

HOW TO BUILD A SUCCESSFUL

Income Generating Seminar Business

You are building a business or increasing the business you currently have and there are a few items for you to DO that require a commitment on your part. Take the time to do these few steps – and even though they are simple they require some thinking and musing it over time before you can accurately describe who you are and what you want to accomplish with what you do.

You'll never be the success you want until you take these steps.

#1 Brand Yourself

At The One Command we are here to help you implement greater success in your career and to deliver the services that you are best qualified to deliver. In fact, we know that who you are and what you offer is wanted by the world because you can only uniquely deliver it. There is no one else who is you and who has what you have to offer. Start there.

A unique brand is about you first - WHO YOU ARE!

The Asara Lovejoy brand is “Asara Lovejoy, author of the best selling book, The One Command, Founder of The One Command Executive Success Coaching program and International New Thought leader on what is possible in our Human Potential.”

Who you are is based on YOUR LIFE EXPERIENCE and YOUR OWN PERSONAL STORY of how you have developed your skills and abilities. We are consistently asking you to define your niche. Yes, if you are absolutely starting new as a professional then you can BRAND yourself as a Certified One Command Seminar Leader, however if you have a specific application that is uniquely you and your interests then BRAND yourself there first. Your ability to teach the seminar is part of your brand, not the brand itself.

FROM THERE TO HERE

Your personal story always begins with where you started – your down and out moment and how you “discovered an answer or solution or had a realization” that took you from there to your success. Your story inspires others because it says If you did that then so can I. My story of from There to Here was facing the possible devastating loss of all that I had invested in my home and my lifestyle – even to the degree that I wanted to leave the planet. My to HERE experience was the discovery of The One Command and the financial, emotional and spiritual growth that came as a result of that and being able to share it with the world.

Write out your story of from there to here.

I was sick and then I got well by xyz, or I was depressed and I ate differently and exercised and now I am happy and thin. Or I was a poor businessperson always struggling and now I am successful in my business because I discovered XYZ. And of course the more you can refer to The One Command as an instrument of change the more powerful your credentials are to pass the knowledge on to others.

Now, identify the skill you can share with others from that experience as the brand for you and your One Day seminars.

Jane Peterson, Holistic Wellness and Fitness Coach shows you in one day how to organize your mind by Your Command to have the fitness success you desire.

Or

Roger Stratton, leading Business Coach and investment guide shows you in one day how to Command Your Business Success.

Or

Mary Glover, from housewife to leading the field in Energy Healing and Lifestyle Coaching brings you an astounding revelation of your own secret power by Your Command.

To effectively market you and your services you must have ONE BRAND DEFINITION of who you are and what you do. Within that context you can add description of other services and newer versions of what you deliver as you evolve.

Next you must define your message, purpose and mission

#2 Message and Purpose

Either you are building a business with The One Command – One Day Seminar or you are adding it to your existing business and in either instance you **MUST** either create or update your mission and purpose on what you are doing and why you are doing it.

If you do not have an inner certainty about what you are up to then you do not have enough attractor energy going out into the field to bring people into your sphere of influence. In all truth, what you think and feel about you and your business is how successful you can be in your business.

When you define your mission and purpose, which creates a strong attractor energy in the field, enough that others can find you and respond to you in a positive way by signing up for what you offer, then you are on your compass to success.

This not just an exercise of something to do – although any good marketing company will tell you to do this very thing – **but this is an essential necessity for your success.**

And even though it comes down to a simple statement – it requires deep level thinking and processing for you to define your mission, and purpose.

For example, our mission at The One Command is, *“We are in the business of transformation and to demonstrate prosperity in the world.”*

Here are some examples of other peoples mission statements. You’ll see that they are short and concise – but you have to think about what you want to accomplish and why you are doing it and what value you bring to the world to create a statement.

ConocoPhillips: Use our pioneering spirit to responsibly deliver energy to the world.

Darden Restaurants: To nourish and delight everyone we serve.

TED: Spreading Ideas. (2 words)

Smithsonian: The increase and diffusion of knowledge. (6 words)

USO lifts the spirits of America’s troops and their families. (9 words)

The Humane Society: Celebrating Animals, Confronting Cruelty. (4)

Wounded Warrior Project: To honor and empower wounded warriors. (6)

#3 Take Making Money off the Table for a Moment

Let's take your purpose of becoming more financially independent or rich off the table as we all know that is an underlying drive of purpose in anything you are doing or want to do – that is a given and go instead to the underlying ideals that make you want to serve the world with education and knowledge or to test yourself in your ability to present a seminar to others. What would you say in a one-on-one conversation with a friend – start there.

I want to teach a One Command seminar in my field of expertise because -

Think about this from the results you'd like to accomplish.

First, what do you want to accomplish for yourself (again this is not about making money- that naturally happens when all these ingredients jell). Do you want to increase your brand name as a seminar leader, feel more confident about yourself as a success, get the chance to change other people's lives, or meet a personal fear or challenge in public speaking or presenting? What is it for you that draws you to being a seminar leader? Define that for yourself so you know what your unconscious, as well as, conscious motivation is.

This will keep you on tract and on purpose when things don't seem to be going your way – because you'll know what you are after and why you are doing it.

#4 NOW CREATE YOUR MISSION STATEMENT

Once you have defined what you want for yourself personally, now you can look at what you see as the benefit to others and the world at large. By taking action to bring The One Command training to the world – in your defined niche – to your specific audience what results do you want to accomplish?

Yes – you must define your niche – who are you going to bring this teaching to?

For example, a nurse practitioner says her mission is , “Knowledge and education in the theta brain wave and The One Command to increase health and wellness and healing.”

A creative writer states, “Access to your undiscovered creative mind and implementing your ideas in successful written form.”

A financial advisor, writes, “Security of mind and principles of financial prosperity to create astounding wealth.”

What area of life are you attracted to and what is your current expertise.

I have often said that you can think of anything that you like to do that you have a talent for as your niche. One woman started her quilting business because folks loved her quilts. First, she held classes in her home – then she went online with her designs and instructions and is now a millionaire.

Gardening, building, carpentry, family systems, healing arts, artistic design or writing, hypnosis, conflict resolution, business success, psychic spiritual growth and development, child rearing, or parenting. The One Command can be applied in any direction for greater success, peace of mind, and satisfaction.

MISSION STATEMENT

Once you have these elements in place you are ready to market yourself and your services. Now you can follow the print model and the Internet model to market, market, market. Remember, the world is waiting for you and wants what you have to offer. It is your job to let them know they can have something they have been looking for and seeking.

#5 Print Model

The elements of a written brochure will be the same elements that you transfer to your WEB site once you are ready to go online. You can use the three fold section brochure front and back and get a lot of information in print. You'll hand out these brochures instead of business cards or in addition to and at all of your promotional events and fairs.

BRAND TITLE – perhaps create a logo design for the top of your brochure or a graphic font.

Your Photo and description of who you are and why they will want you

Your services

Contact information.

Do not list any prices for your service on your brochure. This allows you to print once without having to update your prices, and you want to talk money in person when they contact you for your services.

The EXCEPTION is when you create a ONE PAGE FLYER FOR YOUR SEMIANR EVENT where you promote the full price and the discount price when they register now. Everyone loves a discount and a bargain.

Internet marketing is the next and final section in your marketing program. Please read the PDF on how to best Set up your WEB presence if you do not have an existing web site and you may get some brand new ideas if you currently have a site as well.

I t has been my great pleasure to spend this time with you and again CONGRATULATIONS ON BEING A WELL TRAINED AND CERTIFED ONE COMMAND SEMINAR LEADER!!!!

WARMLY YOURS,

ASARA LVOEJOY