

ONE -of-a- KIND

THE POWERHOUSE STRATEGY
FOR **STANDING OUT** AND
LEADING THE WAY
WITH YOUR BUSINESS

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The book cover features a vibrant blue background with a sunburst pattern of light rays emanating from the right side. In the foreground, a dark blue silhouette of a man in a suit stands with his back to the viewer, gesturing towards a large crowd of smaller silhouettes in the background. The crowd appears to be cheering or celebrating, with many hands raised. The bottom of the cover is a curved band of orange and yellow, suggesting a bright, energetic atmosphere.

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TABLE OF CONTENTS

Preface	4
Introduction	6
Chiseling Your One-of-a-Kind Masterpiece	12
Tool 1: Chiseling With the Foundational Essentials	14
Tool 2: Chiseling With Strategy	19
Tool 3: Chiseling With Substance	22
Tool 4: Chiseling With a Masterful Unveiling	31
Conclusion	35



PREFACE



I LOOK LIKE A
REVOLUTIONARY, DON'T I?

In fifth grade, we were given, “antiestablishmentarian,” as a spelling word. Now, I don’t know how it was defined for us—what eleven year-old understands the “establishment”? But I instantly knew how to spell it and I instantly understood (and felt affinity for) its meaning. Its official definition is: “viewing a nation’s or society’s power structure as corrupt, repressive, exploitive or unjust,” but its common use definition is, “The practice of being anti or against most everything that was established as the norm (marriage, government and laws, and most obviously war).”

The year before, I had lopped off the “E” from the front of my given name, despite having been named after my father’s favorite sister who had been killed in a car accident—so perhaps I raised my hand in class and asked my fifth grade teacher if I was an antiestablishmentarian—and perhaps she nodded. The moment of dawning.

Or perhaps I spoke up and told Mrs. Patterson that when I was in my mother’s belly, my father had left his congregation and family to march for civil rights in Mississippi with Martin Luther King.

“Is my father an antiestablishmentarian?” I may have asked. Or, I may have waved my hand again, even then eager to ruffle feathers in that post-Vietnam War world, and told the class how one of my brothers had dropped his weight dramatically to avoid the draft and that another had taken to the road at fifteen for a three-month solo bike-riding odyssey. “Are my brothers antiestablishmentarians, too?” If so, I can picture Mrs. Patterson smiling tightly and even nervously and acknowledging, yes, your family is antiestablishmentarian.

So, I come by the practice of going against—if not being against—established norms honestly, and have a long track record of living my life that way. In high school, Shakespeare moved me when I first heard, “This above all: to thine own self be true, And it must follow, as the night the day, Thou canst not then be false to any man.” Indeed, I named my first business, a coaching business, Living True. And in college when I first read Ralph Waldo Emerson’s Self-Reliance essay and whose one quote sums up all I believe, “Do not go where the path may lead. Go instead, where there is no path and leave a trail.”

You cannot separate this life-long practice of going against the established norm from anything I think, say, or do—including, most especially, how I have shaped my business and how I conduct it. Every single program I have created from the inception of my entrepreneurial career over ten years ago with a coaching business—is different from anything else you’ll find out there. And today, I help my clients shape programs that are different from anything else out there.



I know that to be successful in business and life, we must pull away from external authorities--the established norm—and plug into our internal authority...no matter how unpopular we may be for it. That is our place of freedom, and I stand for every human being living in that freedom—and I cannot help but help my clients get there as one-of-a-kind, stand-apart leaders who lead the way.

And so I write this book for you. To help you claim that freedom that is your birthright and to give you some direction in making your business one-of-a-kind. It must be, you know. Not just because every business must be differentiated, but because you are here on a special mission—to lead the way--and you cannot do it by being like everyone else. You must leave the pack to fulfill your purpose!

In this book, I am going to guide you through the steps to leaving behind the established norm, to going where there is no path so you leave a trail.

I welcome you to the land of the antiestablishmentarians!

To the land of the free, the brave, and the successful.



INTRODUCTION

If you are on this planet to serve the people on it through your business, you must succeed. You were not graced with the calling, talent and skill that you have just to fade into the background, unrecognized.

Yet, as you've heard countless times, talent and skill do not equate to business success. So many follow their passions only to end up sharing the very best of themselves with only a tiny circle of friends and family. They end up *giving up and packing up* because they cannot support themselves.

But then something far, far, far worse ensues. They end up living a life “unused.”

“This is the true joy in life: the being used for a purpose recognized by yourself as a mighty one; the being a force of nature...I want to be thoroughly used up when I die...” -George Bernard Shaw

To be used up, I believe, is what every one of us wants. Not being so may be the only cause of our depression, the only thing that truly ages us.

You must be thoroughly used up when you die. And if your purpose is linked to your business, you must get your business right. But so many don't take the time to understand all that is involved. This book isn't designed to give an overview of all of the elements essential in building a successful business—there are plenty of those out there. This book is here to impress upon you one single thing: *if you are not different in the marketplace, you will die with your song still in you.*

The pain of blending in is a primal one, and will affect you on deep levels.

How does it feel when you get a blank stare or a look of confusion when you talk about your business? Or when only a few people sign up for your tele-call or seminar? How does it feel when people unsubscribe, or you go days and weeks without a single opt-in? What happens in you when, one after another, prospects slip out of your net?

I've seen it. A part of you is thrust back to high school, to the popular guy who never so much as sent you a glance; to the day you were passed over for the team; to all the parties where you hung back against the wall, unnoticed...and to all the times since, when friends, colleagues and even your own family haven't recognized your value.

IT HURTS.

When your business isn't special, it's much too easy to start to think that you aren't, and your confidence suffers a mighty blow that can too often be fatal to your business and your mission.



There is nothing more painful than not being worthy of someone's attention. And in business, nothing more **deadly** than not being worthy of someone's money.

When you can fill in this sentence, everything will change for you: "My business is the only one you will ever find that ____."

When you can master this, the pain you've felt every time a prospect has rejected you *will be replaced* by a confidence that surpasses all understanding.

Being the "only one"--not just in your field, but **period**--is the game-changer.

Being "the only one who ____" *changes you from the inside out.*

It heals the primal pain of going unseen.

It removes the pain of not fulfilling your life's mission.

It assures you that you *will be* "used up."

And it is the answer to most of your business problems:

- Your vague and fuzzy articulation about what you do
- Disinterested prospects in your 1-to-1 sales conversations
- Poor attendance on tele-calls and other speaking events
- The uphill battle to get clients
- Low opt-ins on your website

Being provocatively unlike everyone else is **the** direct route to making money and to bending ears so that you change the world (which you're here to do, by the way.)

So decide right now that you will put your attention on this. Very few other business efforts will matter if this isn't right. To thrive--in business and in your own heart--you cannot spend one more minute in oblivion.

You would think this was obvious, but just take a look around at most service-based businesses: you could line them up and not one would stand out. You may notice shades of differences here and there, but overall, nothing would raise your brow in intrigue. Almost instantly, your brain would check out.

Why is this?

The Establishment

I can't speak definitively, of course, but after ten years of experience, I believe one answer is that there isn't a clear enough definition of "what is different enough," and so service entrepreneurs delude themselves into thinking they're somehow making the grade.



One tendency I often see is comparing one's industry to another industry as an example of differentiation. For instance, I have many coaches who compare themselves to therapists or consultants—i.e. the “coaching industry” to the therapy or consulting industries—and believe that doing so reveals their worthy differentiator: *I help you take action and get results* (therapists generally don't). *I listen deeply to your needs and develop a plan around what you want* (vs. a consultant, who typically provides answers). But then I have to play bad cop and tell them, to their dismay, that those skills are expected; they're in their job description. *How are you different from other coaches?* I ask, and they just don't know.

We need a new set of criteria for what makes a business truly distinct.

And it won't be the “established norm” bandied about. There are many experts out there claiming they set you apart, but they grab at superficial measures: attributes, characteristics, features, “value propositions.” “*We are the 'non-judgmental' accounting firm*” is just one I've heard recently.

Branding consultants uniformly advise business owners to differentiate on factors that are as hackneyed and boring as the businesses they're trying to help. Here are just a few:

- **PRICING.** With this strategy, you either set yourself apart by lowering your prices to establish yourself as a good value, or by putting forth higher-end pricing to cultivate an image of prestige or quality. This can distinguish you from a competitor, but it will never distinguish you in the marketplace as a whole, where you will need a unique identity that stands out. Whatever the case, this strategy is simply not an option for service-based entrepreneurs; it's just not enough.
- **CONVENIENCE/EFFICIENCY:** With this strategy, customers get results faster and easier than they can with most of their competitors. There is certainly value in offering your clients a fast and easy approach to getting results, but it will never be enough to set you apart in the marketplace.
- **PERSONALITY.** Here, you separate yourself by who you are, perhaps with sartorial flair, as in a signature scarf or hat; with your accent or unique dialect; or, most noticeably, with your attitude: in-your-face irreverence; serenity; quick-witted humor. You can certainly show off your differences by letting your personality fly free, but I believe branding advisors who suggest this strategy are not looking deeply enough, for it is not the personality creating the brand identity—or if it is, it will soon wane—it is the *message* behind the personality. I like to use Larry Winget as an example. His personality is loud, bigger-than-life and definitely “in your face” but it's what he says that matters. The title of one of his books says it all: [Shut Up, Stop Whining and Get a Life.](#)



- **PAST CAREER/ADVENTURES:** With this strategy, you are separating yourself by branding your business on a past career ([Kenny the Monk](#) is a favorite example. Once a bona fide monk, he now teaches leadership in corporations), or on some of your most daring adventures (example: a mountain climber now helps others scale the highest peaks in their own life). A few years ago, I helped a client brand her business on her extensive triathlon experience. She wasn't training athletes, she was teaching and consulting small businesses—but again, she didn't stand out because we had her talking about triathlon training; she stood out because of her message.
- **UNCOMMON CREDENTIALS:** With this strategy, you distinguish yourself with a credential that is unusual for your field or industry. For instance, you emphasize your PhD in psychology to your corporate clients—whom you're helping to grow profits. Or, you spotlight your hypnotherapy certification in your nutrition practice. You can see how this would differentiate you from your competitors, but it's not enough to make you distinct in the marketplace as a whole. Unless, you have a strong story about the unique marriage between psychology and business, or hypnotherapy and nutrition, your credentials will not be enough to lift you from the din, no matter how contrarian to the work you do.
- **TARGET MARKET:** Here, you stand apart with a very tiny niche. [Fred Gleek](#) is one example. He built his business fortune by helping the self-storage industry (a very narrow market) sell information products. I worked with a chiropractor years ago who decided to differentiate himself by treating newborns. In all of California, he was the only chiropractor to make that distinction. Since I helped him do this, I support this strategy as being potentially very effective. But more is needed, and we'll be getting to that in a bit.
- **YOUR PROCESS:** Maybe you do “wilderness coaching,” or you consult only on the golf-course. Maybe you have education cruises to the Caribbean. Maybe it's nothing that exotic, but you've been encouraged to distinguish yourself with the type of modality you use—EFT, hypnosis, a certain style of coaching. Again, this is not enough to separate you from the pack.

There are even more branding/differentiation strategies out there, and clearly sometimes they work. If they're “Brain-Sticky” enough, they capture attention, leads and dollars. Much of what we see on the internet are branding strategies that succeed here—for much the same reason as we are all drawn to bright, shiny objects: they have flash-appeal and we can't look away.

Often, however, those tactics do not foster quality leads or clients, just those wanting quick-fixes, convenience, or thrills—then they're gone. If you are here to effect change



in the world, most of the differentiation strategies you will find out there will be too superficial for you. Your business identity must be substantive.



What makes a substantive business?
One that offers intellectually stimulating *ideas*. Ideas that turn heads, provide rare insights and suggest provocative directions. This is, or should be, the domain of the expert, wouldn't you say?

Experts have, by definition, “authoritative knowledge of a particular area”—but that does not mean they have cultivated that knowledge into a *unique idea*. Only when they do, do they begin to “lead the way.” Einstein had vast knowledge, but we know him today because he framed that storehouse of expertise into unique ideas: The Theory of Relativity and its resultant formula, $E=mc^2$. My purpose in writing this book, and in leading [Inspired Leaders' Academy](#), is to activate the part of you that is here to “lead the way” and to emphasize that you will do it only with a business of substance, one with *an idea* that separates you from all others.

But there is more that creates substance than an idea—an “inspirational message with a universal truth” takes a unique idea and adds the goose-bumps. It elevates a concept to a call-to-arms and elevates you to the role of a leader.

The New Norm: Inspirational Leadership

The most successful businesses of the future will be led by bold, inspired leaders with potent messages of change

—a single-sentence, “from-the-mountaintop” message that evokes the very best from humanity.

Inspiration is always a calling to our higher selves; always aspirational, reminding us of what we can be because of who we intrinsically are. It calls us to attributes we universally respect and desire because they are higher-order ideals. It points to what is right, and what is right in us. And it is always within reach. But inspiration also shines a light on what is *beneath* us, and reminds us of what we have the courage to release. It always moves us out of our small rooms.

And that is what you are here for! To remind your people of who they are, what they can be, and what they can move beyond. You have this kind of message within you and your business *must* stand boldly on top of such a platform. That is when you build a business of



substance and move away from the established “shiny bling.” You pull away from the pack on your daring alone to take a stand for humankind, and certainly for your prospects, by calling them to be more than they have ever been.

And what is more irresistible than that? Really? Let’s remember that you are in business. This message must do more than uplift, it must make you money—and it will. Why? Because as human beings, we buy symbols of who we are and whom we want to be. That’s the entire reason we buy anything, even the paper towels we snatch off the shelf: somehow, they align with our self-image. When we buy designer bags, the same is true, or they align with who we *aspire* to be. When you have a business built upon an inspirational message, culled from your hard-earned experience and sculpted out of your iron-clad convictions, that explodes the vision of *what is possible*--people will snatch you up just to make the statement that they agree, that they *are* the brilliant spark you say they are and can be all you believe they can be.

Look at the success of Apple’s “[Think Different](#)” commercial (plucked from my very being, if I may say so), and Dr. Pepper’s recent commercial (gotta love the title!) “[One of a Kind](#)”! Or perhaps even more profound, the entire [Dove social mission campaign](#), which they title, “The Movement for Self Esteem.”

Inspiration changes the world. And inspiration sells.

Inspirational Message + Unique idea = Your Wildly Successful, Stand Apart Business that Leads the Way!



CHISELING YOUR ONE-OF-A-KIND MASTERPIECE

On August 4, 1501, the political turmoil which had erupted in Florence in 1492 after the death of Lorenzo the Magnificent came to an end. A republic was finally reestablished and Michelangelo returned to Florence where, only twelve days after the proclamation of the republic, he was commissioned to sculpt what would become one of his most famous works: David. He was given a block of damaged marble 19 feet tall, and three years later he unveiled his 17-foot tall statue, which was then transported from his studio behind the cathedral to the Palazzo Vecchio, a process which took forty men five days to complete and included tearing down archways and widening streets to make way for the colossal work.

David is, of course, the inexperienced shepherd boy from the Biblical story, who fights the mighty giant Goliath and kills him with one perfectly aimed stone from his sling shot—and his unwavering faith in God. The sculpture depicts David just prior to this face-off, sling over his shoulder, watching his enemy approach.

I think we can all agree that this story's 3,000-year appeal, and the sculpture's fame, rests in the universal message that the weakest of us can conquer the strongest—with enough courage and faith.



Michelangelo's own story about the process of carving David also speaks a universal message:

“In every block of marble I see a statue as plain as though it stood before me, shaped and perfect in attitude and action. I have only to hew away the rough walls that imprison the lovely apparition to reveal it to the other eyes as mine see it.”—Michelangelo

Your masterpiece—your one-of-a-kind business—is waiting inside a block of unshaped clarity.

Your job is to see it as if it were already shaped and perfect and then remove the rough walls that imprison it, to reveal it to other eyes as *you* see it.

The rough walls are the nebulous, unshaped, unfocused concepts you carry—and with the right sculpting tools, you *will shape* them; first, into something recognizable, and finally, into a masterpiece.

It's already there.

The next few chapters are dedicated to sharing the chiseling tools I use with my clients. But these will do more than just shape your business, they will shape you into a leader—as doing this means you will fight Goliath at times (internally and externally), and win only with the strength of your courage and faith.



What's the Brain Have to Do With Sculpting?

Before I share the tools with you, I want you to know some basics about the brain—what captures its attention and what keeps its attention because that is, after all, what your one-of-a-kind business identity must do. The brain shuts down when confronted by meaningless stimuli and will not process it; such stimuli “antagonize” the learning and attention processes and are referred to as, “brain-antagonistic.” (As well as boring, insipid, mind-numbing, etc.) The official term for stimuli that engage the learning and attention processes is “brain-compatible”—but I like my own term better and will use it throughout this book: Brain-Sticky.

So, what is Brain-Sticky? Well, the brain attends first and instantly to three primary stimuli. We can't help it; we're wired to perk up when these three enter our field of attention and they are whatever is:

1. Novel
2. Relevant
3. Emotion-evoking

Therefore, it stands to reason that your business identity--and the multitudinous ways in which you present it--must strike the brains of your prospects as new (anti-establishment!), important to them, and emotion-stirring. This is true with your first exposure to them, and all subsequent ones.

It is essential that you embed these three criteria in your *own* brain right now—so look at them again. And it is essential that you do not make a *move* in your business without ensuring that all three are present at all times.

So, as we move forward in chiseling your block of stone, know that every tool I present to you has been specifically designed to produce the Brain-Sticky effect.

Let's begin!





TOOL ONE: CHISELING WITH FOUNDATIONAL ESSENTIALS

There are definitive steps to effectively sculpting a unique identity and some are simply non-negotiable. You must know your market; what you do for them; what they want more than anything; and your solution. You don't have a business without these, quite frankly, so we have to start here, but they also ever so-slightly begin to shape your masterpiece within.

1. Know Whom You're Leading

The first tool that will begin to chisel your business into something definable is a *narrow target market*. You must know whom you're leading and you will not lead everyone; not even Martin Luther King, or Mahatma Ghandi, tried to lead everyone. You must know who needs you most; who has the pain you can heal best or the desire you can fulfill. Determining the *narrow audience* whom you can best serve begins to peel you away from the pack. It is Brain-Sticky. Listen for the difference in how these two elevator pitches activate or antagonize your brain:

1. I help people grow their portfolios so they have a fun, free retirement.
2. I help divorced women grow their portfolios, so they have a fun, free new life.

Could you feel your brain focusing with the second version? Focus is attention. Narrowing your market is the first act of “hewing away the rough walls” to reveal the first hint of your masterpiece. This chiseling instantly makes your identity more Brain-Sticky.

This topic is volatile for some, who believe they will be restricted and bored working with a narrow market, and it can also be a cumbersome task to determine what sliver-population is the best one for you. I pull these wires apart in my private and group work, but I have also released a workbook, [Your Perfect Buyer](#), that will take you step-by-step through this process, having you fill-in blanks, a bit like Mad-Libs, until you conclude with a single sentence that reveals your best market. I strongly recommend that you download it if you are in any way unsure whom you serve.

But here's one tip. If you work business-to-consumer or business-to-entrepreneur, consider the decade-range of those with whom you most want to work. It's quite a revelatory process. Do you want to work with teens? Those 20-30? 45-55? In asking yourself this, you will know whom you are qualified to work with and whom you most want to. There's a great deal more to narrowing your market than this, but it will get you started. Go download my workbook; it's on me.

2. Know What You Do

This may sound absurd, but it is not always easy to ascertain this—especially if you want to combine all that you do, all of your credentials, certifications and skills, into a single identity. Too much information strikes the brain as meaningless. Remember, the brain



attends instantly to what is “relevant.” It takes too long and is too hard to weed out what is important when presented with too many options. This applies to you as much as it applies to your prospects!! You cannot know what you do when you are presenting *yourself* with too many options. And it won’t feel Brain-Sticky and relevant to you, either. Let me say this again: you cannot know what you do when you are presenting *yourself* with too many options. So many business people are afflicted with the condition of not knowing exactly what they do, and to stand out (in your own mind and in others’), you must present the *one thing you do* that is most relevant to your market.

So, to stand out (in your own mind and in others’), you must present the *one thing you do* that is most relevant to your market.

I offer my clients the metaphor of a store-front. I tell them that even though they offer an invisible service, they must think of their business as a 3-D storefront that is Brain-Sticky to their prospects because it instantly conveys what they want in very clear terms. Most of my clients have combined skills and want to put all of them out on the front lawn: *I’m do hypnosis, massage, EFT and nutrition*—but when they put it all out there, their business starts looking like a tag sale. I say, “Single identity. Most relevant.” That’s what the front of the store displays. Then, when your prospects’ attention has been captured, they’ll walk into the store and sample the rest of your inventory.

When your store front announces the single thing you do, you are not getting rid of everything else that you do! You’re just unrolling it in a progression that means most to them and that *optimizes* the selling process.

So, how do you start to chisel *this* part of the stone? You must know both what your market wants most (what is relevant to them) and what *you* actually do that is relevant to them. I ask my clients to determine what “area of life” they serve. There are just a few areas of life and you must serve *only one!*

1. Career
2. Finances
3. Health and wellness
4. Parenting/Family
5. Romantic relationships

You may feel that you can help someone in any of these areas—that your solution straddles them all—but deep-down, *you* are interested in one area more than another, and I can assure you, your market is interested in one more than another. I can’t stress this enough. As human beings with needs, we do not go around thinking that every area of our life has a problem. Unless we are deeply depressed and “piling it on,” we do not say to ourselves, “My bank account is low, my marriage is dead, my kids don’t talk to me, my health is a



disaster and my career is over.” *One* of these strikes your market more than any other. (You need to know your market first! So, go do that if you haven’t!)

So, the single way that you serve must include the area you’re most interested in, and it must meet what your *market* is most interested in. Everything must be market-driven.

Now, there are also many *sub-categories* to each area of life. For instance, in career, you may help your target market discover their purpose or you may help them build a business. If you work in the area of finances, you might help your target market reduce debt or grow wealth—depending on what is most relevant to them. As a practitioner in health and wellness, you might help your market heal from a major illness, lose weight or still their mind with meditation—whichever matters most to them and you are most interested in. If you are in the field of love and romance, you might help your market have better sex or find a man.

When you have your sub-category specialty and a narrow market, your business sculpture truly begins to reveal itself. Example: *I work with young couples get out of debt*. This is much clearer than, *I help people manage their money*. Now, you’re stating whom you’re working with and what, specifically, you help them with.

Know the single thing that you do—and set up your store-front to capture those who want it!

3. Know What Your Market Wants Most

Again, the [Perfect Buyer workbook](#) will advance your understanding of your market significantly, so I urge you to download that. And when you work with me privately, this question gets answered very quickly, but let me shoot from the hip here so you are under no delusions. No one is going to buy what you offer unless they “urgently want it.” Or, I should say, you will be relegated to a luxury item if they don’t urgently want you.

I can tell you that generally, your market wants most what they *cannot do themselves*:

- At all
- Quickly
- Easily

So, in very basic terms, what you do must alleviate one or more of these pains.

But you need to go much deeper into knowing what else they want and what they’ll pay for—and you have a few boulders in your way. I tell my clients and students all of the time: your greatest competitor is not someone else, it is the thought in your market’s head, “I can do this myself.” Additionally, you face the complacency factor in all human beings.



We're all *very* good at living with tolerations. We can and do put up with a lot. So, listen up: your market will snatch up what you have *only* when the toleration becomes intolerable.

So, I do an exercise with my clients to determine this—in order to help them realize the moment of this recognition and its level of pain. In the Trigger Event exercise, I have them find this moment right down to the scene-level. They must tell me if their prospect is male or female, what time of day it is, where they are, if they are with anyone and if so, what the conversation is, and if not, what the conversation is in their own head.

We find the pressure-cooker event that finally has them say, “I must get help for this!” and determine how much they would *pay* for that help.

They know what their market *urgently* wants and why and what they're willing to do to get it.

We determine if it's marketable by how much they would pay for that.

This step is essential in determining your value proposition, but also in further chiseling your identity. Providing the specific solution of what your market most wants steps you closer to being one-of-a-kind.

4. Know Your Solution

So, you're becoming clearer and more defined to the public (still not one-of-a-kind or substantive, but more discrete.) The last foundational essential is to know HOW you do what you do. Referring to our example above, how do you get couples out of debt?

You want to narrow down what you believe is *the* best way to solve their problem—in a single sentence.

I do the Cocktail Party Exercise with my clients to help them access this single contention. It goes like this: Imagine that you are at a party filled with your competitors. Somewhat like speed dating, you spend about one minute with each of them, listening to *their* contentions of what your common market needs to do to get whatever it is they want. So, one peer might say, “Young couples in debt need to do just one thing: stop their small excesses and apply that money to their debt.” You smile politely and say, “I agree that that is useful, and I respect your opinion, however, there is a hole in it. Research shows that young people in particular are not successful at cutting out their small excesses; they just don't do it. What each couple needs far more is to align their values and futures visions with each other because being ignorant of these things is the main reason they're in debt.”



Then, my clients continue the exercise, talking to one expert after another—always inserting one who is famous and/or a best-selling author to overcome insecurity and to see if their answer changes. Finally, their most fervent conviction rises to the surface and voila! they know their solution in a single sentence.

You *must* have a conviction about what your market needs and is doing wrong and you must profess it! I don't care how soft-spoken you are, how reluctant you are to push your own ideas on people, you *will not stand out in the market* if you are not on fire about what your market needs!! And you will never successfully sell unless you easily and passionately convey your convictions.

So, do the cocktail exercise yourself:

COMPETITOR: What (our target market) must do is _____.

YOU: I agree that that is useful, and I respect your opinion. However, there is a hole in it, which is _____. What they need far more is _____ because _____ is the only reason they're _____ (having the problem they have.)

You must have a case and then prove a case, or you will fail. If they don't "buy" your premise, they won't *buy* it.





TOOL TWO: CHISELING WITH STRATEGY

Developing a highly strategic plan for getting business is the next vital sculpting tool in revealing what is unique about your business. When you have a vague market and direct them to vague services, you *perpetuate* your invisibility. You want to direct your people through a very streamlined path, to a very clear destination. That is strategic planning at its best and there are steps to this as well. Let's dig in.

1: Know the Form of Your Main Offer

The first strategic step is to answer the question, *How do I package all of the knowledge I have?* The correct, general, answer is: In a program. To stand out (and be successful) you cannot offer nebulous, formless, never-ending services. Everything you offer will have a) a name; b) a reasonable start-and-end-date; c) provide *tangible results*.

The next question, then, is: *To what primary destination am I leading them?* To a keynote speech? (i.e. Do you want to be a keynote speaker and just that?) To a training? (Are you a teacher at-heart?) A coaching/consulting program? (Are you best divining/offering solutions one-on-one?) To a longer-term group experience? (Are you best divining solutions and facilitating a group?) To a store of information products? (Are you a content creator who doesn't need to actually work with others?)

What form will the dissemination of your knowledge take, based on your preference and skill-set?

I have never met a service entrepreneur who broke this down clearly—but it must be done as yet another phase in shaping your business identity. Are you a trainer, speaker, author, coach/consultant or content creator? You may be saying you are all of these, and it's certainly true that you want to incorporate as many of these into your strategic plan as possible—but you are one more than any other. You should know that so you don't package your knowledge in a way that does not suit you. *Part of your identity is the form that your services take.*

Once you know who you are as a service provider—a teacher more than a consultant, or that you need to work with audiences in trainings rather than merely “pollinate” with keynote speeches—then you know what form your programs should take, otherwise you will do everyone, particularly your spirit, a disservice.

Knowing this, you want to direct your market somewhere specific, namely to a *destination program*.

2: Know Your “FE-BE Ladder”

Your destination program is part of a step-ladder of offerings that will have “front-end” (FE) and a “back-end” (BE) programs and products. The front-end products and/or



programs are typically low-risk in both time and money, and the back-end products and programs are the highest-risk. Everything in between carries moderate time and financial risk.

What is important to understand is that everything on this ladder is *progressive*; each program builds on the content from the one behind it. This makes selling very easy for you, because at the end of one program, the next step is wanted quite naturally by your prospects.

For years, my FE-BE ladder was:

1. “*Secrets of Impact and Influence*”—my 1-day public speaking training that teaches a system for “teaching to the brain,” based on the latest research in the learning, memory and emotion areas of neuroscience.
2. “*12 Sentences*”—a 40-day business development and articulation program that grew out of the need of my public speaking students to know what made them unique and to then be able to articulate that powerfully to their prospects.
3. “*Transformational Signature Program*”—a course for conceiving and designing a star program that transforms audiences, only available after they have their distinction and message.
4. Marketing—individual consulting on how to market the Transformational Signature Program

Each built upon the needs unfulfilled in the previous program—not manipulatively, but honestly.

And I’ve had products from the start, for my front-end:

1. **Book:** *Before the Stage—The 10 Business Steps You Must Take Before You Speak in Public*
2. **Book:** *Speak Free and Profit: The Definitive Guide to Giving Free Seminars to Explode Your List and Your Profits*
3. **Assessment:** *The Audience Leadership Assessment—Determining Your Strengths and Weaknesses in Leading an Audience to Action*
4. **8-CD Set:** *Getting Clients With an Irresistible Signature Program That Sells AND Transforms*

(You can view these at www.inspiredleadersacademy.com/book-store)

Now, your “destination program”—the main program you lead your prospects to—is the *first paid program* in your front-end. Therefore, it is reasonable in price and time-commitment—and it is Brain-Sticky! It is your first-impression program and must position you in the most favorable light.



3: Know How They'll Get to Your Main Program

The next step in your strategic planning is to know how to get people to your destination program. It's all in the *first rungs* of your FE-BE ladder.



This diagram is the FE-BE ladder that the most successful experts take their customers through and the one I used to build my business and still use—and teach all of my students/clients.

The “destination” is your **Signature Program**, which disseminates your knowledge in the way best suited to you: a keynote; training event; one-on-one coaching/consulting; or group work.

Business becomes really easy now because your *entire role* is to fill that Signature Program.

No more running around, helter-skelter, scattered, with dozens of truly overwhelming marketing tasks. You have one task: to fill your no-one-has-it-but-you star money-maker Signature Program. And you do it in just 3 steps. Seriously.

1. **In the “Awareness stage,”** (on social media, at networking events, live talks, tele summits, interview calls) you share small portions of information from your Signature Program, then invite listeners/readers to get even more information on...
2. **An opt-in page.** This can either be your homepage or a stand-alone squeeze page. You offer a “Brain-Sticky” (compelling, memorable and original) ebook, assessment, special report, video training series, etc. that tells interesting information covered in your Signature Program. Once they’re on your list, you invite them to...
3. **A Portal Program**—a live or virtual 90–120-minute highly desirable event that teaches them more. This is an essential piece of the business funnel for experts because you are disseminating your knowledge to an audience, not keeping it contained to just a few, small clients. And this naturally leads to...

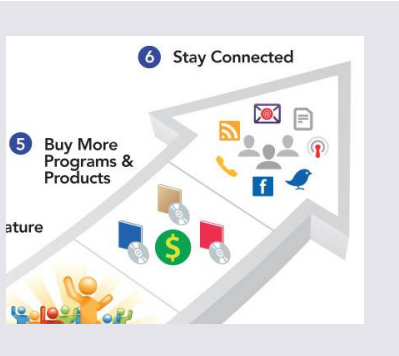
...**Your Signature Program.** Your *urgently wanted* “destination program” that you are known for and can become famous on.



When my Signature Program was my public speaking event, [Secrets of Impact & Influence](#), I had a 2-hour live Portal Program by the same name. Now, back then, I wasn't on-line and didn't have an opt-in gift, but I did give out postcard-tickets to the event that directed them to a registration page with more information.

As I went on-line, I offered a special report on “old school” vs “new paradigm” public speaking methods to build my list, and then directed them to my teleclass Portal Program (the same live content, only squeezed into a teleclass format), which then led them to Secrets of Impact & Influence.

And this is when your world-changing business EMPIRE takes off. Because you keep offering your clients a progressive line-up of valuable, unique programs and products—ad infinitum—so your **income-earning potential is completely unlimited.**



As I mentioned in the previous section, I then began to build programs and products that followed naturally from my public speaking program—and voila! I had an empire.

So how does this particular FE-BE “sales path” sculpt your unique identity?

Well, first, because having a FE-BE ladder is, in and of itself, not terribly common. Have you structured your business this way? Or do you have a hodge-podge mess of different, same-level programs? Second, because having a Signature Program is unique. Do you have one right now? A star program that stands out from all of your others?

But the way this sales path will help you sculpt a one-of-a-kind identity is with its content. Every step of the way—from the first three stages of your ladder, through to the end—you will have something *different to say*. From the very first moment they become aware of you, you will say something they've not heard before, *and* something substantive that will have you leading the way.





TOOL THREE: CHISELING WITH SUBSTANCE

By now, you have hewn away many of the rough walls imprisoning your “lovely apparition”...and now, with the chiseling tool of “substance,” you will reveal, to other eyes, the masterpiece that has been in the stone all along.

If you are here to effect change in the world (and you are), your business identity must be *substantive*. The dictionary defines substantive as anything “having a firm basis in reality and so is important, meaningful and considerable.” Your identity must say something fresh and intriguing that stimulates the mind—and something paradigm-shifting that evokes the spirit and points the way to new ground.

That is how you stand apart and lead the way: with a unique, provocative idea and an inspirational “call-to-arms” message of substance.

Inspirational Message + Unique idea = Wildly Successful, Stand Apart Business that Leads the Way!!

Let’s get to the final chiseling!

1: Find Your Leadership Message

The most successful businesses of the future will be led by bold, inspired leaders with potent messages of change that uplift humanity—and you must have one!



There is a mountain-top with your name on it, *waiting* for you to be the leader of change that you are here to be.

That mountaintop is your stage, and on it, you are a special voice of inspiration and wisdom. Your market wants you on that stage, leading, because they want what you know is possible.

The most exciting work I do is help my clients craft an “inspirational message of Universal Truth” that is their mountain-top message. It alone unleashes the leader in them. Suddenly, they stand tall, eager to share words that are profound and true and inspiring—and have been in them their whole lives, but have never surfaced. Ah, I love it.

And then marketing and selling suddenly become sharing *this message*, and it turns the whole paradigm of having a business on its head. Prospects *flock* to their flame, to their



vision and their articulation of it; it's the end of pushing and straining to get clients. Inspired leadership is the future of thriving business, whether you sell garbage bags or transformation. But you sell transformation, and so this is more important for you than for any other type of entrepreneur.

I call this a "Meta-Message." Meta means "beyond" in Greek. So, this message is one that extends beyond your business. It is NOT your business message. So as you're exploring your own "inspirational message of universal truth" don't think about your work; it's not about that.

This message is your prescription for humanity: what you feel they must do to eradicate all of their problems and live freely.

This message is been behind most, if not all, of the major decisions you've made in your life. Loved ones, when they hear this message, will say, "Oh, that is soooooo you!"

This message is something you believe in so deeply that it is one of the top things you would say to your child on your death bed; it is something you would say, equally, to a migrant worker, elderly person, drug addict and client.

This message will probably represent a principle that you have gravitated to all of your life. Remember my fifth-grade spelling word, "*anti-establishmentarian?*" As I said, I was instinctively drawn to that concept at the ripe old age of eleven, and all of my life, I have "broken the rules and gone my own way." Every major decision of my life has been made, subconsciously, out of a certain affinity for bucking the system. Well, you won't be surprised by my Meta-Message.

"I want you to know the joy of being fully self-actualized so that you raise the consciousness of the planet as you have come here to do—but to succeed, you must turn away from external authority, leave the pack, and honor your internal authority, go your own way...*no matter how unpopular you may be for it.*"

So, keep this in mind as you try this exercise.

I want you to imagine yourself on a mountaintop that is so tall, you can look down and see all seven billion people standing below you. I want you to close your eyes and fly off the mountaintop to move among them. Watch how they move through life. Hear their thoughts. How do they talk to themselves? What do they say about their present circumstances? About their future? Feel their feelings. What do they feel most often, and what thought is the root of it? Keep flying among them. What is the common theme: How is humanity "doing life" that just doesn't work for them?



Be with it a moment. And then, fill in this statement:

I want _____ for you! Because you are meant to/here for _____; but in order to have that, you must STOP _____ and START _____.

Here is the criteria against which you will measure whether what you've crafted is the Meta-Message for you, or if it needs to be altered. My experience is that you will need to go at least five times deeper with yourself before you actually get this.

Criteria for your Meta-Message:

- _____ Is this message equally true for you, whether you're talking to a child or migrant worker or addict?
- _____ Is this at least one top statement you'd make to your kids on your deathbed?
- _____ Would your friends and family all say, "Oh, yeah, that's _____!"
- _____ Is it "visible" in some early childhood actions?
- _____ Can you see that it has informed all major decisions in your life?
- _____ Is this an "inspirational message"?
- _____ Does it carry a "universal truth"?
- _____ Is it what you believe to your **core**?
- _____ Do you have that "slam-dunk" feeling of "YES!" this is it!
- _____ Is this what you would shout from the mountaintop, if you had just 5 seconds to tell the world what it needs to do to bring mankind to a higher level?

You can do so much with this message! Your marketing will turn from being feature- and benefits-based (which isn't strong enough any more to stand out in the sea of sameness) to rising above the din with a message that *effects change*. You are saying, "Come with me, let me show you to the Promised Land!" (in effect) and those who align with your message will follow. Inspirational marketing is the future.

First and foremost, however, you will deliver this message from the mountaintop of your Portal and Signature Programs. *They* are the platforms of your leadership, where people will see your greatness on full display. You will share this message at the top of your personal story and at the end of the event, reminding your followers of what you know is possible for them.



You don't see this very often, do you? I could go into a whole dissertation as to why that is, but I won't; I'll just remind you that leading with your Meta Message is one of the most significant ways you will stand apart from the established norm, and one of the most powerful ways your business will be substantive.

2: Tell a One-of-a-Kind Story

Inspirational Message + Unique idea = Wildly Successful, Stand Apart Business that Leads the Way!

So, what do I mean when I say a unique "idea"? I mean a concept that is fresh and thought-provoking. An idea, when you think of it, is only as Brain-Sticky as the story that frames it.

The fastest, and *truly most unique*, way to fix your business in the minds and hearts of your prospects is with a...story. A story they have never quite heard before that explains the reasons for the problems they're experiencing, details a unique solution, and awakens a higher potential within them.

"Those who tell the stories rule the world." —Plato, Greek Philosopher



Now, this particular story teaches. It puts forth a premise that is yours and yours alone, grown from your expertise, unique perspective, and wisdom. Nothing separates you from your "competitors" the way a one-of-a-kind story does. Nothing moves you more authentically to the status of a leader than a story you have conceived that educates. And nothing establishes you more distinctly in the minds of the market.

So, rather than being differentiated on such typical ho-hummers as, "great customer service," "attention to detail," "really listening to a clients' needs"—or the flash-in-the-pan fads, gimmicks and "attention-grabbing-bling," you are known for an idea of substance. And as someone here to help change the world—*can it really be any other way?*

A story will peel you away from the pack faster and more satisfyingly than any other differentiation strategy. It will get you noticed, and as someone here to make a living—*can it really be any other way?*

I'll go into more detail when we get to the next "tool." For now, I want you to think in terms of a *thesis* as we discuss the topic of the story, because of course, it all must begin there.



The *thesis* of the teaching story that set me apart years ago for my public speaking training is:

No matter how seasoned a speaker you may be, you are trapped in four ancient cultural influences you cannot see and because you unconsciously perpetuate them, you can only be ineffective and mediocre with audiences. The only way out is to leave them behind and then step into a “new paradigm of audience leadership,” using the very latest brain research in learning and memory to powerfully impact every audience.

A recent client of mine has this as her succinct teaching story thesis:

There is only one formula in all the world that explains your lagging business sales and erratic growth and is also the solution to your off-the-charts success: LPV =LSPV.

These are examples of the unique “idea” that is fresh and thought-provoking—but it alone is not substantive—only Brain-Sticky. It becomes meaningful only when it is built into a story that offers dramatic tension like any good novel, and supports the thesis like any good non-fiction work. Done right, it masterfully satisfies your followers’ left brains with proof and facts, engages their right, holistic brain that senses, feels and creates—and, most important, provokes a *paradigm shift* in their understanding. Remember, you are, more than anything else, a *transformation artist* and so your story, above all, must produce change in your audiences.

And do you know what enables that to happen? Your inspirational message. You can’t arrive at your one-of-a-kind thesis without it. Oh, I suppose you could, but it would be a shell of its possibility. Your Meta Message informs your story intimately and *is the reason* it is substantive, transformational and unique. Look back at mine: does my story thesis convey the message of leaving the established norm and striking out on your own? It sure does. Once you know your Meta Message, nothing you do can ever be separated from it, and it then builds everything that will come in your business.

So, having a unique teaching story that sets you apart from everyone else and that changes the world happens only when you’ve used all of the chiseling tools we’ve discussed (and even a few others). You need to have clearly established:

1. The perfect specific and narrow buyer of your solution.
2. Their most urgent problem and greatest desire.
3. The single solution you are most qualified to provide and most passionate about.
4. Your irrefutable contention for them.
5. Your tangible, specific, promised results.
6. Your business’s mission.
7. Your reason for being on earth (no less).

And last but not least:

8. Your inspirational leadership message.

Only these powerful, raw elements can develop your story thesis.



Where, Then, Do You Share Your Story?



Remember the sales path that leads your prospects into your business?

Well, it all starts in the Awareness stage, where you offer tweet- and post-sized bites of your teaching story, as well as blog posts and short introductory talks.

Then, what they opt-in for is your teaching story, in *greater detail*. That's essentially what you're reading here, right now.

Your story is then told *in full* at your Portal Program—the free event that precedes your Signature Program. Because this is your market's first substantial interaction with you, it had better be the *best that you've got*. From a business perspective, your Portal Program is even more important than your Signature and must be Brain-Sticky—compelling, original and memorable!

Remember that the brain attends automatically to what is novel, relevant and emotion-evoking. So, unfolding fully in your Portal Program, a great teaching story:

- Is highly relevant to your narrow-market with content they have high interest in learning.
- Puts a new and unique spin on that subject, widening their intellectual horizons.
- *Stirs the emotions*—often inciting disbelief or outrage, sometimes sadness, and always hope and excitement.
- Has a provocative, even controversial, premise.
- Provides satisfying support for that promise.
- Peels back veils, exposes untruths, and excites possibilities.
- Creates a significant shift in perspective. Participants say, “I will never look at this subject the same way again.”
- Dynamically unfolds to build suspense, alleviate tension and provide a satisfying and viable solution.

Like any good story, it is complete with hero, villain, desires, goals, obstacles, suspense, climax and answers questions like:

- What problem does the hero face and why?
- Who is the villain?

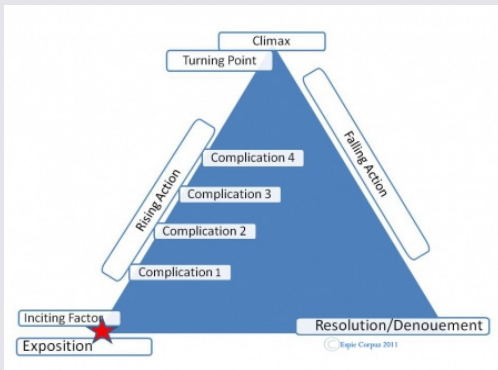


- What secrets are being kept?
- What obstacles are in the way?
- How can the hero triumph over them?
- What credible proof is there that he can?

In your Portal Program, your story has a deliberate “arc”—one that pulls the prospect through a roller-coaster of emotions, to a final climactic finish of “a-ha!” and transformation.

In fact, I recently discovered that what I’ve been doing and teaching for years follows closely Freytag’s pyramid. According to the German playwright and novelist, Gustav Freytag, a drama is divided into five parts, which some refer to as a “dramatic arc”: exposition, rising action, climax, falling action, and dénouement. You will be teaching, yes, unlike fiction, but the content in your Portal Program will emulate these phases.

Here’s how a great many plays, novels and short stories use this pyramid:



The *exposition* phase provides the background information needed to understand the story, such as the problem facing the protagonist—internal or external.

During *rising action*, conflicts intensify and obstacles (such as the antagonist, acts of nature, etc.) are presented that frustrate the protagonist’s attempt to reach his goal.

The *climax* is the turning point that marks a change for the protagonist (for the better or the worse). Simply put, this is the most dramatic part of the drama.

During the *falling action* the conflicts unravel, with the protagonist winning or losing against the antagonist. The falling action might contain a moment of final suspense, during which the final outcome of the conflict is in doubt.

And finally, the denouement, or resolution phase, is the conclusion of the story when there is a release of tension and anxiety. Denouement is derived from the Old French word, *denoer* which means, “to untie,” and the Latin word, *nodus*, for “knot.”

In a comedy, the denouement leaves the protagonist *better off* than at the story’s beginning and a tragedy ends with a catastrophe in which the protagonist is *worse off* than at the beginning.



A good Portal Program ends both ways. After all, their problems can't be entirely resolved or they wouldn't have need for the Signature Program!

We can never forget that the purpose of your teaching story, first and foremost, is to *make you money*.

But it's also the secret weapon that can make you **famous** and help you change the world!

“Great stories happen to those who can tell them.” —Ira Glass, American public radio personality

Your Signature Program, then, is the sequel--same characters, same story--but it moves the plot forward dramatically with your “secret sauce” process.

Let me check in with you with some questions:

1. Do you see how a teaching story is anti-establishment? How it will set you apart from everyone else?
2. Do you see how your business identity would be one of substance and meaning with this story--and your inspirational message?
3. Do you see how a provocative and no-one-has-it-but-you premise elevates your status an expert?
4. Do you see how it (and your Meta Message) turn you almost instantly into a leader? Not just in your field, but everywhere?
5. Do you see that you truly do become one-of-a-kind with this story, your inspirational message, and your “secret sauce” Signature Program?

Here's something a client of mine just said to me the other day, after we'd formed her **idea**:

“This is something I haven't heard before. I haven't heard anybody say this, ever, in all of my years. I don't see anything on the market place like this. This message is fresh. And it's so friggin' empowering, I can't stand it!” —Linda Mickle



Your masterpiece has now been officially revealed.

Now, *you* will be, too--as the next step challenges you to go public with the strength of your convictions, and to *that* differently, too!





TOOL FOUR: CHISELING WITH A MASTERFUL UNVEILING

Here, the chiseling of your one-of-a-kind identity is completed *and* where you may very well face your Goliath—possibly being unpopular with a public break from the establishment. But it is here where you will win your greatest reward: because of undaunted courage and faith, you will fulfill your mission and thrive in business.

Every masterpiece has an unveiling—and you must stand apart at this phase perhaps most of all. What is the “unveiling”? It is both the delivery of your content in your Portal and Signature Programs, and the marketing of them. You cannot present your masterpiece in mediocrity, so you must be different and you must be masterful in the unveiling.

1. Inspirational Marketing

We are living in historic times, when virtually every institution we have relied on for hundreds and even thousands of years is collapsing. We are witnessing a “changing of the guard” such as we have never known, from trust in old paternalistic, external authorities to trust in our own internal authorities. In time, this will prove to be the most empowering shift for humanity, but the transition period will be rocky. Distrust will run rampant as more corruption is revealed and people will be repelled by manipulations of any kind.

This will hit the business world hard—and indeed already is. What is currently being done to get business will not fly as the wised-up population requires trust, transparency and other more highly evolved business strategies. They will be drawn to, and buy, what uplifts and inspires them.

And that’s why I say that the most successful businesses of the future will be led by bold, inspired leaders with potent messages of change that uplift humanity. Just like any *cause*. Soon, the most successful businesses will be indistinguishable from social movements and the most successful *entrepreneurs* will be indistinguishable from leaders of movements. Their draw will be their ability to inspire people to aspire to something greater in themselves and greater *for others*.

People will buy—are already buying—the “joining of a cause”—not merely products and services with great benefits and features. *They* will be more evolved—and will *follow*, buy, and be *loyal* to the more evolved *leaders*.

And that’s where you come in. You will be an inspired leader, leading a “cause” and a “social movement” with your unique leadership message—and building a business empire while you’re at it.

And you will make this clear in your sales and marketing. These efforts will *revolve* around your “inspirational message with a universal truth,” and you will do things like develop a manifesto that you display prominently, and even sell. You will produce YouTube videos



that uplift and inspire, rather than sell. Your opt-in gift and your Portal Programs are part of your marketing, and as we have firmly established, they will inspire your market to aspire to something greater in themselves—and be your *greatest selling tool*.

You cannot present a masterpiece in mediocrity. Inspirational marketing will peel away from the pack and establish you as the leader you truly are.

2. New Paradigm Audience Leadership

Unveiling your masterpiece with powerful marketing is vital. But what matters most to your long-term business success and the realization of your mission is unveiling your work with masterful *presentation*.

I believe the most important skill you can have as an inspired leader is to know how to lead a room, how to rouse an audience.

You will go far in this just in the “arc” of great storytelling and in the construction and design of your Portal and Signature Programs—but it is *your voice* that brings your story to life; your delivery—and to stand apart and lead the way, you must do *that* differently from, and better than, everyone else, as well!

I will tell you that it begins with your energy and the energy you evoke in the room. You must make “energy” your fierce and primary concern when delivering your masterpiece. And it truly does mean knowing the brain—what causes it to attend, process and retain. You are a leader, which means you are a teacher, and you must ensure that your audiences are learning.

And that is determined by *your energy*.

Our brains are peppered with “mirror neurons,” also known as “empathy neurons” because they allow us to “feel others.” [I won’t go into details here; you can download my free ebook, *Teaching to the Brain: The Must-Have Skill of the 21st Century Expert* [here](#)] Briefly, our mirror neurons “light up” when we watch someone do something...*as if we were doing it, too*. Our brains register another’s action in such a way that we feel what they feel as they’re doing it. We watch their smile, their bounce, slumped shoulders, angry frown—and feel the corresponding feelings in our own bodies.

Emotions are contagious. Your audiences mirror yours. Mirror neurons are leadership tools: emotions flow with special strength from the more socially dominant person to the less. When you are presenting your programs, you are the most socially dominant person in the room, so whatever you project will flow down to your audiences. Good and bad.

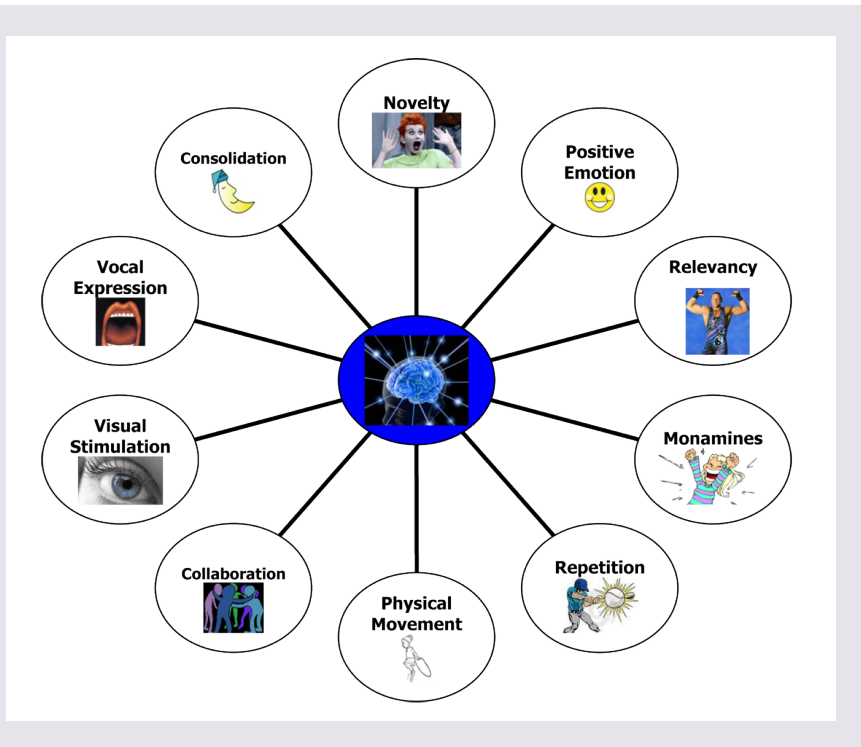


Your energy creates the energy of everyone in the room.

And then entrainment begins, when a loop of energy begins to circle in your room. Daniel Goleman, in *Social Intelligence*, writes, “As people loop together, their brains send and receive an ongoing stream of signals that allow them to create a tacit harmony—and if the flow goes the right way, will amplify their resonance. [In looping,] feelings, thoughts and actions synchronize.” [40]

You have the power to create a powerful, positive, energetic vortex in your rooms—virtually or live—and you *must*, if you are going to teach, transform and lead the way. So, first, ensure that you are in a peak state before you begin to lead, and then generate a peak state in every single audience.

To do that you must understand what the brain needs in order to learn. This is a massive subject, and one I’ve spent years absorbing. My public speaking training, [Secrets of Impact and Influence](#), integrates the learning, memory and emotion areas of neuroscientific research to teach how to get the attention of audiences’ brains, *keep* that attention and enable long-term learning. Here, I will share some of what I teach in that training: The 10 Factors of Rapid and Deep Learning.



In order for your audiences to truly learn, you must have *all* 10 of these factors present in your Portal Program (and Signature, if it is a group event.) Many of these are common sense—but others are disarming for many traditional speakers. For instance, there *must* be physical movement for learning to occur. We have been taught the opposite—that body movement is *antithetical* to learning, but the truth is, physical movement releases acetylcholine, a brain-chemical involved in communication between neurons. So, for someone to learn optimally, their body *must* be part of the process.

It also means that you will encourage much vocal *expression*. This really unnerves outdated presenters, but it's absolutely essential: millions of signals are simultaneously sent through the nerves to the brain when we speak. Three very powerful ways of encoding information into the brain take place through speaking and vocal cord vibration. So to do what's comfortable for you--have your audiences sit quietly and listen with no vocal expression--is to rob them of successful learning. Get them talking frequently.

“Monamines” are the feel good chemicals (neurotransmitters) in the brain. They are released when we're having a good time and they affect attention, memory, motivation, mood, wakefulness, learning, pleasure—everything that we need to stimulate as teachers/speakers. That brings us back to the subject of “energy” again—you must create an enriched and fun environment for your audiences to get them feeling good so they learn.

You also need to have your audiences collaborate for optimal learning to occur and to maintain the state of peak energy/peak learning. This can be challenging in a virtual event, but [Maestro Conference](#) does allow that feature.

There is much more to teaching to the brain and leading a room masterfully than just incorporating these 10 factors, but do so, and audiences' retention of your teaching story will soar.

New Paradigm Audience Leadership is the last, and truly most important, move in chiseling your business identity to a true one-of-a-kind. It is the moment when the unveiling of the masterpiece itself occurs. Its environment must be worthy. Impeccable. Take the time to master its delivery. On that alone, you will stand out. Coupled with all that you have created, you truly will be *one-of-a-kind*.



CONCLUSION

I want you to know the joy of being fully self-actualized in your life so that you raise the consciousness of the planet as you have come here to do—but to succeed, you *must* turn away from external authority, leave the pack, and honor your internal authority, go your own way...*no matter how unpopular you may be for it.*

Succeeding in building a one-of-a-kind business empire begins and ends with this kind of self-mastery. None of the chiseling tools will work if you don't cultivate the inner, emotional strength of a leader.

And leaders do not follow. They go their own way and speak their mind and their truth without care of what others will think of them. The depths of their convictions transcend that concern. If this book resonated with you, you must do the same.

To be the leader that you are here to be, you must dare to walk away from the external authorities who no longer serve you. Dare to walk your *own* path. Dare to follow your intuition in the face of others' disapproval. Dare to speak your truth when you may not be accepted. Dare to do the things that have *real impact*, when others are doing what's more "politically correct." Dare to say the things that actually influence and make *change*—while others, more beloved, speak in platitudes. Dare to be one-of-a-kind.

These times require that you rise up and share the wisdom that is your destiny to share, without question. There isn't time for you to hang out on the fence anymore, with your excuses that you don't have time, you're too old, or are too inexperienced; there's no more time to do deep, long, "inner work" on self-confidence. It is your time to lead and you must *just dare.*



THE PATH TO YOUR WORLD-CHANGING BUSINESS



It would be my honor and privilege to help you through each of the steps in the diagram above to become a one-of-a-kind leader with a one-of-a-kind business empire. To speak with me about how I develop all of this (step 3 is your opt-in gift + Portal Program + Signature Program), email me at [lphelps \(at\) inspiredleadersacademy.com](mailto:lphelps@inspiredleadersacademy.com).

To learn about starting steps 1 and 2 in the diagram with me, go to

www.inspiredleadersacademy.com/powerhouse-method

You can find more at www.inspiredleadersacademy.com

Here's to changing the world with your message!!!