

(1) Drew

Postcard

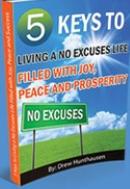


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Drew Hunthausen
The No Excuses Blind Guy
BookDrew.com
714-296-7111

What do you want to accomplish this upcoming month

1. This month I want to get in on Tonya's tele summit.
 2. As I am sending out the post cards now will be following up with phone calls.
 3. Want to get at least 1 church gig booked from post cards!
 4. Start investigating contacts for media interview/ coverage for triathlon in October.
- great - do small stations first - call EVERY postcard you send out - get in touch with Tonya
 - find local community stations and see what shows could work for you - Ventura

	CW & NBC KGET	2120 L Street, Bakersfield, CA	(661) 283-1700	Erica Torres cb 2/8		ericatorres@kget.com
6	KNTV NBC	75 Broadway # 205, San Francisco, CA	415-276-1111 3#	william o grady	408-432-622 1	tips@nbcbayarea.com
6	KRON	1001 Van Ness Avenue, san francisco, ca 94109	(415) 561-8000	Lila Harmon	weekends	lharmon@kron.com
6	ABC7	900 Front Street San Francisco, CA 94111	(415) 954-7777	Maggie Baxter	"7 Live"	maggie.baxter@abc.com
6	CBS 5 / KPIX	855 Battery St. San Francisco, CA 94111	415-765-8610			newsdesk@kpix.com
6	KTVU FOX	2 Jack London Square, Oakland, CA 94607	(510) 839-2222	Chelsea		
20	KCRA 3 TV NBC	3 Television Circle Sacramento, CA 95814-0794	(916) 444-7316	assignment desk		newstips@kcra.com
20	ABC NEWS 10	400 Broadway Sacramento, CA 95818-2098	(916) 321-3300	Cynthia Butler	"Sacramento & Co."	cabutler@gannett.com
20	KTXL- TV FOX 40	4655 Fruitridge Road Sacramento, CA 95820-5299	(916) 454-4548	Christian Tapia		
28	KFMB- TV CBS 8	7677 Engineer Road San Diego, California 92111	858.571.8888	assignment desk		desk@kfmb.com
28	KNSD NBC	225 Broadway # 100, San Diego, CA	(619) 231-3939	Sage Waetjen	Khushbu -	Sage.Waetjen@nbcuni.com
28	FOX 5 San Diego	7191 Engineer Road San Diego, CA 92111	(858) 492-9269	Leslie Marcus	lmarcus@tribune.com	
28	CW 6 San Diego	8253 Ronson Road, San Diego, CA	(858) 650-5401	Nate Marker	san diego living	nathen.marker@sandiego6.com
55	KMPH FOX 26 & KFRE CW 59	5111 E. McKinley Ave. Fresno, CA 93727	559-453-8850	Chris Friesen		Cfriesen@kmp.com
55	KSEE 24 NBC	5035 E. McKinley Avenue Fresno, CA 93727-1964	559-454-2424	Brian Difuria		Bdifuria@ksee.com
55	KGPE TV CBS47	4880 North First St. Fresno, CA 93726	(559) 495-9111	Sarah Soghomonian		ssoghomonian@csbfresno.com
121	KEYT ABC SB	730 Miramonte Dr. Santa Barbara, CA 93109	805-882-3930	ristina assignment		gnmentdesk@keyt.com
121	KCOY 12 CBS & FOX	1211 W. McCoy Lane Santa Maria, CA. 93455	(805) 928-4748	Rebecca Malone		

Have not totally figured out the pay scale for the church's. Definitely want to make some \$\$ though.

- when they contact you - tell them your local speaking appearance is usually \$3000 - but you understand most don't have that kind of budget - so what kind of budget or stipend could you provide?

— make them answer the question.

If they say they have nothing - in the beginning you may do 3 of these and tell them for this you will need a video testimonial of the impact you made from them and anyone that wishes to provide one from the congregation

- after that - you need to charge for real - and they need to find money if they want you to come

What specific things do you need help or guidance with to achieve what you wish to accomplish

The best way to start looking at and investigating media/ interviews for triathalon.

- story angle -

The paralympics is happening right now, and Drew Hunthausen is training for his own journey as a blind person with almost no hearing will be participating in the xyz triathalon talk to your audience about - Living a No Excuses Life

4 minute segment - about -

3 Steps to Live a No Excuses Life

— go to module 8 - pull out one of my segment proposals and insert your text and points and send to me for review

focus

Church post card followup strategies. go over progression as this unfolds with more church speaking opportunities.

James Meeting

- Anything church based - fee structure - recommendations to people who are able to connect him to meeting planners
- TV script - get to Tracy
- TV segment proposal - get to Tracy
- Tracking your results of the postcards - Google Spreadsheet
- Track your results of the PR and Media

(2) Deanna Hansen

Outcome of NY trip

Facebook live is beyond Google Hangouts now - switch to this and start to focus on that for a strategy

- 2 photo shoots for Quinn - BT model
- Gym - didn't meet with them

What do you want to earn from those activities?

Minimum \$20,000

What specific things do you need help or guidance with to achieve what you wish to accomplish

Status: I would go for one area you can get to, meet with the instructors if need be and do a live demonstration to their class, come with 15 blocks, sell them on the spot - grass roots is not dead.

>>> Fitness Centers - if they take it on - you can spread like crazy

Next option - yoga instructors - so similar - like when they added hot yoga - only this is easier and makes them money from resale of the block

I know you are looking for US - but it's up to you - nothing wrong with dominating an area and spreading from there.

Focus on golf - hit them *** Get ALL benefits listed

Create FLYER -

Send to - blockforegolf.com

Send logo -

1. Offer a call and/or invite to a webinar replay
2. Facebook Live/Google Hangouts - what are your goals here?
Chair program - membership
Trust - watch - up to higher priced
Community and market teaching

21 Day Block Blitz - Registered purchaser - Upsell momentum

Based on last month Alumni action planning - what did you accomplish?

Moving forward with golf webinar/program - First webinar Aug 31st. Found potential better way to make blocks at a reduced price.

Connected to and will be working with business advisor

Getting ideas and understanding necessary for the membership site.

What do you want to accomplish this upcoming month

BT University - last session - price increase Sept. 1st

- reg # 15 - 10/15 - already in
- 10 buying units

- Program announce

 Polls - What is preventing you from joining right now

- I've already joined - YEAH!

 Cost of program (A)

 Time commitment (B)

- Not right time I'm busy doing something else
- I don't want to be a part of the next big thing

Yeah - 13% are already in the program - congratulations

62% mentioned cost - \$3997 and it's going up by almost \$2000 - so

- in general - not only do you get fit, become a part of a community that is growing with a product and program that is about to be launched north america wide - but it's possible to recoup this on average in the first year plus recurring revenue model getting under way and we are just in our infancy, so as this grows, this model will become more expensive
- benefits of early adopters
- tons of Deanna mentoring 1:1 and Quinn

Tons of revenue potential!

I noticed 18% mentioned the time commitment

- you do at your own pace, fast or as slow, always here always growing, learn by becoming - you heal - your appearance changes - it becomes a natural byproduct of you being you

Doing something else -

4% said you are busy doing something else -

1:1 access - so it's like a self healing program before you even get into the teaching - you can spend as little as 21 minutes a day - very simple - it's profoundly deep in its technology but simple to do

Is there anyone here ready to join right now?
Send to link - blocktherapyuniversity.com

open lines for Q&A -

SIGN UP TONIGHT - Live training Sept. 9&10th - BONUS

(b) New product - Broadcast live using Facebook Live

Golf Webinar -

PROMOTION - Sending to their list -

Registrations - 18

- Rinse & Repeat - partnership

- FB Live

Get membership site understood and organized. Change price point for 21 day program.

2 day live event for teachers in Winnipeg - Fee?

I would like to make 5 sales or better of BTU and at least 20 sales for golf. (Price?)

What specific things do you need help or guidance with to achieve what you wish to accomplish

I would like to talk about member site

Membership Site > ISM - Module 4

<http://www.quantumleapinternetmarketing.com/member/>

Google HO and FB Live - can't shut anyone out

Post to YouTube - yes to private

Great for PROMO - teasers

Blab - interaction - pull 3 people (twitter)

\$47 per month - weekly live session - GTW

— promote the base FB live teaser - then full GTW event

\$97 per month - upgrades

\$147 per upgrades

3. Decide on the hook for the membership site.

Work at home mom earns 6 figures, becomes a bestselling

author, and International speaker and motivator in her FIRST 6 months.

Block Blitz - \$247 -

\$197 plus free month membership (then \$47 per month)

- Chair work

Benefits

- carpal tunnel remedies

Sept 15th promo

Sept 22nd - FB Live Teaser to a Full FB Live webinar

- October start

(3) Mary E. Stevenson

Based on last month Alumni action planning - what did you accomplish?

I joined some more dog related pages on FB and have been interacting and commenting regularly.

- if anyone would like me to do a presentation to their audience I'd love to help educate about pet healing
 - holistic chamber of commerce
 - article in journal
- encyclopedia - 25,000 promotion - live meetings - get invited to become a speaker

I have been consistently giving my higher price (but not yet as high as you have recommended) for my sessions. Some people have gone ahead and used me and other people have said it is too much.

- the more you tell the more you sell - programs

I was working on my schedule and scheduling the sessions on Tuesdays and Thursdays but found it has been challenging. I have 'emergencies' come up or

people who can't do that particular day of the week and I have caved and done a session on one of the other days of the week. I find this to be a challenge but am working on it!

— just make sure when you cave on emergencies they PAY FOR IT ****

If not as much as you expected, why?
I haven't gotten my packages all in order but have found the kick back from some people on my slightly higher price has thrown me a bit. There is definitely a mental block I need to get over so I can fully make the shift.

— yes you are worth it - and if they don't want to pay it - keep moving forward to communities and people that will

What do you want to accomplish this upcoming month

I would like to become more solid with my schedule and spend days working on my business instead of in my business.

— good - keep working on this and it will start to happen. It takes 90 days to get in a good habit

I want to get my packages/programs set up and move forward with promoting them.

What specific things do you need help or guidance with to achieve what you wish to accomplish

I keep working on the same things and making small steps. How do you make that big shift? I am finding because local people are bucking my small price increase that I am struggling with putting my prices up more. Will this eliminate my local market? I haven't built up a new market for my services yet so I do feel apprehension.

Whatever advice you can give around this is much appreciated!

— stop promoting locally - you have the internet - Go into linkedin - find pet stores, dog boutiques, etc. and start to reach out to people and ask if they would like to find out more about how you can help their followers by providing a free gift and understanding about animal communication and pet healing

- change the cycle - Increase rates and work less - serve less people for more money = TIME - research
- pay for research \$5

I'm looking for companies that deal with animals. No Vets. pet boutiques, pet cleaning, pet kennels, provide a spreadsheet

Gig #2 — provide an email - email later

(4) Kathy K

FOCUS - we have rolled out strategies one at a time, got it working, then put in systems, then move to next

This was a busy August for me. Usually there is nothing on the books - just vaca.

I took a new client KIDS Center who hold a charity wine auction in Bend Oregon.

After attending my book-tour seminar, they hired me to do a full event evaluation and also on online guest feedback survey.

New product -
masterpiece report
that now is a template for 2 new products!

Scoped out my old clients and top nonprofit leaders -- they miss me and I miss them.

Will do a book tour seminar in the spring in Anchorage.

Need to help my mentee auctioneers Lynne and Bobby D to fill their seminars in Arizona, DC and VA.

Check out www.AHigherBidSeminars.com

Possible new auctioneer mentee coming onboard from Oklahoma.

And, new client alert! I'm excited that Pacific Northwest College of Art is retaining me as their auctioneer and for my Option 2 consulting package! They had me meet with their brand new college president and board chair to discuss how I might help them more (in Option 3) A GREAT connection and visit.

Fall auction schedule is lighter than spring - so that's why I'm doing these 6 book-tour seminars.

I would like to build a stronger auctioneer mentor/ coaching program.

Need your advice on making this much more robust.

Need a webpage, images, description

Need a promotion plan.

Once someone is interested, I feel good about customizing the program and pricing it right.

— You have already sold this correct? If that is the case, and it's selling well - now is definitely the time for a 'sales page'.

— This is an enormous cycle - I will send you details on how to unfold and start this process. How you do this is start with the structure of the program and price, then we work our way backwards. \$15,000 - \$20,000

- Send me the details as they are right now for the mentor/ coaching program along with pricing

I would like to produce a new KK video - YES!!!

Many clients and potential clients want to see me in action. I do not want a "sold sold sold video"

I want to showcase that I'm more than an auctioneer - that

I'm a consultant, strategist and philanthropic partner.

— AGREED

I have a videographer now and have high def video of me in action and teaching etc.

Would love your advice.

(This is my 30th year in benefit auction biz)

- 2 minute version - fast cuts - promo bookings -speaker/consultant
- 5 minute version - story unfolding -
<http://www.fluidisometrics.com/us/deanna-hansen-2/>
- 3-5 minute consultant -
- Closing shot - 8 seconds - CALL TO ACTION PAGE
AHIGHHERBID.com - promo to an event

Landing page - general promo

Free gift - should be - consulting

3 Steps to Soaring Results

- How to Integrate Strategy to Your Speaking

New Free Gift -

<http://www.instantonlineimpact.com/member/guide/>

Seminar

Book tour seminar possible locations for spring

- San Francisco or Marin County with mentee Abra Annes
- Anchorage Alaska with me
- Boston with me
- Cape Cod with me

Systems and Structure

Bring in more clients - create an experience - learning platform

- Calls 12x
- get your product A B C D
-

12 x - Create a site - protected - their page

Signature Program - BidHi Platinum Gold Silver

Platinum - High Bidder

Gold -

Silver - program with your sister - research and assessment

where are the replays -

Page for Lisa - / access to all your programs

Call book dates -

Replay of calls

Scheduling link -

Systems and Structure