



**Speakers  
Mountain**

**Climbing To The Top in The Speaking and Training Business**



| *Sam Witteveen has spoken to audiences of thousands around the world*

For years I have been asked to do my own train-the-trainer course and I have resisted. I have guested at 3 other peoples courses and found it a rewarding experience, but I couldn't help but feel that the majority of people going through the courses were not going to be able to make a living at it, with the skills they were being taught.

See its not your fault, you, like me have probably been tricked into thinking that it's all about teaching great material and helping people to learn. I wish it was that easy!!

The Speaking and training world is a very hard industry to crack.

When I first started out I figured I would simply go out there and model the best teachers and use their strategies. I found that while that gave me some good skills it didn't get me where I wanted to be. I had to look for people who were not only good on stage but good at the business part of it.

So I went out and modeled not only some of the world's top speakers and trainers, but I also modeled their back office operations to see how they are run and what are the profitable parts of the business and where are the areas they get right, which most people fail at. You have to learn to master all the aspects of the business. Everything from being totally amazing on stage, so people will invite you back, through to how to get on that stage the first time. You need to master how to build your brand and your platform and you also need to master how to partner with other people.

Speakers Mountain has taken 6 years for me to put together. Its come about from me not only seeing what works with my own businesses in various parts of the world, but it has also come about from me helping friends in this industry and showing them the secrets that I have discovered.

When I started to put together Speakers Mountain I wanted to make a course so powerful that it would give people the true knowledge and skills that they need to take real action. The skills will allow you to create a speaking and training business that will not only be very profitable, but will be very rewarding emotionally for you as well.





To master the Speaking and Training Business there are 5 key areas you need to Master:

## 1. Mastering the Stage

To Begin with you need to get great on stage and be able to not only get great rapport with groups of people at the same time, but to also be able to express yourself in a way that not only educates, put persuades and motivates people.

Learning to become a great speaker is not only a skill you need to master, but it is a skill you need to become really comfortable with. At Speakers Mountain I will show you 5 ways to handle nervousness and limiting beliefs about being on stage and speaking in front of audiences of any size.

## 2. Mastering Content

As a good as being able to be good on stage you need to learn how to design speeches, trainings and full courses in a way that will be effective at getting your message across and also at getting people to follow through and take action.

Whether you want to be a keynote speaker or a corporate trainer, you need to learn to create content that is compelling, informative and stays with people long after they have heard you speak.

## 3. Mastering your Platform & Brand

What are you known for as a Speaker or trainer? Far too many people make the mistake of trying to be everything to everyone.

In this section we will go through how to niche your skills so that you can learn to dominate one area of the market and drill it down deep to where the profits are.

You will learn the skills of how to get known and how to create a brand both on stage and off, and leave the event with your plan of attack of the next steps you need to take.

## 4. Mastering Promotion

There is no use being the best speaker in the world without people knowing who you are or what it is you do. Promoting your skills, trainings and products is a must whether you are only doing training in-house for your company through to doing public events for the masses.

In Speakers Mountain, you will learn how to position yourself in a way that separates you from the competition and gives you the supreme advantage of being unique and a total expert in your field.

With tools like Facebook and Twitter, you now have to opportunity to reach millions of people on social media to promote both your speaking, your brand and your products. In Speakers Mountain I will cover how I use these tools to not only increase my sales, but to maximize my brand.

## 5. Mastering the Business

As a trainer, speaker consultant or salesperson you need the have the ability to not only be a great speaker, but to understand the complex elements of the business and how to make sure its really profitable for you.

Most speakers are barely making a living and go from job to job merely getting paid for their time.

In Speakers Mountain you will learn the business models and skills to develop your speaking career into business which not only gets your speaking engagements, but that develops into back end opportunities such as high end trainings and consulting which is where the big profits are.

You'll learn to develop the partnerships with people which will make it profitable for them to promote you and your products and bring in opportunities that both of you can maximize.



# Speaker's Mountain

In the Speakers Mountain course I am going to take you step by step through each of these elements and give you real world examples from my own speaking career and also from other famous speakers and how they do things.

## In 4 days at Speakers Mountain you will master:

### Day 1 : Mastering the stage

- What makes a professional speaker / trainer?
- How to make a room love you and why 5% won't.
- How to become a persuader not just another speaker.
- How to create speed rapport with an audience of any size and what to do once you have it.
- How to use stories in your speaking to connect with the sub-conscious level.
- The five steps of a great introduction and how to get someone to introduce you.
- Creating topics that get people interested - even the most boring topic can be presented in an interesting way.
- How to make full use of a stage to maximize your message.
- Anchoring from the stage and how to use props on stage.
- How to create presentations that compel people to participate and take action.
- How to influence from the stage to get the results you want.

### Day 2 : Designing Content Speeches & Training

- When to use Power Point and when not to!!
  - How to use presentation slides like Steve Jobs and modern speakers.
  - The 3 stories you must have as a speaker to get your message across and motivate people.
  - The 3 types of talks you need to be able to give and how to create them.
  - The art of edu-tainment - how to teach and entertain at the same time!!
  - How to use "Super Speed Learning" strategies to impart knowledge quickly and help retention in your audience.
  - How to prepare an audience before you even speak by setting up the room correctly.
  - The art of creating and delivering great keynote speeches.
- I will walk you through how I create a keynotes speeches, trainings and events with extensive examples of each.





## In 4 days at Speakers Mountain you will master (continued):

### Day 3: Building your Brand & Your Platform

- Understanding how to position yourself in the market to set yourself apart from the competition.
- Building a Brand as a person - what it takes and what are the steps
- How to develop a “signature story” that puts your audience in the palm of your hand
- How to get your personality across on the stage and off - this is the key to really connecting with people and creating a lasting impression.
- How to create credibility from the stage and in your marketing
- How to become the pre-eminent expert in your area of expertise.
- How to sell from a stage - you need to learn how to sell your products and services from the stage to companies and to general public.

### Day 4: Mastering the business

- How to deal with promoters
- How to grow your speaking empire by hiring staff
- Creating marketing campaigns that not only fill seats but build your brand
- What type of websites you need as a speaker
- How to give things away for free to make more money in the long run
- How to use email marketing to create
- How to sell to companies
- The formula for charging more for corporate events and trainings
- Creating a compelling offer to sell your trainings
- Learn the key figures you should be monitoring in your speaking business to make your business easier going forward

## Resource materials you will take away from the event.

- My personal templates that I use for creating keynote speeches, full trainings and sales events.
- The questionnaire I use to find out exactly what companies are after and how to create the results they want. ( this is the ultimate needs analysis tool which I have invested years developing )
- Your own expert plan to positioning you as the pre-eminent expert in your field over the next 6 months.
- Your own plan for promoting your services and products online and offline to the public and to companies.
- Online guide to using tools to for social media promotion and brand building.



## WHO SHOULD ATTEND

The ability to speak and make money from it is a skill used by CEOs, sales people, managers, entrepreneurs and H.R. professionals as well as trainers, teachers and academics.

If your career involves any element of speaking, presenting and persuading then you will massively benefit from this event.



## WHY MUST YOU ATTEND

This event is about creating powerful speakers and trainers. If you are seriously looking to take your speaking and training career to the next level, then you must attend.

It has taken me six years of interviewing, consulting, modeling and being mentored by some of the world's top speakers to acquire these skills and you are going to master them in 4 days.



If you want to become great you need to be there!!

Date: November 18, 19, 20, 21, 2010

Location: Parkroyal Hotel, Kuala Lumpur

Contact info: Shanthi at Results Asia

016-2864806 or 03-6252 5181



## OK Sam, What's The Cost?

What would it be worth to you to spend four days with someone who has made a great living from the words leaving their lips and who are willing to tell you everything they've learned? Would you pay USD\$10,000 to learn how to make that much or more with one hour of work?

If I did charge you USD\$10,000 it'd be the deal of a lifetime considering you could easily get it back with one event or speech, not even counting the back end secrets I am disclosing. In fact, I seriously considered charging a lot more than I am, but then I realized that would put it out of reach of the people who need it the most.

I asked some of my business partners and some of my coaching students what they think I should charge for this one of a kind system. The lowest suggestion was USD\$4,000 and the highest USD\$10,000. That left me with a big decision. Do I charge what the system is worth and make folks pay the USD\$10,000, or do I lower the price and make it more affordable so more speakers & trainers can benefit from this powerful information?

Believe me it wasn't an easy decision but I chose a price of RM 7,497. Order NOW and receive a RM 500 discount, for a total price of RM 6,997!

You should get that RM6,997 back in increased revenue from your first event or speech after you've experienced the program. In fact, if you're currently speaking or intend to, this should be a no brainer for you. I know seven grand may be a bite, but I can absolutely guarantee you it'll cost you many times that not to come and learn this material.

You could (and will) lose seven grand the very next time you host an event or take the stage if you don't know the secrets I've included here.

Seven grand is nothing compared to the immeasurable gain and lifetime value this system will have on your life. If the cost is the only reason you'd consider not experiencing this program, isn't that a great reason that you should? If it matters that much to you perhaps you could use a lot more revenue in your life. After all, that's the purpose of this system.

Your future income is ready and waiting for you, all you need to do is take action. Do it now.

Sincerely,

**Sam Witteveen**  
**Speaker & Entrepreneur**

P.S. Remember, this event is **going to sell out!** It includes detailed manuals that will become your speakers reference for the rest of your life. **PLUS** you'll leave with your own custom plans to take action to apply these into speaking career and circumstances. The best part is you'll also receive custom feedback and personal advice, so you can take your career to the next level. Be prepared for an amazing journey to results!



## Sam Witteveen knows about action and results.

With a clear reputation for results, Sam is fast becoming one of the world's most sought-after executive trainers, keynote speakers and change consultants. His unique real world approach has earned him many fans amongst executives and entrepreneurs around the world. Sam has consistently strived to find and create the fastest and best ways of personal and corporate behavioral change to increase performance and productivity in organizations.

As the founder of Neuro-Action Technology™ Sam has created a cutting edge system for business executives to bring out the best in people and help them to achieve consistent peak performance. He is personal coach to CEOs and top executives through his high-end Executive Jigsaw Coaching Program and has trained thousands of people through his live seminars and online programs.

Sam's public programs such as Breakthrough Guaranteed, No Rules Entrepreneur, Super Speed Learning and Strategies of Business Genius sell out each time he does them, with audiences often well over 500. He speaks in Europe, Asia and the United States and focuses on high end corporate trainings.

In 2010 Sam has been a guest speaker at a number of events and conferences including the Asia Pacific HR Congress, where he was one of the keynote speakers.

Sam's unique take on the speaking and training industry has allowed him to achieve results far quicker than others in the industry and also allowed him to coach others to improve results in their speaking business.

His clients span the globe and include companies from diverse industries such as FedEx, Robert Mondavi Wines, Evason Resorts, Mandara Spas, Sony, Shell, Unocal, Price Waterhouse Coopers, ABN-AMRO, UBS, Telecom Malaysia, BMG, Eli Lilly, Shinawatra and a number of high profile companies in Silicon Valley.

On top of his speaking and consulting, Sam's time is split with running three companies which he owns, including Mass Control Marketing (a digital marketing specialist) and Red Elephant Music which is the world's leading company producing music and related products for branding and marketing purposes.