

Alumni Members in Action

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

1. Your work has to solve a major life problem
life or business is dramatically better if they work for you
2. You get great results for your clients
3. Own what you are offering

To watch - and do for each FB Live video

(a) Video for posting a video to YouTube and getting tons from that
<https://www.youtube.com/watch?v=xVfze3KJX1s>

(b) Video for posting a Facebook Live video and creating tons of content
<https://vimeo.com/188023372>

Drew Hunthausen

He also has the new book (Reach Your Greatness)

— did you get us a graphic image of this and details of how to buy and we can put this on the site

Post Card -

- Sent big batch last week - #20 - Calling them -
- [fiverr.com](https://www.fiverr.com) - Get info for another 50 churches

Book - Sell from site - RESEND -

College -

Postcard Status

Action Plan:

- Hit all LA based churches before Dec. 31st - this is a season they pay attention
- Send postcard - Destination www.BookDrew.com
- Do one of these per month
- The only change to the postcard will be maybe your picture and the headline
- EVERY MONTH - 100 print run - different picture - sent to a different church - 700 churches in California

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

I got a bunch of post cards sent out to church's with my sisters help. had a glitch at first as forgot to put stamps, but they are out now! My sister is signed up for your conference next month. planning to follow up this week with calls to the church's.

What do you want to accomplish this upcoming month

keep getting more post cards sent out and continue to follow up with the church's I've already sent to. Video should be done very soon from triathlon for web site and see about promoting on site and any other way for sponsorship. Also putting together video clips for media rheel. Also have a potential college speaking opportunity. following up.

What do you want to earn from those activities? If there are no earning activities - what could you do to focus on that first.

I want to earn a fee from the church speaking opps that I know are coming. also talk about what to charge at college opportunity.

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

Any more suggestions on post cards.

- keep doing it - add more - call the ones you sent -
- once you have sent to all 700 - repeat with a new card - similar look - just a picture change
- (2)
College speaking opportunity, hopefully will know more by Wed.

For your call time this month we have enough time to focus on 1 element - what do you want that to be? Tell me here - email supplemental information if required.

Post card follow up and following up with potential college booking.

Able to do this?

- Get sister registered for M2M and QLC webinars - need email
Email - clhunthausen@gmail.com
Chelsea Hunthausen
- <http://messagetomillionsmastermind.com/> - Link - REGISTER -
- Listen to back archives on QLC - videos - Drew section and watch it
- Print Notes
- 3 days a week

What do you want to accomplish this upcoming month

This next month I want to continue doing my Friday FB live videos each week.

College Speaking:

Didn't you have a course from Mike Wolf that he did with James?

If yes - get in there and find out what they are recommending and run by me.

Be selective - need to answer the WHO first

ie. incoming freshman - Aug/Sept January - start looking now

Athletics - played sports

Departments -

Student Activity - hire speakers

Send your cover letter and press kit to the college department in charge of the group you'd like to speak to.

If you wish to speak to a sports team, send the application to the school's athletics department.

If you hope to speak to a particular class or program, send the application to the dean's office for that program.

Potential markets you could speak to on most campuses
Position yourself as someone they need

These are the national associations that put on conferences. Connect

APCA - Activities - motivational

<http://www.apca.com/>

NACA

<https://www.naca.org/Pages/default.aspx>

Blockbooking - work with other schools in area

Turning one fee into a bigger one \$3500 - set this up for yourself

<http://www.frugalmarketing.com/dtb/speaking-fee.shtml>

— adding more local schools, selling books

Student orientation - august september - or january - market for speakers -
motivational inspirational and topical for incoming students
- constantly new audience for repeat business

Noda -

http://www.nodaweb.org/events/event_list.asp

<http://www.nodaweb.org/?page=jcot>

Fraternities — select
greek life

Clubs -

Chapels - faith based schools - God Talk

Then:

- Find them
 - Reach Out
 - What to say
 - Negotiate - what to include - WHAT IS YOUR BUDGET?
- Charge - \$2500-\$3500 - blocking

throw in perks if budget room permits

PDF/JPG version of the postcard - website

Facebook Live - Website Graphic

Past recordings - YES

- **Create a new page:**
FB Live - YouTube - Send us a link

**Create a new page on site -
Host the replays**

Episode.....

**First video post - send to me the link - check out -
SEO BEFORE you promote to Social Media**

For us Modify:

TY Page - Subscribe to your YT Channel
- Add FB Live button Friday at 1pm PST

A Day in the Life of a Blind Guy - YT

- **Graphic - website - upcoming show**

Chelsea

- **YTube video**

Move it to a blog post -

- **Follow the instructions of promoting a YT video - 10-14 hits online**

Video 1 - Promotion from YT

Video 2 - Content creation from a FB Live Video - 300 pieces

- PAY ATTENTION TO Google+

- PAY ATTENTION to SEO - keywords

- Suggestions for your signature -

Drew Hunthausen

The No Excuses Blind Guy

#1 Blind and Hearing Impaired Motivational Speaker & Triathlete

International Best Selling Author

<http://noexcusesblindguy.com>

Get my free guide, The Five Keys To Living A No Excuses Life Filled With Joy, Peace, and Prosperity!

<http://DrewsInspirations.com>

To book Drew for your event go to

<http://bookdrew.com>

(714) 296-7111

With an Attitude of Gratitude and no excuses, The Best Is Yet To Come!

Kathy Kingston

Questions

- Going forward - what's next?
- **I very much like this high end consulting. Would like to do more. Strategies?**
- Yes
- Wondering about my own auctioneer mentor program. I had 3 annual mentors. What about renewal for them. New mentees?

Renew - Alumni Program - no brainer enroll - lay out clearly the benefits = start to automate this - Invitation only - Quarter - check back -

Start to automate this - 2nd year - MASTER PROGRAM
- autoresponders and emails going - nurture client - checkup
- Call time -
- Reduce call times - 2 - 1 hour call
- 2 1/2 hour calls or 1 -1 hour - month -
- Emergency calls - 15 minute (6)

Need more training and automation -

Group call - 4th week - 1 hour - Q&A - Mastermind Call

Accountability call -

\$5000 90 days

MODIFY -

\$20,000

\$5000 - 90 days -

Challenging

Design

Elements of Fund Design

SPOT - YOU - Assess your own program - continue or change or as is

Strengths

- you know what you're talking about and can help people who sign up

- you have helped people get auction gigs (\$3500 - \$15000 lifetime client)

Problems

- one client went bankrupt during program

PAUSE Protection - 4 months - 9 months remaining - when you are ready - you will restart

- providing you restart within a year

Opportunities - Alumni - \$7500 - \$6750 barely covers my time

- people want to continue -

- Certification - raw food cooking

Threats

- legal team - lawyer, accountant - governing board
lisencing situation

High end program -

Fee is this - \$10,000 - Pay in full - \$8500

Recurring years - 10% discount

- Not sure if I enjoy the auctioneer mentoring like I thought I would....would like to discuss that.

Awesome K

You are doing so good - I love the momentum - and yes - you are moving to high end consulting.

You got your feet wet last year, and it was very successful.

Now we need to get solid foundation and structure to this.

Are you renewing your Alumni? I had Dave give you a call today to find out.

For this month's submission we'll focus on one thing and really get that moving forward.

Probably the one that is closest to happening next

- Will be teaching my book tour seminar in Mendocino on March 1
- **Speaking at Alan Weiss International Million Dollar Consulting Convention** in late April -

Keynote - "Giving Back is Good Business - How to lead with philanthropy"

\$10-\$15,000 - \$25,000 - \$25,000 - \$10,000 donation to this charity

- 4 speaking gigs

Alan -

<https://www.alanweiss.com/growth-experiences/million-dollar-consulting-convention/#content>

Gig Fee - sell - \$20k 3-5 \$100k

Leverage Alan/speaking gig - Presentation - high quality referrals

Mary Stevenson

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

I have been working on keeping in line with my policies and procedures. Staying on track with my calendar is still a challenge to me.

What do you want to accomplish this upcoming month

I have been doing some work on getting in tune with what I need to do next with my business.

I would like to start speaking more but have decided I would like to do it in an entertaining way--talking about animal communication. I feel this will bring some lightness to the subject that our animals are in tune with us and open the doors for more people to hear the stories and understand more about how it works.

- start a FB live talk show - where you do it weekly - practice doing this

Drew route - FB live - ready to book as a speaker — practice

Give your show a name - ie. Pet Pillow Talk

Join me next week on Pet Pillow Talk as we

FB + Meetup to get your audience (possible clients)

confessionsofananimalcommunicator.com

meetup group - meet every friday at 9am - a FB live broadcast that they can attend and ASK live questions from the audience

Every week - pick a date and time

Whatever you call your show - you need to get the .com - so use that or find something. I want you to start to show and talk and do everything you can on a FB live show - every week. Make it a habit. Shoot on the weekends if you are busy through the week. Shoot at nights - whatever you can to make this work.

What do you want to earn from those activities? If there are no earning activities - what could you do to focus on that first.

I am feeling that I should start this out at a very low price just to get people out and listening. The more comfortable I become with my presentations, the more I can start charging for the event.

— start for free to a FB Live - we are going to use this as lead generation - then you take all the recordings and do the FULL social media content - you can get 200 pieces of info from one FB live. GET OUT THERE BIG TIME.

- then take that FB Live recording and put behind a membership - have different options

ie. Free - watch the latest lesson

\$25 per month - get access to ALL the trainings and a PRIVATE FB forum where people can ask questions. How you answer the questions - is to do a FB live video - put it on your show.

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

What do you feel would be the best way to start with this?

Take video and strip and get everywhere -
<http://quantumleapbusiness.com/bom/>

Training on FB Live - SSM - iPhone -
select a place in the house you love - animals around - have your iPhone on a tripod - iPhone husband shoots it

FB

Status

What's on your mind

FB Live - 2nd icon over - CLICK THAT

Describe your live video -

TITLE - What is an Animal Communicator

I want you to pick 10 topics - FAQ you get

GO LIVE

countdown -

under the description - PUBLIC - click that - ONLY ME - NOBODY ELSE WILL SEE IT

- allows you to practice

-

Video 1 - Youtube video + Share everywhere

Video 2 - Content distribution

Starting with perhaps \$500 a month.

- great what will you teach and what will you charge each attendee.
- If you charge \$50 per training session - you need 10 people
- come up with your training agenda (local or on a tele seminar)
\$50 per month or \$500 for the year - Attend all the classes AND get the replays - and get 2 months for free.
BONUS: Also give a free 30 minute session - upsell them WWW
- Over the next 12 months you will learn;
- TOPIC TOPIC TOPIC - Join the club - \$50 per month - cancel anytime
- Attend online - live - (you have a camera pointed at you - broadcasting)
- FB Live

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

Webinar - I'm going to make life easy - FB LIVE - point an iPhone and go.

If you want visuals - you will use FB Live

Guide link - go to SSM - go through all the FB Live training and do one - as a test - to yourself (change the FB setting from public to Only Me)

This is for everyone !

One thing that came up recently and I don't know if you want to talk about that with everyone..... I have been experiencing some people saying that because I have #1 on my website, I am like Donald Trump and creating separation.

_ BS and Haters - they are jealous they didn't claim it or jealous you are breaking away from their little 'club'

ANCHORS

Trump doesn't say he is #1 - shows how little they know

He says Let's Make America Great Again

And acts like he's #1 - and look at what he accomplished -became a billionaire and the president of the US - against ALL odds. First time EVER a non politician accomplished this. and look at the HATE he is receiving. MASSIVE - daily onslaught.

You NEVER said they were mediocre - if they feel that way - that is their issue not yours. NOBODY can make a person feel that way unless they believe it.

The issue is you need to STEP INTO YOUR PLACE IN HISTORY

Let them claim titles like - I heal animals and communicate with them - NO DIFFERENTIATION

Who makes it in life, those who become a success are those who stand up and CLAIM IT