

REINVENT YOUR BUSINESS IN 90 DAYS™ COURSE

MISSION = what you were put on Earth to do, your calling

MESSAGE = what you communicate to inspire and move people to action

MONEY = putting and adding value to what you do

	TOPIC	WHAT WE'LL COVER
MISSION	Session 1 Identifying Your Skill Set	<ul style="list-style-type: none"> How and why we underestimate our skills The #1 personality trait that limits our skills Why your non-job skills may be more important than your job skills in your reinvention process The importance of building a team to determine your skills
	Session 2 Building Your Strength	<ul style="list-style-type: none"> 3 powerful myths that will hold you hostage Why having past success or a lot of talent can hurt your reinvention process How to leverage your strength in multiple ways How to-do lists sap your strength and what you should use instead
MESSAGE	Session 3 Creating Your Signature Talk	<ul style="list-style-type: none"> Why public speaking is the most effective way to network How to create your Signature Talk that gets you booked over and over again 5 things you can use to craft your TRUE personal story The 2 words you can add to your core message to impact any audience
	Session 4 Surveying Your Audience	<ul style="list-style-type: none"> Why your personal relationships may be the most important part of building your audience How to use surveys as an effective marketing/PR/sales tool How to get valuable feedback from offering a free product, service or talk How to use Google's method to test your ideas quickly
MONEY	Session 5 Presenting Your Money-Making Solution	<ul style="list-style-type: none"> How and why you should imitate Jesus Christ in your marketing (the answer is not what you think) Why traditional marketing and sales funnels are dead and what you should use instead Why videos, podcasts, TED Talks and other forms of content marketing are useless without this one skill The 3 people you don't want to be when presenting your solution and who you should be instead What you should do and what you should NOT do when selling your product/service