

## Alumni Members in Action

Drew Hunthausen  
Deanna Hansen  
Elizabeth Naylor - No report  
Kathy Kingston  
Mary Stevenson  
Marci Baun - No report

### **Drew Hunthausen**

Ideas for talks I have coming up like at the church where I am not getting paid but want to get as much exposure publicity as possible. any strategies

1. Church Talking Topics for Promotion
2. Send a postcard to all local churches

Headline 1: (this will change) Book a Local Motivational Speaker for Your Congregation

Picture of you on front -

Invite to Speak to Your Local Congregation  
the No Excuses Blind Guy

### **Suggested Topics**

- > **Attitude Gratitude No Excuses - How to Create a Fulfilled Life**
- > Faith Family and Forgiveness - How to Walk the Righteous Path
- >
- >
- >

**and if there is a topic you need specifically just request.**

**[www.BookDrew.com](http://www.BookDrew.com)** - get this domain point to your speaker page and have it on the front of postcard for fast access to your site

Gutsy move - (First appearance my speaker fee is waived)  
postcard #2

or (Speaker fee waived - nominal donation or offering appreciated)  
- postcard #1

**Back -**

**Get your FREE copy of (do it like your business card) on half of the postcard - leaving the other side for mailing.**

Then I did a simple search  
Churches in Huntington Beach  
Found this link  
<http://www.hbnews.us/directory.html>

20-50 postcards - x 40 - about \$1

Get address - send a postcard  
Put address into word so you can print labels when we repeat this process  
for future postcards

Repeat for other local cities

Postcard Design #1 - Send to ALL the churches you want in a 50 mile  
radius of where you are

Then Postcard Design #2 - repeat - at this point

It takes repetition and persistence - eventually the 5th time they see this  
come in - they WILL book you.

**Action Plan:**

- Get a postcard designed and have me review/approve
- Research churches you want to speak to and put their address in word -  
using an avery address label template so we can print this over and over  
for each postcard we send
- Send postcard #1 - Destination [www.BookDrew.com](http://www.BookDrew.com)

- Do one of these per month
- The only change to the postcard will be maybe your picture and the headline

Insert on bulletin -

Heading Name / Email / Inspirations Y/N / Speak Referral Y - Phone#

Postcard #5 -

15 churches

America's Leading Church Inspirational Speaker

Postcard Design - front/back

Recommend the website approach

Reverend Dr. Richard Winter  
17581 Newland St  
Huntington Beach, CA 92647  
(714) 847-5070

<http://www.shorelife.org/#!special-events/c1ha4>  
5772 McFadden Avenue  
Huntington Beach, CA 92649  
714.799.LIFE

— note - grad night - spring fest - events

Testimonial - ALWAYS get a testimonial

October - Challenged Athletes Foundation - Triathlon  
Promotional Movement  
Logo, Pictures, Promo on your  
Filmed - Documentary  
Navy Seals - swim  
Promotion  
San Diego - hit stations

Review 3 videos - just on YT

- I want the video loop to occur - training video
- keywords - before blast out

## **Kathy Kingston**

It's the height of auction season. (Late Feb - mid May) (early Sept - Nov)

Dec - Jan / Summer

June - research, calls, and lists can be created and used

1. Good auctions -- strong giving -- happy with performance.
2. Seattle seminar did not fill -- only 3 people signed up. (2)
  - did you cancel that one
  - Webinar for her clients - 70 peeps (1)
  - Power hour + bonus gifts (2)
3. Need your advice to promote my May 17 Santa Rosa CA and May 19 Portland OR.
  - Twitter -- every other day for each market
  - FB, LI, Blog -- how frequent

Blog - Every 2 days

FB - Daily - do a MEME if possible they are shared more

May 17 - 7 - Santa Rosa

Sonoma Wine - promo -

Give her an out - and hope for an in

List for this area - non profits and schools

[http://www.nonprofitlist.org/CA/Santa\\_Rosa.html](http://www.nonprofitlist.org/CA/Santa_Rosa.html)

Build the asset - pocket lists - quick call -

Greater Giving + SM

May 19 - Portland - 12

Greater Giving + SM  
Search - <http://www.nonprofitlist.org/cgi-bin/id/city.cgi?city=portland&state=Oregon>

4. What's next? -- How to growing the auctioneers consulting business

**Mary Stevenson <http://www.marystevenson.com/>**

Q

How do you explain to your new clients that your prices are going up considerably? When people say, 'I can't afford that', what is your rebuttal? I know to focus on the benefits of working with me but then they still say they just don't have the money. So any advice with this is much appreciated!

Announce price restructure - packages - 20 year veteran

People - \$5k

12 Sessions - 1 per month  
+ 2 emergency distance sessions  
bonus items - video healings system (\$997)  
+ reiki techniques training (\$997)  
+ hypnotherapy techniques

GIVE AS A BONUS - \$5000 make the program free

1. Packaging -
2. Documentation - create systems
3. Systems - record what you do - teachings

M2M, ISM, SSM, IOI - bonus - give \$30,000

Present in such a way - that it's no brainer, that renewal is no brainer

3 hours - \$  
1.5 hours  
3 hours

Package program - \$200/hour - \$600 1 session

, \$3500, \$2000

(up to 2 hours)

\$1497 - 1 year

Pet

\$997 - 6 months - 1st session - 2 hours 2nd session - 1 hour

3rd 30 minutes - Emergency session

\$597 - 3 month

on 1 hour - distance follow up 1 hour - emergency or follow up - reports

in-person - Edmonton -

Distance

Explain -

I can't afford that - limiting mindset belief

Lost opportunity - financial ceiling

\$5k BARGAIN

\$5k first 2 months - gravy

TESTIMONIAL video

Just want to try it - Great - 3 month perfect for you

1 hour - \$250

**Deanna Hansen**

Our focus is webinars and how to maximize them

**Baby webinar - pilot**

4 people - changed to focus on just 21 day

Seed plant - HOT LEAD

**35 on**

7 21 day - 20% conversion

Phase 1 -

300 recording to go out -

Golf Email - Review

Video Invite

GTW Link to opt-in

FU email for attendees/non attendees

Keep webinar going for 30 minutes - on CLOSE SLIDE

Show me last slide

**Webinar - Information about 2 programs**

21 Day

WH

May 5 - TT - Bus Opp - 20- 15%

**Elizabeth Naylor**