

Execute Your Event

Marketing Yourself Through a 2-Hour Information Presentation

It sometimes seems that the very basics are overlooked when taking a new message out in to the world. The One Command Seminar Leaders program is designed to take you step by step into your success. Some of you are all ready great speakers and presenters and what we are sharing is a refresher for you – with some specific directions on formatting your talk around The One Command and closing the evening with sign ups for your courses and coaching and for others this is brand new information.

I have been very successful and am grateful for my success – but I when I started I made so many mistakes in my presentations that could have been avoided with the right direction - we want to make sure you start at the top of your game and spare you the hard learning curve.

There are essential elements you **MUST KNOW** to lead your audience to the results you are after by the end of your 2-hour presentation. When I began I was so excited to bring the message of The One Command to the world I spent hours giving talks that front loaded fantastic information, and hours of talking people through the TOC process in my evening events. The results of all that exuberance were few if any sign up's for my courses and few new clients. Why was that?

Because there is a very specific structure for speaking from the platform to get back of the room sales that I didn't have in place.

This information is extremely valuable. As matter of fact I have invested over \$30,000 dollars in courses to learn how to hold a correct presentation and to get sign up's by the end of the presentation and I'd like to take you through that process now.

Here is what is required on your part - that you do the actions steps I ask of you so that you design an effective presentation. I need you to take the time to write out your presentation in the following manner. You will get the best results from this coaching when you take the invested action. You'll be surprised yourself how we are helping you develop a successful presenter / leadership persona and MIND SET by guiding you through these exercises.

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Let's go back to one of the first learning principles that I asked of you in the first day of the course – and this is also something to include in each and every one of your talks.....

WILLINGNESS TO LEARN

If you will just set aside everything that you think you know and be open to hearing and implementing something in a strategic way you'll be surprised at the results – guaranteed.

Realize that repetition is what is required in your presentations and repetition is required to hear and learn something new. You can never hear what we have to say too many times. Every time it is gaining momentum in your thinking.

Principles of a Successful Presentation - leading to back of the room sales for seminar sign up's, book sales, and coaching clients.

1. GETTING THEM TO THE EVENT REQUIRES THAT YOU CREATE AN ATTENTION GRABBING TITLE – DRAMATIC - Create a catchy title to any of your information events that is in alignment with you and your interest of how to apply The One Command, a system of transformation and change and a promotional web page or flyer that EXCITES people to attend. We recommend that you charge \$20.00 or more for the event even if you share revenue with a center – this is the price of a movie any more and it defines those willing to pay for knowledge and experience.

Some catchy titles that have inspired people to attend an event. BE SPECIFIC AS TO THE RESULTS THEY WILL GET FROM ATTENDING THE EVENT!)

Discover the Hidden Power of Your Mind to be Successful (or be a Successful Artist; Health care provider; Business Person; Teacher /Trainer etc.

Command Your Success in 6 Easy Steps

Instantly Release Negative Beliefs and Reprogram Your Mind by Your Command

Command Your Money to Arrive

Awaken Your Spiritual Power by Your Command

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2. CREATE AN ATTENTION GRABBING SUBJECT

Overview of the first ideas to present

- a. Did you know you can instantly create money (better artistry, relationship, success health-whatever is your topic) – and in this evening together I'll show you how
- b. You are all ready a master. Tonight you'll discover how to be the master that you want to be
- c. Did you know you are running your life on only 5% of your intelligence. Want to have more?

The **opening of your presentation has to grab your audience** right away – dramatically! This will also be your closing statement that you have proved to your audience and the reason they want more from you.

Exercise 1: Create 3 opening attention grabbers for your talks

Gear the opening remarks to your audience: Health professionals, business people, women's groups, alternative healers, psychologist, spiritual groups...etc.

3. NOW INTRODUCE YOURSELF – who you are and why they would want to listen to you as you introduce yourself your self – Hi' I'm - ----- 3 minutes most – why they should listen to you. Thank your host or the center

Some of the Reasons: You are an expert in your field; doctor, psychologist, healer, author, speaker, entrepreneur successful business person and/ or you are a leader in your position in TOC organization or both.

Another Example: Asara: Hi, I'm Asara Lovejoy, author of The One Command and I want to share how I went from an idea to writing a book that has generated over 2.5 million dollars in revenue and show you how if I can do it so can you.

Thank you for the opportunity that (Name of person) gave me by inviting me to your (organization name). I appreciate the time we are going to spend together to share the information of your greatness and how you create your life.

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Exercise 2: Write out why they should listen to you – who you are as an expert 3-5 points minimum.

4. Establish rapport with your audience. Tell YOUR STORY how you are just like them. This gives them a reason to like you. Your expertise status gives them a reason to listen to you but when you reveal your vulnerability – your humanness – your audience relates to who you are as well as what you say. Just think about the best talks you have ever heard and who you liked and didn't like and why.

You probably didn't like authoritative speakers who told you the answers. You probably liked speakers who shared a personal story –got you on their side and then 'SHARED' information.

5. NOW I AM GOING TO SHARE THE BEST KEPT SECRET OF SPEAKING – THIS IS THE ONE THAT LEADS TO YOUR SUCCESS!

**Share your problem and foreshadow
the solution as the one they will want!**

Always share on purpose – not because you like telling your story or you are looking for resolution or some kind of help – but because your problem and your solution is what instills the inspiration to invest in you.

I'm just like you story of change

- a. Include what you did to change in reference to The One Command.**
- b. This is the UPMOST IMPORTANCE – because you'll use this same reason for them to sign up with you**
- c. Example: I almost lost my home and was emotionally bankrupt. Then I applied the one Command and changed my finances from broke to great success. (Tell the truth) maybe from broke to getting better because you are still a work in progress**
- d. Make the point that you did this by using your greater intelligence found in your theta thinking mind and it changed your (XYZ...).**

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- e. **Make the point that you did not do it alone – you discovered a process and were coached through the process to your success - Again the set up for you to sign them up.**
- f. **Tell by story**
- g. **Support**

The One Command gave you/ did for you:

Tools to stop your negative fearful thoughts

Instilled self-confidence

Trust in your own ability

Let's look at this model again.

Asara's story:

I was at the dark night of the soul moment.

Fearful of great loss – the greatest loss I had ever faced

There was no rational answer

I was physically suffering from my anxiety

The Solution:

Asara went into the theta brain state and had a spontaneous understanding of the 6-step process and The One Command

She applied the process

She saw results

Asara says, “I use this process in every decision I make for my life – ones that lead to writing the book – that lead to getting signed as a Nightingale-Conant author - that lead to being published by Penguin Publishing - that lead to greater and greater emotional and financial success and being able to reach millions of people to help them change and improve their life.

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And you can too. (Foreshadowing why one would want to engage more in knowing and understanding The One Command.)

Exercise 3: Write out your problem, how it affected you the negative affects, and then the turn around with The One Command. It doesn't matter how small a change – any change is valuable.

For purposes of your presentation outline please include one of your personal stories and then realize that you can refer to my story for dramatic impact if you don't think your story has that impact.

Presentation Outline

I. Welcome

Thank you for joining us this evening to **Meet Your Success with The One Command** it is our hope that as you discover your hidden power you'll meet yourself in a brand new way.

I want to share with you this easy and transformative practice that has been a positive influence in my life, The One Command® unlocks a power within you so great - activating unused portions of your mind that you are propelled into your innate ability to create the life you have always desired.

You'll benefit from applying what you'll discover here (tonight or today) to every aspect of your life. As you learn to consciously operate in the masterful state of theta and you issue The One Command®, you stop your old way of thinking in a moment and bring into your essential hard wired subconscious a new understanding of wealth, happiness, satisfaction, increased money, and rich living.

This is a physical event in your brain and an extraordinary event in expanding your capacity for a new life. The results are magnificent. Asara often says, "You are already masters of your life – usually masters of lack and limitation. In the process of The One Command® you become masters of a rich life that is within the blueprint of your DNA, ready for you to discover."

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Tonight / today I'll share with you some phenomenal new information on the science of you and the power of your mind that you may have never known about before. Let's get started.

Then follow the outline filling in your own words and remarks until you are TRULY COMFORTABLE hearing your own words and seeing yourself successfully presenting again and again. Some of you will make a great income teaching others the One Command, a simple yet powerful process and as always enjoy the journey as well as the destination.

II. Who I am

- a. current position
- b. background
- c. struggle
- d. the aha moment
- e. now I know...

II. Who is Asara Lovejoy?

- a. woman with rich experiential background
- b. Educator – Author of The One Command who has brought the teachings of TOC to over 500,000 folks around the world and they can be next.
- c. Attempt –achieve- defeat - Dark night of the soul
- d. Discovery of the simple process
- e. Transformation – now bestselling author, millions in sales, etc

III. What is The One Command?

More than positive thoughts and affirmations

The four brainwaves

Your greater capacity

You are already a master

Success stories - Have anyone who has practiced with you also share their success story – this is very powerful in building confidence in the process and in you as the presenter.

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IV. The One Command (SIMPLE – DO NOT TEACH THE ENTIRE COURSE GIVE THEM AN APPETIZER)

The 3 parts of The One Command

“I don’t know how I _____ I only know it is so now and I am fulfilled”

V. The Six Steps (Keep all of this information simple explaining that you’ll go more in-depth during the One Day Seminar or upcoming 2-day seminar. (DATE TME LOCATION).

Ground

Go Up to Theta

Make The One Command

Expand

Receive

Unwind- Unwind-Unwind (the program / DNA) Rewind- Rewind- Rewind

VI. Making Change with The One Command

Simple technique

1. Identify what program or belief you want to change
2. State what you want instead
3. State The One Command

VII. Short Demo with a participant – identify what they want to change, improve or remove – form a positive Command - have them close their eyes and go through the six steps quickly – don’t go into the longer version yet – leave that for the One day Seminar – remember you are promoting your event – giving appetizers so they want more and see the value of having a full day with you.

TAKE A BREAK SO THAT THEY CAN SIGN UP FOR THE SEMINAR OR YOUR SERVICES AND HOLD THEIR INTERESTS BY TELLING THEM

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AFTER THE BREAK YOU'LL BE TAKING THE ENTIRE GROUP THROUGH THE ONE COMMAND PROCESS.

VIII. Simple Command Examples:

1. I keep making stupid mistakes
2. I keep taking the right action
3. I don't know how I keep taking the right action I only know it is so now and I am fulfilled

1. My job is boring
2. I want an interesting job that pays well
3. I don't know how I have an interesting job that pays well I only know it is so now and I am fulfilled

1. I don't have enough customers
2. Many well paying customers who tell their friends about my business
3. I don't know how I have many well paying customers who tell their friends about my business I only know it is so now and I am fulfilled

1. I can't stop worrying about a problem
2. Confidence the problem will be solved
3. I don't know how this situation is resolved in my favor I only know it is so now and I am fulfilled.

1. My family never helps me
2. I have help and support from the people in my life
3. I don't know how I came to be so loved and supported I only know it is so now

1. I need money to pay my bills
2. More than enough cash to pay my bills and more
3. I don't know how my bills are paid in full and I have more than enough cash I only know it so now and I am fulfilled.

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IX. Help 3 people to form a Command. Then ask the group to work with a partner perhaps the person next to them and to form a Command before you take the entire group into theta.

Lead the group into theta. Make 2 general Command related to the topic you are presenting and then a third command that is open for them to put in their own Command.

Have people share their experience and if you have someone who has practiced with you have them share their success story.

X. Closing

Make sure you have covered the following”

They have your promotional offer and seminar registration paper – hand it out to the entire group – make sure they know that the special offer is good until – (maybe the next 24 hours).

You have collected their email, and name on a form you sent around the room so they can receive your free gift (an audio MP3 or PDF article of some kind)

Book appointments to talk in person to anyone who may be interested in a private demonstration – usual Fee \$200.00 special for the class when the sign up now \$100.00

Take time to mingle, collect names become friends and collect your registrations and appointment contacts.

Have others give you some testimony of the value of attending a course or coaching with you

Remind them of the change you went through and if you can so can they – this is an opportunity

Close on a high note – success story and future pace to seeing the in your life

HAVE A GOOD TIME!