

DR. WILL'S GIVE ME THE MIC SPEAKERS TRAINING

#1 Training for Speakers Who Want To Get Paid



"I want to help you
amplify your voice. There
are people that need you.

Organizations that can
benefit from your skills.

Let's get you SEEN, HEARD & PAID!!!

Dr. Will Moreland
Ambassador

*Named A Top Speaker

*Named A Top Business Leader

"Everyone Talks, Learn To Communicate"

www.drwillspeaks.com

Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

INTRODUCTION

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Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

Dear Future Genius Speaker,

Welcome and congratulations, on choosing to begin your journey on becoming a Genius Speaker.® The journey you are about to embark on is a key step in leading the life and business you love. I truly believe that our time on earth is too short not to lead the life and business we love and enjoy. Far too many people go through life and never give themselves the opportunity to live life. So, I would like to commend you on taking this important step. But remember, it's only a step!

You really can lead the life and business you love, want and desire. I am going to show you, how simple it is to take your message, products, skills and talents that you are passionate about and serve more people. The beginning of a more fulfilling life I believe is to serve. When we serve others with our unique genius, we are not only blessing them, but I believe we bless our lives as well when we serve.

No matter what your particular field of interest may be, spiritual, personal, professional, health or any other domain of life you are passionate about, we are going to explore the most cutting edge techniques to build, brand, market, package and position you as an authority in that industry. You will have the potential to impact millions of lives and leave a legacy for your family and others to follow.

For the last 15 years I have been on a mission to live my best life, what I call my **GENIUS LIFE**. This pursuit has led me to invest many hours of study, research, training, being mentored by top industry experts, leading executives and truly individuals that are genius at what they do.

But, even with all this training and mentoring I have made major mistakes, wasted a lot of time and lost a lot of money building my multiple businesses over the years. Hopefully what I have learned and share in this action guide will help you avoid some of the "Rookie" mistakes I made building my business.

Our speaker trainings are synthesis of over a decade of using, testing and succeeding at developing my own lucrative speaking business. In the last 4 years alone, by using the same techniques you are about to learn, I was able to build one of the strongest brands and businesses in the speaking industry as a highly paid trainer, consultant, author, speaker and entrepreneur (and I am going to show you how you can do that step-by-step if you are committed to getting there.)

There has never been a better time in history for you to create, build or expand a business and position yourself as the “Go To” person in your industry. The resources, tools and cutting edge systems, I will show you in our trainings, give you massive access to contributing to other people’s lives all over the world, spread your message and allow you to monetize it along the way. Let me show how you can lead the life and business you love while leaving a legacy.

I wanted to produce a product that would add massive value to you in your efforts to build your business. The systems we used has been used to help many entrepreneurs just like you build a speaking business and add additional income to an existing business.

Our clients who have implemented the systems to their business and careers have seen massive increases in their financial, personal and spiritual growth.

I am personally in your face proof that you can start with absolutely nothing but time, desire and commitment and build an empire. As you invest your time in learning our system and implementing it in your life and business, you will begin to see your life become more manageable and stress free in many areas of your life.

Let’s take this journey together and add massive value to people’s lives and help transform lives with your **GENIUS POTENTIAL!!!**

Let’s Get Genius!

Dr. Will Moreland

America’s #1 Leadership Life Trainer

#1 Best Selling Author

Founder of Team Genius

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PUBLISHED BY:

Will Moreland International, LLC
4802 E. Ray Road Ste.23-122
Phoenix, AZ 85044

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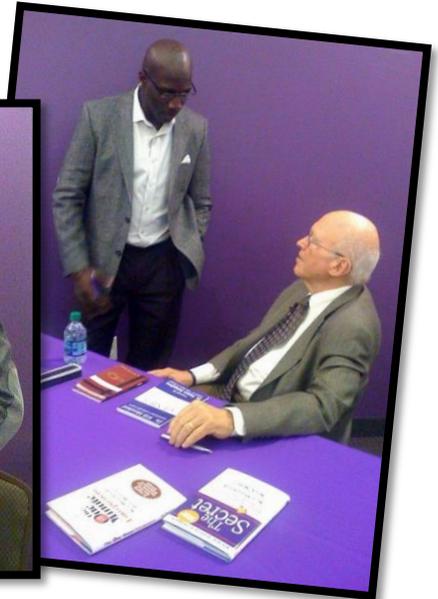
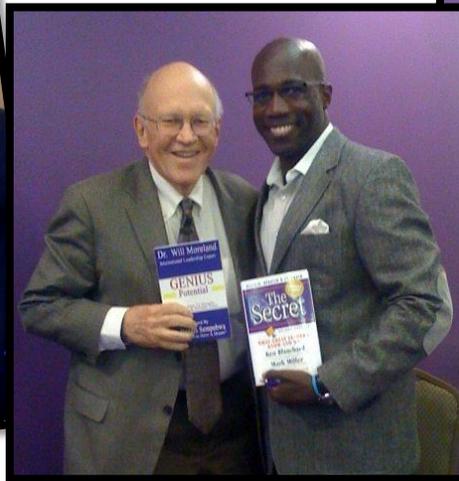
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“Dr. Will is an amazing leader and trainer. He knows how to simplify complex concepts and break it down. Excellent person to learn from.”



Ken Blanchard

Few people have influenced the day-to-day management of people and companies more than Ken Blanchard. A prominent, sought-after author, speaker, and business consultant, Dr. Blanchard is respected for his lifetime of groundbreaking research and thought leadership that has influenced the day-to-day management and leadership of people and companies throughout the world.

Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

If you have “**Give Me The Mic Training Manual**” in your possession that means you are ready to take your life and business to new heights and achieve more than you ever imagined possible.

After working with hundreds of entrepreneurs over the last 15 years, this is what I know for sure.... Most have no **CLUE** of how to run a business. Please don't get offended, it's not your fault. You like many others before you, started your business because of a passion or skill you have.

But doing your talent or skill is different than starting, building and growing a “**REAL BUSINESS.**” You find this out real quickly when all the bills, task and responsibilities of running a business start to hit you. This resource guide is going to help you navigate this unknown waters and set you up for success.

I created this resource guide for individuals just like you. Passionate, dedicated and committed individuals that just need some guidance. See what it takes to build a successful business is very different than what it takes to be the “**Best Cake Maker**” or “**Best Speaker.**”

McDonald's is successful not because they make the best food, but because they have one of the best business models.

In the rest of this guide, I'm going to share with you some of the ideas I have come across to building a successful business. These ideas and concepts may seem foreign to you, but trust me, they will transform your life and business.

This guide is filled with ideas, ideas that may overwhelm you at first. Just remember, Rome was not built in a day.

Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

This guide is going to help you become the “**Ultimate Solution**” for your Clients and make you stand out in your industry.

Success is **NOT ONE** thing done right, it is a lot of little things done repeatedly over and over again.



Want to work with Dr. Will
ONE-ON-ONE?

Set up a One-Day Consultation.
During this time, Dr. Will takes
you through his **S.O.L.V.E**
System™ for Business
Success. Contact our office
today to set up an appointment.
Dr. Will only works with a
select number of individuals
each year.

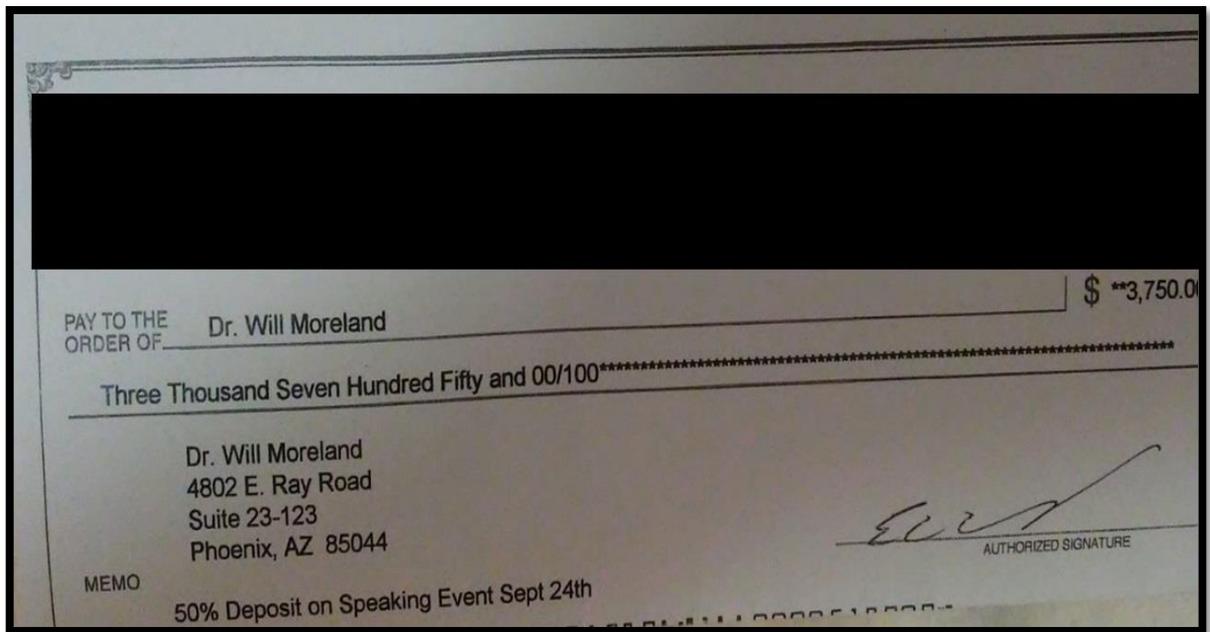
Email: info@drwillspeaks.com

S.O.L.V.E

- 1. Systems**
- 2. Operations**
- 3. Leadership**
- 4. Vision**
- 5. Execution**



This Manual and Training Is Designed To Save You **Time,** **Energy and Money!**



I Want You To Get PAID...
If You Are Willing To Do The Work!!!

Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

MY STORY

My background story of how I got into the Speaking Industry

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**Who Is This
Dr. Will, and
Should I Listen
To This Guy
and Does He
Know Anything
About the
Speaking
Business?**



The Accidental Speaker

I had spoken for years, almost 12 years as part of my business as a consultant and pastor. But I never considered myself a “Speaker.” If anything, I thought of myself as a Trainer.

When I moved to Arizona in 2010, my plan was to rebuild by consulting company in the USA and go from there. Well, it didn’t go as I planned, and things were not moving fast enough. I was talking to a buddy of mine, and he suggested I start a “Speaking Business.” I laughed and told him, I didn’t have time for that, I was building my business. He then showed me a check for \$3,500 he just earned for a 1 hour presentation....He got my attention.

Long story short, that is what prompted me to start my Speaking Business. I have spoken over 1100 times on some major stages in the United States and around the world.

Here are a few:

- * Intel, Inc
- * Edward Jones
- * Boeing, Inc
- * MLB
- * NASCAR
- * High Schools
- * Colleges
- * Churches

Shared the stage with:

- * Les brown
- * Simon T. Bailey
- * Lisa Nichols
- * Willie Jolley
- * Denis Waitley
- * Lewis Howes
- * Eric “ET” Thomas
- * Gary Vaynerchuk

A few awards:

- * 2012 Small Business Influencer
- * 2014 Leading Thought Leader
- * 2015 Named One of the Top Speakers in USA
- * 2016 Business Person of the Year (3 Awards)
- * A Top Leader to Follow on Twitter
- * Named an Ambassador of World Civility

The Problem

Whether you are speaking full time or part time, the Speaking Business is very lucrative business , IF you approach it the right way.

Right in your city, state and country, there are 1000's of events looking for Speakers. This means the potential for you to earn money is there.

So why do most Speakers struggle to find business?

Here is what I have found in my research:

- 1. Not clear on their message**
- 2. Not clear on their market**
- 3. Don't approach it as a business**

My Research

After struggling in my business, I took 6 months to study the best in the Business. What were they doing different? What did they have I didn't have? Why were they getting booked?

I studied Les Brown, Lisa Nichols, Robin Sharma, Tony Robins, Jim Rohn, John Maxwell. Any big name Speaker you can name, I studied them.

Looked at their websites, messaging, videos. Went to their seminars. I took a lot of my last savings to study the business.

I then interviewed over 30 event planners and organizers to find out what they wanted.

My Aha Moment

After my research, I had an “**AHA MOMENT.**” I was trying to give the market what I thought they wanted, versus what they wanted.....

For the most part Event Planners are looking for 3 things:

- 1. Someone Known (Celebrity)**
- 2. Entertaining Speaker**
- 3. Engaging Speaker**

This is when I came up with my **P.A.M Formula™** for Speakers....

P.A.M FORMULA™ for SPEAKERS

P.A.M is an acronym that stands for “**Positioning, Advantage & Marketing.**” This 3 step formula is the key to you booking more speaking opportunities in your business.

POSITIONING- Start with a compelling story. All the greats have a compelling or unique story. This connects you with the audience and allows them to relate to you. Your story should lead to you learning, acquiring or developing some type of skill, result or outcome.

ADVANTAGE- When you look over your life, training, connections, failures, wins, skills etc what advantage do you bring to the market place.

MARKETING- This is where you separate yourself from the competition. Telling your story in multiple ways, on multiple platforms **CONSISTENTLY!!!**

My WHY for Wanting to Be Financially Wealthy



When I was 10 years old, we were kicked out of our house. The bank foreclosed on my grandmothers home. A home she had worked very hard to purchase. After years of paying her mortgage on time each month, she was unable to make a payment on a second mortgage she took out to help her son.

The bank didn't care she had successfully made 120 payments.

My grandmother was 75 years old, had worked her whole life, raised 4 kids by herself. But didn't have the money. Her kids didn't have the money. Five adults couldn't come up with the needed money. **We lost our house because of \$2500!!!**



This is the house I grew up in. Doesn't look like much, but this 1074sq house was my anchor. At any given time, 12 to 15 people lived here.

One day, I came home from school, and I was told....

**“We are moving”
And boy did we move!!!**

From the time I was 10 years old until I was 16 my mother and I moved 16 times, I went to 4 different elementary schools, 3 junior highs and 3 high schools.

I made a promise to myself, life would be very different for me and my family!!!

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Helping You Create The Life & Business You Love

Life is pretty different today. I have come a long way from that little boy who had to wear his sister's pants to school. My family enjoys a fulfilling life and my Speaking Business has allowed me to create this awesome life!!!



*With my business partners
in Anguilla*



*Taking my Son on a private
airplane ride*



*Enjoying one of our 6 yearly
Family Vacations in Mexico*



*My Daughter meeting
Phoenix Suns Star
Devin Booker*



In 2015 Dr. Will was named one of the **Best Speakers in America**. In 2016 he was named best **Community Leader** and in 2017 he was named **Best Business Leader**.

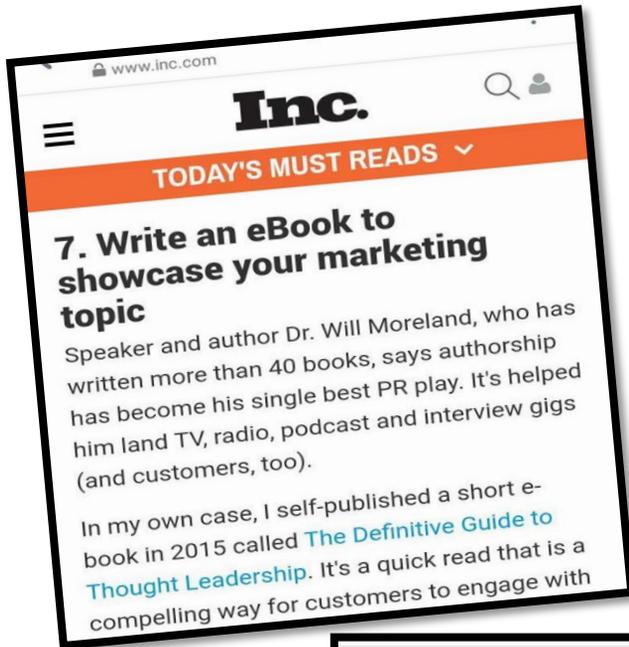


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Helping You Create The Life & Business You Love

Featured National Publications



Dr. Will Is The Only Business Motivational Speaker To Have 4 Bestsellers In One Day!

Hot New Releases Business Motivation & Self Improvement

7. LOOK INSIDE!

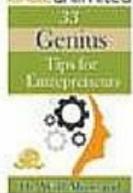


Change Your Questions,
Change Your Li...
by Marilee G. Adams

★★★★★ (1)

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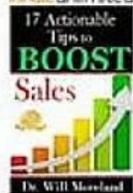
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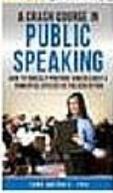
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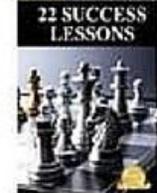
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Hell Week: Seven Day
Be Your Best...
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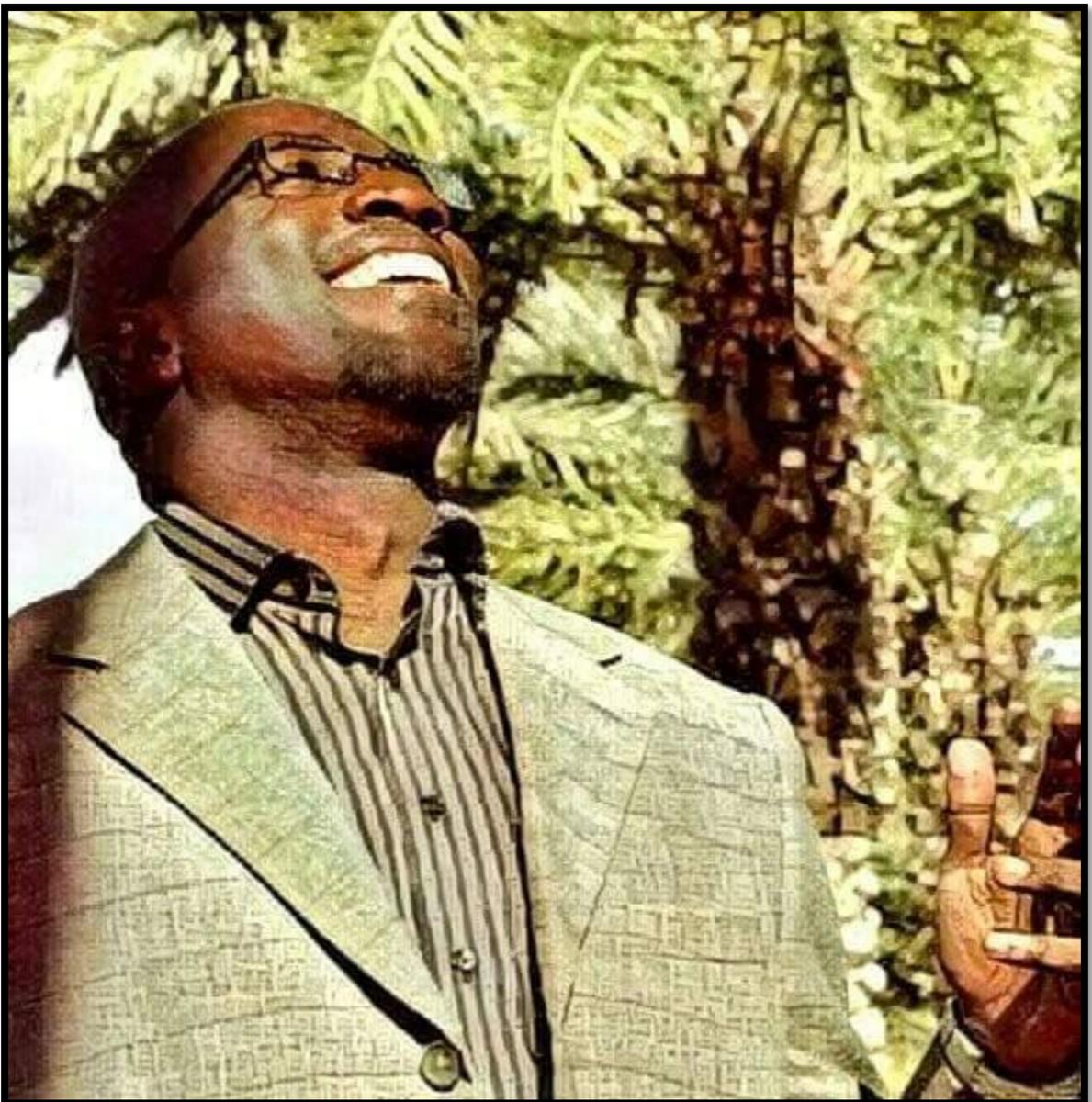


22 Success Lessons
by Dr. Will Moreland

Release Date: January 20, 2016
Kindle Edition
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PEACE AND TRANQUILITY

**My main GOAL in Life, is to live in COMPLETE
Peace and Tranquility**



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WHY A SPEAKING BUSINESS

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“The biggest fear is public speaking, with 15 percent of Americans experiencing a dramatic fear of it,” said Dr. Michael Telch of the Laboratory for the Study of Anxiety Disorders (LSAD) in the Department of Psychology at The University of Texas at Austin. “People have had to turn down jobs, and certainly students have dropped classes because of it.”

WOW!!! Public speaking is the biggest fear for people. What does that mean for you? When you learn how to master your message, skill or knowledge, people, companies, colleges, organizations and associations will **PAY YOU BIG TIME!!!**

The good news is that speaking is a SKILL that can be learned and improved.

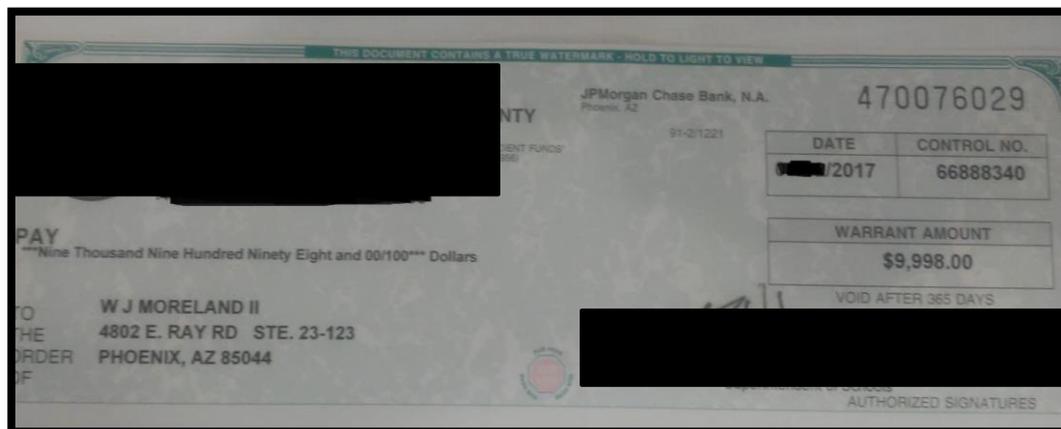
Whether you are wanting to start a professional speaking business, add it as another stream of income or use it to market and advertise your existing business, speaking can be very beneficial to you and your business.

5 REASONS TO BECOME A SPEAKER

- 1. Create an additional stream of income.**
- 2. Become the “Expert” in your industry.**
- 3. Market your existing business better.**
- 4. Get “FREE” advertising for your business.**
- 5. You have a message, skill or knowledge that can help people. 28**

5 Reasons Why Speaking Is One of the Most Profitable Skills In the World...

1. There are MAJOR OPPORTUNITIES and organizations always looking for Speakers.
2. Easy way to MARKET existing businesses.
3. Companies pay BIG MONEY to bring in Speakers.



4. Attract NEW CLIENTS because of your speaking opportunities
5. SELL MORE products at your speaking events ie, books, coaching and consulting.

2009: \$102.3 billion (USD) is spent on business meetings and events, worldwide. The meetings industry is expected to grow again in 2010, with increases in key areas, including budgets, employment, employee training, proposal activity, number of attendees per meeting or event and expenditures per meeting or event. (MPI *Futurewatch 2009 survey*)

Approximately 11 million meetings occur in the U.S. each and every day. Most professionals attend a total of 61.8 meetings per month
(**Effective Meetings**)

What professional speakers charge

Average: \$3,500, plus travel.

Emerging speakers: \$500, plus travel.

Non-celebrity speakers: \$1,000 to \$5,000, plus travel

Experienced and nationally-recognized speakers: \$5,000 to \$100,000.

--National Speakers Association

http://www.nsaspeaker.org/media_center/speaking_stats.shtml



“YOU COULD BE THE NEXT GENIUS SPEAKER®”

Some statistics are dated; they are the latest we could find. Historical numbers can be compared with current ones to forecast trends. Figures are for the United States unless otherwise noted.

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Helping You Create The Life & Business You Love



“Dr. Will is a phenomenal trainer and leader.”

Brad Casper
Former President
Phoenix Suns Organization

“Will is a good friend and awesome teacher.”

Dr. Dolf de Roos
15 Times New York Times
Bestselling Author



“Will is on the cutting edge.”

Dr. Randall Pinkett
Winner of NBC's The Apprentice

“You want to do big things, connect with my
man Dr. Will.”
International Speaker Eric Thomas
Author/Founder of “Thank God It’s Monday”



“Dr. Will is one of the best at helping entrepreneurs
maximize their greatness.”

Les Brown
Renowned Speaker & Business Trainer

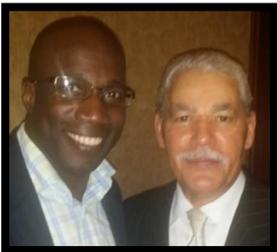
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“Dr. Will has a very special gift. He has a skill
in bringing out the best in people!!!”

Denis Waitley
Hall of Fame Speaker



“Dr. Will is one of our stars!!!”

Dr. George Fraser
**Founder of Power Networking
Conference**

“Dr. Will is one of my favorite people.”

Sharon Lether
Bestselling Author



“Dr. Will has a bright light that is shining in
this world.”

Lisa Nichols
Leading Business Trainer



“Dr. Will has the blueprint!!!”

Larry Winget
Bestselling Author



**Dr. Will Moreland's
Give Me The Mic Training**



Helping You Create The Life & Business You Love

**5 Challenges To
Growing Your
Speaker Business**

Challenge #1: Lack of Clarity: Business owners that are not clear about their market niche, expertise, direction or differences fail to cut through the noise of their competitors. Clarity is essential for strong direction and presence in any industry.

Challenge #2: Lack of Visibility: Business owners with a low profile or that hide behind their corporate logo will find it increasingly harder to be seen in the marketplace. Even those that participate in profile raising activities – if done wrong – find little actual impact. To be more successful you must be more visible. A low profile usually leads business owners to a feeling of low credibility and lack of confidence; a feeling of being unimportant.

Challenge #3: Lack of Structure: Without intellectual property structured into formulas and systems, and with few products or services developed and designed, opportunity will simply run through your hands. Where most business owners believe it takes major effort to build and create products and services, we will show you how quickly structure your ideas, and launch products and services. Higher end products and services are necessary to reach your business' full earning potential.

Challenge #4: Lack of Community: No business is an island and no owner can grow it alone. Growth and reaching the right customers requires good positioning through Partnership and JVs. If you feel like you have to do everything alone, building a solid marketing plan, digital marketing strategy and creating strong partnerships will change everything.

Challenge #5: Lack of Influence: Many business owners are often not connected to their true value in the world, judging all their imperfections and sabotaging their potential growth (no matter what size the business is). Ultimately the ability to have people take action, say yes and take on your product or service is critical for growth and sustained success. Additionally a business owner can always grow by adding higher priced services and selling in leveraged environments like groups. This raises the bar on the skill set of influence as each new jump is, to some degree, a completely different game. That's why only a few make it to the top. Learn world class systems from the top people – always partner with best in class.

**Dr. Will Moreland's
Give Me The Mic Training**



Helping You Create The Life & Business You Love

**5 P'S To
Growing Your
Speaker Business**

1. Perspective: Clarity is power. Business owners need clarity & direction to cut through the market noise. A focused niche, solutions, expertise, & a powerful pitch comes from clarity.

2. Personal Brand: The most powerful technique to gain visibility and build relationships with a market is to use your **Personal Brand**. People want to connect with people, not corporate brands. You will learn how to correctly and powerfully build your Personal Brand to either build an entire business around it or to accelerate your corporate brand.

3. Packaging: Businesses that fail to package their products and services in a way that makes it easy for people to buy are set up to fail. Whether it's packaging your ideas to intellectual property, products, or services, you must have concrete forms in which your customers can buy from you. You will learn how to quickly package your ideas into products and services, and properly build an ascension model to expand the lifetime value of your client. In other words – make more money and leverage your efforts to have more time for yourself and for family.

4. Positioning: In this step of the formula, you learn how to create an effective digital marketing strategy and how to secure partnerships – leveraging relationships, databases, and emotional equity. The fastest growing businesses today are connected using the web and partners to expand their reach, go global from their home, and help more people than they ever imagined. The only sustainable way to grow a business is to continue to position it with good marketing strategies and strong partnerships.

5. Presenting: Most business owners could generate all the business they want each year from their current clients and inner circle connections... if they were comfortable with and connected to their true value. Where does this show up? Sales! Money is generated when a business sells something. No great amount of marketing will ever take away the need for comfortable, confident, and emotional sales process. In this part of the formula, you learn how to comfortably, powerfully, and emotionally present yourself and your products or services in two environments: 1-to-1, and 1-to-many.

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Helping You Create The Life & Business You Love

SPEAKER TOOLS

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Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

I'm super excited to be sharing the same strategies, systems and solutions I have used to build a thriving Speaking Business. During our time together I'm going to break down my **"10 M Speaker Success Blueprint™"** with you. We will go step by step.

Also, I'll teach you how to use my **"12 Pillars Guide to Building Influence as a Speaker."**

I'm going to share a ton of amazing information with you.

I hope you came ready to RUN!!!

Let's Go Get It.....

Dr. Will

Somebody is going
to get PAID....Why Not
YOU!!!

HIGHLY PAID SPEAKERS CREED

I AM A HIGHLY PAID COMMUNICATOR

**I SHARE A POWERFUL MESSAGE THAT
IMPACTS LIVES**

I AM GIFTED AND GENIUS

I AM PAID WELL FOR THE WORK I DO



THE 10 M SPEAKER SUCCESS BLUEPRINT™

There are 10 things that every Speaker has to pay attention to for them to have a successful Speaking Business... I call them **The 10 M Speaker Success Blueprint™**

- 1. Message** – Be clear on what you want to convey
- 2. Mindset**- You have to have a winning mindset
- 3. Mission**- How do you want to impact the world
- 4. Market**- Who are the people you want to impact
- 5. Model** – Success Leaves Clues
- 6. Marketing** (How you show up)
- 7. Mentorship**- Have a coach that can speed up the process
- 8. Material**- Use books, blogs, videos etc
- 9. Media**- Articles, TV, podcast etc
- 10. Monetize**- Set goals for your Speaking Business

THE 10 M SPEAKER SUCCESS BLUEPRINT™

Using **The 10 M Speaker Success Blueprint™**, I want to help you build a **GENIUS BUSINESS**. A Genius Business is Made up of 6 guiding truths.

- 1. Gratifying**
- 2. Exciting**
- 3. Net Profiting**
- 4. Innovative**
- 5. Unique**
- 6. Systemized**

If you have these truths in your business, you will have a business you love and wake up each morning ready to conquer the day.

SPEAKER GOAL SHEET

Main Keynote: _____

Category of One: _____

Target Audience: _____

Target Market: _____

Speaking Fee: _____

Goal Fee: _____

3 Industries You Are Targeting:

1. _____
2. _____
3. _____

3 Daily Actions:

1. _____
2. _____
3. _____

5 Companies On Your Goal List:

1. _____
2. _____
3. _____
4. _____
5. _____

5 Key People To Contact:

1. _____
2. _____
3. _____
4. _____
5. _____

This check list acts as a guide to ensuring you have the essentials to building a strong platform for your business. As you go through the check list give each area a grade from 1-4 (**4 being the highest rank**). Add the total number up and divide by 38, this will give you an overview of your platform power.

<u>Item</u>	<u>Grade</u>	<u>Notes</u>
1. Brand consistency	_____	_____
2. Website	_____	_____
3. Endorsement List compiled	_____	_____
4. Pictures of Celebrities	_____	_____
5. Past Events List compiled	_____	_____
6. List of Potential Clients	_____	_____
7. Identified Competitive Advantage	_____	_____
8. Identified Core Message	_____	_____
9. Identified Core Market	_____	_____
10. Marketing Plan	_____	_____
11. Advertising Plan	_____	_____
12. Product Release Calendar	_____	_____
13. Business Contracts	_____	_____
14. Part of a Mastermind Group	_____	_____

<u>Item</u>	<u>Grade</u>	<u>Notes</u>
15. Business Coach or Trainer	_____	_____
16. Identified Your Category of One	_____	_____
17. List of Media/ Press	_____	_____
18. Product List	_____	_____
19. Brand Color	_____	_____
20. Email Campaign (Mailchimp, etc)	_____	_____
21. Youtube Channel	_____	_____
22. Twitter Account	_____	_____
23. Facebook Business Page	_____	_____
24. Instagram	_____	_____
25. Pinterest Account	_____	_____
26. Social Media Calendar	_____	_____
27. Professional Business Cards	_____	_____
28. Professional Brochures	_____	_____
29. Business Goals Sheet	_____	_____
30. Strong Speaker/Author Bio	_____	_____

<u>Item</u>	<u>Grade</u>	<u>Notes</u>
31. Matching Marketing Set	_____	_____
32. Key Contacts List	_____	_____
33. Key Business Contacts List	_____	_____
34. Key Marketing Phrase List	_____	_____
35. Business Banking Account	_____	_____
36. Right Message for Target Market	_____	_____
37. Know What You Are Selling	_____	_____
38. Special Product Offers List	_____	_____

Your Message should fit your target Market. Marketing should be consistent to your brand, the colors, key phrases and core message should be the same throughout your Social Media platforms and on your website. Your cards, brochures and any correspondence should be template from your website.

Key Notes:

1. Create what **YOUR MARKET** wants to buy, not what you want to sell!
2. People think in images, use images to tell your story.
3. Make sure you are using the right **SELL TRIGGER WORDS** and not words that kill the sell.
4. Create books that can be used as Conference Topics.
5. Take what you have already done and reposition it in multiple forms.

Example: Turn an interview into an E-Book and Blog

1. Create star power.
2. Know what issue you solve and provide the solution that leads to desired results.

Ask yourself these questions at least 2 times a day.
Keep this page near your computer or work area at all times
to remind yourself of what to focus on as you seek to be
more, achieve more, and serve more.

GENIUS POTENTIAL

AM- Am I Tapping Into My Genius Potential Today?

PM- Did I Tap Into My Genius Today?

GENUINE

AM- Am I Being Genuine With Those I Love?

PM- Was I Genuine With My Love?

GRATEFUL

AM- Am I Showing Gratitude Today?

PM- Did I Show Gratitude Today?

GROUNDING

AM- Am I Grounded In My Truth Today?

PM- Was I grounded in my truth today?

GRADE

AM- Am I Giving My Best Effort Today?

PM- Did I perform my best today?

GUARDIAN

AM- Am I Guarding My Time, Happiness and Energy?

PM- Did I Guard My Time Today?

Dr. Will's Mindset for Success

1. Your most powerful asset **HEALTH**
2. Your second most powerful asset **TIME**
3. Don't over think your ideas, implement fast...use **SPEED**
4. Watch the **PEOPLE** you associate with
5. Watch the **PLACES** you go
6. Check the **PHILOSOPHY** you live by
7. Implement the right **PRINCIPLES** in your life
8. Don't get emotional, the **RESULTS** are the truth
9. Take **ACTION** every day
10. Find some good **MENTORS**
11. Commit to **GROWTH**
12. Practice **PATIENCE**

12 Questions To Answer Before Becoming A Millionaire.....

1. How well can you imagine it?
2. How well do you handle pressure?
3. How well do you make choices?
4. What is your risk tolerance?
5. What is your “Desire Level” to achieving this finance goal?
6. If you continue to do the same thing you have done in the past, how likely are you likely to achieve your goal?
7. What is your work ethic?
8. What is your ability to retain information?
9. What is your cash position?
10. Do you have a written plan with dates, goals and measurements?
11. What is your world view?
12. How much of your potential have you tapped into?

12 Pillars Of A Genius Speaker Platform

Becoming a 10k Speaker is all about “Client Perception” and “Relationships.” These are the two main ways you get paid as a Highly Paid Speaker. Your job is to persuade your potential Client you are “WORTH” the fee you are charging.

Use the 12 Pillars as a Guide to Build Your Influence as a Speaker:

- 1. Have a great WEBSITE- Look like a 10k Speaker online**
- 2. Have a professional One Sheet and Media Kit**
- 3. Collect Powerful Testimonials from clients and influencers**
- 4. Write a book that targets your Ideal Clients**
- 5. Establish your Category of One**
- 6. Have a slamming 1-3 minute Speaker Reel**
- 7. Be Seen, Be Heard via Social Media and Traditional Media**
- 8. Have clear and crisp Photos to represent you**
- 9. Use Celebrity and Influencer connections to build your brand and influence**
- 10. Create your Signature Story and Language**
- 11. Create your Signature Formula/ Blueprint**
- 12. Confidence. You have to be the NUMBER ONE believer in YOU!!!**

Dr. Will's

8 Ladder Strategy To Millions™

My 8 Ladder Strategy to Millions™ is the same strategy I have used to build a million dollar business and the one I teach all my clients. Even at it's lowest level of implementation you can create a systematic cash flow.

Here is my 8 Ladder Strategy to Millions™ laid out:

Step 1- Write a book that targets your “Ideal Client Base”- Sell 600 books per year
\$9000

Step 2- Speak 15 times per year at \$10k equals **\$150,000 (30 working days a year)**

Step 3- Consult 15 times per year at \$20k equals **\$300,000 (30 working days a year)**

Step 4- Training 15 times per year at \$15k equals **\$225,000 (15 working days a year)**

Step 5- Partnerships/ JV 4 times per year at \$25k equals **\$100,000 (20 working days a year)**

Step 6- Live Events 4 per year at \$1497 x 25 people equals **\$149,000 (60 working days a year)**

Step 7- Masterminds 4 per year at \$15k x 20 people equals **\$300,000 (30 working days per year)**

Step 8- Online School 500 students at \$47 monthly equals **\$282,000 (12 working days)**

Successfully implemented **OVER TIME** you can earn \$1,797,000 dollars. There are only 1% of the population that earn a million dollars a year. But with a systematic plan you can get there. **This Strategy also leaves over 100 FREE Days for you to travel, rest and enjoy life!**

Let's just say you really bombed, didn't implement everything to it's full capability and only accomplished 5% of my **8 Ladder Strategy to Millions™** you could still earn \$89,850 a year which would put you in the top 10% of earners. Having 10% success would earn you \$179,000 a year. Even crazier, 25% would earn you \$449,250 per year and move you in the top 2% of earners.

I teach my Clients how to position themselves in the Marketplace to command these fees and attract their “Ideal Clients.”

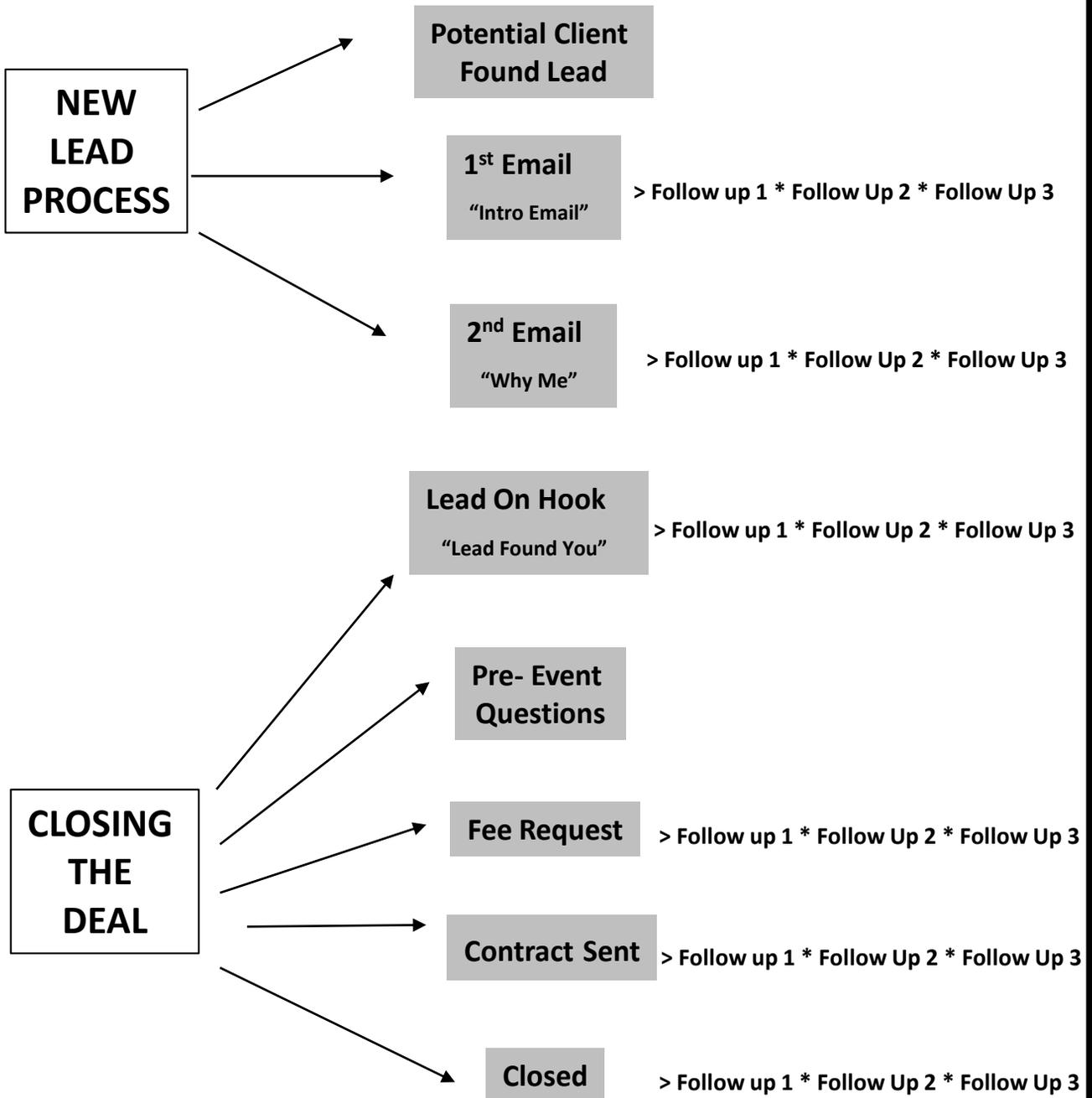
Dr. Will's Inner Game of Success

1. Faith
2. Hope
3. Belief
4. Character
5. Integrity
6. Mindset
7. Grit
8. Risk Tolerance
9. Vision
10. Innovation
11. Patience
12. Ego
13. Love
14. Passion
15. Self Esteem
16. Self Respect
17. Focus
18. Relentless Nature
19. Discipline
20. Will Power
21. Pain Endurance
22. Courage
23. Confidence
24. Commitment
25. Perspective
26. Leadership
27. Perseverance
28. Boldness
29. Skill Sets
30. Awareness
31. Happiness
32. Joy
33. Trust
34. Wisdom
35. Peace
36. Honesty
37. Desire
38. Knowledge
39. Humility
40. Short Term Memory

7 Ways To Earn Money

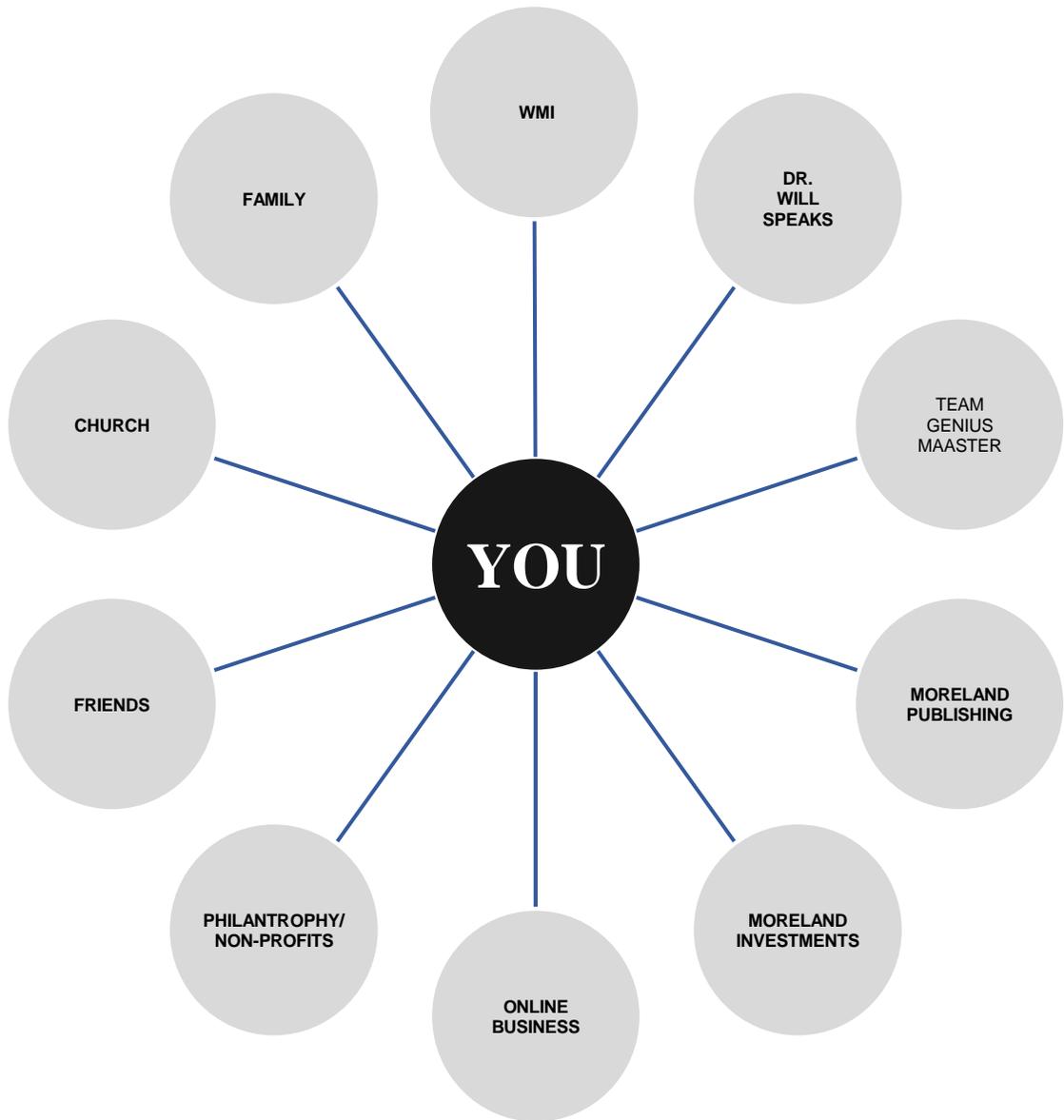
- 1. Improve a Product**
- 2. Improve a Service**
- 3. Improve an Experience**
- 4. Improve a System**
- 5. Improve an Outcome**
- 6. Improve Quality of Life**
- 7. Improve a Process**

Deal Closing Process

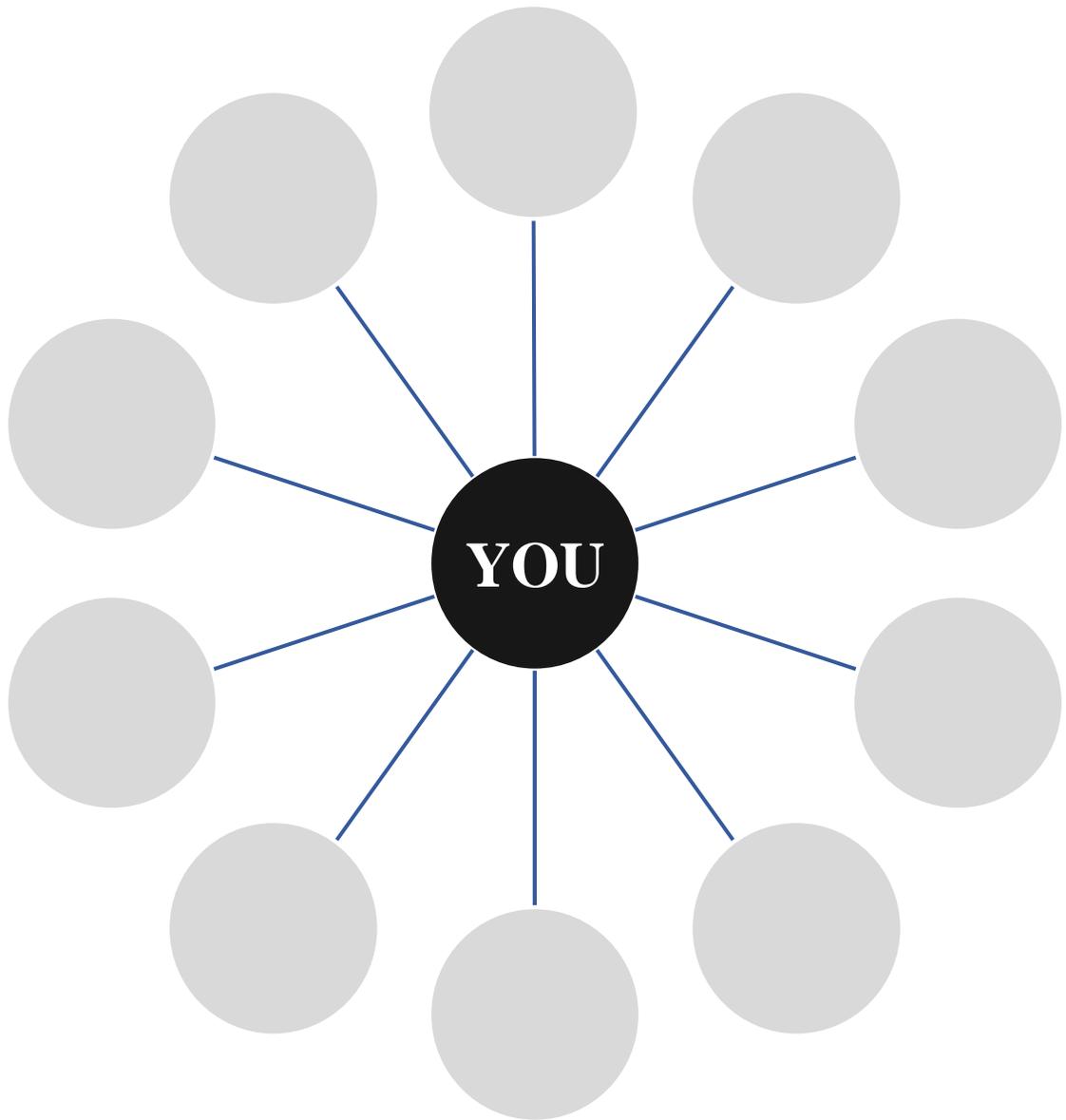


Mind Map

What's on your plate? And who put it here? You can do anything you want in life, you just can't do everything. You have to learn to Live from your C.O.R.E.



Mind Map



Create Your Best LIFE

1. What Is Your Ideal Day?

2. What Is Your Ideal Week?

3. What Is Your Ideal Month?

4. What Is Your Ideal Year?

5. Who Do I Need To Become To Create These Outcomes?

6. What Needs To Happen Now?

Speed Vs Slow

SPEED is a Game Changer. Most people move to slow. They have great ideas, but they don't act fast enough. The ideas lose motivation and eventually end up in the grave yard of Ideas!

S- Study A Model

P- Be Precise and Clear on Outcomes

E- Execute and Take Action

E- Examine Your Results

D- Duplicate What Works, Dump What Doesn't

S- No Movement, You Become Stagnate

L- Lose Out On Opportunities

O- Become Overwhelm w/ Ideas

W-Worry About What Could Happen

Map Out Your Success

Message

Market

Material (Key)

Marketing Strategy

How Can You Monetize It

Brand Image

Color-_____

Tag Line-_____

Key Awards

Key Events

Dr. Will Moreland
SPEAKING AGREEMENT

This Speaking Agreement (“the Agreement”) is made and entered into as of this _____ day of _____ 2017 by and between Will Moreland (hereinafter “SPEAKER”) 4802 E. Ray Road, Ste. 23-123, Phoenix, AZ, 85044, and _____ (hereinafter, “CLIENT”).

STATEMENT OF SERVICES

Client hereby engages W.J. Moreland to provide the following services in connection with the event entitled _____ to be held on _____, 2017 at _____ (the “Event”):

COMPENSATION. In full consideration for the services provided by W.J. Moreland hereunder, Client shall pay W.J. Moreland and W.J. Moreland hereby accepts a fee of **Ten Thousand Dollars (\$10,000.00)** payable as follows: the first payment in the amount of **\$5000** shall be due on agreement of this contract following full execution of this Agreement and the second and final payment in the amount of **\$5000** shall be due upon arrival of W.J. Moreland to event. All travel expenses will be paid by **CLIENT**, to include, airfare, hotel & car rental.

It is understood by both parties that the compensation described and agreed to above shall constitute full payment for the services referenced in paragraph I. Additional services are subject to additional fees as agreed to by W.J. Moreland . Additional fees incurred are due on the date of service.

The following will be provided by the Client within 2 weeks of the events ending date:

- A written endorsement (testimonial)
- A list of 3 clients or company’s that could benefit from Dr. Moreland’s services.
- A copy of any media recordings

TERM/TERMINATION. The term of this Agreement shall commence upon the execution of this Agreement and end on _____, 2017. Notwithstanding the above, W may terminate this Agreement at any time, without cause, upon prior written notice to the Client. Termination of this Agreement by the Client must be made thirty (30) days prior to event date. Any expenses incurred by W.J. Moreland in preparation of the Event must be compensated by the Client within twenty (20) days of the Client’s termination of this Agreement or on the date of the Event, whichever is earlier.

Termination of this Agreement by the Client made twenty-nine (29) days or less prior to event are subject to the full amount of payment as agreed to in paragraph II within twenty (20) days of the Client’s termination of this Agreement or on the date of the Event, whichever is earlier.

OWNERSHIP OF RIGHTS.

Both parties agree that W.J. Moreland maintains ownership and is entitled to exercise ownership of any and all content presented by or in association with W.J. Moreland.

INDEMNIFICATION.

A. Client shall indemnify, defend and hold harmless W.J. Moreland and employees, officers, directors, and assigns against any and all claims, damages, liabilities, costs, expenses, or judgments (including reasonable outside attorneys' fees) incurred in connection with or arising from any and all claims, damages, costs, or judgments for claims, including, but not limited to, personal injury, property loss, or property damages, infringement of any trademark or copyright rights, or libel or slander brought by or on behalf of any third party (including Client 's employees) arising out of the Client's presentation, hosting, production, or sponsorship of the Event, or negligence of Client. Client agrees to pay all costs arising out of the defense of any such action or threatened action. Client shall also be solely liable for contracts made between Client and any third parties.

B. Notwithstanding anything to the contrary contained herein, W.J. Moreland shall not under any circumstances be liable for consequential, incidental, punitive, special, exemplary or indirect damages, or lost profits in connection with claims made by any party, regardless of the form of action or whether in contract or tort.

The indemnification described in this paragraph shall continue outside the termination or expiration of this Agreement.

FORCE MAJEURE. In the event of fire, riot, war, ordinance, law, order, or act of God, either party may elect to terminate this Agreement and thus be released from obligations assigned by this Agreement.

NO WAIVER/Illegality. In the event that any part of this Agreement is waived by W.J. Moreland or Client, it in no way waives other terms of this Agreement.

In the event that any part of this Agreement is illegal, all other parts of the Agreement remain binding.

NOTICES. Any communication required under this Agreement or as otherwise needed shall be in writing and sent via certified mail to the party at the address listed below or a faxed to 480-496-6505.

Notice to WMI, LLC: W.J. Moreland
Event Manager
Kenny Harris /Will Moreland International
4802 E. Ray Road, Ste. 23-123, Phoenix, AZ, 85044

ENTIRE AGREEMENT. Any changes to this Agreement must be made in writing and approved by W.J. Moreland in writing with authorized signatures by W.J. Moreland and Client.

BINDING NATURE. This Agreement is not binding on W.J. Moreland until this Agreement has been signed and dated by the Client and a fully executed Agreement has been returned to the Client. This Agreement may be executed and delivered via electronic or facsimile transmission.

The parties` have executed this Agreement on the date first set forth above.

Name: _____
By: _____
Authorized Signature

Name: _____
By: _____
Authorized Signature

Title: _____
Date: _____

Title: _____
Date: _____

Example Emails

Good Morning Mr. Parker

Are you looking for a keynote speaker or leadership trainer to help push your company's vision to the next level, then consider Dr. Will Moreland. Dr. Will is one of the most requested speakers under 40 on the topics of leadership, business and personal development. A bestselling author, known as America's #1 Leadership Life Trainer, Dr. Will can help transform the culture in your company and help you create a Genius Environment.

ARIZONA ADVANTAGE:

- **Dr. Will is local (no travel cost/ Hotel cost)**
- **You qualify for a hometown discount**
- **Receive 100 FREE books for your event**
- **ADVANTAGE TO HIRING DR. WILL:**
- **Dr. Will has presented over 1000 times**
- **Easy to work with**

To learn more about Dr. Will and how he can assist your organization we have attached a brochure. Or you can contact us via email (info@drwillspeaks.com) or phone (480) 442-3056.

Administration Office
Will Moreland International, LLC
(480) 442-3056
www.drwillspeaks.com

Example Emails

Ms. Cook,

Are you looking for a Leadership Expert to help push your organization's vision to the next level, then consider Dr. Will Moreland.

We read a recent article about your recent achievement in the Phoenix Business Journal and think our services would greatly assist in your mission to be one of the top companies in Arizona.

Dr. Will is one of the most requested speakers under 40 on the topics of leadership, business and personal development. A bestselling author, known as America's #1 Leadership Life Trainer, Dr. Will can help transform the culture of your organization and help you create a Genius Environment.

ADVANTAGE TO HIRING DR. WILL:

- **Dr. Will has presented over 1000 times**
- **Easy to work with**
- **Receive 100 FREE books for your event**
- **Local Speaker. Save on travel and lodging**

To learn more about Dr. Will and how he can assist your organization we have attached a brochure. Or you can contact us via email (info@drwillspeaks.com) or phone (480) 442-3056.

Administration Office
Will Moreland International, LLC
(480) 442-3056
www.drwillspeaks.com

**Dr. Will Moreland's
Give Me The Mic Training**



Helping You Create The Life & Business You Love

**MINDSET
BE A
GAME
CHANGER**

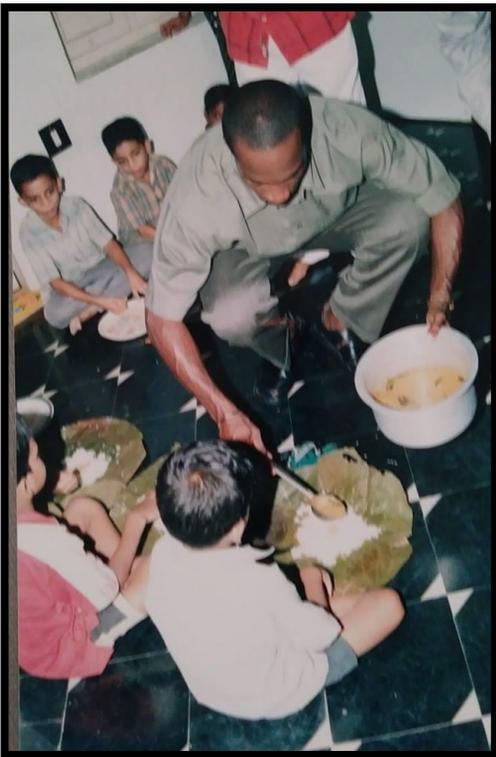
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Even though this is a Speakers Training, I don't want you to think about yourself as a Speaker, but as an ***Industry Game Changer***



MINDSET

“Money Is A Tool...The More You Have,
The More Opportunities You Have To Help
People. I Love Having The Ability To Help
People!” Dr. Will



Support orphanages in India



I have built churches in India



Supported Aids Clinics

Develop Habits That Make You A Game Changer

Game Changing individuals live by success habits & routines. They repeatedly **DO** the same things that yield high returns on their time and efforts.

They waste no time on their weaknesses or task that do not produce high returns. They stay **DOING** the key things that will move them toward their **BIG AUDACIOUS GOALS**.

In every area of your life and business there are a few key things, 4 to 6 that will move you and keep you on track to producing at a high level.

What Are 4 Things You Can Do Daily To Drive Sales In Your Business?

If You Increased Activity On These 4 Things, How Would It Impact Your Business?

A person who is the “**Ultimate Solution**” is a **Game Changer**, a **BIG THINKER** and a **BIG DOER!!!** They don’t just talk a good game. They play a good game. Actually they play a great game over and over.

Pat Riley the Hall of Fame Coach said this about having the **Game Changer Mindset**, “Game Changers don’t only have a good game, they have **Game Excellence** over and over again. Players like Michael Jordan, Magic Johnson and Larry Bird had **Game Excellence.**”

Steve Jobs the Co-Founder of Apple had the **Game Changer Mindset**. Steve didn’t want to be in the industry, he wanted to dominate the industry.

Companies like Google, Amazon, Uber and Starbucks are Game Changer companies. But before you say it, remember, three of these companies were started in garages.

It’s not where you start, it’s about the **MIND** you start with.

Here are 5 Ways to develop a **Game Changer Mindset...**

1. **Be Service Minded**
2. **Think Global**
3. **Have Big Audacious Goals**
4. **Let Failure Teach You**
5. **Connect With Other Game Changers**



Be The ONE

Positioning

Positioning gets you paid more and more, not for what you do, but for **WHO** you are. People do not buy your expertise. Expertise is assumed. They do not buy value. Value is assumed. **What they buy is what they believe about you, mostly your myth.**

When you position yourself correctly, your marketplace aura and the conversation and the hoops you set up filters those not ready or unwilling to do business with you on your terms, and it pre-sells those who are and are willing.

**The Thing To Remember Is That People "AFFORD" Whatever They Want.
Money Is Always The Client's Responsibility.**

**“If You Are Bold Enough To Say It, They Will Be Bold Enough
To Repeat It”**

Are you focused on \$10 Tasks Or \$100 & \$1,000 Tasks?		
\$10 Tasks	\$100 Tasks	\$1,000 Tasks
Customer Service	Recruiting new affiliate partners.	Creating New Products.
Calendar Management	Emailing Your Subscribers.	Writing a Sales Letter.
Graphic Design	Split-testing (landing pages, sales letters, emails, etc...)	Recording a Sales Video.
Scheduling Interviews	Managing Paid Media (Facebook Ads, Twitter Ads, and PPC.)	Optimizing Your Sales Funnel.
Scheduling Webinars	Writing an Epic Blog Post.	Setting up New Facebook Ads.
Social Media Management		Building Your Sales Funnel.
Audio Editing		Adding an Upsell.
Video Editing		Creating Systems & Processes to Outsource a set of tasks.
Transcription		
Online Research		
Blog Management		
Moderating Blog Comments		
Formatting Your Blog Posts		

Branding is one of the most important aspects of building a successful business. Yet few people ever carefully sit down and dedicate time to figuring out their branding strategy. There's a reason that large multi-national corporations have teams of people dedicated just to managing branding and nothing else.

Branding is crucial, whether you're a small one-man operation or a large international web company. Your brand will make or break you.

What Is A Brand?

In simple terms. It's the experience the customer receives when they hire you.

It Is What the Market Thinks About You!

It is your job to influence those thoughts!!!

Establish Your Brand

1. Who Are You?
2. What Is Your Message?
3. What Is Your Why?
4. Who Is Your Market?



Expand Your Brand

1. Be In The Place
2. Be Socialable
3. Be Seen

Explode Your Brand

1. Partner Up
2. Mentor Up
3. Pay Up



Be Strategic About Your Brand

1. Category of One
2. Really Think Marketing (RTM)
3. Proven Systems In Place

Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

How to build a thriving speaking business

3 Strategic Insights from A Top Speaker

By Dr. Will Moreland

Almost eight years ago I started my speaking business. It wasn't something I planned on or even desired to do. To be honest, it was out of desperation. I had recently moved back to the United States after living in Germany for 15 years. My plan was to move my consulting company to Phoenix, Arizona, show everyone how great I was, and the money would pour in. Well, it didn't quite pour in, it didn't even drizzle in.

After about eight months, I was talking to a buddy of mine and he suggested I start a speaking business. He knew I had some experience with speaking, and said I would do well. He was right, I did have some experience with speaking, but never considered myself a "Speaker." In the past, groups and organizations had invited me to speak for various events, but I didn't consider myself to be in the speaking business.

The funny thing is, I had listened to other speakers like Les Brown, Tony Robbins, Lisa Nichols, Jim Rohn, Zig Ziglar and Denis Waitley for years, but it never dawned on me that anyone could be a speaker. I



thought these individuals were just "anointed" to this profession. It never occurred to me that speaking was a learnable skill, and that building a speaker business was possible.

I told my buddy, I didn't have time to build a speaker business, I was too busy building my consulting company back up. He then did something that stopped me right in my tracks. He pulled out a check that he had just received for speaking for 45 minutes for \$3500 dollars. I couldn't believe it.

I commonly call myself the "Accidental Speaker" because I had no plans of ever starting a speaker business. But that day, I was inspired.

Over the next six months, I



started to study the speaker business. I went to seminars and conferences, and I watched Youtube videos of all the major speakers. If I was going to build a speaker business, I wanted to do it the right way. I didn't have time for two struggling companies. I would write down all the similarities between the major speakers. I watched their

deliveries, mannerisms, and everything else. I wanted to model the best.

I was able to master the "look" of a big time speaker, but not the results. The paychecks weren't coming in.

So, I went back to the drawing board to see what I missed. Then one day, it all came to me. I figured out the secret formula. I had broken the code to becoming a major speaker. There was something each of these major speakers had in common that I had overlooked. Being an Army Veteran, I like to use acronyms to help me memorize key ideas, so the secret strategy I called the P.A.M. Formula™. I was confident that if I implemented the P.A.M. Formula™, I would be successful with my speaker business.

By implementing the P.A.M. Formula™, in five short years, I have been able to build a thriving speaker business as well as grow my consulting company at the same time. I have been blessed to speak for Fortune 500 companies, professional sports teams, colleges, government agencies, and organizations around the world.

Not only have I had amazing opportunities to impact thousands of lives, I have been fortunate to be recognized locally and nationally for my speaking. I don't share any of this to brag, but to show you how well this secret formula works.

If you desire to build, grow or expand your speaker business, see how your business stacks up to the P.A.M. Formula™ currently. The formula is going to seem very simple, but I see speakers over-look the formula all the time and struggle in their speaker business.

I teach the formula twice a year at my private Speakers Training "Give Me The Mic™." Fifteen speakers join me in Phoenix for four days to learn the formula and apply it to their business. I will highlight some of the key ideas for you in the rest of this article.

The P.A.M. Formula™ stands for Positioning, Advantage and Marketing. Let's look at the first principle in the formula.

POSITIONING

As a Speaker you need to look at how you are "Positioned" in the Market. Are you a thought leader, motivational speaker, expert, guru or conveyer of ideas? When I studied all the greats, they had a position. Jim Rohn was the great philosopher. Zig Ziglar was the exceptional story teller. Les Brown was the great motivator. They all had a position. This made it easier for the market to identify them. If I said I wanted a Big Mac hamburger, where would you send me? McDonald's! Everyone knows, McDonald's is where you go for a Big Mac. When people say your name as a speaker, what topic, idea or philosophy do they connect you with?



ADVANTAGE

Each of us have an "Advantage" as a Speaker that separates us from all other speakers. Have you identified what your advantage is? You can have a combination of advantages. For example, I am a military veteran. This is an advantage for me. I have experienced certain things in the military that the average person has not. I can use these stories in my presentations to make me stand out. You may have a unique story, experience or skill. You must identify your advantage, use it to position yourself, so you can be unique in the marketplace.

MARKETING

Once you have identified your "Positioning and Advantage," you now need to formulate your message to the market based off those two factors. Marketing is the consistent story you tell about your services, outcomes and results. This is one of the key areas I see that most speakers fail. They fail to market themselves on a consistent basis in unique ways.

The P.A.M Formula™ helped increase my speaking engagements and has made me an in-demand speaker for the last five years. I have shared stages and platforms with many of the top speakers like Les Brown, Lisa Nichols, Eric "ET" Thomas, Jack Canfield, Lewis Howes, Simon T. Bailey and many others.

Review your speaker business and see how you measure up against the P.A.M Formula™.



Dr. Will Moreland helps people discover their inner genius. A best-selling author, named a Top Leader and Speaker, an insightful and gifted teacher, Dr. Will has shaped the lives of many in 40 different countries. Whether speaking at a conference or advising CEO's, Dr. Will inspires individuals to think differently and influence their now to impact their future. Dr. Will knows that everyone has the potential to release their genius. Follow Dr. Will on Social Media @drwillspeaks



Join Brian K Wright each week on Monday at 6pm Eastern as he interviews world-class achievers and learn how they succeeded

A series of powerful conversations with the most successful people in the world.

**Dr. Will Moreland's
Give Me The Mic Training**



Helping You Create The Life & Business You Love

**MISSION
CREATE A
MOVEMENT**

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Where are you right now? Where do you want to be in 5, 10, 20 years? Do you know the first step?

The first step is creating and believing in a compelling vision.

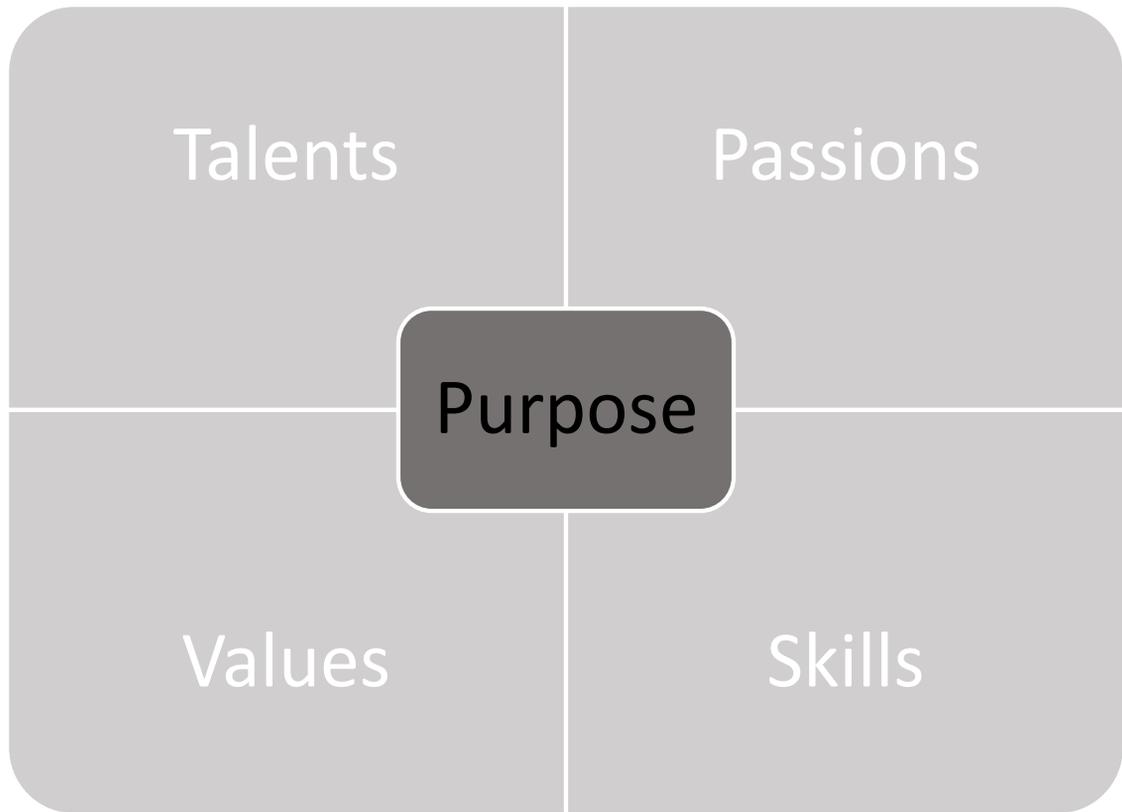
“Where There Is No VISION, The People Perish!!!”

You should have a vision for your life and your business. Your vision will direct you, motivate you and inspire you in those moments when you want to give up.

I suggest you take a full day and think about the future of your life and business. Then you need to write it down on a piece of paper and make copies and put them in several places so you can reference your vision often.



How To Discover Your “Why”



List Your Talents

List Some of Your Skills

7 Questions To Help You Determine Your Expertise

1. What specific area have your clients/customers tended to create their most compelling results?

2. What part of your work do you enjoy the most?

3. What specific area of your work do your friends ask you your advice on the most?

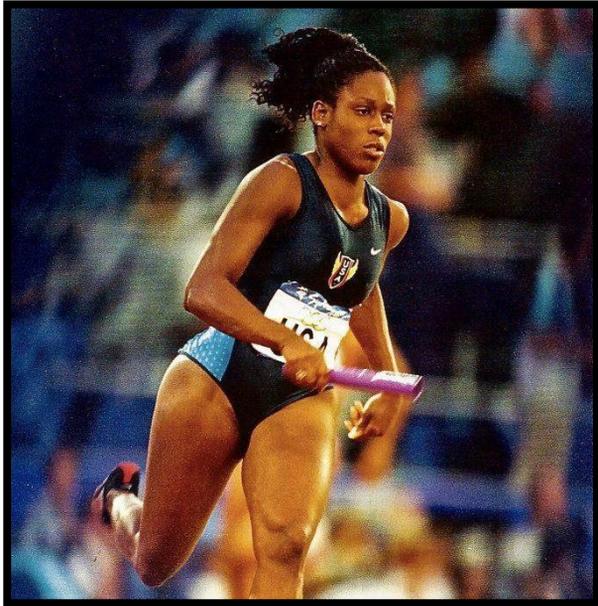
4. If you could impact one specific area of someone's life, what would that area be?

5. What are a majority of seminars, workshops and events you attend?

6. What are a majority of the books, information & self-development products you own?

7. If I interviewed your family or good friend(s), what would they say that you are specifically awesome at doing?

Every Time I Work With Will, I Get New Ideas And Leave Fired Up!!!



“When I got ready to transition into Speaking, Will was the first person I called. I knew he would know exactly what I needed to build a successful Speaking Business!”

Andrea Bolder
Olympic Gold Medalist



**This is one of my favorite quotes. Too many people waste time trying to figure it out. I can tell you are different because you invested in yourself.....
You just bought SPEED!!!**

***"We are all equal in time,
separated by what we
do with it."***

-Dr. Will Moreland
Paradigm Advisor



**Dr. Will Moreland's
Give Me The Mic Training**



Helping You Create The Life & Business You Love

**MESSAGE
YOUR
MEDICINE
FOR THE
MASSES**

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**YOU DON'T NEED
TO
HAVE A
CERTIFICATE, JOIN
AN ORGANIZATION
OR BE SANCTIONED
BY ANYONE TO
SHARE YOUR
MESSAGE**

What Is Your Message To The World...

*There are two great days in person's life:
The day we are born and the day we discover "why"
William Barclay*

What's the message you want to bring out to the world? What do you want to be remembered for? What legacy do you want to create?

Your Message is the overall statement you are making in the world with your work. It is the summed up pieces of advice of your entire body of work or your "why". It should be short (like 4-8 words) and is easily remembered by someone who is hearing it for the first time. Your message gets created out of the following structure:

You can Be/Do/Have (X Results)...

Ex:

- 1. You can create a passive income engine**
- 2. You can be a successful entrepreneur**
- 3. You can have a passionate relationship**

Once you establish this – often the final form of your "Message" is without the "You". So the final version of the above examples would be:

- Create a passive income engine**
- Be a successful entrepreneur**
- Have a passionate relationship**

Create your own now...

You can + _____ + _____
Be/Do/Have X Result

Breaking Down Your Talk

Work on each part individually:

1. Intro
2. Transition
3. Story 1
4. Point 1
5. Transition
6. Story 2
7. Point 2
8. Transition
9. Story 3
10. Point 3
11. Close

You want your Keynote to be F.I.R.E:

F-FUN

I- INSPIRING

R-RELATABLE

E-ENGAGING

Sharing Your Message In Unique Ways

1) **How to Tell Your Story: Content**

There are three main elements to telling your story online. The first is content — that's the material you share in your blog posts, tweets, and Facebook updates.

To make great content, you need to think about your readers. What will they find interesting and useful? Share glimpses of your creative process. Share your ups and downs as a small business owner. Share the things that inspire you. Share resources you've found helpful. Share your favorite books, foods, films, and music. Share your non-crafty hobbies.

- ## 2) **Mention Your Product Less Frequently** — and when you do, make it creative and interesting. Instead of saying, "Just listed: Pearl Drop Earrings," say "These earrings are based on a design my grandmother wore to cocktail parties." With every post, give people a reason to see you as a trustworthy person, not a marketer.

3) **How to Tell Your Story: Responding**

You also tell a story about yourself through the way you respond to people. When someone comments on your blog, what do you do? When someone mentions you on Twitter or Facebook, what do you do?

Well, you should always respond — whether with a simple "thank you" or with a follow-up discussion. Small acts of courtesy like these go a long way toward earning people's trust.

4) **How to Tell Your Story: Reaching Out**

This is the most under-utilized technique in social media. We often get so caught up in telling our stories, we forget to stop and notice other people's stories.

Tips For Creating A Great Keynote

Obstacles:

1. Putting great stories together
2. Not connecting with the audience
3. Keeping people tuned into you
4. Competing with social media

Top Ted Talks Have These Elements:

1. **Focus on the Audience: Address their needs**
 - a. They want you to solve their problems
 - b. Don't start off with "Thanking People"
2. **Get the Audience "Emotionally" engaged**
 - a. start with a Great Story or Great Question
3. **Get Your audience to believe differently about their problem. Lead them to believe they can transform**
4. **The Audience will buy into the solution when it is provided w/in the context of the problem**
5. **Why is the audience there? How does your talk solve their problem?**
 - a. to improve
 - b. to learn something

*****Don't give the "HOOK" away in your bio!**

HERE is an example for a 1 Min Speech:

When I was growing up, I was teased for the complexion of my skin and I had a horrible speech impediment. I was called every thing from “Tar Baby to Black Ink!” I was raised by my single mother and grandmother in our small house that served residence for 11 other people. What we lacked in material things, we made up with love and fun times.

Yes, I’ve had challenges, all of us do. But I made the CHOICE that my start was not going to determine my finish. I had the ability to do better, get better and live better.

Choice is that super power we all have. We can each make choices that improve and transform our lives.

Understanding that I was not a prisoner of my pass or circumstances allowed me to CREATE a life that is far better than I could have imagined back in those early days. I want to challenge you to use the power of CHOICE to transform your life and live out your dreams.

HERE is an example of the same speech in a 5 Min Speech:

I have a question for you....Is it possible to turn your life around? I mean, really turn your life around. No matter what your start looked like? Think for a moment, what if a kid was raised by a single mother in one of the toughest cities in America. His father was in jail. This kid had a speech impediment and had to share clothes with his big sister. I mean, could that kid turn his life around? Not even turn his life around, but create a life that seemed like a fantasy.

When I was growing up, I was teased for the complexion of my skin and I had a horrible speech impediment. I was called every thing from “Tar Baby to Black Ink!” I was raised by my single mother and grandmother in our small house that served residence for 11 other people. What we lacked in material things, we made up with love and fun times.

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Which Motivational Speaker Are You?

Which Of The Following Describes You Best:

- Great Communicator and Compassionate (SS)**
- Confident and Persistent (V)**
- Independent and Enthusiastic (E)**
- Organized and Consistent (S)**

Choose Your Highest Strength:

- Non-Judgmental (SS)**
- Big Picture Thinker (V)**
- Flexibility (E)**
- Responsible (S)**

What Kind of People Stress You Out The Most:

- Cool Reserved People (SS)**
- Incompetent People (V)**
- Slow Boring People (E)**
- Unreliable (S)**

Which of the following g describes you best:

- Overloading Tasks (SS)**
- Disorganizing of System (V)**
- Boring or Routine Task (E)**
- Lack of Leadership (S)**

Which Motivational Speaker Are You?

Choose the Top Five Things That Bring You Joy:

- Nature (SS)
- Adventure (E)
- Problem Solving (V)
- Accomplishment (S)
- Teamwork (SS)
- Developing a Strategy (V)
- Performing in Front of Others (E)
- Tidiness (S)
- Music (SS)
- The New and Unknown (V)
- Fun and Humor (E)
- Job Satisfaction (S)
- Connected Relationships (SS)
- Parties (E)
- Recognition (V)
- Being Known as a Leader (S)

What Are Your Top Three Personal Needs:

- Approval (SS)
- Accuracy (V)
- Uniqueness (E)
- Loyalty (S)
- Empathy (SS)
- Intelligence (V)
- Creativity (E)
- Respect (S)
- Compassion (SS)
- To Be Able To Ask Questions (V)
- Freedom and Flexibility (E)
- Goal Achievement (S)

Which Motivational Speaker Are You?

Which of The Following Best Describes You:

- Supportive (SS)
- Conceptual (V)
- Spontaneous (E)
- Consistent (S)

Which of These Do You Value Most:

- Honesty (SS)
- Clarity (V)
- Success (E)
- Commitment (S)

In General, Which Would Stress You Out the Most:

- Negative Criticism (SS)
- Small Talk (V)
- Incomplete Task (S)
- Being Stuck at a Desk (E)

Which of the Following Would Mean the Most to You:

- Being around reassuring and supportive people(SS)
- Having the opportunity to demonstrate your leadership qualities (S)
- Time alone to think (V)
- Enthraling an audience through speaking or performing (E)

Which Motivational Speaker Are You?

Total Your Score

Go through the quiz one more time but this time total your letter count and put that number in the blank below.

Total SS: _____ (Oprah)

Supportive

Total V: _____ (Deepak Chopra)

Visionary

Total S: _____ (Jack Canfield)

Structure

Total E: _____ (Tony Robbins)

Energetic

The letter with the highest value is your Motivational Speaker Style.

**Dr. Will Moreland's
Give Me The Mic Training**



Helping You Create The Life & Business You Love

**MARKET
THE PEOPLE
THAT
RESONATE
WITH YOU**

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When you have complete clarity on the below questions and bring yourself into total alignment with your choice of who you are and who you want to serve, your life will see the massive results you desire.

1. **Who Do You Want To Be A HERO To?** _____

2. **Who Are These People?** _____

3. **Where Are These People?** _____

4. **What Are These People's Problem?** _____

5. **How Can I Help Them? What Is My Solution?** _____

6. **How Will I Connect With Them?** _____

7. **How Much Will I Charge To Serve Them?** _____

8. **Who Is Already Serving This Type of Person?** _____

9. **Who Do I Need To Become To Serve These People?** _____

10. **How Long Will It Take To Position Myself to Serve?** _____

What area do you want to play in? The first area you should want to dominate is your own back yard. Become the local celebrity in your own town. **BE THE ONE** in your city, state and region.... The Best In The West!!!



10 Questions To Define Your Perfect Client

1. **(Best for a service business)** Many times, we are best to serve those who were in the same situation as yourself at one time. Challenges you solved for yourself and are now inspired for others to have the life and results that you have.

Chose an area or domain in your life that you have great results in right now... (results are important if you plan on starting or positioning yourself as an expert).

What was the problem(s) you were having in that area of your life?

How would you (or others) describe yourself before you solved the problems you had in this area? (3, 5, 10, or 15 years ago?) – what was your financial, emotional and overall life like then?

2. **What type of person would you love to help** or have a real deep love for in your heart already? (Children? Elderly? Technology lovers? Adventure travelers? Athletic men? Overweight women? Etc).

3. **What are some of their most important** or defining characteristics of those people (from question 2) in relation to your product or service? (Financial? Religion? Location? Male or Female? Etc).

4. **Who do you enjoy investing time with the most** (what kind of people)? (What are their characteristics, personality, lifestyle like)?

5. **What are some of your core values?**

Ex. Fun, working virtually, time with family, healthy eating, unbridled expressions, etc.

6. **Who (or what communities of people)** tend to share these core values?

7. **Who would you invest time with** even if they were not paying you as a friend?

8. **What are the typical commonalities between your clients** or the last five client/clients you serviced?

10 Questions To Define Your Perfect Client

9. **Who has been seeing your message**, skills or talents? (What was the profile of the easiest sale you ever made?)

10. **What are the classic demographics** of your perfect client (your perfect client may be your current client- or it might not. Consider designing a new type of client pool if you are not happy with your current clients):

Income: _____

Age: _____

Male or Female Specific?: _____

Culture: _____

Where do they live?: _____

Typical Profession: _____

What do they do for fun?: _____

Other things they buy?: _____

Have families or not?: _____

Ideal Client Exercise

Identifying a Market:

What is your greatest Skill ?

What is their greatest problem?

What is their greatest fear?

What is your solution?

Creating and Utilizing the “Power Sentence”

I help _____ (target market) with _____
(the problem you solve) so they can _____
(the benefit to them) by _____ (the
product or service you offer).



Ideal Client Exercise

My target market is _____

Their greatest pain is _____

Their greatest ambition is _____

The way that they are used to digesting information is

I could create _____ in the next 60 days

I would price this product at _____

I would have to sell _____ to add \$100,000 to my income in
the next 12 months

I would have to sell _____ per month which is
_____ per week

Target Market Research

Learn the cycles of your target market:

1. Colleges
2. Churches
3. Organizations
4. Associations
5. Trade Fairs
6. Businesses
7. Conferences
8. Government



Create Your Follow-up System:

1. Intro email/ Past Client Email (Speaker 1 Sheet)
2. If they request more info
 - a. Media Kit
 - b. Link to Video/ Media
3. Booked
 1. Contract
 2. W9
 3. Pre-Questionnaire
 4. Head Shot (website link)
 5. Bio link
 6. Speaker Intro



“I freaking love Will. He is a beacon of light and wisdom!”



Lisa Nichols

Lisa Nichols is founder and CEO of Motivating the Masses, one of the top training and development companies in the world and the only publicly-traded motivational company in the country. A best-selling author of six books, Lisa is among the most sought-after transformational speakers whose global platform has reached and served millions.

Dr. Will Moreland's Give Me The Mic Training

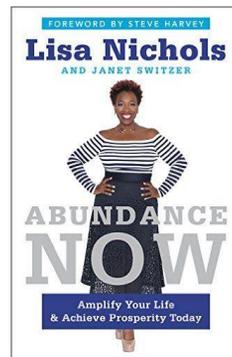
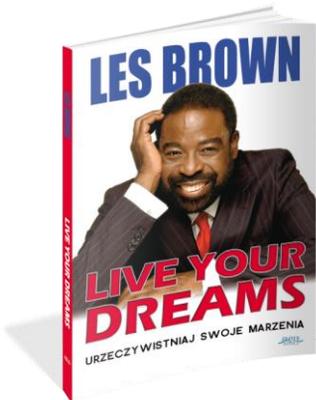


Helping You Create The Life & Business You Love

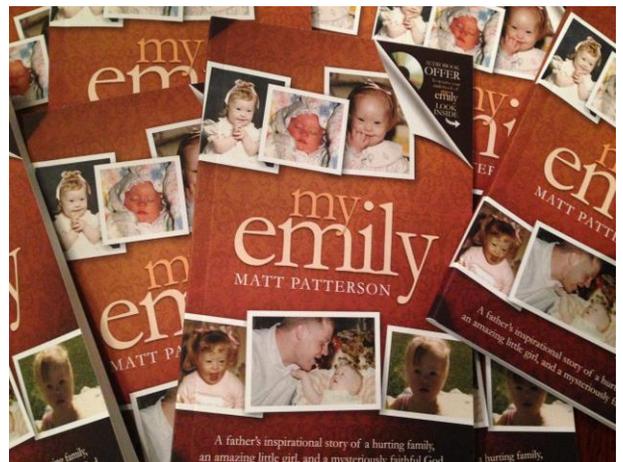
MODEL SUCCESS LEAVES CLUES

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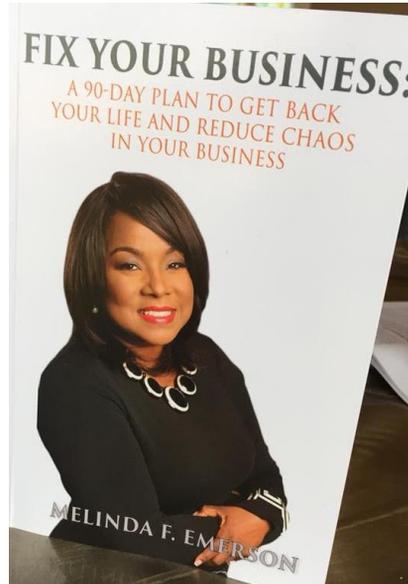
Model Category #1- Polarizing



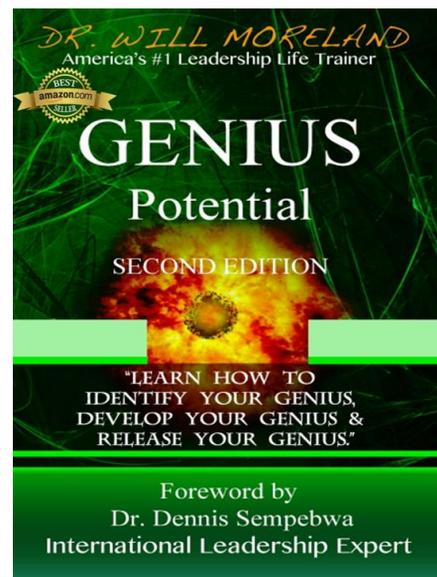
Model Category #2- Unique Story



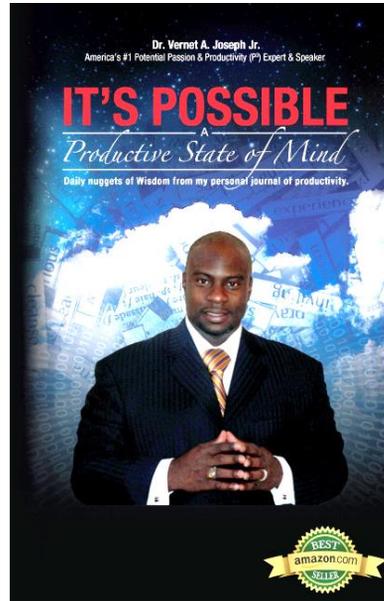
Model Category #3- Process Formula



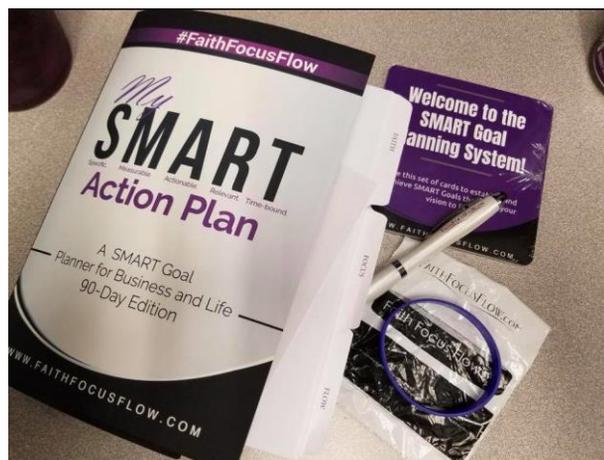
Model Category #4- Philosophy



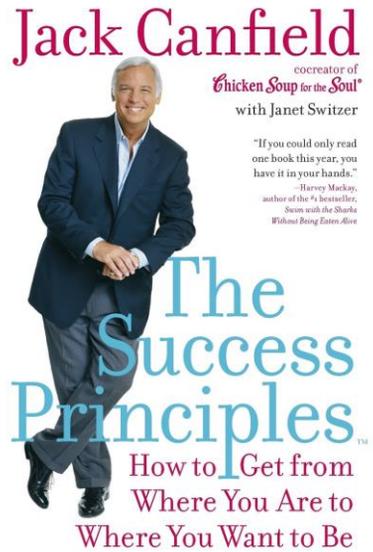
Model Category #5- Results



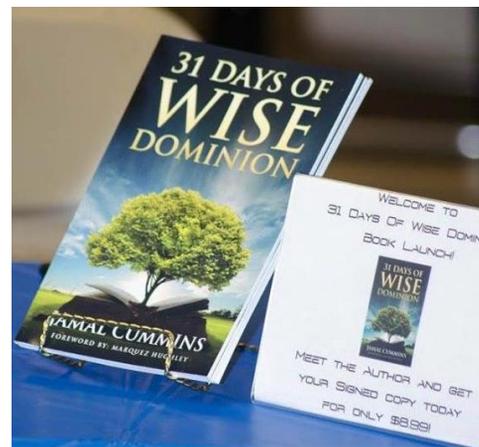
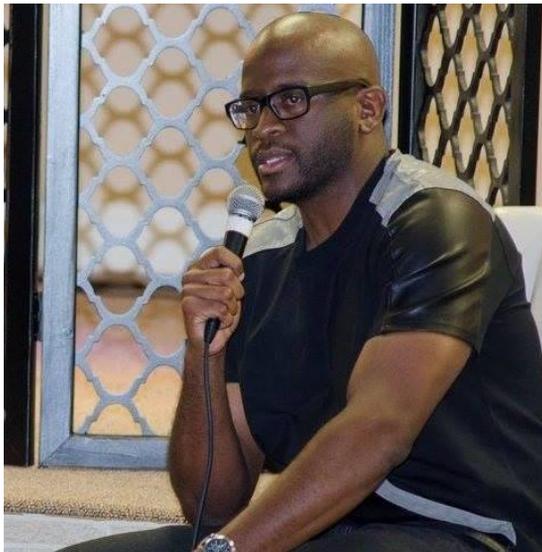
Model Category #6- Faith Base



Model Category #7- Success



Model Category #8- Self Help



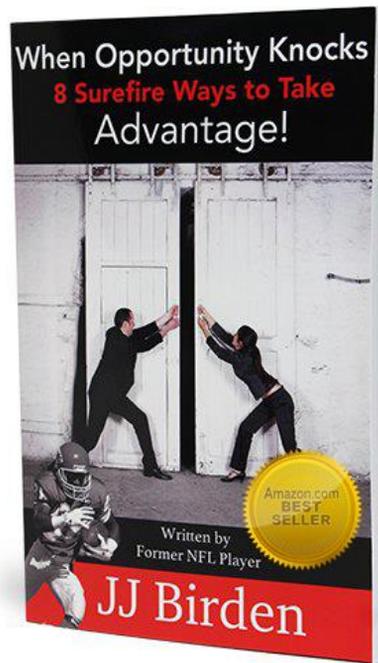
Model Category #9- Unique Perspective



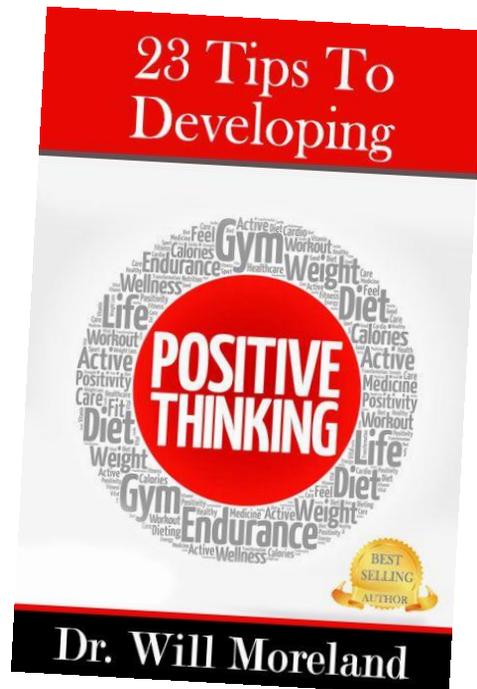
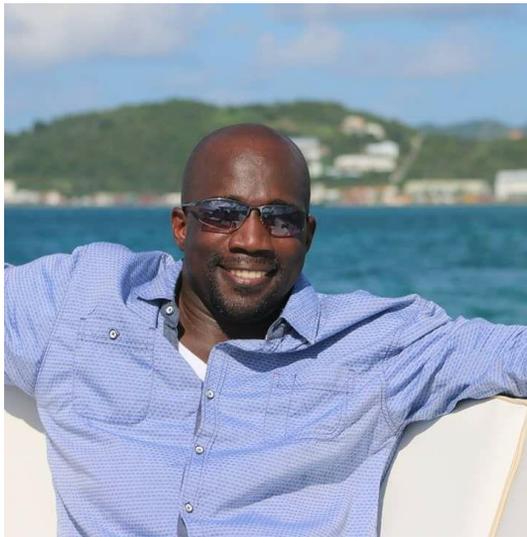
Model Category #10- Better Life



Model Category #11- Motivational



Model Category #12- Personality



SPEAKER'S TOOLKIT

Speakers share their best strategies

How Live-Streaming Grew my Business

Periscope and Blab are two of the newest platforms for speakers. They both offer participants opportunities to share their message virtually with anyone at any time. Here are some best practices and strategies that NSA speakers are using to grow their businesses from these innovative technologies.

STRATEGY:**Position yourself as a thought leader.**

Neen James, MBA, CSP, teaches leaders how to pay attention to what really matters. She sees Blab as an attention-getting—and giving—game-changer for speakers.

"As thought leaders, we can use Blab to share our content in multiple ways. For example, we can interview clients in advance of a major presentation, interview others, coach individuals and do live book reviews," she says.

BEST PRACTICE:**Learn to be ready at any time.**

Terry Brock, MBA, CSP, CPAE, says the key to leveraging Periscope and Blab is mastering extemporaneous speaking, the skill of being ready for anything now!

STRATEGY:**Help potential clients connect with you.**

Forty-five percent of the clients who signed up for Wealth Expert **Belinda Rosenblum, CPA's** last program launch told her the learning and connection they experienced with her on Periscope contributed to their decision.

One new participant even told her, "During one of your scopes, I told myself, 'That is a woman who can teach me about money. I'd love to learn from her . . . I'll work with her someday.' A month later, you offered your program, and that someday arrived!"

STRATEGY: Expand your tribe.

Klout expert Gina Carr loves to create "blabinars." She spends the first 15 minutes teaching content and then brings on others to coach and interview. She's essentially running a webinar, but Blab lets her interact with listeners leading to increased engagement and followers.

STRATEGY:**Build awareness and support for an initiative.**

Peak Performance Expert Delatorro McNeal, CSP, decided to spice up the reality TV world with positive inspiration via his groundbreaking reality show, *The Keynote*, about the fear of public speaking. After the TV networks turned him down, McNeal used Periscope and Blab to build awareness, recruit brand champions and spread the message. As a result, he's already more than 19 percent funded.

STRATEGY: Book speaking engagements.

With more than 2,500 followers on Periscope, **Cheryl Wood,** transformational expert and coach, has closed both speaking engagements and coaching clients. The magic, she says, is "being consistent with your time and your



message while providing an easy way for folks to connect with you."

STRATEGY:**Build trust with audiences, prospects and clients.**

David Newman, CSP, says: "Periscope is a perfect medium for speakers because it's a mashup of the early days of live TV and AM talk radio! As far as a business-building tool, it's incredibly useful for broadcasting behind-the-scenes personal insights, stories and experiences that rapidly accelerate the trust factor with audiences, prospects and clients."

STRATEGY: Attract media attention.

Dr. Will Moreland, Leadership Life Trainer, writes ebooks and promotes them as free downloads on Periscope and Blab resulting in high opt-in rates and new clients. Moreland's savvy use of Periscope caught the attention of *Fortune* magazine, which in turn, led to increased visibility and several speaking engagements.



Marquesa Pettus, CSP, is the *Biz Reinvention Expert*, and has had great success with Periscope and Blab. She closed a spokesperson role for a major association, landed two 5-figure clients and was featured in *Small Business Trends* Magazine. Follow her @speakertalk, and learn more at www.GottaSpeakNow.com.

**Dr. Will Moreland's
Give Me The Mic Training**



Helping You Create The Life & Business You Love

**MARKETING
CONSISTENTLY
TELLING
YOUR
STORY**

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Helping You Create The Life & Business You Love

**HOW WILL YOU
SHOW UP IN THE
MARKET?**

**WHO IS YOUR
ALTER EGO**

Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

How To Stand Out In Your Market

1. Category of One
2. Compelling Story
3. Choose Your Platform
4. Key Connections
5. Online Persona
6. One Skill, One Result
7. Polarizing Point of View
8. Create a Luxury Experience
9. Find Your Evangelist
10. Show Up Consistently
11. Do Something Epic

What Business are you in? What do you want your business to do for you?

Sales- Why did they say no?

The #1 Priority of your business is to earn MONEY!

Life time value of your Client (LTV)- How much is a Client worth?

Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

A platform is just your key message. It is the position and influence you have on a subject that is informative, interesting, inspiring and thought-provoking.

Your platform is what you stand on that reaches your core audience. It is your calling, your mission. It is what you stand for that gets people to move, to take action, rally behind and/or solve a problem. A platform is like a “movement.” It is a mission – and you feel you’ve been assigned to promote it.

Steps:

1. Brand. Look like where you want to go
2. Have a spectacular biography
3. Speak, give workshops
4. Write. Yes, you hear that you need a platform to publish a book – but in reality a book can establish your platform
5. Pitch yourself to the media as an expert
6. Write Op/Ed (opinion editorials) or columns for your local newspaper
7. Host your own conference, community outreach event or mini-seminar series
8. Secure a leadership position in a non-profit
9. Blog! Grow your social media following. Become a thought-leader by sharing your thoughts online
10. People have to hear you and see you. Set up a Youtube channel and record videos of yourself in action
11. Podcast. Become a radio show host on Blogtalkradio/Podcast
12. Build a database. This is the hub of your platform
13. Joint venture with others. Do teleseminars or webinars with other speakers/authors that compliment your platform

I'm often ask, how do you book so many gigs a year. Following the 5 Step pyramid below, you will position yourself for more opportunities.



- 1. Position yourself as the “Go-To” person in your industry**
- 2. Set yourself a part from your industry counter parts**
- 3. Show up on a consistent basis talking about your subject**
- 4. Have the right message for the right market**
- 5. Understand what the Event Planner wants**

Category Of One

Are you a commodity or a necessity? Most Entrepreneurs are commodities and just lost in the shuffle. Never making a mark, existing in the vast sea of average. Becoming the **“Ultimate Solution”** starts with creating a **“Category of One.”**

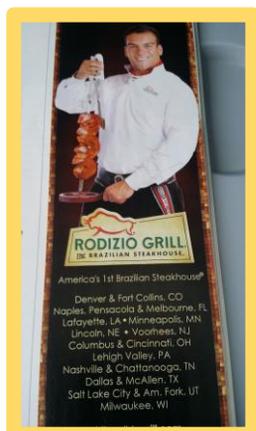
So what is a **“Category of One?”**

It is a branding and marketing strategy that is used by smart entrepreneurs and Fortune 500 Brands. When you become a **“Category of One”** you instantly **STAND-OUT** among the other Entrepreneurs in your industry.

A **“Category of One”** is a Unique positioning strategy that makes you **STAND OUT....**

“America’s #1 Leadership Life Trainer” is an example of a Category of One

Look at these examples:



Category Of One

How you position yourself in the market could be in the difference between earning high dollar fees and playing the price game with your competition.

John Varvatos Collection
Pima Cotton Slub Knit Tee

\$128.00

LOYALIST BUY MORE, SAVE MORE: SAVINGS IN CART AND MORE OFFERS! [VIEW ALL](#)



\$128 PER SHIRT

POLO RALPH LAUREN SLIM FIT T-SHIRT
3-PACK

\$39.50

★★★★★ [Read 2 Reviews](#) | [Write a Review](#)



\$13.30 PER SHIRT

Fruit Of The Loom® Men's 6pk
Crew Neck Undershirt - White L

[shop all Fruit of the Loom](#)



\$2.30 PER SHIRT

\$13.99

DON'T WASTE TIME

When you learn how to OWN your time, everything will change for you. Time is the currency of success. Most of ever thing you do Is measured in time. School, work, relationships, experiences and just about everything we do. OWN YOUR TIME!!!

Time Ownership

1- Day 24 Hours

1- Week 168 Hours

1- Month 720

1- Year 8640

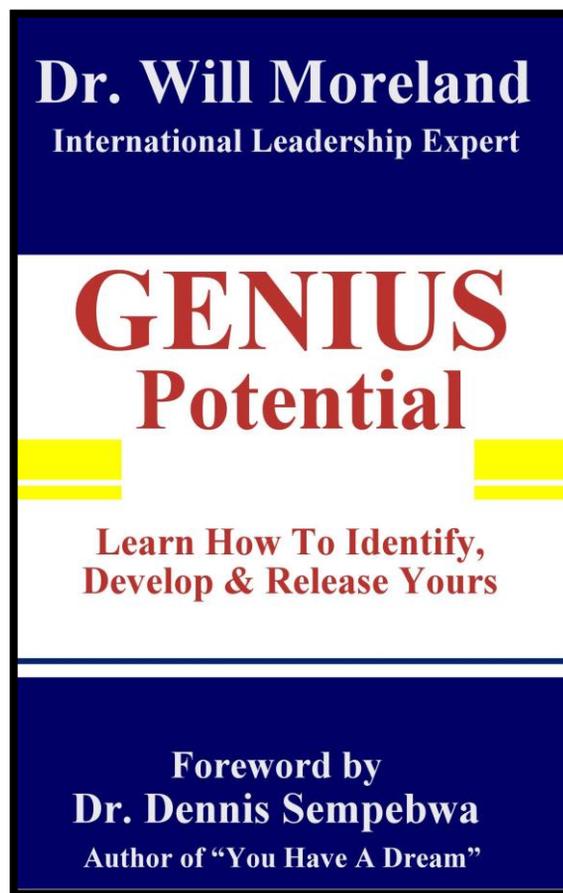
4- Years 34, 560

10- Years 86, 400

70- Years 604,400



**In the beginning
my Marketing stuff was
awful and all over the
place .**



But, I wasn't scared to START!!!

Always Be Marketing

DR. WILLSPEAKS

SPEAKING

DR. WILLSPEAKS IN A CITY

Near You



Nov 30-Dec 2
Various Locations in Los Angeles

Dec 5
Las Vegas, Nevada- Lewis Howes Event

Dec 11
Phoenix, Arizona- Give Me The Mic Webinar

Dec 14-17
Hermosillo, Mexico- Mastermind with the DOC

Dec 30
Chandler, Az- Boss Brunch

@drwillspeaks On All Social Media Platforms

Always Be Marketing

MY PERSONAL SUCCESS
JOURNAL

WHAT GETS TRACKED GETS DONE

Track It, Fix It, Do It



I OWN MY JOURNEY

Created By Dr. Will Moreland
America's #1 Leadership Life Trainer

Always Be Marketing

7 GENIUS SPEAKER TRAITS

7 Traits All Genius Speakers Possess

1. Speak from the heart
2. Great story tellers
3. Never speak longer than needed
4. Speak with intention
5. Never speak to impress, but to impact
6. Paint pictures for their audience
7. Use humor to connect



Always Be Marketing

Dr. Will speaks

shares

5 KEYS FOR SPEAKER SUCCESS

1. Gather Info About Your Audience

2. Get Enough Rest The Night Before

3. Arrive 1 Hour Early

4. Meet People Before You speak

5. Have Fun



Dr. Will Moreland is one of the most requested speakers on the topics of Business, Leadership, Life Ownership & Success. Connect with him on Social Media Platforms using @drwillspeaks



*“Dr. Will is one of the
BEST in
helping entrepreneurs,
business owners, speakers
& consultants build their
business.” Les Brown*

*“My man Dr. Will
always Brings the
FIRE!!!”*

Dr. Eric “ET” Thomas



Have A Marketing Strategy

What is your overall marketing goal?

Which situation best summarizes your marketing needs?

Based on your answer above, set a specific number for an upcoming goal.

NOTES

Have A Marketing Strategy

When would you like to reach this goal?

How many hours per week can you dedicate to inbound

What is the biggest marketing challenge preventing you from reaching this goal?

NOTES

**Dr. Will Moreland's
Give Me The Mic Training**



Helping You Create The Life & Business You Love

**MATERIAL
HOW YOU
EFFECTIVELY
REACH
YOUR MARKET**

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Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

Websites

Your website should tell a potential Client who you are and what you do within 10 seconds of being on your website.



Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

A screenshot of the website for Shemeka Brathwaite. The header includes the logo "Shemeka Brathwaite" and navigation links: HOME, MEET SHEMEKA, PROGRAMS, BOOK SHEMEKA, BLOG, CONTACT. The main banner features a photo of Shemeka Brathwaite speaking, with the text "Game Change INTERNATIONAL" and "BIGGER. BOLDER. BE". Below the banner is a call-to-action box: "Have an upcoming conference or event? Signature keynotes and customized programs available for organizations and associations. Contact Shemeka Brathwaite at 347.217.6062 or info@shemekabrathwaite.com. Book Now!". The footer contains the text "Businesses. Associations. Managers." and "Shemeka Brathwaite - Your Distinctive Edge".

A screenshot of the website for Lethia Owens. The header includes the logo "LETHIA OWENS" and navigation links: HOME, ABOUT, BLOG, SPEAKING, CONTACT, Q SEARCH. The main banner features a photo of Lethia Owens speaking, with the text "PERSONAL BRANDING SPEAKER" and "Ranked #8 Among the Top 30 Brand Gurus In The World!". Below the banner is the text "PERSONAL BRANDING STRATEGIES TO TAKE YOUR TEAM & BUSINESS TO THE NEXT LEVEL". A quote from Martel Robinson of The Boeing Company reads: "Inspiring and Contagious...". Below the quote is the text "We book Lethia year after year because she knows how to get our employees ready for the next level of performance and success without fail." and "- MARTEL ROBINSON The Boeing Company".

Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

A screenshot of the Cathcart Institute website. The header includes the logo, navigation links (Home, About, Services, Store, Video, CEU/CPE Credits, Blog, Contact Us), and contact information (phone number, social media icons). The main content area features a large image of a man in a suit, a video player titled "How to believe in yourself: Jim Cathcart at TED...", and a list of services: "BOOK ONE OF THE WORLD'S TOP SPEAKERS!", "BOOK A COACHING & STRATEGY SESSION", and "CONSULTING & VIRTUAL TRAINING". Each service has a "BOOK NOW", "SIGN UP NOW", or "TRY RISK FREE" button.

A promotional banner for Dr. Will Moreland. The top text reads "IMPACT * INSPIRE * INFLUENCE". Below this is a navigation menu with links: HOME, ABOUT, SPEAKING, MEETING PLANNERS, CONSULTING, PRODUCTS, GENIUS SPEAKERS ACADEMY, CART (0). The main image shows Dr. Will Moreland, a Black man with glasses, wearing a light blue blazer over a pink and white striped shirt. He is holding a red apple in his right hand and gesturing with his left hand. The text "ONE OF AMERICA'S BEST KEYNOTE SPEAKERS..." is overlaid on the right side of the image. At the bottom right, it says "Book Dr. Will".

Professional One Sheet

DR. WILL MORELAND

America's #1 Leadership Life Trainer

Military Veteran Turned Entrepreneur * Bestselling Author * Awarded Business Leader

IMPACT ~ INSPIRE ~ INFLUENCE



WHO IS DR. WILL

After serving in the Military, which included two tours, Dr. Will heeded the call to serve in a new way. Receiving an honorable discharge from the Army, he founded Will Moreland International. A Leadership Training Company that has clients in over 10 counties and throughout the United States. Dr. Will is committed to helping individuals and organizations reach their top potential through leadership development.

AWARDS AND RECOGNITION

Over the last decade, Dr. Will has been named a Top Speaker, A Leader to Follow on Twitter, Mentor of the Year, Business Person of the Year, Community Leader, A Leading Thought Leader, Entrepreneur of the Year and a 40 Under 40 nominee. He has been featured in FORBES, Inc. Magazine, Black Enterprise Magazine and Huffington Post. He has appeared on MSNBC, ABC, FOX and CBS to share his business acumen. Dr. Will is the author of over 40 books and 15 bestsellers.



CURRENT & PAST CLIENTS



Follow on social media
@drwillspeaks

BOOK DR. WILL TODAY
480-442-3056

Professional Media Kit



Impacting Leaders At All Levels To Inspire & Influence Genius

Dr. Will Moreland

America's #1 Leadership Life Trainer

Named a Top Speaker in America

KEYNOTE SPEAKER

Organizations Around the world Hire Dr. Will for...



Solutions That Work

"I like to challenge people and give them something to think about when they get back to the office."

- Dr. Will Moreland

From creating exceptional cultures to improving employee moral, Dr. Will gives actionable steps your audience can walk away with.

"Our team talked for weeks about the strategies Dr. Will shared to build a winning team."

Keisha Tatem
USDA

Master Storyteller

"I pull from my experiences of growing up in the inner-city, joining the U.S. Army and my travels to over 40 Countries . "

- Dr. Will Moreland

From growing up in Compton, Ca to leading Soldiers on two deployments to living in Germany for 15 years, Dr. Will paints pictures that brings his message to life.

"I have listened to presentations for over 15 years and I have never been captivated as I was listening to Dr. Will speak. It was a gift."

Sonya Parkins
American Airlines

How Dr. Will Can Make Your Next Event Genius

Experienced Team

Dr. Will and his team have been serving organizations around the world for over 15 years. They will work with your team to ensure your event is spectacular.

Content Exclusively Tailored for You

Dr. Will tailors his content to meet your goals. With over 1700 presentations conducted worldwide, Dr. Will knows what is needed to ensure your event runs smoothly.

Audience Favorite

Dr. Will always receives high remarks from audience participants and is frequently rebooked by previous clients.



What Organizations Are Saying About Dr. Will's Presentations and Keynotes

"It was great to have you with our team. The feedback was tremendous.
Thank you for taking the time to understand our industry and culture."
- AMERICAN AIRLINES

"I thought you were one of our executives the way you talked about our mission and goals. Your attention to detail was excellent."
-BOEING, INC

"Dr. Will did an extraordinary job in training our Members of Parliament on what it takes to be a Transformational Leader in today's World."
**-PRIME MINISTER SARAH A. WESCOT-WILLIAMS
ST. MAARTEN**

"Your presentation was thought provoking, funny and engaging. Our people really connected with you and talked about your Keynote for weeks."
-EDWARD JONES

Dr. Will has Impacted, Inspired & Influenced Numerous Brands & Organizations



...And Many More!

Dr. Will Is An Awarded Speaker On



DIVERSITY



TEAM WORK



LEADERSHIP



POTENTIAL

HE HAS EXPERIENCE IN
NUMEROUS INDUSTRIES

- Real Estate
- Retail
- Technology
- Education
- Sports
- Travel
- More!

AND HAS SPOKEN AROUND
THE WORLD

USA...Germany...England
Switzerland...Mexico...Italy
Holland...India...Ghana
Dubai...Nigeria...Spain
Anguilla...St. Maarten
And many more!!!

GENIUS POTENTIAL: How Everyone Can Deploy Their Uniqueness

Everyone can become the best version of themselves. This is critical for you to understand, that you matter, because you have something to offer that the world needs.

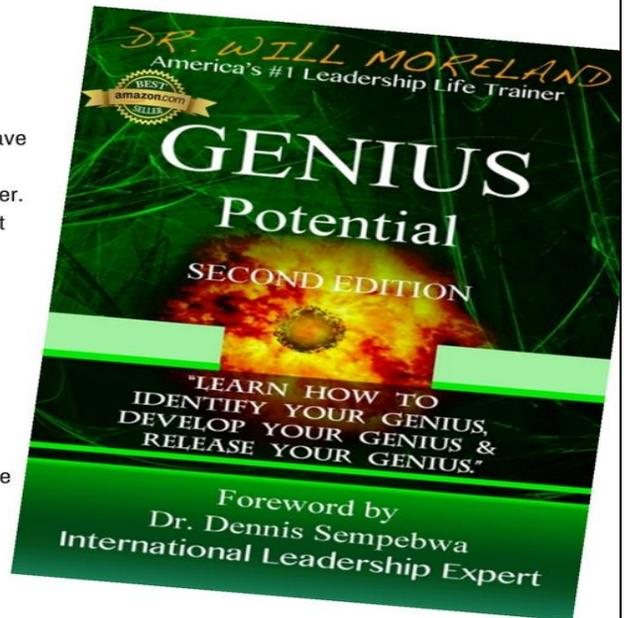
For many people they have been convinced that they don't matter. That they are doomed to live an average life. Dr. Will is skilled at helping audiences see their greater potential.

YOUR AUDIENCE WILL LEARN:

- ▶ Why you must pursue your potential and not settle for simply achieving your goals
- ▶ How to disrupt yourself before somebody else does
- ▶ Three ways to become laser-focused on doing things that produce the biggest results
- ▶ A powerful way to think that gives you a competitive advantage over others

"This presentation was amazing. We have never been this inspired!"

-Intel, Inc



DR. WILL CUSTOMIZES EACH PROGRAM HE DELIVERS

Dr. Will takes the time to speak with members of your organization to understand the issues your company is facing and the individual challenges of your employees. Whatever the desired outcome, Dr. Will is a master at tailoring every program or presentation to meet your event goals.

Based on your event and audience objectives, Dr. Will customizes each one of the programs he delivers around your meeting theme and develops a presentation unique to your group, delivering:

- ▶ An opening keynote, closing keynote or general session presentation.
- ▶ Energy, enthusiasm and unsurpassed expertise.
- ▶ A memorable, educational and motivational experience.

CUSTOM TAILORED CONTENT THAT RESONATES WITH EACH UNIQUE AUDIENCE:

"The preparation that you put in to understand what we wanted to achieve was amazing. You nailed it."

– EDWARD JONES

Not only did you tailor your presentation to fit our Theme, you over delivered. Your stats, stories and humor resonated with our organization."

– CRYSTAL STAIRS

GETTING PERSONAL WITH DR. WILL

Dr. Will is a native of Compton, Ca. He joined the Army in 1995 and served for 6 years. After leaving the Army he worked in Government for two years before starting his Leadership Consulting Company.

In 2010 Dr. Will moved the company from Germany to Arizona.

He has been a Professional Speaker for 16 years. He travels around the world to share his insights on life, business and leadership.

He has been married to Dr. Kristie Moreland whom he met in the Army. They have been married for 20 years. They have two children, Karah and Champ.

Dr. Will loves the beach and reflective time. He is the author of over 40 books and is frequently called upon by the media to share his wisdom.



HIRE DR. WILL TODAY FOR YOUR NEXT EVENT

Our team is waiting to serve you. We promise to make your experience and event one for the ages. We partner with you every step of the way. From book products to gift bag items we are here to support your event.

Contact Us Today
Phone: 480 442 3056
Email: info@drwillspeaks.com

Dr. Will Moreland's Give Me The Mic Training

Helping You Create The Life & Business You Love



Testimonials and Letters of Recommendation

Clarence F. Stuart IV
8640 South River Parkway
Tempe, AZ
www.edwardjones.com

Edward Jones
Making Sense of Investing

Inclusion and Diversity Week 2015
Dr. William Moreland – Seeing with New Eyes

Testimonial Subject: Speaking Engagement Testimonial
Event Date: August 26th, 2015 11:30am – 1:00pm
Location/Conference Room: 8620 Cafe

September 1st 2015

To whom it may concern,

Edward Jones has integrated a long-term approach to our inclusion and diversity strategy encompassing four key areas of emphasis: Workforce, Culture, Marketplace, and Social Responsibility. As a member of the firm's Inclusion Council, my primary goal is to support the firm's strategic and tactical objectives through planning, aligning, and executing campus programming. This year, I was responsible for procuring a keynote speaker for this year's Inclusion and Diversity Week; my goal was to identify a reputable, engaging, and knowledgeable expert in regards to the subject matter. Based on a past observation of Dr. Moreland speaking at the Greater Phoenix Black Chamber of Commerce Annual Awards Reception, I knew that he would be a great fit.

We were very fortunate to host Dr. William Moreland who effectively highlighted how to understand, appreciate, and embrace differences in order to complement your overall growth objectives. Dr. Moreland was incredibly engaging and very effective in terms of captivating the audience. His unique ability to involve an audience while presenting is a prime differentiator in the arena of public speaking. As a result, many participants were able to draw from the content whereas several takeaways were clearly defined, understood and directly applicable.

The specific purpose of this meeting was to provide the Tempe Campus with an engaging speaker who could create dialogue amongst associates in the spirit of Inclusion and Diversity at Edward Jones. Dr. William Moreland absolutely exceeded expectations in this regard, and the event was the most well attended event of the week. Along with positive attendance numbers, feedback suggests that Dr. Moreland would be a first-choice candidate to have back at Edward Jones.

Overall, the presentation was excellent! We look forward to future opportunities to partner with Dr. William Moreland in the future.

Sincerely,

The Greater Phoenix
BLACK CHAMBER OF COMMERCE
201 East Washington Street, Suite 320 • Phoenix, AZ 85004 • Ph (602) 307-5200 • Fax (602) 307-5204
Website: www.phoenixblackchamber.com

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President & CEO
Heather Mark Holmes
Executive
Chanelle Ponce
Membership Outreach Director
Patricia Santos Hill
Membership Associate

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Garry Walters
Southwest Gas Corporation

July 7, 2011

Dr. W.J. Moreland
Speaker, Author and advocate for Personal Development
5545 E Helios Dr
Florence, AZ 85132

Dear Will,

On behalf of the Greater Phoenix Black Chamber of Commerce Leadership Summit Planning Committee, we would like to thank and salute you for your time and expertise shared with our members and guests at the Leadership Summit on Friday, June 17, 2011. The event was a great success and we certainly couldn't have done it without you!

With your efforts and participation, the Summit was more meaningful, more informative and a great environment to do good business. Over 200 small business owners, corporate executives, community leaders and many students had the opportunity to experience firsthand the many resources available to them as they travel on their "Pathway to Success." We hope you share in our excitement to continue to provide quality educational programs and opportunities like this to the community.

Included in this package is a token of our appreciation for your continued support of our organization, and its mission to improve the economic development of our business entrepreneurs and the communities for which we serve. Our goal is to act as the corner stone for educational training, resource programs, resources and economic growth opportunities with a specific emphasis on "Business In Action" in the greater Phoenix area. Accompanying your certificate of appreciation, you will also find a review of the survey attendees filled out during each workshop session. The Leadership Summit's overall grade from the attendees was a 4.28 on a scale of 1-5. Thank you again for being a part of this event and The Greater Phoenix Black Chamber of Commerce.

In the Spirit of Success,

Jeffrey C. Cleveland
President & CEO

Garry Walters
Chair, Summit Planning Committee
Administrator, Consumer Affairs,
Southwest Gas Corp

Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

Have A Great Bio

Dr. Will is a Military Veteran and President of Will Moreland International, LLC, a leading training and consulting company dedicated to helping individuals and organizations maximize their potential.

Dr. Will is a highly sought after Keynote Speaker for Leadership and Business Growth, known as America's #1 Leadership Life Trainer, he is one of the most inspiring thought-leaders and leadership trainers of our time.

He has been called the Kobe Bryant of Personal Development for his tenacious approach to helping others discover their Genius Potential and live their best life. He has worked with numerous organizations in 40 different countries. Such as Intel, Edward Jones, USDA, US Army, Boeing, MLB, and NASCAR. He is a passionate keynote speaker, trainer, author and mentor.

Prior to founding his company, Dr. Will served 8 years in the United States Army. He was deployed on two separate missions and received top honors for his leadership acumen.

Dr. Will inspires individuals to impact their environments and influence change. Dr. Will is author of over 40 books, 15 which have reached bestseller and he is noted as being the only Speaker Trainer to have 4 bestselling books in one day. His books are read in more than 45 countries.

As an internationally known keynote speaker and business authority, Dr. Will has received numerous awards, in 2014 he was named a Top Thought Leader, in 2015, Diversity and Inclusion Leader of the Year, in 2016 Community Business Leader and in 2017 NAACP Business Leader of the Year. He has been named a Top Leader to Follow on Twitter and has appeared on many national and local TV broadcast as well as featured in Forbes, INC, Black Enterprise and many other magazines.

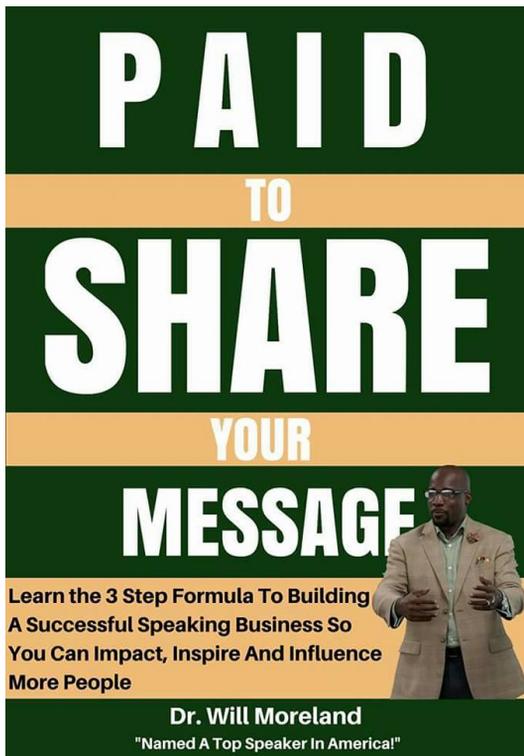
Dr. Will travels the globe to train on leadership development, high impact leadership, employee moral, change adaption, customer and client service, diversity and inclusion, company culture and executive excellence.

His message is simple... **IMPACT. INSPIRE. INFLUENCE.** He believes that is what each of should strive to do, in our lives, communities, careers and businesses.

Create, Create, Create

My Periscope book landed me in **FORBES Magazine**.

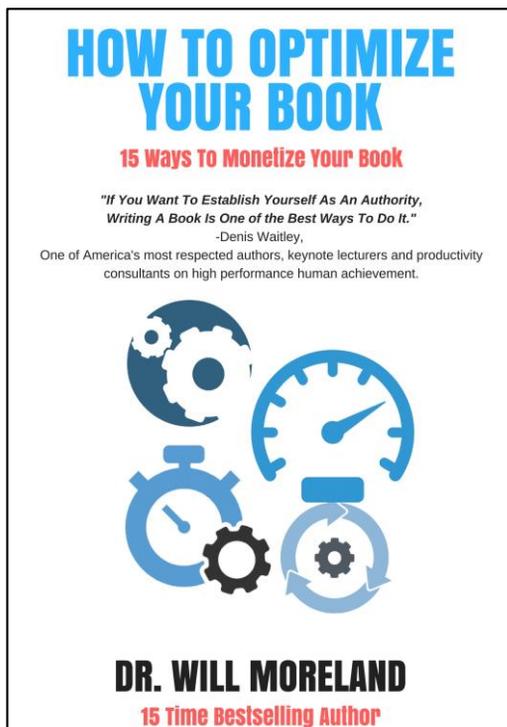
You have to put your Ideas, Skills and Knowledge out There!!!



PAID
TO
SHARE
YOUR
MESSAGE

Learn the 3 Step Formula To Building A Successful Speaking Business So You Can Impact, Inspire And Influence More People

Dr. Will Moreland
"Named A Top Speaker In America!"



HOW TO OPTIMIZE YOUR BOOK

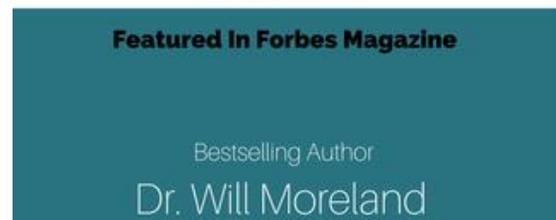
15 Ways To Monetize Your Book

"If You Want To Establish Yourself As An Authority, Writing A Book Is One of the Best Ways To Do It."
-Denis Waitley,
One of America's most respected authors, keynote lecturers and productivity consultants on high performance human achievement.

DR. WILL MORELAND
15 Time Bestselling Author



Habits of
The **7** Genius
Periscopers



Featured In Forbes Magazine

Bestselling Author
Dr. Will Moreland



America's #1 Leadership Life Trainer

Dr. Will Moreland
International Leadership Expert

GENIUS Potential
LEARN HOW TO IDENTIFY YOUR GENIUS & DEVELOP YOUR GENIUS & RELEASE YOUR GENIUS!
Foreword by Dr. Dennis Scott, International Leadership Expert

YOU COULD QUIT, BUT THAT WOULDN'T BE ANY FUN!
7 Lessons On Not Quitting
Dr. Will Moreland

17 Actionable Tips to Boost Sales
Dr. Will Moreland

The 5 Principles of Debt Release
Dr. Will Moreland

Leadership Excellence
For the Leader in You
Dr. Will Moreland

Dr. Will's Ten Commandments of LEADERSHIP
Dr. Will Moreland

31 DAYS OF LIFE TRANSFORMING CONFESSIONS
Dr. Will & Krista Moreland

22 SUCCESS LESSONS
From Leadership to Success
Dr. Will

31 Days of Life Transforming Confessions
"Your attitude could be what's holding you back!"
Dr. Will Moreland

Worship For Your Foundation Part 1
Dr. Will Moreland

Developing the Right Mindset
The Will To WIN!!
Dr. Will Moreland

THE ABC'S OF LEADERSHIP
"An A to Z guide to becoming a better leader."
Dr. Will Moreland

9 Daily Practices to Guarantee A GREAT DAY!
Dr. Will Moreland

How To Be Happy At Work
Dr. Will Moreland & Pat Byrd

THE GENIUS LAWS OF LEADERSHIP
Dr. Will Moreland

THE LITTLE BLACK BOOK OF GENIUS
Dr. Will Moreland

BUILDING A CHAMPIONSHIP BUSINESS THAT'S GENIUS
DR. WILL MORELAND AND ANGELA BICE

DAYS OF LIFE TRANSFORMING CONFESSIONS
Dr. Will

THE PRIVATE LIFE OF ENTREPRENEURS
Dr. Will Moreland

LET THIS MINDSET
Dr. W.J. Moreland

Think Better, Live Better, Meditating on the RIGHT THINGS!
Dr. Will Moreland

Leadership On Fatherhood
Dr. Will Moreland

Cutting Edge Tips For Students
Dr. Will Moreland

**Dr. Will Moreland's
Give Me The Mic Training**



Helping You Create The Life & Business You Love

**MEDIA/
SOCIAL MEDIA
AMPLIFYING
YOUR
VOICE**

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Steps To Getting Media Coverage

1. Be Intentional
2. Build Relationships
3. Be Grateful
4. Reporters **NEED** stories **EVERY SINGLE DAY**, 365 days out the year!!!
5. Add value, remember their job is on the line.
6. Be Patient, Be Prepared!!!

Use Social Media To Build Your Platform

1. Use Social Media to Build Your Platform
 - **Facebook**
 - **Youtube**
 - **Twitter**
 - **Pinterest**
 - **Instagram**
 - **Linkedin**
 - **Periscope**
 - **Blab**
 - **Meerkat**
2. Start Blogging to Share Your Message and Build Your Tribe
3. Write A Book

MEDIA NOTES

1. Do the Producers Job- Make it easy for them to say yes by knowing your information.
1. Follow Stories that cover your topic
2. Create a list of topics you cover that are important to producers

Media Statement:

“For the last two decades I’ve worked with clients in over 40 Countries to help them achieve their goals. By using my **S.O.L.V.E. Success Formula**”



The more you know about the media organization and your target editor, the better and more confidently you can pitch to them. Building relationships *now* means editors will be more likely to take your call when you've got an important story to tell. Best of all, even if they can't offer you coverage on this particular story, they may refer you to another reporter who can. As with any relationship, building trust is critical. Keep your promises, and be on time. Be upfront about what you can and can't do. You might not be able to do everything, but reporters will appreciate your honesty.

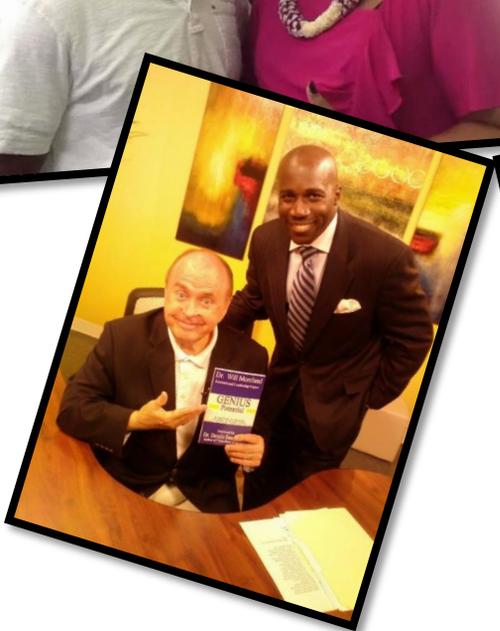


Look for personal stories that connect with your core message or expertise. For instance, if you are a tax advisor, tax season is your season. Unusual stories and angles that affect a media's audience are more likely to get media coverage than mundane ones.





Start following local reporters in your home town on their social media handles. Engage with them on weekly basis.



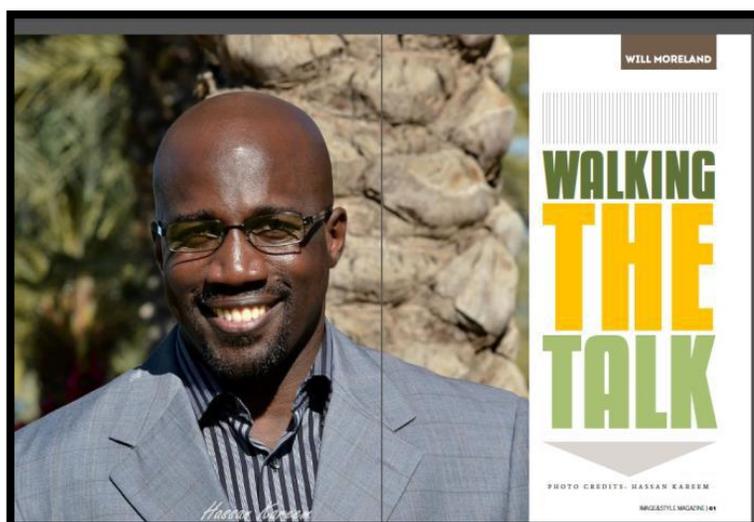
Becoming a “**Media Expert**” can lead to increased income and more leads for your business. If you are an author media exposure could help you sale more books. I help entrepreneurs set up platforms that help them position themselves as “**EXPERTS**” and attract the media to them.



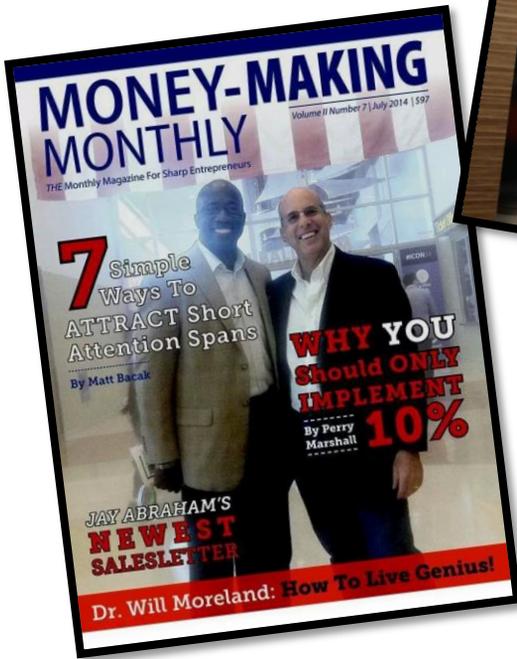
Research your story carefully. This allows you to revise your pitch if the editor has specific needs. You also must be able to answer any questions that the editor may have.



Media coverage means increased visibility, which exposes your business, product or service to more prospective customers. The more people you can reach, the better the impact you will have in the market place.



You wouldn't follow up on a potential business opportunity without knowing something about their business, so don't call the news media blindly. Before you pitch to any media outlet, study their work. Read the publication, watch the show, and listen to the radio broadcast. Get familiar with the characteristics of the media outlet you are targeting. Find out about their main audience and their likes and dislikes.





The more visible you are in the media, the more you will be seen as the expert and go to person in your field and industry. You can use this card to increase your profits by raising your pricing, because you are the “EXPERT.”

People want to work with the “EXPERT.” Event planners hire the “EXPERT” for conferences, seminars and workshops, etc.

In your brochures and company literature you can show how you have been featured in all this media. This provides instant credibility.



Global Entrepreneurship Week focuses on helping Entrepreneurs succeed! International and Local Entrepreneurs providing information throughout the week

Written by: The Startup | Sunday, 09 November 2014 10:07 AM | 100 views | 0 comments | 0 likes | 0 dislikes | 0 shares | 0 prints | 0 emails | 0 social media | 0 total | 0 comments



How To Pitch The Media

Story Idea Ties Into National Social Media Story

Inbox x



Dr. Will Moreland <drwillmoreland@gmail.com>
to Susan

Hi Susan,

Hope you are well. I recently did a seminar for a local company here in Phoenix on Social Media Engagement.

In light of the recent backlash of Roseanne Barr and the NBA Executive caught up in the fire, I think your audience would benefit from learning the "5 No No's of Social Media"

Let me know what you think!

Will



Dr. Will Moreland

America's #1 Leadership Life Trainer

Appointed An Ambassador of World Civility

2015 Named A Top Speaker In America

2016 Named Business Leader of the Year

2017 Named Community Leader of the Year

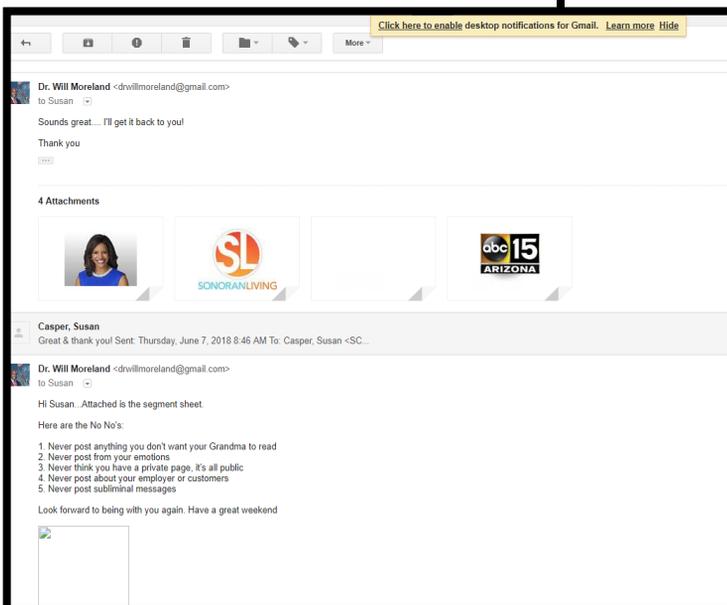
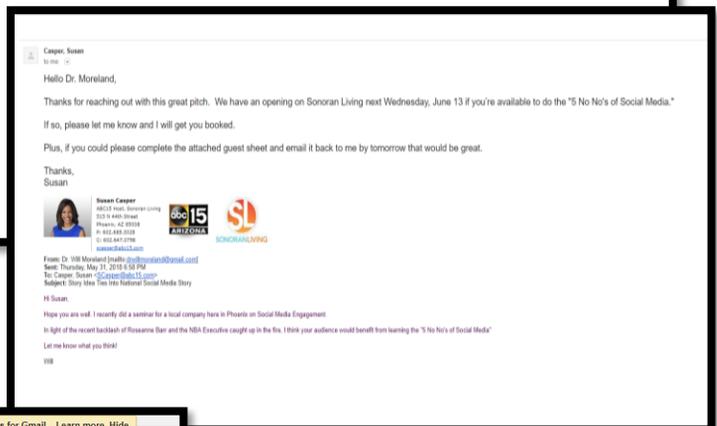
2017 Named Diversity Leader of the Year

www.drwillspeaks.com

[Facebook](#) [Instagram](#) [LinkedIn](#)

Email 1: Tie in a local story that has been recently been in the News. Show them how their audience will benefit.

Email 2: Be flexible and gracious.



Email 3: Be prompt with your replies as the news world moves fast.

CONTINUED ON PAGE 4 THE COURT REPORTERS' YORK OF CONTINUED ON PAGE 4

iDominate 360 speakers inspire youngsters



The enthusiast group of talented and motivating members of the iDominate 360 initiative. Photo Today / Gustav Knot

GREAT BAY – During this week 360 organization was founded that all have one life that connected to become very successful and very talented people.

the iDominate 360 initiative is actively inspiring youngsters in our community. The iDominate 360 organization was founded by Ife Badejo. She managed to create a team of inspiring, successful and very talented people.

THE DAILY HERALD, Thursday, November 19, 2015



LABEL

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Two-day conference aims to turn ideas into profit

COLE BAY--From the spark of an idea to profit is the concept upon which a two-day conference hosted by InfoBizz Foundation is built. The conference, called iDominate360, starts on Friday at University of St. Martin (USM) from 12:00pm to 5:00pm. It continues on Saturday in Tropicana Casino Ballroom from 7:30pm to 10:00pm; doors opens at 6:00pm.

Conference presenters include Leadership and Life Trainer Dr. Will Moreland and P3 Speaker and Strate-

Moreland said the conference will aid entrepreneurs and developers who are "ready to take their business to the next level." He added the gathering will guide attendees from the idea through the next steps with "tools and resources to take it from an idea to profit."

The "Business Model Concept" will be the focus of Ashman. She is poised to talk about doing business creatively with a step-by-step concept.

Joseph said he will share know they can be successful right here. I want to transform business by giving people the tools they need."

Badejo said together the conference presenters represent a century of experience and knowledge of the business field and successful concepts.

Cost for the two-day event is US \$125 per person or US \$75 per person for a single day attendance. The fee includes all materials and snacks.

To register for the confer-



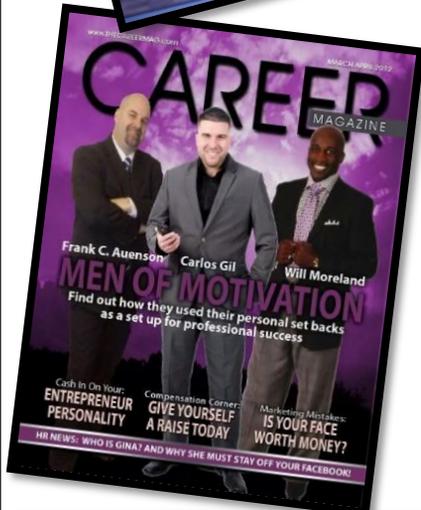
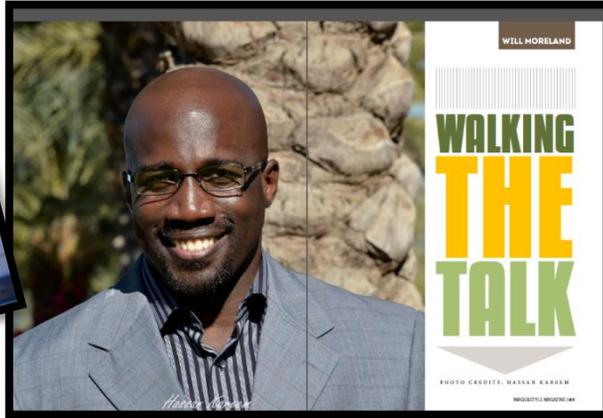
Leadership Articles @ECLeadership 3h
@DrWillSpeaks - Congratulations on making on our Top Twitter list!
bit.ly/1SMUdKJ



CONGRATS! YOU MADE THE TOP 100

LEADERSHIP EXPERTS TO FOLLOW FOR MARCH 2016.

EVANCARMICHAEL.COM



WILL MORELAND

THERE ARE SPEAKERS AND PRESENTERS WHO PROFER THE QUICK AND EASY RECIPES FOR SELF-IMPROVEMENT, BUT THIS MAN IS NOT ONE OF THOSE. HE KNOWS ABOUT HARD THINGS BECAUSE HE HAS LIVED THROUGH THEM. HE UNDERSTANDS WHAT READS OF EFFORT AND STRENGTH OF CHARACTER IT TAKES TO OVERCOME BECAUSE HIS LIFE IS AN EXAMPLE OF THE SUCCESS WROUGHT FROM SUCH INDUSTRIOUSNESS. HIS VALUE HIS BUSINESS IS BASED ON SPREADING THE WORD OF HOW YOU TOO CAN FIND YOUR PATH TO SUCCESS IN LIFE. PLEASE MEET AMERICA'S #1 LEADERSHIP LIFE TRAINER, DR. WILL MORELAND.

2014 Covering up of Capitalism. Capitalism is a system of economic organization based on the free market and private ownership of the means of production. It is a system of economic organization based on the free market and private ownership of the means of production. It is a system of economic organization based on the free market and private ownership of the means of production.

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2014 Covering up of Capitalism. Capitalism is a system of economic organization based on the free market and private ownership of the means of production. It is a system of economic organization based on the free market and private ownership of the means of production. It is a system of economic organization based on the free market and private ownership of the means of production.



Best Practices On-Line

Positioning

Positioning gets you paid more and more, not for what you do, but for **WHO** you are. People do not buy your expertise. Expertise is assumed. They do not buy value. Value is assumed. **What they buy is what they believe about you, mostly your myth.**

When you position yourself correctly, your marketplace aura and the conversation and the hoops you set up filters those not ready or unwilling to do business with you on your terms, and it pre-sells those who are and are willing.

The thing to remember is that people "afford" whatever they want. Money is always the client's responsibility.

BE THE ONE in your market.

Website

Put up a web page that looks like someone who is already **THE ONE!**

Incoming links are one of the SEO big 3 for your website.

One effective way to build high quality incoming links is post great content on your blog, "link bait." Examples would be lists (30 great social media posts) or an infographic.

- (1) Building links from other sites by genuinely commenting or sharing content I've written;
- (2) Exchanging links with other high-value sites (the most time consuming); and
- (3) Testing various other link building methods including using private paid blog networks and tribe groups.

- I know why I want to integrate social networking into your marketing strategy.**
- I know who my target audience is and where they hang out online.**
- I have defined my social networking goals and objectives.**
- I know what personality or brand image I want to communicate.**
- I have a strategy of what I want to offer social networking connections and how.**
- I've researched social networking sites and found a few that match my needs.**
- I've researched my competition to find out what sites they participate in.**
- I've signed up with one or two social networking sites.**
- I've created a username that will be easy to find, follow, and connect with.**
- I've created a profile that matches my brand image and the image I want to portray.**
- I've included contact information in my profile including my URL.**
- I've included something personal in my profile including a photo of myself.**
- I've followed my competition on these sites.**
- I've invited my friends, associates and customers to follow me.**
- I've added a "Follow me" button on my website.**

- I've created a schedule to post and participate.
- I've researched options to manage my time.
- I've schedule time each day to post and connect online.
- I've utilized relevant technology to optimize my time.
- I'm creating specific promotions and offers for my social networking audience.
- I've integrated my social networking tactics into my other relevant marketing tools.
- I've created systems to test and track my social networking goals and tactics.



Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

What is your purpose for being on-line? Ex.-I want to learn more about my customer

1. **Goal #1: Ex. To build awareness of my business.**

2. **Goal #2:**

3. **Goal #3:**

Platform 1: Example: Facebook (60% of my customers have a Facebook Account)

Why (Is your target market here):

What (Product Services): Example: (I will post coupons on my page)

Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

When (Time Investment): Example: (I will invest 30 mins to answer post and questions)

Platform 2:

Why (Is your target market here?):

What (Product Services): What will you offer online?

When (Time Investment): How much time will you invest each week?

What (Product Services): Example: (I will post coupons on my page)

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Helping You Create The Life & Business You Love

When (Time Investment): Example: (I will invest 30 mins to answer post and questions)

Platform 3:

Why (Is your target market here?):

What (Product Services): What will you offer online?

When (Time Investment): How much time will you invest each week?

22 Ways To Gain Visibility

1. LinkedIn
2. Twitter
3. Facebook Live
4. Facebook Post
5. Periscope
6. Snapchat
7. Instagram
8. Blogging
9. Webinars
10. Podcast
11. eBooks
12. Medium
13. Lynda.com
14. Write Newspaper Articles
15. Youtube
16. T.V. Media
17. Radio
18. Speaking
19. Emails
20. Networking
21. Pinterest
22. Conferences/ Seminars



**If they don't
know about
you
how can
they hire
you?**

How To Build Your Online Presence

- 1. Gain Market Trust**
- 2. Establish Your Online Ego**
- 3. Create a Vision for Your Tribe**
- 4. Create Your Amazing Story**
- 5. Create Habits of Success**
- 6. Create A Polarizing Point of View**
- 7. Create Your Vocabulary**
- 8. Find Your Best Vehicle to Share**
- 9. Create A VIP Experience**
- 10. Create Online Partners/ Create**
- 11. Offline Partners**
- 12. Create Brand Cheerleaders**
- 13. Create Affiliates**

SOCIAL MEDIA ENGAGEMENT

Use Social Media to build your brand, increase visibility and talk to your IDEAL CLIENT

FACEBOOK

LINKEDIN

INSTAGRAM

Monday: _____

Tuesday: _____

Wednes.: _____

Thurs.: _____

Friday: _____

Monday: _____

Tuesday: _____

Wednes.: _____

Thurs.: _____

Friday: _____

Monday: _____

Tuesday: _____

Wednes.: _____

Thurs.: _____

Friday: _____

TWITTER

YOUTUBE

BLOG

Monday: _____

Tuesday: _____

Wednes.: _____

Thurs.: _____

Friday: _____

Monday: _____

Tuesday: _____

Wednes.: _____

Thurs.: _____

Friday: _____

Monday: _____

Tuesday: _____

Wednes.: _____

Thurs.: _____

Friday: _____

**Dr. Will Moreland's
Give Me The Mic Training**



Helping You Create The Life & Business You Love

**MENTORSHIP
BUYING
SPEED AND
TIME**

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STOP SPENDING

YOUR TIME.

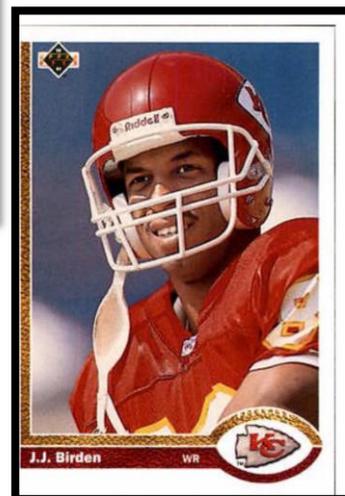
START

INVESTING

YOUR

TIME

“Dr. Will! You helped me get the JJ Birden brand rocking as an entrepreneur, speaker and now a best-selling author. Keep doing what you do!”

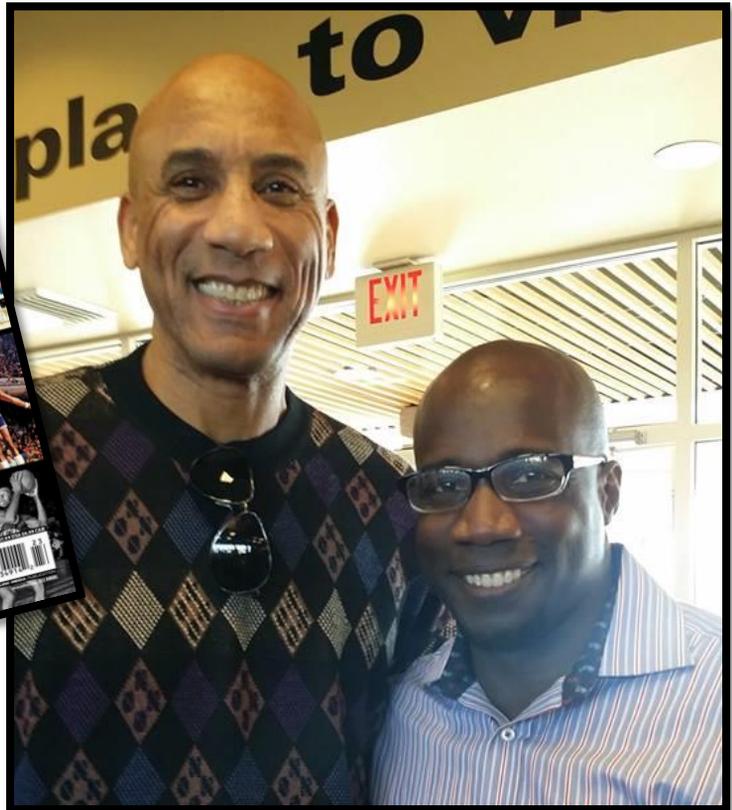
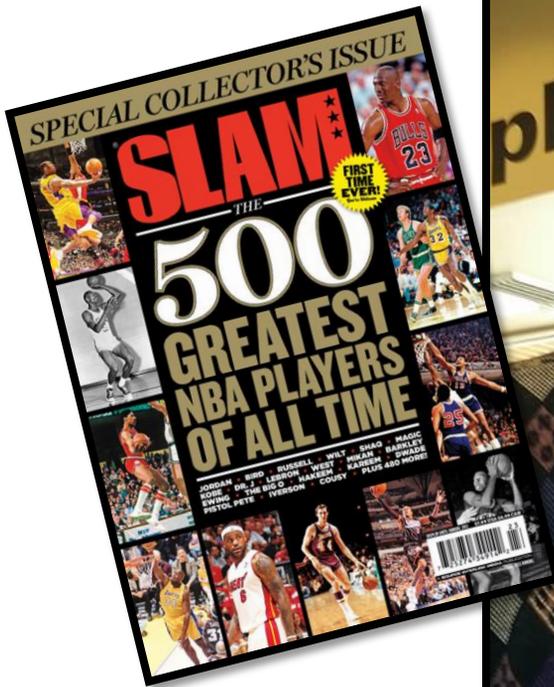


JJ Birden

JJ Birden, former NFL wide receiver turned motivational speaker, through his journey from unlikely contender to professional athlete to successful businessman to America's #1 Opportunity Trainer.

One of the NBA'S Best Players of All Times says:

“Dr. Will is a SMART LEADER. Work with him.”



John Shumate

John was the center on the Notre Dame team that ended UCLA's NCAA-record 88-game winning streak on January 19, 1974. John is ranked as one of the Best Players to ever play in the NBA. He is the former Coach of the WBNA Phoenix Mercury.

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Helping You Create The Life & Business You Love

“When we look at greatness we know that Dr. Will represents that. He is the personification of greatness itself!”



Les Brown

Les is the world's most renowned motivational speaker, Les Brown is a dynamic personality and highly-sought-after resource in business and professional circles for Fortune 500 CEOs, small business owners, non-profit and community leaders from all sectors of society looking to expand opportunity.

Want to work with Dr. Will
ONE-ON-ONE?

Set up a One-Day Consultation.
During this time, Dr. Will takes
you through his **S.O.L.V.E**
System™ for Business
Success. Contact our office
today to set up an appointment.
Dr. Will only works with a
select number of individuals
each year.

Email: info@drwillspeaks.com

S.O.L.V.E

- 1. Systems**
- 2. Operations**
- 3. Leadership**
- 4. Vision**
- 5. Execution**



**Dr. Will Moreland's
Give Me The Mic Training**



Helping You Create The Life & Business You Love

**MONETIZE
BEING PAID
FOR YOUR
VALUE**

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**Dr. Will Moreland's
Give Me The Mic Training**

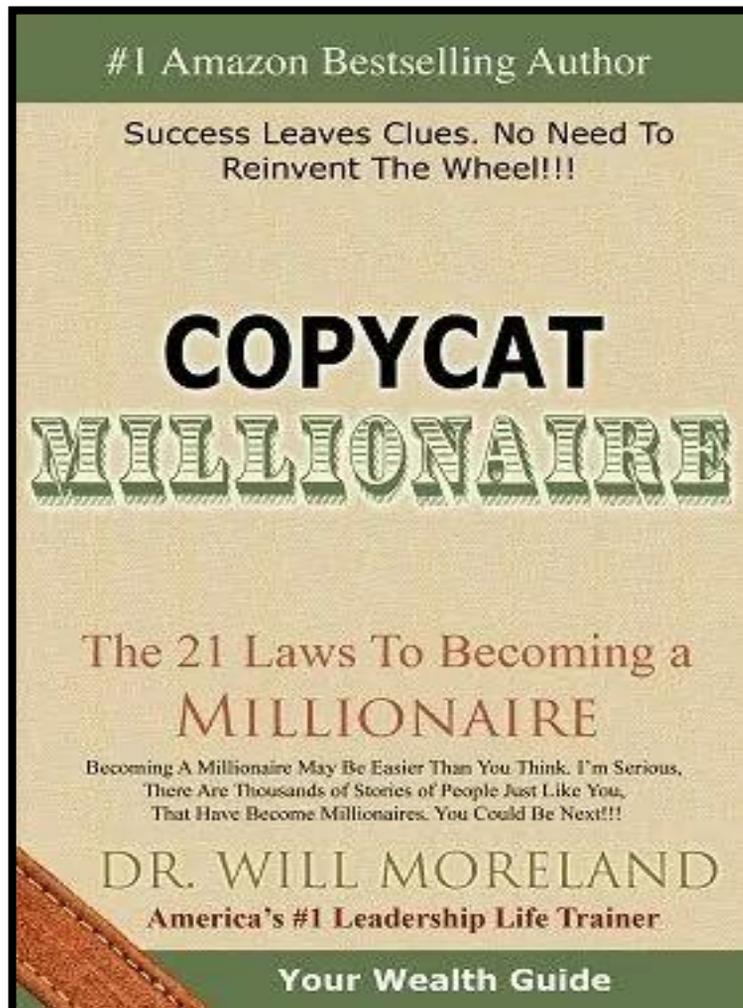


Helping You Create The Life & Business You Love

SETTING YOUR PRICE

**Simple Question: What QUALITY
of life do you want to live?**

WHO TAUGHT YOU ABOUT MONEY



**Don't Get Shiny Object Syndrome.
If You Chase Two Rabbits You Will
Loose Both!!!**

FOCUS ON RGA'S

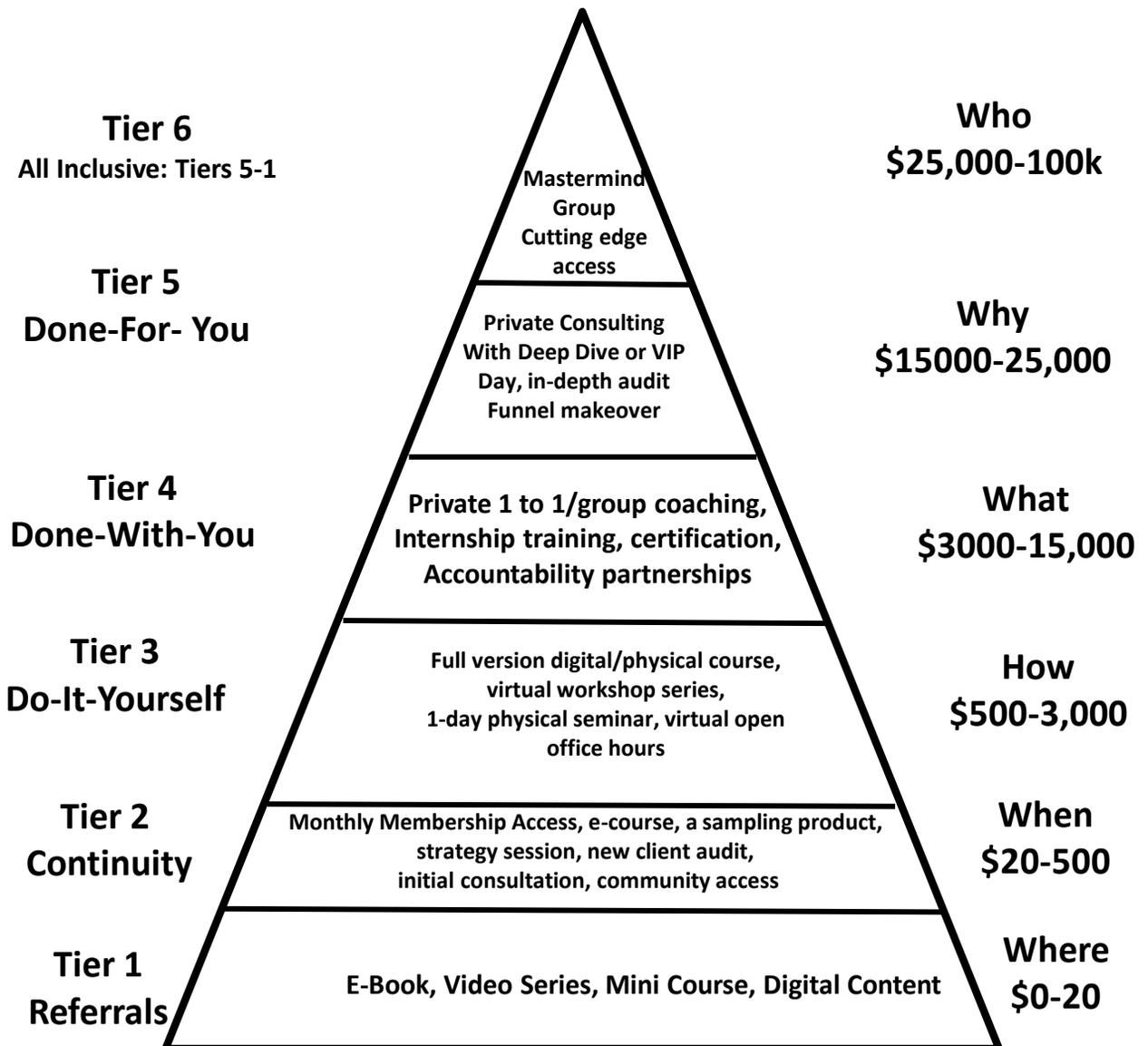
REVENUE

GENERATING

ACTIVITIES

How Genius Speakers Think GAME CHANGER

If you desire to work with the best Clients and get booked by the biggest conferences, you **MUST** become the “WHO.” The people that become the “WHO” get paid the most money!!!

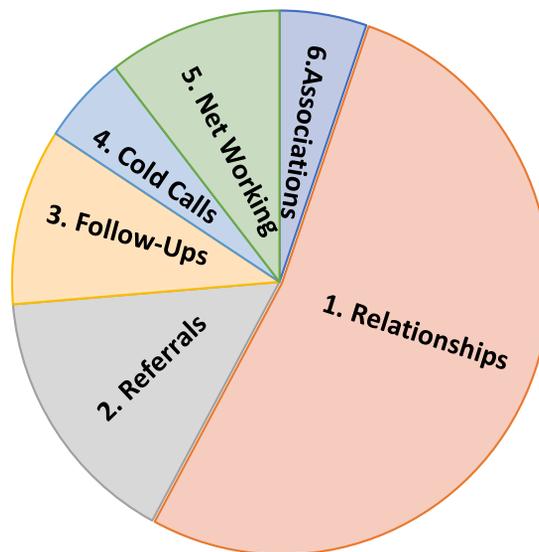


Run Your Speaker Business Like A Business!!!

**You will not
go higher
than your level
of
Organization!!!**

For me, this graphs reflects where I have found speaking opportunities over the last 10 years. Your results may differ based on you're your engagement. As an example, I am not affiliated with a Speakers Bureau or Speaker Association.

Speaker Opportunities



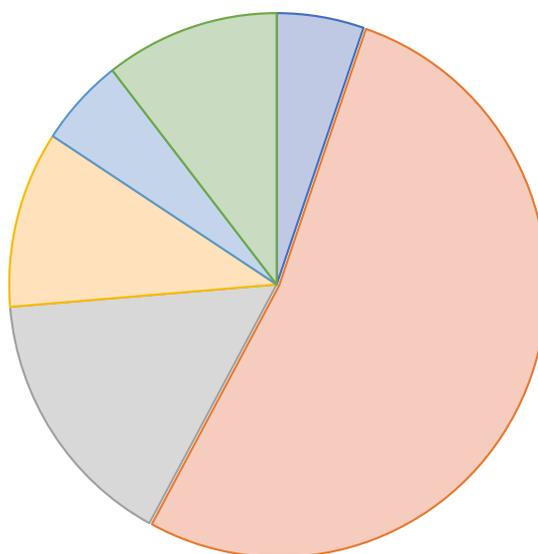
1. 50% of your opportunities
2. 15% of your opportunities
3. 10% of your opportunities
4. 5% of your opportunities
5. 10% of your opportunities
6. 5% of your opportunities

1. Tap into your **Relationships**, family, friends, associates etc to find speaking gigs.
2. Always ask for **Referrals**. Each time you speak.
3. When someone says “We would like for you to speak” ALWAYS **Follow-Up**.
4. Reach out to local businesses for opportunities via **Cold Calls**.
5. Attend **Networking** events where your ideal client may have representatives attending
6. Join local **Associations**.

■ Associations ■ Relationships ■ Referrals ■ Follow-Ups ■ Cold Calls ■ Net Working

Create Your Own Metric

Speaker Opportunities



1. ___% of your opportunities
2. ___% of your opportunities
3. ___% of your opportunities
4. ___% of your opportunities
5. ___% of your opportunities
6. ___% of your opportunities

1. Tap into your **Relationships**, family, friends, associates etc to find speaking gigs.
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■ Associations ■ Relationships ■ Referrals ■ Follow-Ups ■ Cold Calls ■ Net Working

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Helping You Create The Life & Business You Love

Where Can I Find Gigs

1. Meeting Planners International www.mpiweb.org
2. American Society of Association Executives www.asaenet.org
3. Learning Annex www.learningannex.com
4. Successful Meetings www.successmtgs.com
5. Meetings and Convention Magazine www.meetings-conventions.com
6. Meeting News www.meetingnews.com
7. American Society of Training and Development www.astd.org
8. Professional Convention Management Ass. www.pcma.org
9. Convention Industry Council www.conventionindustry.org
10. Society of Corporate Meeting Professional www.Scmp.org
11. Society of Government Meeting Professionals www.sgmp.org
12. One Day Trade Shows for Hospitality Industry www.meetingquest.com
13. Hospitality Sales and Marketing International www.msmai.org
14. Intl. Assoc. of Convention & Visitors Bureaus www.iacvb.org
15. International Association of Event Managers www.iaem.org
16. International Special Events Society www.ises.com
17. Society for Human Resource Management www.shrm.org
18. Association News www.associationnews.com
19. World Chamber of Commerce Directory www.chamberofcommerce.com
20. Motivation Show www.motivationshow.com
21. American Marketing Ass. www.ama.org
22. Hospitality Sales and Marketing Ass. Intl. www.afforbalemeetings.com
23. International Public Management Ass. www.ipma-hr.org
24. Insurance Conference Planners Ass. www.icpanet.com
25. International Ass. Of Assembly Managers www.IAAM.ORG
26. National Coalition of Black Meeting Planners www.ncbmp.com
27. National Association of Catering Executives www.nace.net
28. National Business Travel Association www.nbta.org
29. Western Association of Convention & Visitors Bureaus www.wacvb.com
30. Black Meetings and Tourism www.blackmeetingsandtourism.com
31. Professional Convention Management Association www.pcma.org
32. International Association of Speakers Bureaus www.igab.org
33. Speaker Services for Bookings www.speakermatch.com
34. Gig Salad www.gigsalad.com
35. Gig Masters www.gigmasters.com

Where Are My Next 10 Speaking Opportunities

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

How To Maximize Your Speaking Opportunities

1. _____
2. _____
3. _____
4. _____
5. _____

Product Calendar

Q1

<u>JANUARY</u>	<u>FEBUARY</u>	<u>MARCH</u>
Special Days:	Special Days:	Special Days:
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

Q2

<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>
Special Days:	Special Days:	Special Days:
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

Product Calendar

Q3

<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Special Days:	Special Days:	Special Days:
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

Q4

<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>
Special Days:	Special Days:	Special Days:
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

MCDONALDS

STARBUCKS

WALMART

THEY DON'T

HAVE THE BEST

PRODUCT or

SERVICE

THEY HAVE BEST

SYSTEMS

How to Grow Your Business

Only 3 Ways To Grow Your Business

1. Increase Potential Clients
2. Increase frequency of purchases
3. Increase amount at point of sale. Upsell.

Client invest \$100 per Quarter - \$400

How can we get them to purchase twice a quarter?

Increase your prices.... Why Higher Prices?

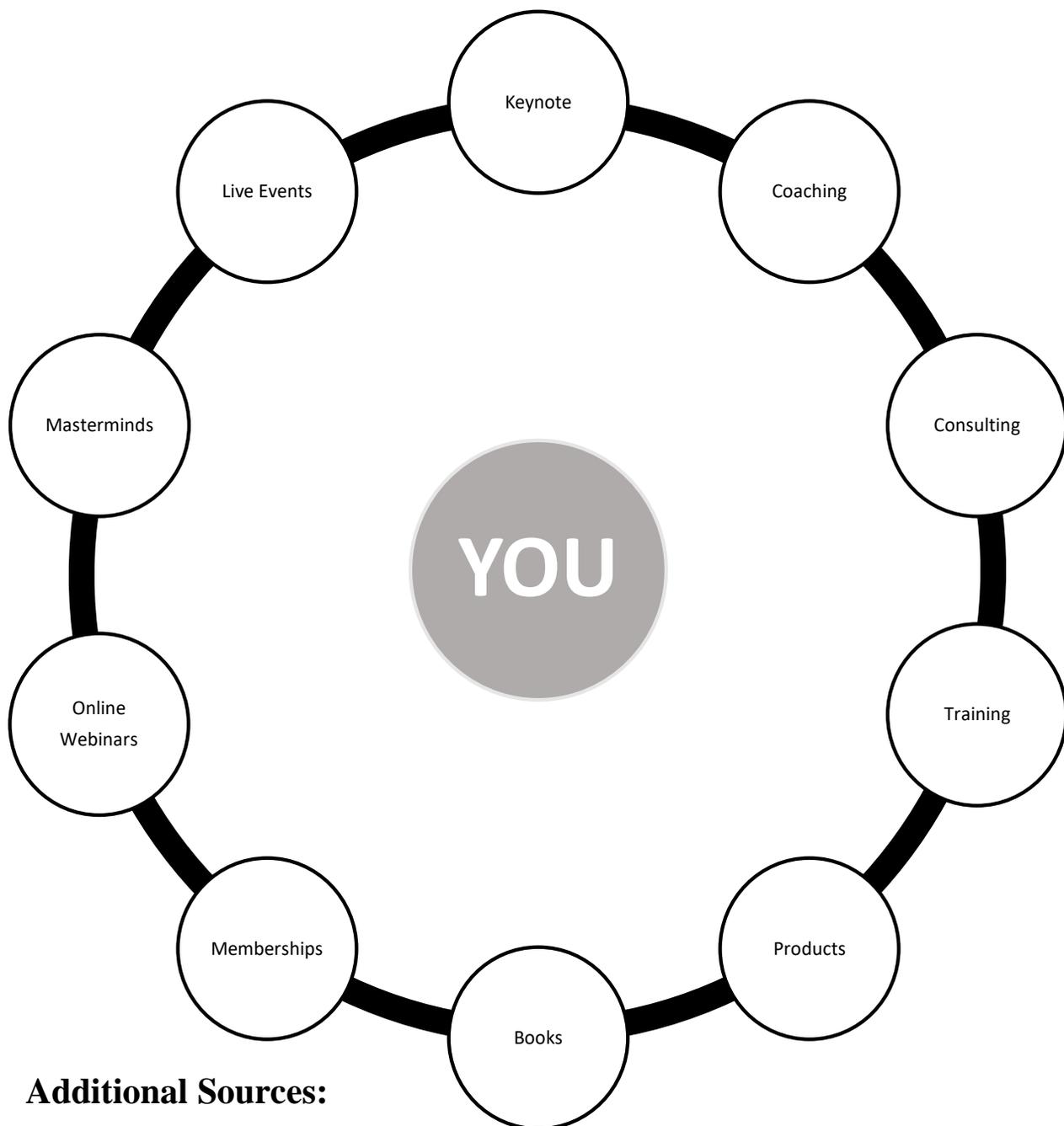
1. Reassures you are the best
2. Higher commitment from clients
3. Work with fewer clients

Split Testing:

1. Take a product, market it
2. Use 2 or 3 groups to test copy, price and conversion
3. Change headlines, outcomes and prices

Revenue Wheel

Maximize Your Content



Additional Sources:

1. Affiliates
2. Partnerships
3. One On One Coaching

Revenue Wheel

Maximize Your Content

Know your numbers. Where are your best results coming from? Where are the opportunities for growth?

REVENUE WHEEL				
"How I Get Paid"				
BUSINESS	REV %	REV % GOAL	STATUS	TRACK
Organizational Speaking	14%	Raise by 15%	Grow	Yes
High School Speaking	5%	Raise by 5%	Maintain	No
Corporate Speaking	13%	Raise by 20%	Grow	Yes
College Speaking	7%	Raise by 15%	Maintain	No
Business Consulting	30%	Raise by 20%	Grow	Yes
Books	3%	Raise by 15%	Maintain	Yes
Online Training	7%	Raise by 10%	Grow	No
Live Events	8%	Raise by 20%	Grow	No
Master Mind Groups	13%	Raise by 15%	Grow	Yes

Increasing Productivity To Increase Profits

These represent the most important areas of your business. Learning how to “OPTIMIZE” each area will add to your bottom line.

Sales Optimization

Performance Optimization

Marketing Optimization

Social Media Optimization

Copy Optimization

Email Optimization

Persuasion Optimization

Employee Optimization

Systems Optimization

Ad Optimization

Affiliate Optimization

Relationship Optimization

PR Optimization

Follow Up Optimization

Idea Optimization

Video Optimization

Sales Funnel Optimization

Leadership Optimization

Productivity Optimization

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
2% OF SALES ARE MADE ON THE FIRST CONTACT
3% OF SALES ARE MADE ON THE SECOND CONTACT
5% OF SALES ARE MADE ON THE THIRD CONTACT
10% OF SALES ARE MADE ON THE FORTH CONTACT
80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

Optimize What You Do For Maximum Performance

Learn to use multiple strategies from several industries to improve performance of your systems.

Create Bias-----
Right Bias-----
Cheese attracts rats
Salt block attracts deer

Consumer Triangle



WORDS THAT WILL CHANGE YOUR BANKING ACCOUNT

I Will NOT over think it.
I WILL NOT wait for it to be perfect.
I WILL JUST DO IT!!!

Why You Should Charge Higher Prices

1. Reassures You Are The Best
2. Higher Commitment from Clients
3. Allows You To Work With Fewer Clients

Know How The Masses Think and React to Buying

First Type : Seekers > Only want **FREE** stuff

Second Type: Suspects > Checking you out

Third Type: Prospects > Giving you serious consideration

Fourth Type: Buyers > Invested in your products

Fifth Type: Advocates > Tell others about you

“Success Is A Science”

Maximize Your Website

Think about your website like a club. How can you maximize the same amount of space. In a club, they will have a max capacity of people they can allow in.

Let's say 200 people. If they charge \$20 that is \$4000. They are capped. So what have they done to increase revenue. They charge 2 drink minimum. At \$10 a pop, that's another \$4000. They will offer bottle service. For \$200 times 20, that's another \$4000. VIP Section, 4 times \$500 plus Bottle service that's another \$3600. All together \$11,600 and they didn't increase their space, they just maximized it.

Key Note

Coaching

Products

Live Events

Mastermind

Membership



Kevin "Special K" Daley

"Celebrity Association & Attachment"

Interview Opportunity



YOU BET I Want to be interviewed by Harlem Globetrotter Legend Kevin "Special K" Daley. (A Once-in-a- Life Time Opportunity!)

- You get Kevin Daley interviewing YOU with your product or service



- You will be interviewed for a **Professional Video Recording** for 10 minutes on your topic/niche, **helping position YOU** as the **Go To Person In Your Industry** on your topic...in your niche...and **YOUR BUSINESS!!!**

- You will also receive **Pictures of You Being Interviewed by Kevin** on set (aka, "Behind The Scenes")...Lunch with Dr. Will & Kevin, plus Autographed Pictures of You and Kevin.



RESERVE YOUR SPOT!



PRINT CLEARLY:

Print Name on Card _____
 Billing Address _____
 City _____ St _____ Postal Code _____
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 Card # _____ Exp. Date _____
 CVC _____
 Signature _____
 Date _____

TOTAL VALUE: \$15000

- 2 Investments of \$1100
- 1 Investment of \$1997

By signing and dating above, I agree I have fully read and fully understand everything on this enrollment form and the terms and conditions and I authorize The above amount to be charged to the above credit card. Terms Kevin Daley/Dr. Will Moreland/ WMI, LLC must approve all product, services, topics & has sole discretion to decline providing interview or endorsements to any/all people/products/services/that he/they feel do not match the Kevin Daley, Dr. Will Moreland or WMI, LLC brand.

Dr. Will Moreland's Give Me The Mic Training



Helping You Create The Life & Business You Love

BONUS MATERIAL

LIVE

EVENT

BLUEPRINT

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The

Accelerate Your

LIVE EVENT

BLUEPRINT

How To Earn Six
Figures In A
Weekend At Your
Live Events

MY FIRST LIVE EVENT

I did my first **LIVE EVENT** over 15 years ago in Kitzingen Germany. It was a business development seminar where I packed the room out with 23 people, lol.

I was so excited just to have people attend, it didn't dawn on me to create an upsell offer.

I left so much money on the table and so will you without a solid offer.

My next **LIVE EVENT**, I had 72 people in the room and earned six figures in sales.

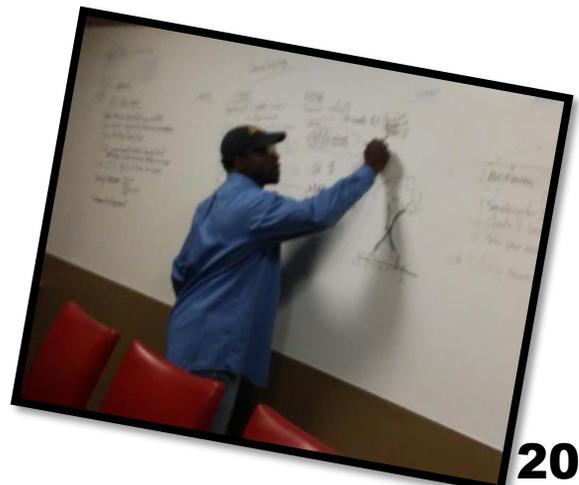
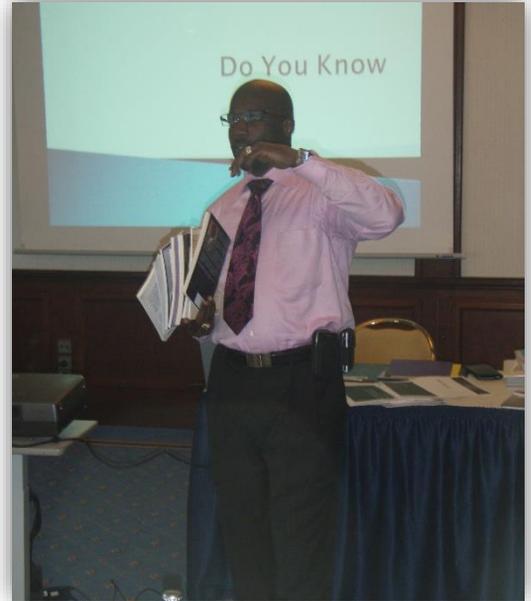
Today, **One On One Coaching** for some Clients is \$50,000 to work with me for one day.

Back then it was \$5000.

I sold six \$5000 consulting packages and earned \$30,000 from those six Clients alone.

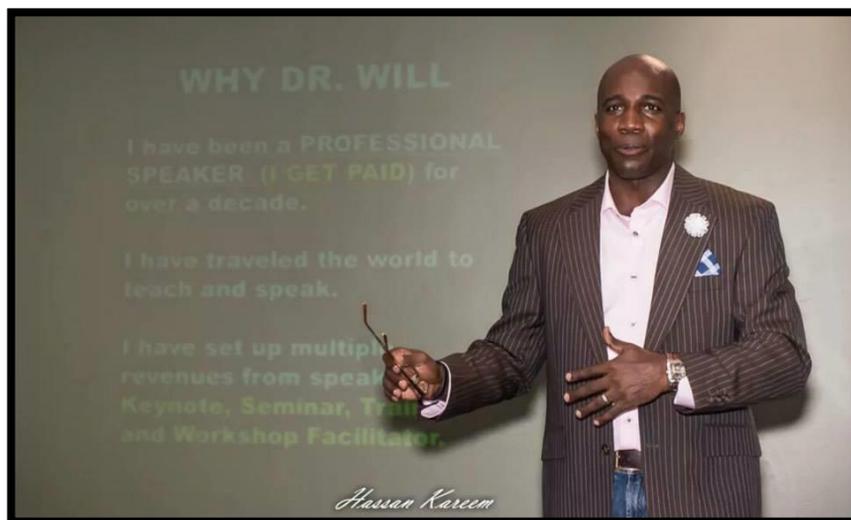
I sold multiple products, books and coaching to make up the other \$70,000 to bring my total to over six figures.

I want to teach you to do the same thing at your next **LIVE EVENT!!!**



STEP #1: HIGH END OFFER

I have multiple Clients that do their own LIVE EVENTS and book out the room. Offering their coaching and many of the attendees sign up right on the spot. You can do it too!!!



How: The HIGH END Coaching Offer

Example: Charge \$5000 for a 1 year long coaching program. This should be group coaching. Next offer your One On One program, this should be no less than \$10,000.



#1: CREATE HIGH END OFFER

Almost 100% of my attendees at my **Give Me The Mic Live Event** come from my online Community, but when I first started out, I made phone calls to close friends and colleagues. I attended networking events and I spoke on other stages.

A) High End Offer #1- One On One Coaching Program

Outline: You coach the client 2x per month over the phone for 60-90 minutes. Plus they get 2-3 (5hr VIP days) with you. You would charge \$25,000 to \$100,000.

Your price is based on how confident you are and the results you produce. Never undervalue yourself, know your worth.

Ask yourself: What' the value of the transformation I deliver to my Clients and how can I create a world class coaching program that impacts lives? Now go create it!



I offer a **High End Offer** that allows a Client to fly in a private jet.



#1: CREATE HIGH END OFFER

B) High End Offer #2- Group Coaching or Mastermind Program

Why A Mastermind?

First off, all your One On One Clients automatically get included in the Mastermind.

So your One On One program goes up in value because you're adding the extra coaching and a community.

Huge Impact!!!



Mastermind Outline:

The group meets 3x per year in person for 2-4 days at a time. That's anywhere from 6-12 days a year. Every 1-2 weeks you have a group virtual coaching call.

The size of a Mastermind can be as small as 6 and as big as 100, depending on how big or small your community is.

Pricing: \$5000-\$60,000



#2: EVENT OUTLINE

A LIVE EVENT, which can be a seminar, workshop or retreat should be no shorter than 2 ½ days and no longer than 4-5 days.

If your event is shorter than 2 ½ days then you don't have enough time to build a rapport and connection with the attendees.

If there is no connection, then you don't have the trust needed for them to invest in your programs.

In that case, you won't make six figures in a weekend.

Many of my Clients earn \$150,000 in sales from groups smaller than 50 people.



#3: EVENT INVESTMENT

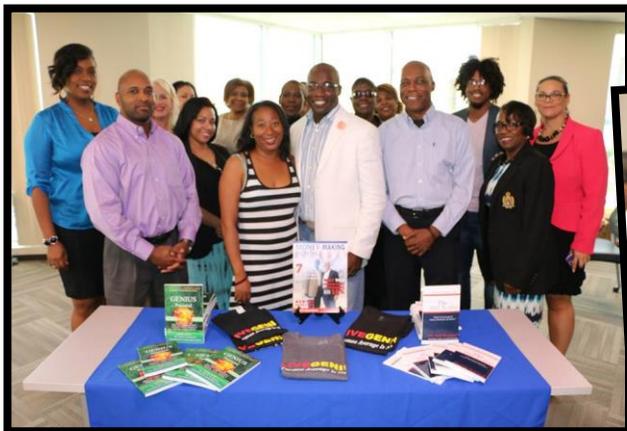
I have priced events at \$197, \$297 and as much as \$4997.

The way you price an event does determine the quality of people you will attract to your event.

If you give away free tickets, you're going to get a lot of what I like to call **"LOOKERS."**

Don't feel your room with **"LOOKERS"** they will bring the atmosphere down and you will not reach your goal of six figures.

LOOKERS don't value your offers like high quality people do.



#4: HIGH QUALITY PEOPLE

High quality people are people who are committed, willing to invest in themselves, will travel to attend LIVE EVENTS, have successful and determined friends and they want to make a difference for others just like you do.

That's what I call your "GENIUS TRIBE."

Price is not the only factor.

Price + Clarity+ Commitment + Teachable= High Quality People

WHO ATTENDS MY EVENTS?

Individuals from all backs grounds attend my events. And that's what you want as well. It adds so much value to the attendees when you have people from all walks of life and experiences.



#5: MAKE THE HIGH END OFFER AT THE EVENT

There are always 10% of the room that want the “**Bentley Offer.**” **NEVER** assume you know what someone can afford!!!

I had a Client that was earning \$45,000 a year when we started to work together.

At her LIVE EVENT she made a \$60,000 coaching offer and 4 people took advantage of it.

Many times people don't believe in themselves until they have a coach standing next to them to give them permission to be great.

Technique: Timing is very important when making the High End Offer. You typically want to make the offer on **Day 2** of either a 2 or 4 day event.

The attendees have already invested a day with you. They can see what you bring to the table.

If you have done a great job telling your story and how you went from here to there and how you can help them achieve the same results, they will be ready to make the investment in your programs.



#5: MAKE THE HIGH END OFFER AT THE EVENT

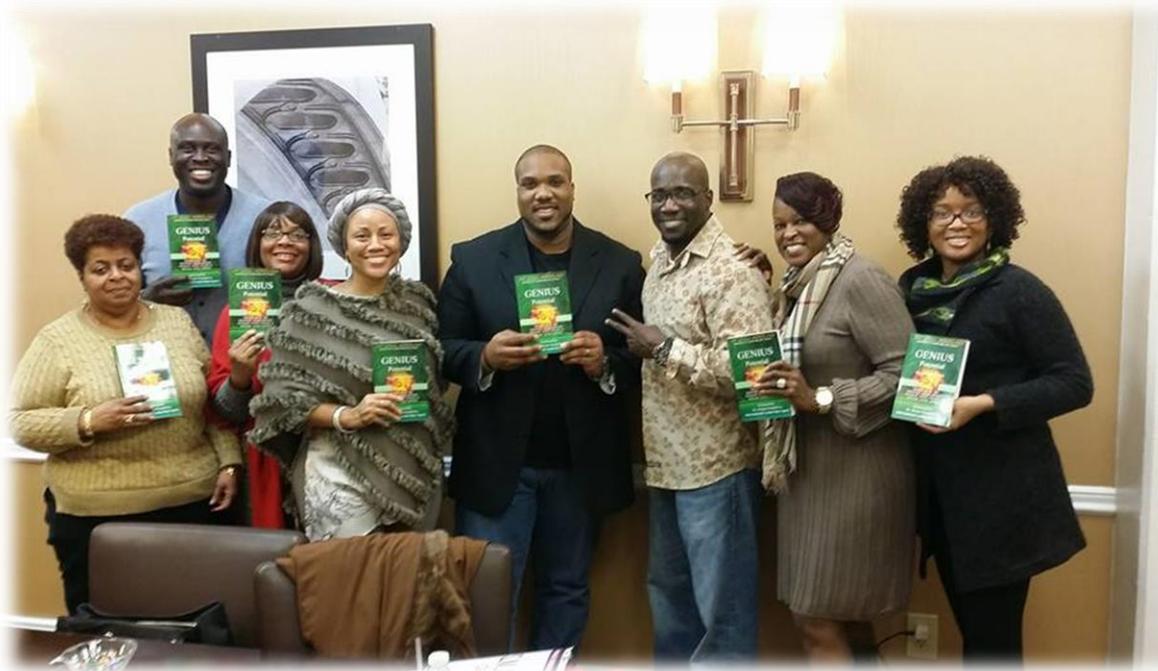
Question: When should I make the Mastermind or Group Coaching Offer?

Answer: I usually make both offers at the same time

I tell them the price and then ask them to stand up and take an enrollment sheet that I have placed on the table to the back of the room and meet with a team member.

If it is only you. Then have them meet you on the next break.

If you have a lot of people stand, then invite them to a private dinner later that night to explain and answer their questions. Ask them to turn in their enrollment form by noon of the next day.



IMPACT * INSPIRE * INFLUENCE

#5: MAKE THE HIGH END OFFER AT THE EVENT

Six Key Elements to the High End Offer:

The Problem/ Opportunity- Highlight the problem you solve and the result your program creates.

Time and Money Story- Tell your story when you didn't have the time or money and OVERCAME it.

High Value Content- Teach 5 steps on your best stuff

Past Clients- Have 2 or 3 of your Clients speak on stage or video

Offer- Ask them to stand if they want to apply

Call To Action- Make 3 Call To Actions during your event



#6: THE PANEL

If you're going to make six figures in a weekend you should have a live panel of clients there to give you testimonials.

I always bring up my Clients to give others that extra confidence.

I let them do the selling for me.

They tell their story, and they tell about their results and they are authentic with people.

If you are starting out, you may only have 1 or 2 Past Clients.

I usually use 4 or 6 people.

Note, you don't have to have a panel, your High End offer will work without a panel.



#7: WHY SOME FAIL

7 Reasons Speakers Don't Make Six Figures In A Weekend:

- Less than 10% of the audience says YES to your offer
- Your room is full of the **wrong people** or your rooms are empty
- You don't have a high-end offer - BIG MISTAKE
- **You're afraid** to sell from the stage (it's ok, but you need to fix it)
- You're not confident and you're not connecting with your audience
- You don't use the power of story to sell
- You don't know where to begin



#8: WHY SOME FAIL

Choose 6 topics you will speak about during the weekend:

- Each session should be no longer than 90 minutes
- Allow for Question and Answers
- Have interactive sessions for attendees to network

If you are doing a Retreat Style Weekend:

- Create an experience for 60-90 min
- Question and Answers Time
- Do group breakout sessions



Save your GENIUS content for your High End Offer on Day 2



#9: PICK A DATE NOW

I can't count any more how many people tell me they want to do a LIVE EVENT, but never pull the trigger.

As you read this sentence, I want you to PICK a date. Grab your calendar and PICK a date!

Every thing you want is on the other side of FEAR!!!

FINALLY...

DON'T GIVE UP!

I didn't do so hot my first time out the gate, but I have figured it out. You know the value you bring to the world. Now it's time to share it and get paid for it.

During my **GENIUS SPEAKERS ACADEMY** I cover this, and even work with you to make your event a success.

Be the coach that your Clients need.
Be that push that get's them to the next level.



SOLD OUT

