

LAUNCH MY STORY

CAPTURE ATTENTION | BUILD AUTHORITY | CLOSE MORE CLIENTS



FLIP YOUR DEVICE

CAPTURE ATTENTION BUILD AUTHORITY

In recent years many successful consultants and coaches have seen stagnate, slow or declining growth. Why?

Because the landscape has changed, and we are now in the Attention Economy. An economy where you build business, brand, and authority by getting, keeping, and growing attention.


This is why we created Launch My Story, to help seasoned consultants and coaches to capture attention and build authority to grow their impact and income.

Find out more about how we work with clients below.

Out... X



 **LEADYOURSTORY**

A man in a dark suit and tie stands in a room with a brick wall. He is smiling and looking towards the camera. On the wall behind him is a framed poster with various motivational phrases. To his left, a man in a dark jacket is holding a tablet and a smartphone, looking at them. A camera on a tripod is visible in the foreground on the left.

“ I got clear on my story and what I stood for in the business world. **Now I’m landing almost two new clients a week.** That’s double before!”



DANIEL ANDREWS
CEO, Network In Action

WHAT CLIENTS SAY ABOUT

LAUNCH MY STORY SERVICES AND CONSULTING



***CREATE & CLARIFY
YOUR MESSAGE***



***CAPTURE & CONNECT
YOUR STORY***

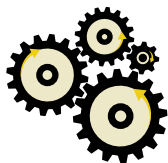


***COMMUNICATE & CLOSE
YOUR CLIENT*** TRUTH VIDEO



BOOK DISCOVERY CALL

**** Click Here or Call (803) 816-2468 ****



BUILD THE BUSINESS

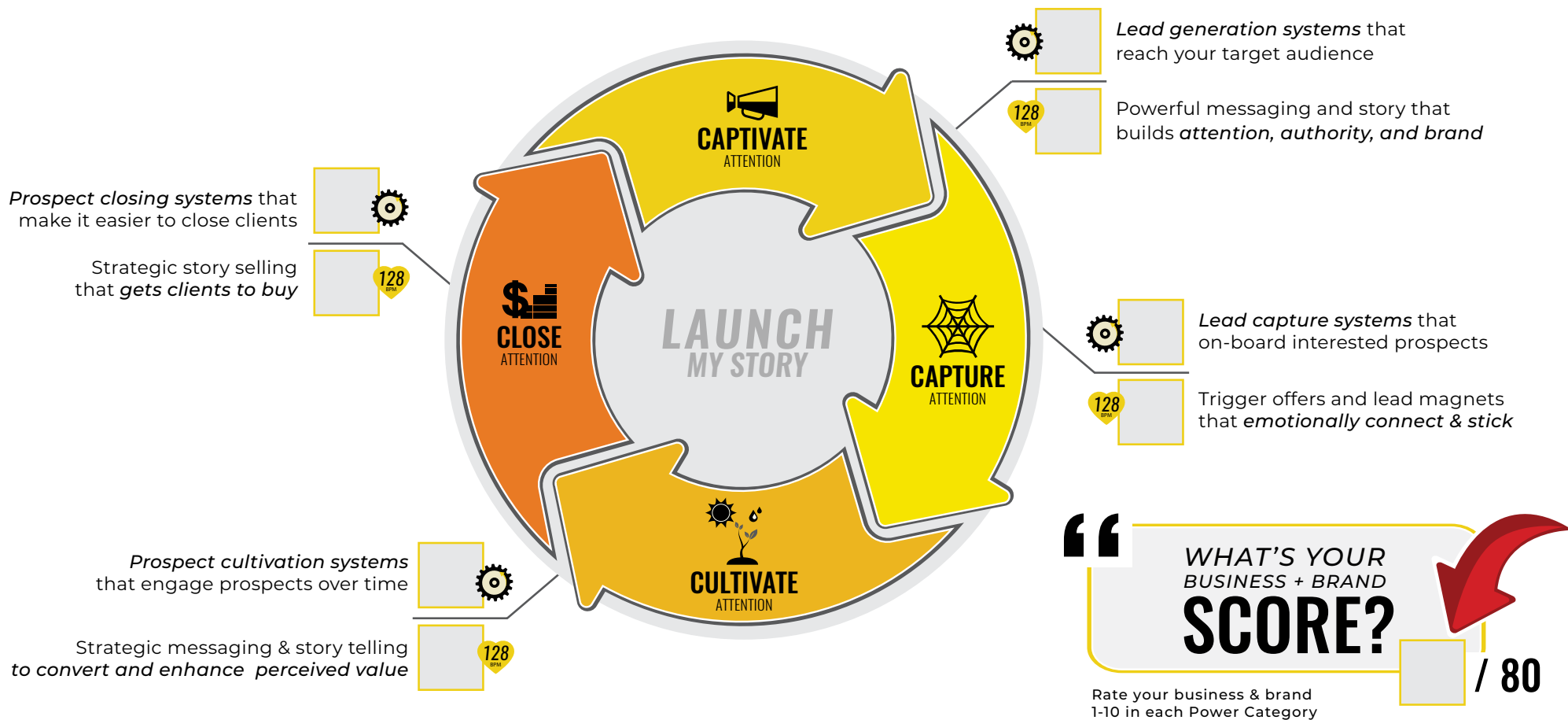
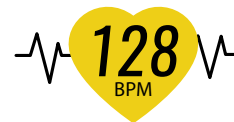
SUSTAINABLE & SCALABLE BUSINESS
SYSTEMS THAT FACILITATE GROWTH

OUR SECRET SAUCE



BUILD THE BRAND

DEEP EMOTIONAL CONNECTION THAT
CREATES ATTENTION & AUTHORITY



JAY'S STORY

RAW EMOTION TO DRIVE CUSTOMER ACQUISITION

- ▶ **Problem:** Just because you're part of a hundred million dollar franchise doesn't mean it's easy to get potential customers to pay attention.
- ▶ **Solution:** do something different. Don't put out a corporate Melting Pot Message. Instead, tell a heart-driven STORY that makes customers connect to YOU and the brand.
- ▶ **Results:** A heartwarming STORY Campaign that makes DADS feel that the Melting Pot isn't just a place to eat, but a place to reconnect with their daughters.



THE HOOK VIDEO



THE CLOSE VIDEO

P.S. A great STORY VIDEO makes people FEEL. VIDEO

At STORY DAY, I'll show you how to create videos like these.



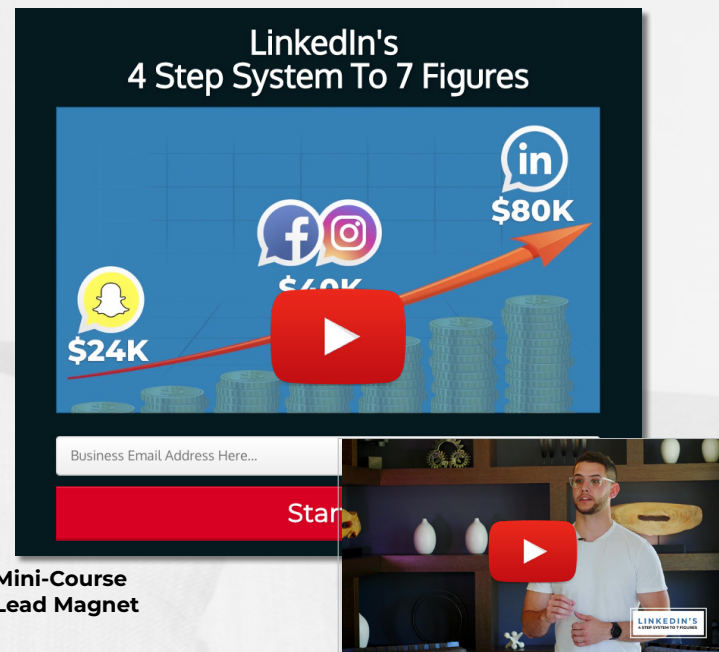
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JIMMY'S STORY

TURNING LEADS INTO NEW CLIENTS

- ▶ **Problem:** with tons of leads coming in, Jimmy needed a better way to make sure he was only spending time speaking to qualified buyers.
- ▶ **Solution:** we created a mini-course with as a front end lead magnet to capture leads and funnel the most qualified leads into booking appointments.
- ▶ **Results:** the best leads engaged and real buyers booked appointments. This lead to 10X growth in accounts closed.



Mini-Course
Lead Magnet

P.S. Mini-Courses are great lead magnets for getting real buyers to book appointments.



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EBONY'S STORY

THE QUEEN OF BEAUTIFYING BRANDS

- ▶ **Problem:** as a web developer Ebony had a hard time standing out.
- ▶ **Solution:** she dropped the web developer message and became the queen of “Beautifying Brands.” Ebony, now “Make Me Over Eb,” stopped talking about websites and began sharing powerful stories that emotionally connected.
- ▶ **Results:** **Ebony raised her prices and closed more clients. She also started speaking (her story) and attracting business opportunities nationwide.**

make me
OVER, eb!



POWER VIDEO FOR
SPEAKING PLATFORM



RAW TRUTH VIDEO

P.S. Whether polished or RAW it's the story that counts. But don't worry, during STORY DAY you'll learn how to create both types of videos.



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DAN'S STORY

CREATING A TRIBE OF NETWORKERS WHO BELIEVE

- ▶ **Problem:** getting people to understand and appreciate what Dan provided was always an uphill battle.
- ▶ **Solution:** don't just message around the function, speak to values and the people who appreciate them. Share stories of "how people like us think and believe." This turned service utility into something people felt. Feelings that helped Dan build brand affinity and deeper buy-in.
- ▶ **Results:** Dan began landing almost two clients a week. Double his previous rate.



P.S. Dan's videos came out great, but his biggest take away was learning how to communicate his STORY. Now people FEEL & BELIEVE.

At STORY DAY, I'll show you how to get people to feel in your videos, one-on-one, small group, or from the stage.



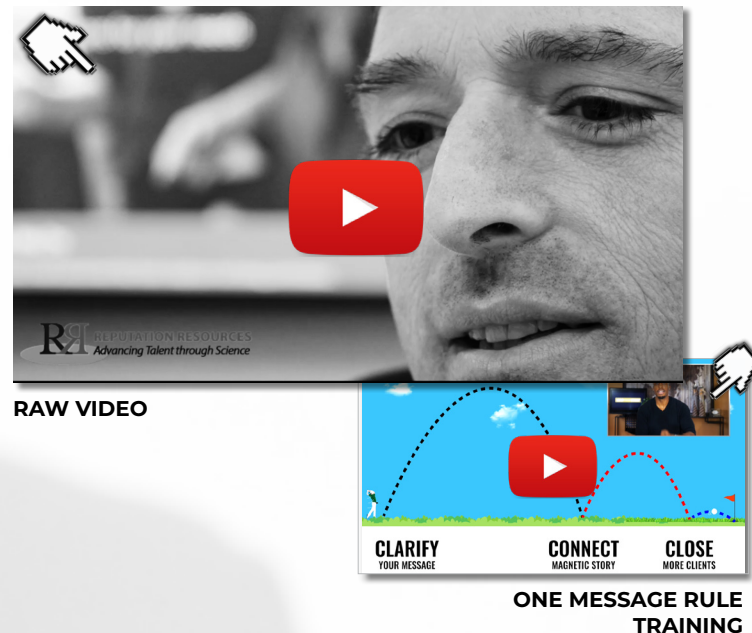
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JIM'S STORY

FINDING THE RIGHT NICHE

- ▶ **Problem:** Even though Dr. Troyer is crazy brilliant and has a ton to offer, he struggled to tell his story.
- ▶ **Solution:** go from being a brilliant consultant who tried to service every one to becoming the go-to choice in ONE highly profitable niche. That meant choosing a target, refining the message, and getting serious about being of service to his tribe.
- ▶ **Results:** Jim finally found his target market. He clarified his message and began closing more clients and speaking opportunities.



P.S. Jim isn't a "video guy," but he was able to tell a great STORY VIDEO using the Lead Your Story Framework. Also, just for kicks, I added the FREE One Message Rule Training. I use Jim as a case study at the 32-minute mark. And BTW we will cover the OMR during your STORY DAY.

 **BOOK DISCOVERY CALL**
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FAQ

TOP 5 QUESTIONS ABOUT LAUNCH MY STORY

Where will Story Day be held? Where do we meet/shoot?

Virtual sessions are done through Zoom Web Conferencing. And live training days to include your Story Day is done wherever you want. We'll fly in and execute. That said, you will be responsible for securing locations and other small logistics.

What happens on Story Day?

During Pre-Launch sessions, our team will help you map out your lead generation strategy, funnels, scripts, and plan everything for Story Day. On Story Day we start with capturing video (usually the first half of the day). Then we'll jump into training you and your team on how to use story to create content and close clients.

How long is my Story Day? How much time will I need to invest?

During Pre-Launch, you will have virtual sessions and assignments. Most assignments are thought exercises and take as long as you give them. You'll also have several Pre-LAUNCH coaching sessions lasting 30-60 minutes each. Your Story Day is all day. We start as early as possible (some start as early as 6am) and on average we end by 5pm.

How much does Launch My Story cost?

Packages vary between \$8,000 - \$40,000 and depend on client goals and the scope of projects. And we do offer a variety of payment options and plans to accommodate clients as much as possible.

What dates are available for Story Day?

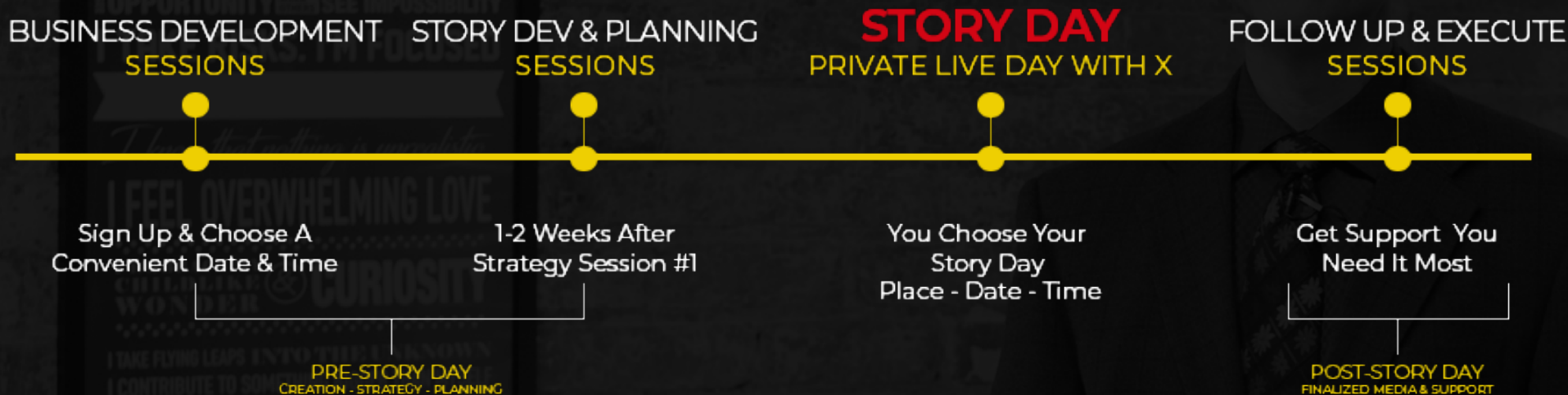
Dates vary, but I invite you to text message us at (803) 816-2468 and ask if a date is available.



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LAUNCH MY STORY TIMELINE



HOW DO I GET STARTED?

IT'S SIMPLE - CLICK THE BUTTON

If you're interested, click the button. You'll have the opportunity to book your STORY DAY or set up a time to talk if you have any questions.



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