
- Disappearing my story that I was not a business woman
- Disappearing my story that I am not technical
- Having classes that are sold out consistently
- Enjoying selling from the back of the class and selecting the "winner" products and making money
- Employing an assistant for my classes that contributes in many ways including giving me wonderful feedback and holding me to account
- Knowing that I am making a huge difference to the wellbeing of the planet and the people in it
- Building a website
- Working for international company Lulu Lemon and creating raw events for their customers and now working on events for their staff
- Increasing my email list by 400
- Showing one of the first green smoothie demos on Aussie TV and getting great feedback including interest in me presenting some of the show
- Being asked to be the first raw chef to showcase at the Melbourne Food and Wine Festival, March 2011
- Getting myself an agent that looks after chefs
- Writing a raw food TV show with a producer and writer
- Being asked to write a book proposal on raw food"



Kemi Nekvapil, Melbourne, Australia, [www.kemisrawkitchen.com](http://www.kemisrawkitchen.com)

## **Learning In Exquisite Luxury**

The quality of this Training demands the perfect upscale setting.

As such, the venue I have chosen for our incredible 3 days together is the **beautiful newly renovated 5-Star Marriot St. Pancras Renaissance Hotel in central London, England**. Conveniently located it's just a few minutes' walk away from St. Pancras International and Kings Cross train stations which are easy to get to from the London airports (keep reading for more travel details)



The hotel features **gold leaf ceilings**, hand-stencilled wall designs, and a **grand staircase** as dazzling as the day Queen Victoria opened this stunning hotel in 1873. This is a wonderful







opportunity to be surrounded by history while enjoying the modern splendour of its refurbishment.

And I've negotiated excellent room rates especially for my "raw food family ."

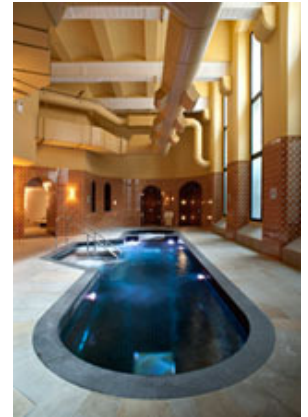
You'll be learning in total luxury AND (I know you'll love this) you'll get to **enjoy a delicious specially-prepared 100% raw breakfast and lunch during all 3 days and we'll be providing plenty of snacks.** The menu has been planned with precision by a top US chef; I first tasted his food when I was in Phoenix Arizona and was blown away (which is saying something). I can't wait to see you amazed by these culinary delights!

This is **NOT** your typical hotel event with stuffy meeting rooms and limp buffets. I want this experience to be like a dream for you and my event planner has been attending to every minute detail to make your experience truly unforgettable.

If you find your head spinning with excitement during your stay, you can always take a break and soak up the infamous sights of Buckingham Palace, Big Ben or stroll along the River Thames dreaming of the opportunities that lie ahead.

In fact, many students planning to travel for this course might bring their family along for a special holiday in England while they are busy creating a whole new future for them and theirs.

And if you think that's exciting, wait till you see what else I have for you!



## **Bonus #1 - Business Coaching And Support Until End November 2011**

Whilst most raw food trainings give you enough to get going and then send you on your way, I know it can take a few weeks or even months to put the information into practice which is why I've included this extended training as a bonus.

**For 3 months after the live training completes you'll receive:**



- **1x monthly group 75-minute business building call** to help you in the early stages of building your business - we'll cover web sites, newsletters and creating a marketing calendar to ensure that your business always has new people coming in to it
- **1x monthly group 60-minute Q and A session** so you can get any questions you have answered after the event completes - ask any question you want about building

your raw food teaching business

## **SPECIAL BONUS (Value £499/\$750)**

- **1x 5-hour "Branding with Archetypes" virtual workshop** via telephone/webcast to enable you to discover the soul of your business and how to brand your business in the way that is perfect for you (12 noon- 5pm UK time, Thursday 15th September 2011).
- **Access to a special graduate-only forum** to network, chat and connect with fellow participants from the Training and to access call information, recordings and handouts.

This is a VERY special bonus and is the "secret" method to creating a brand that is "right on the money" that only a few hundred people around the globe have discovered.

You'll also get:



## **Bonus #2 - Take Me Home With You In The Raw Food Teacher Training Home Study Program!**

Whether you want to teach your own course, or teach under the "Raw Food Made Simple" banner, this jam-packed complete teacher training program gives you the chance to take me home (virtually) to guide you through the finer points of how to create, run and profit from raw food classes of any shape and size.



**"The Raw Food Teacher Training Home Study Program has inspired me and given me the incentive to teach raw food classes in my area.** Karen gives steps by steps and many tips on how to conduct your classes successfully. **I especially liked her organization and thorough details on what is involved in planning, manage and teach a class.** I could design classes who reflected my personal experiences of doing raw. Karen is so encouraging and passionate about spreading the word around that she gave me the confidence I needed to make my dream come true."

Guylaine Lacerte, BC, Canada. [www.rawfoodpath.com](http://www.rawfoodpath.com)



**In this program comprising of an info-packed Training Binder, Master Blueprint workbook, Swipe File, 4 CDs and 5 DVDs (total value £699 (\$1120) ), you'll learn :**

- The legal and hygiene "must-haves"
- The inner qualities that will help you be a great teacher
- The outer skills that will serve you forever
- What makes a great class?
- What makes a not-so-great class?
- What makes a great teacher?
- What makes for really great content?
- What's the best class you've ever been to and why?
- How to come up with ideas for your own unique class or bring together existing ideas into something tangible, logical, exciting and/or useful (that people will be very happy to pay for!)
- How to identify your audience in advance and tailor and market it to suit them
- The 30+ questions you need to ask each time you go to create an event
- How to make your class deliver and demonstrate great value for money
- The key components to a winning class design
- How to mix the content up so you keep everyone interested, excited and entertained
- Where and when to take breaks
- How to make your event extra special so you're talked about, raved about and get amazing results and testimonials
- What are the typical costs and what are they likely to be?
- The fastest and most time-money-and-energy efficient ways to find the best venues
- What kind of profit margins are "normal"?
- What are the hidden costs to look out for?



- How to economise and "green-up" at every turn
- Where to buy the cheapest and best quality food
- What needs to happen (and when) for your class to be a success?
- What you need to have in place or buy in order to teach your class
- How to create your "master game plan" for your class that you can roll out every time you run one
- How to choose the right venue for your class and what to look for (and look out for!)
- How to package and market your class
- How to come up with the perfect title and imagery for your class
- How to decide what to charge and feel good about it
- How to write copy that truly shows all the great stuff you have to offer
- How to "flesh out" your offering for passion or profit
- How to market online
- How to market offline
- The law of attraction and the "secret" tools I've used to fill my classes
- How to fill a class when it's getting closer to the event
- The normal sign-up rates - what to expect
- How to sell tickets in the most efficient, cost-effective ways both online and offline
- How to make your attendees feel loved and cared for from the moment they sign up
- When to send tickets or acknowledgments and how
- Refund and cancellation policies
- How to create a one-stop checklist that will never let you down
- What to do and when in the lead up to the big day
- How to create procedures you can follow yourself or delegate at a moment's notice
- What to put in your class packs
- How to set your venue up so it looks and feels amazing
- What to do before your guests arrive
- What to sell at the back of the room and how to do it
- How to design feedback forms and how to ensure they get filled in
- What to wear and other personal presentation issues
- How to greet your guests at the front desk or from the floor
- How to start a class and lead gracefully into content
- How to run your class so you look like a pro (even if you don't feel like one!)
- Top tips and tricks for saving time and wowing your audience during raw food prep classes
- How to polish up your presenting skills
- How to be yourself and why this is especially important
- How to demo effectively and professionally for your audience's best possible learning experience
- How to finish on a high
- What to tell your staff before and during the event
- How to take care of your presenting area while active on the stage
- How to stay on track and on time so your class flows perfectly to time
- How to deal with Q&A and when best to handle this
- How to handle the different types of guests or audience situations you may encounter!
- How to take care of the post-class mess!
- How to handle outstanding enquiries or requests
- How to deal with post-class admin
- The importance of noting a job well done!
- Ideas for great post-class celebrations
- Using what you learned as a growth opportunity and getting the "juice" from that

- Inspirations for Gratitude and how you can share that with those who came to learn from you
- Introducing the "Lessons I learned for next time" sheet
- How to take what you learned and use it to good effect next time around
- Different ways to see, hear or feel how well you did
- How to use the feedback forms
- How to stay in touch with your guests and keep them inspired, updated and included
- How to create something new out of something "old"
- How to create a follow-on event or workshop that will take their journey a few steps further AND more than double your income
- How to select the best knives, where to get them and how to use them
- How to convert cooked food recipes into even-more-delicious raw ones
- How to present food beautifully and artfully, no matter how simple the dish
- How prepping gourmet raw food differs dramatically from the quick-and-easy
- Top chef tips that will impress, save time and make all the difference
- How to further your culinary skills professionally if you wish to
- How to create a "target market" profile
- How to map out your "client journey"
- How to work with the Raw Coaching Models to create or evolve any raw food class or workshop
- The Raw Food Classes Blueprint that will help you map out your class from start to finish

I've picked this bonus because it complements the live training. It gives you a wealth of information about designing, marketing and running your classes that you can refer to again and again.



"I ordered Karen's Raw Food Teacher Training at home study as was keen to teach others about the benefits of raw food and **I wasn't very sure where to begin. I am absolutely delighted with the training package.** I wasn't prepared for just how in-depth Karen would go in terms of all aspects on how to teach a raw food class. To be honest **I hadn't even considered some of the topics she covered,** so it was extremely valuable to me to have her pass on her wealth of experience and insight. **The CDs/DVDs are easy to follow and well-paced with so much information to share it helped me plan my class from start to finish and feel confident that I'd covered all the bases.** I also found the Russell James section very useful as he demonstrated techniques that have transformed how I make my raw food dishes!

**After I'd completed the course I had the confidence to put the ball in motion and started teaching my classes at Strathclyde University in Glasgow.** The class has proved so popular they've had to add an extra class on to the programme! Thanks Karen! I wouldn't have had the courage to follow through without this!"

Emma MacDougall, Glasgow, Scotland. [www.rawfoodscotland.com](http://www.rawfoodscotland.com)

The beautifully presented Raw Food Teacher Training home-study course delivers exceptional content "as you'd expect from a Karen Knowler product!

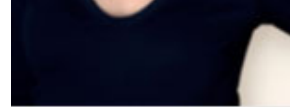
**Since undertaking the course, I've run small classes in my home** (to delighted audiences), and I'm looking forward to teaching larger classes. The course gave me the confidence to plan and run the small classes, and I know that when I come to design, budget, plan, market, administer and run my larger classes, it'll be a piece of (raw)



cake!

**Karen hasn't missed a thing.** As an experienced teacher of highly successful raw-food classes, **she's provided every tool, checklist and template you could ever need** (including things you may have never thought of!), but she doesn't provide a blow-by-blow 'formula' for how you should run your class - instead, she encourages you to craft your very own class, with your very own style. It's such a relief to have the solid experience of Karen all wrapped up in a sumptuous, inspirational, nut-and-bolts training package that can be studied in the comfort of your own home. **This course has helped me to serve people in a very profound way, and to create a whole new stream of income!"**

Joanne Newell, Melbourne, Australia, [www.richradiantreal.com](http://www.richradiantreal.com)



## What Is The "Raw Food Made Simple" Certification And Who Is It For?

After the 3 days you can decide whether you want to teach your own style of raw food classes, with your own recipes, format and design, or apply to become a certified "Raw Food Made Simple" Teacher.

If you choose to become certified with me and pass the necessary exam, it allows you to:

- Teach classes and 1:1 sessions based on the meticulous "Raw Food Made Simple" system
- Promote yourself as a branded **"Raw Food Made Simple"** teacher
- Benefit from the "A-Z Business Success" materials - see below



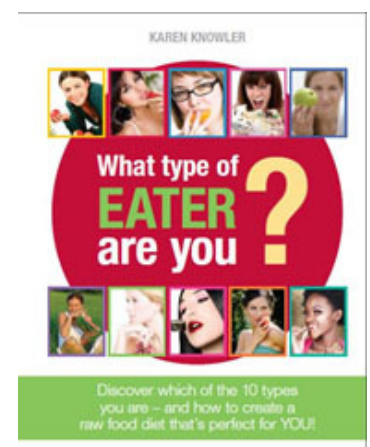
## Bonus # 3 - The "Raw Food Made Simple" A-Z Business Success Materials (Only For Certified Teachers)

This fabulous bonus includes a number of done for you materials including marketing templates, adverts and step-by-step guides to running a "Raw Food Made Simple" class.

Avoid the headaches of writing copy, figuring out marketing or even planning your classes with beautifully designed materials that get people desperate to attend your classes, and have them thrilled to bits when they're there.

You'll receive:

- **Marketing templates that work**
- **Advert templates** to help you produce something in minutes
- **Step-by-step guides** for running a "Raw Food Made Simple" class in all 3 formats (full-day, half-day and 1:1 sessions)
- A special **virtual workshop** on how to work with the "What Type of Eater Are You?" assessment\*
- **35 of my own recipes** that you can use
- **A DVD of the "Raw Food Made Simple" Class** (as taught live in June 2011) including how to do a live up-sell so you will never forget how to teach and run the class.



\* **The "What Eater Are You?" assessment** is a proprietary system that I've developed over the last 10 years that **only** certified "Raw Food Made Simple" teachers can use to help people learn what kind of raw food diet will work best for their natural eating style.

This is invaluable when it comes to 1:1 clients and helps you provide a specialist "expert" service!

# Certified Teachers - Take Your Place In The Inner Circle

As a "Raw Food Made Simple" Teacher your (nominal) monthly licensing fee automatically secures a spot for you in the "Raw Food Made Simple" Inner Circle.

As a member, I mentor you to help you launch and build your raw food teaching business. You also get access to:

- **A monthly training and Q&A call** to keep you supported
- **A monthly newsletter** to keep you in-the-know, connected and inspired
- **Exclusive annual meeting and advanced training event** (hosted at my new dream home)
- **A listing of your business** on the upcoming "Raw Food Made Simple" Teachers Website ([www.RawFoodMadeSimpleTeachers.com](http://www.RawFoodMadeSimpleTeachers.com)) which will be given as a go-to resource in future editions of my "Raw Food Made Simple" book
- **Beautiful handouts and products for use and/or sale** in your classes and 1:1's sold to you at discount (NB: Your using the handouts we publish are a conditional part of our agreement to keep the Raw Food Made Simple standards uniformly high across the globe but we keep the prices as low as possible for you)
- **Free membership** of the International Association of Raw Food Teachers & Coaches (£499 per year value)
- **Your own "Certified Raw Food Made Simple Teacher" logo** for your website and marketing materials



Here the doors of opportunity really open. In this group you'll hear about the exciting developments that benefit you and your business. It also lets me provide you with the all-important ongoing support to help you succeed as a "Raw Food Made Simple" Teacher.

## The Simple Process For Being Certified

If you're interested, after the 3 day teacher training program you'll have the opportunity to apply to be a "Raw Food Made Simple" teacher. You will have 14 days to apply. If you decide to go for certification this will involve submitting some videos of you teaching some "Raw Food Made Simple" recipes followed by a telephone-based exam and interview with me personally. Once you've passed the exam, and upon receipt of your signed agreement and your first licensing payment (just £39 (\$62) per month or £399 (\$637) for a year), you'll be all set to start as a "Raw Food Made Simple" teacher (and don't forget the ongoing support you'll get - this is what your licensing fee pays for).

## Karen, The Course Sounds Amazing! But Could I Teach My Own Recipes?

Of course! There's no obligation to be certified. If you're confident designing your own classes and marketing, the course will give you everything you need (and more!) to build your raw food teacher business. The opportunity to become certified is just a bonus everyone has the option to apply for if they would like to.

## Unbelievable Value And You Can Save £500 (\$800) By Booking Early

It's no accident that I have crammed this 3 day course with value. I want you to have everything you need to **design a business and lifestyle around your raw food passion.**

The training in this program is worth in excess of £7,000 (\$11,000). Even though this was the original price I had in mind for this training, my passion for taking raw food to the masses means that I want to make sure this is accessible to everyone who wants to do this and is determined enough to take action on their dreams.

**The full price for this training is just £1999, but if you commit today, it's yours at £500 savings!**

I'm sure you don't need me to tell you what an **absolute coup this training investment is** - but I'm going to anyway!

Just to show you how that investment can help you see a return, think about this

- If you **ONLY EVER** run 1 class for £99 (\$160) with 25 people in, you **MORE THAN MAKE YOUR MONEY BACK**.
- If you **ONLY EVER** have 1.5 days teaching a 1:1 client at £1,500 (\$2,400) a day you **WOULD MAKE YOUR MONEY BACK**.

It really is a no-brainer for anyone serious about creating a raw foods based business.

## **A Reminder Of The Critical Details**

### **When... Are The Dates And Times?**

**Live Training Dates: Tuesday August 23rd - Thursday August 25th 2011**

**Session Times:** 9:00am - 6:00pm on Tuesday 23rd, 9:00am - 5:30pm on Wednesday 24th and Thursday 25th  
August Breakfast will be served from 8:00am

**3 Months of Virtual Training:** Monday 5th September - Wednesday 30th November 2011

### **Where... Is The Training and How Do I Get There?**

**Venue:** The 5-Star Marriot Hotel in St. Pancras, central London, England.

- Negotiated room rate: £140 (\$225) +VAT per room per night (regular rate £205 - £225 / \$330- \$360)
- Share a room and you can go 50/50 (we'll help you pair up if you'd like to via a dedicated Facebook page)
- You must book before August 1st 2011 to secure your room at this rate
- When you book your place on the course you'll be sent details on how to book your hotel

**Arriving By Train:** The closest train stations are: St. Pancras International and Kings Cross Train station (5 minutes walk)

**Arriving By Subway (Tube):** The nearest underground stations are Kings Cross and St. Pancras International (5 minutes walk).

**International Arrivals:** The closest Airports are:

- London Heathrow (27 miles, 1 hour by train to St. Pancras)
- London Gatwick (30 miles, 50 minutes by train to St. Pancras)
- London Stansted (36 miles, 1 hour by train to St. Pancras)
- London Luton (33 miles, 50 minutes by train to St. Pancras)



### **Who... Will Be Joining You?**

The people who have expressed a strong interest in this course are from all over the world with very different backgrounds and levels of raw teaching experience (most have none or very little). What unites them is their desire to:

- Work and learn in a live setting with me
- Learn teaching techniques or improve their current workshops
- Share their passion for raw food, inspire and educate others
- Start a business with raw food, or grow their current one
- Learn everything they need to know in one place without learning the hard way

If that sounds like you, you'll be keeping excellent company!

## How... Will You Learn?

This training takes places over a **3 day live event in London**, and then through **3 months of phone and online coaching support** from September to November, inclusive. And don't forget the **fabulous** bonuses you get to take home with you there and then!

## Why... Now?

As you can imagine, trainings like this take a LOT of organising. For this reason I honestly cannot say when the next one will be or even guarantee that there will be another one. This is why, if this Training appeals to you, then I'd recommend that you reserve your spot right away. As you will know, if you've done your homework, there is no other course like this in the world, and so if this speaks to you decide it's YOUR time and commit to joining me this August.

## Risk-Free Guarantee

I am absolutely confident that you are going to LOVE this training program. I know that there is everything you need here to be inspired, be motivated and completely transform (or start!) your raw food business. So, I'm positively happy to offer you a risk-free 100% guarantee!

If at the end of the first day you decide for whatever reason you haven't received what I've promised you on this page, simply hand in your training materials and you'll be entitled to a full refund.

I want to make sure you make this booking feeling confident and secure which is exactly why I'm offering this no-fuss, no-quibble guarantee.

## Yes Karen! I'm Ready And I Want To:

- **Have 3 days live training** with you in person, in a luxurious London Hotel
- **Learn how to teach a sell-out raw food class** that people love
- **Understand exactly how** to build a profitable business as a raw food teacher, according to my own personal desires
- **Discover how to grow my business** to help hundreds, even thousands of people
- **Enjoy a delicious 100% raw breakfast, lunch and snacks** prepared for me each day inspired by a specially designed menu devised by a top US chef
- Take home the **BONUS** "Raw Food Made Simple" Teacher Training home study program worth £699
- Be delighted by the surprise **BONUS** "goody bag" that I'll receive when I arrive





- Enjoy the **BONUS** ongoing support and business coaching via phone and a specially dedicated forum until 30th November 2011
- Have the opportunity to become a certified "Raw Food Made Simple" Teacher and enjoy ongoing mentoring, **additional BONUSES** and support to build an exceptional raw food business from you personally



## Don't Miss Your Chance To Be One Of The Elite Few

The event starts on Tuesday 23rd August 2011 but already we're selling places and I have to let you know that there is **an absolute maximum number of 50 places**, which is why I'm only asking those who are really passionate about becoming a raw food teacher to attend.

I hope there are butterflies in your stomach right now, because that's exactly how I felt when I decided to teach my own class, and look where that journey has taken me.

The important question now is:

### Where will this adventure take you?

#### OPTION 1 (BEST DEAL)

**ONE payment of £1999 +VAT (Approx. \$3283)**

(My investment at the full Training price)

**BOOK NOW**

#### OPTION 2 (PAYMENT PLAN)

**Secure my spot via a £1000 +VAT one-time**, deposit and divide the remainder of my training investment into 2 equal monthly payments of £600 +VAT starting 30 days after my deposit is paid.

(Total investment £2200 +VAT - Approx. \$3646)

**BOOK NOW**

I understand that if I am accepted as a member of the Raw Food Made Simple Teacher Training program, I am committed to the initial training period which includes the live 3-day training workshop and subsequent 3 months of training teleseminars. Once I submit this application and am approved I am responsible for the full payment of my training based on the payment plan I selected.

All prices are subject to VAT at 20%.  
(VAT is "Value Added Tax" - an EU tax that everyone must pay for a UK-based event)

All US\$ prices quoted on this page are approximate and are for general guidance purposes only

Instalments are processed automatically, 30 days apart.

Your training costs qualify as a business expense, so please keep your receipts for accounting purposes.

Cancellation policy: Should the need arise, you are able to cancel your place on this program and receive a refund on any monies paid less the £500 non-refundable deposit until midnight on Friday 15th July 2011. After this point, should you need to cancel, there will be no refunds and you are liable to pay for this Training in full.

**So! There we have it.**

**As you can see, the "Raw Food Made Simple Teacher Training" program is not only packed with everything you need to be successful, but is also available to you at an incredible price and in a fantastic location.**

I hope I have the pleasure of welcoming you to our 5-star venue this August!

Radiantly yours,



**Karen Knowler**  
**Your Future Mentor?**

**P.S.**

This is your chance to become one of the next elite raw food superstars.

When you commit to this life-changing training I'll be in your corner to personally mentor you and show you how to share your passion people who one day, might look to you to be their own raw food mentor.

An exciting road lies ahead.

Book your place now and we can travel it together.

**PPS:** I have to let you know that **I WILL NOT** be offering this training again anytime soon. If however you do want to join a waiting list because you can't attend this time, **email** us and we'll let you know the next time a training is announced.

**"Karen's coaching and guidance has been a major factor in enabling me to take my passion out to the world. At times she has believed in me more than I did myself, particularly at the beginning of my journey; she has given me the vision to see what the next step is and where I could end up if I just keep showing up.**

She has challenged me when I needed to be challenged, whilst being understanding at the same time.

I used to have a fear of public speaking but Karen was the first to put me in front of a group of



people, doing food demonstrations, because she believed in me, which lead to her 'letting me loose' on over 150 people at the Fresh Festival in 2006. Now that fear doesn't bother me anymore.

**That's the way Karen works: if you'll commit to it, she'll show you that you can do it.**

When I first met Karen I was someone with a dream and a talent I didn't really fully know I had. **Under her guidance I have been able to leave my 'day job', going from simply paying the bills to being on the path to a career I dreamed about, helping thousands of other people live better lives in the process.**

**Karen has a gift in that she can see the potential in other people so clearly that she bursts with ideas for their business.** She is so focussed, and gives such value, that **I truly believe just 30 minutes speaking to her would save anyone £1000's and months in trial and error.**

She knows this business so well that she can see what works and what doesn't. Thanks, Karen."

Russell James, The Raw Chef, [www.TheRawChef.com](http://www.TheRawChef.com)

Disclaimer: All efforts have been made to give you an accurate representation of the course on this page. Any results from testimonials are to provide an indication of what others have experienced through training with me. You probably already know that this isn't a guarantee that you will experience the same results as your individual success will depend on your unique situation and motivation to use the materials available.

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## Want to see what I can do for you?

If you'd like me to write persuasive copy in the style of your brand, I'd love to know more about your project.

If you want to find out more about working with me, visit: <http://harrisonamy.com/copywriting-services/>

And download the full **Harrisonamy Copywriting Information Pack**.

Or you can email me at: [amy@harrisonamy.com](mailto:amy@harrisonamy.com), tell me more about your project and I'll let you know what I need to provide a quotation and time line.

I look forward to helping you let the world know about you and your business!

Amy.