



## Think, Work & Live Powerfully 2013 Presenter's Guide

This event would not be possible without you. I appreciate you saying yes when asked to contribute your expertise and talents to this year's event. This is my 6<sup>th</sup> Think, Work & Live Powerfully event and each year it gets better and better.

I have created the following presenter's guide to streamline the communication and preparation process. I have tried to give you all of the tools and resources you will need to deliver an excellent presentation and I have tried to provide the information needed to answer at least 90% of your questions.

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# YOUR BRAND INFLUENCE

Helping You Create an Influential, Profitable, Promotable Brand  
Phone: (800) 670-0712 :: [Lethia@LethiaOwens.com](mailto:Lethia@LethiaOwens.com)

*Lethia Owens*

Personal Branding Strategist  
Ranked #8 Among the Top 30 Brand  
Gurus in the World



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## Outstanding Action items

Please review the following list and make note of the specific due dates and add them to your calendar.

- [ ] Submit payment for the photo and video production -  
<https://lethiaowens.infusionsoft.com/app/manageCart/addProduct?productId=514>
- [ ] Send in your headshot photo by Aug 23<sup>rd</sup>. Postcards will be ordered on FRIDAY Aug 23<sup>rd</sup>. **(URGENT)**
- [ ] Send in your headshot photo, presentation title, description, bio and video link (optional) by Aug 26<sup>th</sup>.
- [ ] Send in your Speaker Introduction by Sept 6<sup>th</sup>.
- [ ] Send in your product offer order form by Sept 6<sup>th</sup>. Once approved by Lethia you can print your 3-part NCR forms.
- [ ] Schedule your solo email blast to go out between Aug 26<sup>th</sup> and 29<sup>th</sup>.
- [ ] Send Lethia a confirmation once you have sent out your email blast.
- [ ] Send an email to your brand champions between Aug 26<sup>th</sup> and 29<sup>th</sup>.
- [ ] If you know someone who would enjoy volunteering at the event, please send Lethia their name so she can connect with them.
- [ ] Schedule your social media status updates for each week leading up to the event.
- [ ] Send in your PowerPoint presentation if you are using one by Sept 20<sup>th</sup>.
- [ ] Send in 1-3 photos and a quote for each photo that we can use to create marketing.



## TWLP 2013 Day of the Event

### 2013 TWLP Speaker Schedule (Please Note Recent Adjustments)

Opening (5 mins)

Speaker 1 (10 mins) – Karen Hoffman

Speaker 2 (20 mins) – Scott Sheperd

Speaker 3 (25 mins) – Lloyd & Tina Abernathy

Break #1 (15 mins)

Speaker 4 (10 mins) – Patty Cook

Speaker 5 (10 mins) – Karen Fox

Speaker 6 (25 mins) – Lethia Owens

Break #2 (15 mins)

Speaker 7 (10 mins) – Rainie Howard

Speaker 8 (10 mins) – Mary Kausch

Speaker 9 (25 mins) – Virginia Muzquiz

Break #3 (15 mins)

Speaker 10 (10 mins) – Carolyn McCall

Speaker 11 (10 mins) – Lethia Owens

Speaker 12 (25 mins) – Chris Robinson

Break #4 (15 mins)

Closing (5 mins)

### Presenter, Sponsor and Volunteer Setup

We are asking presenters, sponsors and volunteers to arrive at 9:45 am. The doors will open to the public at 10:30 am. Your products and presentation must be setup by 10:30 am in order to keep your speaking spot.

### Presenter, Sponsor and Volunteer Clean Up

We are asking presenters, sponsors and volunteers to remove their products and presentation props by 4:00 pm. We will be charged an extra fee for anyone still in the building after 4:00 pm.

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## AV Setup

We will provide a microphone, laptop, projector and screen. You are responsible for bringing any other props and AV tools needed.

## Speaker Bookstore

We will provide a bookstore for speakers to use to sell their products after their speech. You will sell your resources at the back of the room during the break immediately following your presentation. During the other breaks people and purchase your products but they will buy them from the volunteers working the bookstore. This will allow you to remain on the floor and network with people during the breaks. You should plan to have approximately 3 feet of space for your product display. You will be able to store extra products under the table and you can replenish your display when your products sell out. **Previously I mentioned that I'd collect the online sales and send you a check for your portion of the sale.** I have decided it would be easier to have you process your own sales and collect your own fees at the event and provide me with a PayPal link so people can order your products online while watching the live stream. The 20% commission paid to me as the host is due 30 days after the event.

## Presenting Your Offer

Due to the room setup and the timing of the speeches, we will not be able to pass out an order form to each person in the audience while you are making your offer. We are asking that you send us your offer in the form of an unformatted PowerPoint slide. Please keep the offer description to 1-2 slides. There is no need to format the background of the slides, as we will copy them into our branded presentation.

## Resources for the Day of the Event

### 3-Part NCR Product Offer Order Forms

Office Max can print your 3-part forms at a price of \$34 for 100 copies and \$17 for 50 copies. They have a 24-hour turnaround. I would recommend that you print 50 copies for this event. Click here to see a sample order form <http://goo.gl/ABCHUW>. Click here to download a template for creating your own order form <http://goo.gl/P61mqo>.



## Color Prints, Flyers and Postcards

If you need full color printing for marketing material for the event you might want to try NextDayFlyers.com. They are my vendor or choice. Karen Hoffman raves about GotPrint.com so you may also give them a try. Both services have very fast turn around.

## Resources to Help You Create Your Product

### Using Kunaki.com – CD & DVD Print on Demand

Kunaki.com provides full-color, glossy, fully assembled, cellophane-wrapped, high-quality, retail-ready CD and DVD products with free UPC bar codes.

Frequently asked questions:

- <http://kunaki.com/faq.asp>
- <http://kunaki.com/answers.htm>

### Fivver.com Voice Over Experts

You might consider having a voice over expert create the intro and outro for your audio or video product. Here are some people you might want to review. Pay close attention to their turn around time and the number of projects they have in their queue if you are on a tight timeline.

- <http://fiverr.com/djyoung/record-a-professional-voiceover-of-up-to-200-words-for-you-in-less-than-24-hours>
- <http://fiverr.com/suzillindner/create-a-fantastic-female-voiceover-narration>
- <http://fiverr.com/jamescott/produce-up-to-60-second-high-quality-north-american-male-voice-over>
- <http://fiverr.com/sanpan/make-a-30-second-or-less-voice-over-for-your-business-or-website>

### Fivver.com CD & DVD Covers (2D for Print and 3D for the Web)

If you are creating a new CD or DVD product for the event, you will need to have artwork created for your product. Here are some Fiverr.com resources you can checkout to help

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you with this. Be sure to know what you are getting. Some gigs are for the 3D web only files and some include both the 2D print ready files and the 3D web files.

- <http://fiverr.com/avanzado/2d-and-3d-cover-design-for-your-ebookcddvd-cover-softwareboxes-or-anything>
- <http://fiverr.com/dsouravs/design-custom-cd-and-dvd-cover-and-software-box>
- <http://fiverr.com/shaynaharney/do-amazing-dvd-cover>
- <http://fiverr.com/leon86/design-an-amazing-printable-dvd-cover-for-your-product>

## Marketing the Event

I am asking you to provide me with 1-3 pictures and a quote for each so my team can create promotional images like this one created to promote Mary Kausch as an expert speaking at the event. Providing these tools help us not only promote the event but also promote your brand to the 30,000 people within Lethia's online reach. Your quotes should be fairly short so keep that in mind when selecting your most powerful punchy sayings.

Think, Work & Live Powerfully Live Event!  
Live Stream Available - Watch from anywhere in the world!

“Your true nature will NEVER fail you.”

Mary Kausch  
Engagement Expert

Free Event  
With Limited Seating!

Grow Personally & Professionally!  
Sept. 28th, 2013 11am - 3:30pm  
Register Today! [www.IgniteYourPower.com](http://www.IgniteYourPower.com)

## Images You Can Use to Promote the Event

You can download these image files and use them to promote the event. You can use them on your website, Pinterest and your social networks.

<http://misc.lethiaowens.biz/Images/Banner260x310v2.jpg>

<http://misc.lethiaowens.biz/Images/TWLP-2013-RGB.jpg>

## Video You Can Use to Promote the Event

You can link to the following video to help promote the event -

[http://www.youtube.com/watch?v=G\\_1IAjLCBFs](http://www.youtube.com/watch?v=G_1IAjLCBFs)

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## Facebook and LinkedIn Status Updates

Here are several status updates you can use to help promote the event on Facebook and LinkedIn.

- In spite of the current economy...People all over the world are thriving in their careers, making more money and loving the life they live. Join me at the 2013 Think, Work & Live Powerfully LIVE Event and discover how you can create more success, improve your relationships and become even more POWERFUL!

Seating is limited so register today – <http://IgniteYourPower.com> #TWLP2013

- The biggest difference between successful and unsuccessful people is the fact that successful people are willing to do what unsuccessful people are too busy, too lazy or too scared to do. Join me at the 2013 Think, Work & Live Powerfully LIVE Event and discover how you can create more success, improve your relationships and become even more POWERFUL!

Seating is limited so register today – <http://IgniteYourPower.com> #TWLP2013

- You can't continue to do what you have always done and expect to create greater success in your life. You hold the key to your next promotion, more career success, greater love in your relationships and a healthier body you can be proud to have. Join me at the 2013 Think, Work & Live Powerfully LIVE Event and discover how you can create more success, improve your relationships and become even more POWERFUL!

Seating is limited so register today – <http://IgniteYourPower.com> #TWLP2013

## Tweets

Join me and 10 experts at the 2013 Think, Work & Live Powerfully Live Event. Absolutely Free. Plz ReTweet <http://goo.gl/80KBXK> #TWLP13

Grow personally and professionally at the 2013 Think, Work & Live Powerfully Live Event. FREE <http://goo.gl/80KBXK> Plz Retweet #TWLP13

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Grow and Learn from the comfort of UR home. FREE Live Stream 2013 Think, Work & Live Powerfully. <http://goo.gl/80KBXK> #TWLP13

Free Live Event on Sept 28<sup>th</sup> – 2013 Think, Work & Live Powerfully Event. Plz ReTweet <http://goo.gl/80KBXK> #TWLP13

Do More and Be More at the 2013 Think, Work & Live Powerfully Live Event. Free. Plz ReTweet <http://goo.gl/80KBXK> #TWLP13

## Solo Email Blast

Here is a sample email blast that you can tweak for your personal use. Feel free to change the message so your authentic voice is heard. This may mean removing or adding content so edit away.

Subject: Failure is NOT an Option

What if I could support you on your journey of creating the life and or business of your dreams by giving you access to my tribe of experts and coaches? What if you could spend a full day with these experts...learning from them? Taking in their wisdom and expertise? And what if you could receive this gift without having to dip in your pocket to pay a dime? Would you say yes? Not to me but to yourself?

I believe you have both the potential and opportunity to step into a space that brings you more abundance, more significance, more success and more joy. I'd like to invite you to join me and 10 amazing experts for a one-day live event designed to help you Think, Work & Live Powerfully. The event is even offered via live stream so if you can't join us in person you can watch live. The event is from 11:00 am to 3:30 pm on Saturday Sept 28<sup>th</sup>.

I'm sure you will gain valuable tools that would otherwise cost you thousands of dollars and this gift is being offered to you absolutely free.



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Seating is limited and the event is expected to fill up fast. Register today!

<http://IgniteYourPower.com>

If you think of groups or individuals who would benefit from this event, please share the link. I would be so grateful for your help in spreading the word.

[add your signature]

## Email to Your Brand Champions

Here is a sample email you can tweak for your personal use to send to your brand champions and ask them to support you by spreading the word about our event. Feel free to change the message so your authentic voice is heard. This may mean removing or adding content so edit away.

Subject: You have consistently supported me and I thank you

Because I know you care about my success and are always interested in what I'm up to, I wanted to let you know that I will be a main stage speaker at the 2013 Think, Work & Live Powerfully Live Event on September 28<sup>th</sup>. This opportunity allows me to work with some really cool experts while getting more exposure for my work.

My friend Lethia always says, "Collaboration is the fastest path to success." and I agree with her. I would not be where I am today were it not for [add a personalized statement of how they have supported you in the past.]

Would you please take a moment and support me by taking one or more of the following actions?

### Here is how you can help:

- Share the event site with your network and let them know they can attend live or via live stream. <http://IgniteYourPower.com>
- Share the following blog post entitled "Ignite Your Power and Create Unlimited Possibilities" with your network. [add the link to the guest blog post you have added to your site.]

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- Post the following message on your Facebook page – The biggest difference between successful and unsuccessful people is the fact that successful people are willing to do what unsuccessful people are too busy, too lazy or too scared to do. Join me at the 2013 Think, Work & Live Powerfully LIVE Event and discover how you can create more success, improve your relationships and become even more POWERFUL! Seating is limited so register today – <http://IgniteYourPower.com> #TWLP2013
- Send the following Tweet - Grow personally and professionally at the 2013 Think, Work & Live Powerfully Live Event. FREE <http://goo.gl/80KBXK> Plz Retweet [#TWLP13](https://twitter.com/TWLP13)

I greatly appreciate your help and I hope to see you at this amazing event.

[add your signature]

## Guest Blog Post

I have provided the following guest blog post for you to use to help promote the event. Please list my name as the guest blogger for this post.

Possible title to use for the blog post (feel free to tweak this for your audience): Ignite Your Power and Create Unlimited Possibilities

Image to use for the blog post: <http://misc.lethiaowens.biz/Images/SuccessFailure.jpg>

## Blog Post Content:

Training yourself to think powerfully will open up unlimited possibilities for you. When you develop this skill, you'll begin seeing solutions and new avenues for your life instead of your problems and obstacles. The greatest thing about the human mind is its flexibility. It has been programmed to generate a mindset that is in sync with your current way of thinking and living. The good news is that you can reprogram it to produce the results you desire. You can reprogram your mind to imagine the possibilities that lie ahead for you as a way of igniting your power.

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TheFreeDictionary.com defines cognition as “the mental process of knowing, including aspects such as awareness, perception, reasoning, and judgment.” Cognition includes “positive inputs,” or stimuli that your senses register, as well as how you process them. That’s the back story that you fill in, the conclusions you draw and the behaviors you act out. We can control how we think, and we have a responsibility to ourselves to exercise this control in the most positive manner.

To become the best you can be, you must understand your current thinking patterns and tendencies, and how your thinking impacts your actions. How you perceive yourself in relation to the world around you has an enormous impact on the way you present yourself to the world. Your perceptions show up in your attitude, communication, behavior and body language. Every time you think a defeatist or negative thought, it changes you for the worse. It affects how you respond to threats and opportunities. Fortunately, you can break out of your negative thinking patterns.

As you think positively about yourself, the world around you, and the events in your life, you open yourself up to new possibilities. When you gain a clearer picture of your purpose, you are able to keep this picture vividly in the forefront of your thinking. Then, through repetition, you can implant it deep within your subconscious mind. As you unceasingly pursue that thought or mental picture, you will find that all your faculties and powers become directed towards that purpose.

This focused effort generates a sustaining power to act and create your success. It’s clear that having daily reminders of what you want to accomplish can be a very effective tool to help achieve your goals. But how can you keep your goals in mind every day? One way to consistently work toward bringing your dreams to life is to make a possibility board. Some people call this a vision board but I like to call it a possibility board because it reminds me daily of what IS POSSIBLE for me.

I would like to provide a powerful tool for creating a clearer picture of the life you want to create in your business and life so you can begin to Think, Work & Live Powerfully.

Click on the link below to access my step-by-step guide entitled “Creating Your Possibility Board to Achieve Your Life Goals” - <http://goo.gl/80KBXK>

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P.S. I'd also like to offer you a complimentary pass to the 2013 Think, Work & Live Powerfully Live Event and Live Stream. You'll learn from 12 amazing speakers who are sure to transform how you see yourself and the world around you. Register today at <http://IgniteYourPower.com>.

## Wrap Up

I am here to support you so please don't hesitate to reach out to me if you have questions. I am excited to be on this journey with you. Remember...You are bigger, more powerful and more valuable than you have ever been taught to believe.

*Lethia Owens*

Lethia Owens

International Speaker and Brand Strategist

[www.LethiaOwens.com](http://www.LethiaOwens.com)

*Search high and low and you won't find another speaker or consultant able to inspire and engage audiences the way Lethia does. Lethia Owens is an international speaker and personal brand strategist who is ranked #8 among the Top 30 Brand Gurus in the World. She has worked with professionals from top fortune 500 companies and entrepreneurs from all over the globe. As a result of her programs, clients reported dramatic increases in web traffic and revenue, job promotions and increased buzz for their brand on social networks. She is a highly sought after speaker and coach with over 800 coaching sessions under her belt. If you are looking to hire a speaker sure to deliver an entertaining, inspiring and informative presentation on Leadership Branding, Personal Branding or Social Media Marketing, please call our office at (800) 670-0712.*