

DEDICATED TO PRESENTERS AND EVENT ORGANIZERS

# KEYNOTE SPEAKERS

GUIDE

HOW TO BUILD  
**RESILIENCE**  
IN THE FACE OF A  
**PANDEMIC**

THE GIFT OF  
**REJECTION**

**THE ART OF  
BRAGGING:**  
CREATING A  
COMPELLING BIO

FEATURING

**AMBERLY LAGO**

SPRING EDITION  
**2020**

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“ ...I think rejection is so beautiful. It’s a natural and perfect experience in the flow of life... Just like our body releases waste, rejection eliminates from our life the unnecessary allowing something better to enter.  
Gerald Rogers  
*The Gift of Rejection* ”

“ So while we battle one of the most challenging pandemics in history, share your hope, share your gratitude, and share your laughs. Together we will restock our heart.  
Amberley Lago  
*How to Build Resilience* ”



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# HOW TO BUILD RESILIENCE IN THE FACE OF A PANDEMIC

By Amberley Lago

While panic is in surplus, many other resources are becoming increasingly difficult to secure. Grocery shelves are quickly emptied, trips to stores are far scarcer, budgets are cinching, and desperate hands all grasp for the same goods.

So, I want to share a recipe with you, one with just three-ingredients that I promise you have. Even if the pandemic has emptied your pantry, don't worry. You don't have to mask-up and risk the store. This recipe is made with resources that can't be found after waiting an hour to be let in at Trader Joe's. They can't be found on Instacart, or even on Amazon. These three essentials can be found only in one place, somewhere we often forget to look.

## DEEP WITHIN YOU.

So let's get to the recipe of the most essential resource of our time: Resilience.

## RECIPE FOR RESILIENCE

### 1. HOPE

Hope is absolutely vital to this recipe. And if you opened the cupboard, looked on in and didn't glimpse even a crumb of it, I'm here to promise you it will be there. And once you stir the sparks, it will naturally catch flame.

### HERE ARE A FEW HACKS TO IGNITE HOPE:

- We can go through any how when we know why. Think, why should you endure this? Because you're going to come out stronger, because you have a life to lead with the strength you will earn. Because you're going to take that interview after this, or make that move, or because you have a family you get to make smile. Because things are going to be so beautiful on the other side. Define your individual why, and remember it every day. Write it down and pin it to your wall if you have to.





## HERE ARE A FEW HACKS TO IGNITE HOPE:

- Replace “I miss...” and “I wish...” with “I look forward to...” Rewire the mind to look forward instead of backward. Big hope can grow from small thoughts.
- Write down and talk with others about things you look forward to at the end of this battle. Taking the first flight to visit family? Going to your favorite restaurant? Working from your real office? Whatever it is, stop missing it, and start looking forward to it.
- What is something you can look forward to today? Tomorrow? Add something special to look forward to each day, no matter how small.
- Make goals that you can take a step toward each day. A friend of mine made the goal to call two relatives each day. (Did you know Verizon is seeing over 800million wireless calls per day, which is more than double the amount on Mothers Day - historically the busiest call day of the year!) Another friend decided to pick up sewing again, and is almost done with another shipment of masks that she’s donating. Another started to learn piano. She picked a single song, and she learns a few

new notes every day. Working toward something with a sense of accomplishment nurtures hope.

## 2. GRATITUDE

Focusing on the good not only gives hope, but manifests in the body as well. Did you know that negative thoughts actually decrease your immunity, while positive thoughts can release neuropeptides that help fight stress and illness? So interrupt anxiety with a seed of gratitude, and watch it recolor your days.

### TIPS FOR GRATITUDE GROWTH:

- Keep a gratitude journal. If you know me, you know this is one of my favorite tools during all hardships. Write down at least five things you are grateful for each night. If you are reading this in health and safety, there are two impossibly valuable things to add to your gratitude list right there.
- Instead of focusing on what has been lost, find something in each day you have gained. Time, a chance to make a change, a rare relaxed breakfast with your

spouse, the opportunity to be involved in your child's education, a new perspective, a lesson you can share with others. Whatever your situation, look for or create the positive.

- Send one person per day a text or call of appreciation for something they have done, or simply for being a good friend, co-worker, mentor, or person.
- Start a dinner-time gratitude conversation. Have everyone at the table share one thing they are thankful for, or the best part of their day. Even the darkest evenings can be mitigated when we make time to acknowledge the small blessings.

### 3. LAUGHTER

You might wonder how I could suggest laughing when the world is in a state of suffering. Well, it's never been more important to find laughter. In fact, it's doctors orders. According to many studies, laughter activates and relieves stress response, lowers stress hormones, stimulates circulation to soothe tension, and boosts the immune system.

If you're ready with the first two ingredients but still can't find laughter, here's a few tips:

- Surround yourself with (or call people who laugh. Laughter is contagious? Let's fight the Covid contagion with a laughter rebellion.

- Look up and share memes, there's way too many not to find one that makes you crack up.
- Call a friend and reminisce old memories, or tell your family a funny or embarrassing story about yourself - even if they've heard it a hundred times.
- Take a break from the news. There's an excess of funny videos for a five-minute reprieve throughout all media platforms. Try, Kid History or Drunk History if you want to hear a different version of real events. Whatever you choose, if you're laughing, you're not wasting time. You're boosting your immune system.

Once you have all your ingredients, pour them into an open heart each day. The more you tap into these inner ingredients, the stronger they grow. And unlike the resources that vanish from shelves or spoil, unlike the things we can't afford to give away because they're necessary for our own survival, these three ingredients are different. These multiply when you share them.

So while we battle one of the most challenging pandemics in history, share your hope, share your gratitude, and share your laughs. Together we will restock our hearts, and our world, with resilience.



## AMBERLY LAGO

Amberly Lago is a leading expert in the field of resilience, transformation, and health and wellness. She is the best-selling author of "True Grit and Grace" and empowers people around the world by sharing the story of how she turned a tragedy into triumph after she was hit by an SUV at age 38. She is a former professional dancer and athlete bringing a new perspective on what it takes to persevere.



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## **Amberly Lago**

*Expert Mindset Coach, Bestselling Author, Speaker*

Amberly Lago is a leading expert in the field of resilience, transformation, and health and wellness. She shares her passion for turning tragedies into triumphs at exclusive workshops, public events, corporate summits, and schools. She offers a carefully curated set of practical tools to teach others how to tap into their superpower of resilience and persevere through any of life's challenges. She offers hope and solutions for anyone living in chronic pain and has been featured on NBC's TODAY Show, Hallmark Channel, TEDx, and featured in magazines such as Health, Fit Pregnancy, Shape, and Disability Magazine. She is a Texan living in California with her husband and two children and is out to change the world.



## **Dawn Schary**

*Globetrotting Emcee Partner Plus Comedian*

Dawn Schary, a bicoastal transplant and globetrotting “emcee partner plus comedian,” brings audiences big and small together with her commanding presence and insightfully spontaneous humor. With a heart to serve, Dawn has obtained a well-rounded breadth of experience having fun and edu-taining diverse groups of people. For the past seven years, Dawn has made Albuquerque, New Mexico her home, where she uses comedy as a vehicle to make memorable and impactful events, retreats, and fundraisers. As a stand up comedian, she has opened for Arsenio Hall in Santa Fe, and toured with Joey Medina, one of the original Latin Kings of Comedy at the El Paso Comic Strip.

Dawn's seductively acerbic comedy can't help but address any elephants in the room, humbly including herself in her stream of consciousness analysis that hopefully takes the audience on a spiritual journey of love, laughter, and the self-reflective hypocrisy of humanity.

After graduating with a BS (no joke) in Radio-TV-Film from the University of Texas at Austin, Dawn began her sales career in San Francisco. Across Southern California, she conducted field market research and built teams to follow her lead to engage with every single person. Everyone. She was a script supervisor on movie and commercial sets in Los Angeles, taught little kids English in Asia, guided seniors around Alaska, and served multiple roles on the floor at events from Disneyland to swanky locations in Melbourne, Australia. Throughout the Southwestern US, Dawn has been praised for her engaging presence and leadership at trade shows. Now she has taken her love of promoting, teaching, training, personal growth, and performance to be a powerhouse of service like no other.



## **Elliot Roe**

*The World's #1 Mindset Coach for Poker Players*

Elliot Roe is a leading expert in Mindset Optimization for High Performers and is the world's #1 Mindset Coach for poker players. His poker clients have won over \$80,000,000 and nearly every major tournament title, including the World Series of Poker Main Event. His clientele also includes Olympic medalists, UFC Champions, Hollywood Actors, Business executives and wall street traders. His unique mindset coaching system leverages the power of hypnotherapy to eliminate fears and breakthrough mental roadblocks allowing you to operate in a state of peak performance every day.



## **Eylem Yildirim**

*Online Growth Expert*

After coming to America at the young age of 23, Eylem Yildirim used her drive and passion for personal growth to go from working as a cashier at Wal-Mart to owning her own business in just 6 short years. She then went on to turn that start-up into a multi-million dollar business within the first 4 years using online marketing and sales. Over the past decade she has owned and operated multiple multi-million dollar businesses.

Today Eylem is passionate about using her decades of experience to help other business owners to implement their growth visions into reality through online sales and marketing. She helps them take their products to the next level of digital exposure so they can reach their ideal customers and increase their bottom line. Eylem's speciality of assessing business systems and implementing new, more effective strategies allows business owners to achieve their financial goals while maintaining a balanced personal and professional life.

Eylem's greatest accomplishments are her two beautiful children. She enjoys jumping on the trampoline and playing tag with them at least weekly.



## Jackie Gray

*Transformational Keynote Speaker, Singer, Songwriter*

With a unique background in music, communication and the arts, Nashville based transformational keynote speaker/singer/songwriter Jackie Gray inspires and transforms audiences.

Jackie has taught piano for the past 20 years, has lit up the stage in eight plays and musicals and placed in the Top 10 as Miss Puget Sound 2006 at Miss America's Miss Washington Pageant. She has released two albums to Spotify success and studied music, arts and communication in London and Italy.

Jackie's colorful life came crashing down into darkness as she found herself in an abusive marriage. Now free and an overcomer, Jackie combines her original music with a message of hope by helping others recognize and escape abusive relationships.



## Jen Du Plessis

*Speaker, Author, Consultant, Coach, Podcast Host*

Jen is the Founder of Jen Du Plessis, LLC, Kinetic Spark Consulting, Black Fox Investments, and Valor Home Solutions. She is the author of LAUNCH! How to Take Your Business to New Heights, and the host of the #1 Podcast Mortgage Lending Mastery. She studied Architectural Design & Construction Engineering at Colorado State University.

With over 35 years of experience in leadership, sales and entrepreneurship Jen was name in the top .0003% of Loan Originators in the US and is a self-proclaimed serial entrepreneur.

Today, she is a highly sought after national and international Speaker, Consultant and Coach. She shares with

entrepreneurs and sales professionals, strategies to multiply their results, while maintaining a commanding and prosperous lifestyle.

Jen has been featured in such publications as:

- The Wall Street Journal
- The Washington Post

Regular Contributor to:

- Mortgage Executive Magazine
- Mortgage Women Magazine

Seen on:

- Good Morning America
- Sirius/XM Radio
- Federal News Radio
- Mortgage News Network



## Krysten Maracle

*Maracle Mastermind CEO, Computer Scientist  
retired from Department of the Navy*

Krysten Maracle is the founder of Maracle Mastermind, INC. In 2017, Krysten was a founding member of the Mastermind Association and received her “Certified Mastermind Leader” from Dr. Greg Reid.

Krysten raised two children, Kaitlyn and Nathan, for 10 years as a single Mom raising them to be self-reliant and self-sufficient adults by both graduating debt free from Cal Poly San Luis Obispo in Agriculture Business and Civil Engineering respectively.

Krysten’s Federal career at Naval Information Warfare Center Pacific as a civilian for the Department of the Navy has spanned over 3 decades after earning her Bachelor of Science degree in Computer Science with Honors (Upsilon Pi Epsilon). Her technical expertise utilized in both Communication Systems and Cybersecurity. Krysten worked extensively with Joint Services (Navy, Army, Air force and Marines).

Since retirement, Krysten is pursuing her passions in life by helping and giving to others.

Maracle Mastermind organizes events during throughout the year for the purpose of solving challenges, exploring opportunities and helping others do the same.

Krysten believes whole-heartedly in helping our veterans. She has donated over \$20,000 to Wounded Warriors and is currently working with others on a 2- day Veterans Program called “Creating Freedom for Your Future”.

Krysten is determined to help abused and/or underprivileged men, women and children. Krysten along with a team of volunteers will support the “Everything Drive” in Tijuana, Mexico. These efforts include collecting and distributing donations during the holiday season.



## Rock Thomas

*World’s #1 Whole-Life-Success Expert*

Rock Thomas is the World’s #1 Whole-Life-Success Expert, bestselling author, and host of the #IAMovement Podcast. From farm boy to real estate and business guru, mentor and self-made millionaire, Rock has studied one-on-one with the world’s best teachers — Tony Robbins, Jack Canfield, Wayne Dyer, and more — on his mission to inspire others to create epic lives. After decades learning from the greatest minds on the planet, working with and coaching thousands of people in his workshops and webinars, Rock has impacted over 100 million lives with his teaching. His Goalcast video alone was viewed by over 100 million people! Now, he spends his time teaching people how to be financially free and truly happy on their terms whether they work for themselves or others. Founder of the #IAMovement, he is known as the man who redefines lives.

1. Host of the #IAMovement Podcast - [rockthomas.com/podcast](http://rockthomas.com/podcast)
2. Founder and CVO of M1 - March to a Million, a leading community of like-minded success-oriented individuals who choose to lead epic lives. An equivalent of a whole-life millionaire MBA.
3. Author of *The Power of Your Identity & Your Epic Life Blueprint*
4. Author and trainer of *Top 10 Rules of Success*
5. Creator & trainer of the cutting edge Sunday System for Success.
6. Speaker at various key personal growth and entrepreneurship events around the world. His speeches and content videos have been viewed over 100 million times collectively.



## **Cesar Aviles**

*Youth Empowerment and Leadership Expert*

Cesar Aviles believes one of the strongest traits in human beings is the need to love and be love. Our journey in life is to remind ourselves of who we truly are and discover our gifts to share with the world.

In the African culture, there is a profound concept known as Ubuntu. This notion derives from the tradition and idea that we are human only through the humanity of others. In other words, everyone cannot accomplish anything in the world alone, it is only through the collective efforts and support that anything can be achieved. This concept of intricate connections to other human beings has resonated to Cesar Aviles since he was born in El Salvador.

Growing up during the social unrest and civil war in the 1980's provided a framework to what he dreamed one day he can achieve: reach out to thousands of people and inspire them to believe we all have the power to shape our destiny. This dream became a reality at the end of 1995 when his family immigrated to the USA.

Since he arrived in the USA, Cesar has been blessed with the opportunity to travel to the Middle East and Latin America with different programs aimed at humanitarian relief and educating the youth about changing their limiting beliefs. He has volunteered to work with organizations including: the Coca-Cola Scholars Program, Habitat for Humanity, United Nations Youth Program, and the Toastmaster International organization.

Over the past two decades, Cesar has developed his speaking skills to empower the youth and inspire them to reach new heights. He has been invited to speak at leadership summits, corporate events, schools, and self-development events.



## **Janet Thurgood**

*Quantum Healing Practitioner, Soul Restoration Coach*

Janet Thurgood escaped living in the trenches with Lyme's Disease, and 5 other auto-immune illnesses off and on for over 25 years. With tenacity and the refusal to let it pull her under one more time, she studied tirelessly for answers in diet, herbs, motivation and mindset, but got very little relief. Her hope dwindled year after year.

Refusing to allow this monster to take everything from her and her family, she continued to pray for answers. The illness only mocked her so she silently prayed for a release from this life. It came, but not in the way she expected. Adrenal failure triggered a series of near death out of body experiences that led to a greater perspective of who she is and who she is not. This insight into her divine nature was a huge epiphany and the one main turning point that ultimately led to awakening, self discovery, and spontaneous healing that she now teaches to her students and clients.

Janet has created multiple online courses to teach people how to tap into their inner genius for spontaneous healing. Her courses have been featured over the internet on ABC, NBC, CBS, CNN, & FOX media and have helped thousands of people find answers to their greatest health and life challenges.

Her lectures are hands on experiential learning of these tools giving people a glimpse into their own greatness. Janet says "Every human deserves to know how awesome they are".

Her newest program "Greater Life - Greater Impact" is helping people with self discovery and alignment so they can make a greater impact in the world around them.



## **Kathy Marie Carter**

*Bestselling Author, Inspirational Speaker*

Kathy Marie Carter is a bestselling author, inspirational speaker, coach and mentor. She loves working with woman, especially moms with young children. Her purpose in life is to help women embody their worth as a mother and ignite the power they possess, while lovingly raising their children with calm and ease. Kathy is a best-selling author of “Camouflage Sister” and has traveled extensively speaking and doing book signings. She currently lives in Katy, Texas.



## **Jason Freeman**

*Author, Keynote Empowerment Speaker*

Whenever Jason Freeman speaks to an audience, be it an intimate mastermind in North County San Diego or an assembly of 1,500 high school students in Austin, Minnesota, he is absolutely, 100% committed to bringing his speech impediment with him. Jason can make this commitment with utmost confidence because birth trauma left him with a pronounced speech impediment and coordination differences. Whether speaking to students, a business audience, or people—like him—who experience a disability, his message goes beyond teaching points. The audience sees him up on stage, against all odds, living his dream, which helps them see their dreams as closer and more attainable. Jason has a unique walk, a Master of Fine Arts in Poetry, a Tedx Talk and a book he authored called “Awkwardly Awesome: Embracing My Imperfect Best.” His goal is to speak to millions of people in his lifetime, hoping to inspire them to see the best in themselves, take their next step forward and persevere towards their dreams. He would love to pour his heart into serving your next audience.



## **Jake Havron**

*Health & Performance Coach for Traveling Entrepreneurs*

Jake Havron went from getting people out of the hospital as a nurse to keeping people out of the hospital as a health & success coach for entrepreneurs. Whether it's clients such as small business owners, Fortune 500 owners, to even National Speakers for Tony Robbins, he shows how they all can take their performance to another level.

Working with clients through his Defined Body Academy, Jake's unique skill set allows him to help entrepreneurs increase their health and fitness so they can perform more effectively while also leveling up their business and mental state for more success and financial freedom.

Jake's goal is to show entrepreneurs how they can obtain and sustain their goals in both their physical health and in their business.



## **Fernando Valencia**

*Event Guru, Millennial Entrepreneur*

Fernando J Valencia is a millennial entrepreneur focused on event production, modern day marketing, and legacy fulfillment as a keynote speaker. He is the founder of The "Guru" Brand which houses The Events Guru - A relationship building event management company & Guru Branding - a community establishing marketing agency. With 13 years of experience as a business owner, Fernando has sold over 10 million dollars in services allowing him to work with people around the world. Over a decade in events has allowed Fernando to produce over 5,500 events for clients such as Amazon, Ashley's Furniture, and The American Cancer Society. His passion for igniting a room as a host gives him the ability to get on a microphone to create energy in any situation. The Events Guru now focuses on corporate / non profit, Influencer, & mastermind events. He's currently the Chief Co-Creation Officer for Unblinded Mastery.



## **Chairidee Smith, Ms. Mogul<sup>®</sup>**

*Founder, Mommies Creating Economies<sup>®</sup>*

*CEO, MoguLife Real Estate, LLC*

Ms. Smith is an advocate for women's business and economic power. She serves on various boards amplifying women's voices in business to legislators, championing funding and opportunities for women to build sustainable and viable economic power. Ms. Smith, also known as Ms. Mogul<sup>®</sup> utilizes keynote speaking opportunities, leadership development, mentoring, entrepreneurial ventures, and global enterprise to not only fuel the Houston economy but women's businesses in global economies.

Ms. Smith is the founder and CEO of a multi-faceted brand. Here are her accomplishments

- Founder of #CreateYourOwnEconomies<sup>®</sup> Movement, established in 2019,
- Founder of Mommies Creating Economies<sup>®</sup>,
- CEO and Founder of MOGUL-U Real Estate Academy,
- Founder of ROAR!<sup>®</sup> Women's Network and annual ROAR<sup>®</sup> Women's Leadership Summit,

- Founder of Legacy Leadership Institute for Girls, and Girls Global Leadership Day, celebrated October 11 in accordance with the United Nations' Day of the Girl Child,
- Founder of Houston Business Symposium: Growing Small Businesses. Fueling Houston's Economy.
- Host of Master Your Morning<sup>®</sup> Podcast
- She is also the former Director of Public Policy for National Association of Women Business Owners (NAWBO) and a member and committee member of Women's Council of National Association of Real Estate Brokers (NAREB).

Ms. Smith is the author of a debut book, *The Roar Of A Woman* and will publish her sophomore book, *Create Your Own Economy: Your Guide To Real Estate Investing Success*, summer of 2020.



## Joseph Rosales

*Business Performance Expert, Speaker, Author and Coach*

Joseph Rosales is a business performance expert, speaker, consultant, coach and mentor to businesses world-wide. He works with companies to develop high performance Sales and Service Teams and equip Leaders and Managers to lead their teams and businesses to the next levels of performance. He has delivered his engaging and highly impactful talks to audiences in over 26 countries and is a frequent contributor on radio and internet talk shows.

As the CEO and founder of The Performance Group of Arizona, Joseph has worked with hundreds of companies from Fortune 100 Companies to small businesses and entrepreneurial start-ups in industries ranging from hospitality, real estate, financial services, insurance, banking, automotive dealerships and a range of other retail and business-to-business enterprises.

Over 30 years ago Joseph founded his company and in just over 2 years built one of most successful niche consulting firms the US. Joseph is passionate about working with clients who are seeking ways to grow and succeed at even higher levels in their businesses.

Joseph is the author of a several books including his best-seller titled; Customer Service is a Contact Sport™ which has helped set the “gold standard” for customer service and engagement. A soon to be released book titled Business is a Contact Sport will join the series and in 2020 Sales is a Contact Sport and Marketing is a Contact Sport are scheduled to be released.

Joseph teaches executive level courses at the prestigious Rutgers School of Business - Executive Education Department to students world-wide and also serves as a Business Success Coach for the Arizona Small Business Association (ASBA) which provides for over 12,000 members throughout the State of Arizona.

If you are looking for a dynamic and engaging speaker to deliver a message about high-performance and leadership in business...book Joseph.



## **Phyllis Song**

*Coach, Team Leader, Real Estate Investor*

Growing up, Phyllis did not have financial resources, however she has high standards and the drive for a better life for herself. In order to better her life, she decided to leave her home town and get education in United States. Hard work never deterred her from achieving a life she deserves. During school, she worked overtime and took maximum credit hours to finish her school early, but she ran out of money to pay for her last semester. In order to finish school, she decided to take a leap of faith on herself with all the unknowns, she bought a manual shift car (to save gas), she didn't even know how to drive and drove to Mississippi to be trained for her final destination of North Carolina to sell bibles door to door. The first week of sales, she crashed the car, cut her mouth, and took a week for her to recover. That did not stop her from selling, as a matter of fact, she has totaled 6 cars and 7 car accidents that summer and ended up still being the number 7th overall sales person in the book sales business. She made enough money to pay her way through school and buy a ticket to go home to visit her family and tell them that she did it. She graduated with more money in her pocket compared to when she left home.

She has a driven to succeed mindset throughout her career and life. She recognized

her weakness in communication skills in English, she decided to go Door to Door selling products in Minnesota as well, because she knew that unless she improved her communication and relationship building skills, no one will buy from her and companies would not hire her. Since then she has built several successful businesses. She turned her weaknesses into strengths, her drive, work ethics and mentality has set her self up to be successful in her personal life and professional career in Real Estate. Her 1st year in Real Estate, she was the rookie single agent of the year in her region and doubled the record of the previous agent. She is well respected among her peers and has transformed and inspired many people throughout her successful journey.

Her motto is If there is a will, there is a way. Practice makes Progress. It does not matter where you are from, it is important to focus on where you are going.

She is now a coach, a team leader, a real estate investor and a mother of 4. Her passion is to inspire and help others to get to where they want to go. She loves seeing other people shine and the possibilities of growth. If you need someone who can relate, she is definitely the woman you are looking for.

# THE ART OF BRAGGING: CREATING A COMPELLING BIO

~  
**BY ALLISON H LARSEN**

*Founder of The Speakers Coalition*

There are 2 big mistakes I see when it comes to bios, and as the Founder of The Speakers Coalition I have seen a lot!

## **MISTAKE #1**

**TOO MUCH.** When I say too much, I am talking about the bios that list too many accomplishments, too many program details and/or too much information that is just not necessary. Although having many accomplishments and a lot of experience can be impressive, these bios are hard to read over and very rarely are effective at attracting potential clients. Nobody wants to read about every award or every detail of your program in a bio.

## **MISTAKE #2**

**TOO LITTLE.** These bios are written by those struggling with what I affectionately call the “humility myth.” These bios contain very little about accomplishments and experience and usually focus on the subject’s passions and desires for their clients. Although these are important things to include, if the other stuff is left out then people will be left asking themselves why they should work with you and not another good hearted individual who has a desire to make a positive

impact.

After having been bombarded with bad bios, I finally came up with a format that I teach my clients to use so they can write compelling bios that attract both potential clients and also speaking opportunities. I would love to share it with you too. I call it: The Art of Bragging. Note, this format can also be used when networking or speaking.

## **STEP 1**

Get a blank piece of paper and draw



a line down the middle to create two columns.

## **STEP 2**

At the top of the left column, write the word, “Accomplishments” and make a list of 5-10 of your experiences or accomplishments that your ideal clients find most impressive. These could include things like awards that you have won, hours you have spent working with clients, and big stages you have spoken on. Or they could be things you have experienced, like surviving the death of a child, being married for 30 years or, that you have struggled with debilitating depression in the past, but are thriving now. The most important thing to keep in mind is your client. What would be most impressive to them? What would help them to know why they want to work with you and not



some random guy down the street?

### STEP 3

At the top of the right column, write the word “Passions” and make a list of 5-10 things that you are most passionate about. Try and stay relevant to business. For example, you may want to write that you are passionate about helping others, or teaching entrepreneurs how to make money, or working with CEOs to systematize their organization. Just make sure that you write the things that light you

up, the things that you most want to be doing in your work because you love it!

### STEP 4

Type your name and title at the top of a new blank document.

### STEP 5

On the new document, pick the 3 most impressive and relevant accomplishments you wrote down and make it into a paragraph beginning with the phrase “\_\_\_\_\_

has been so privileged to have had many accomplishments in his/her life including...”

### STEP 6

Pick your top three passions and

Below is an example of a bio and headshot I use based on the topic.

write the next paragraph using those beginning with the phrase, “Today \_\_\_\_\_ is passionate about...”

### STEP 7

Add a third paragraph with a sentence or two including a couple of fun or interesting personal facts. This helps people to view you as relatable.



## ALLISON H LARSEN INTUITION EXPERT

Allison H Larsen is an Author, Speaker, Radio Show Host, Owner of The Speakers Coalition and Co-Facilitator of Legendary. She has been blessed to work with amazing Influencers, including A list celebrities, professional athletes and olympians. Allison has connected her speakers with stages worldwide and has enjoyed featuring some of the top leaders in the self-development industry on her tv and radio shows.

Today Allison is passionate about guiding leaders to access their intuition so they can lead from their highest potential and align with the best version of themselves. She enjoys connecting good people with good messages to a community where they can connect with their Source, their soul and their tribe. She enjoys co-facilitating high-level masterminds, international spiritual adventure retreats and high-vibe online communities for influencers.

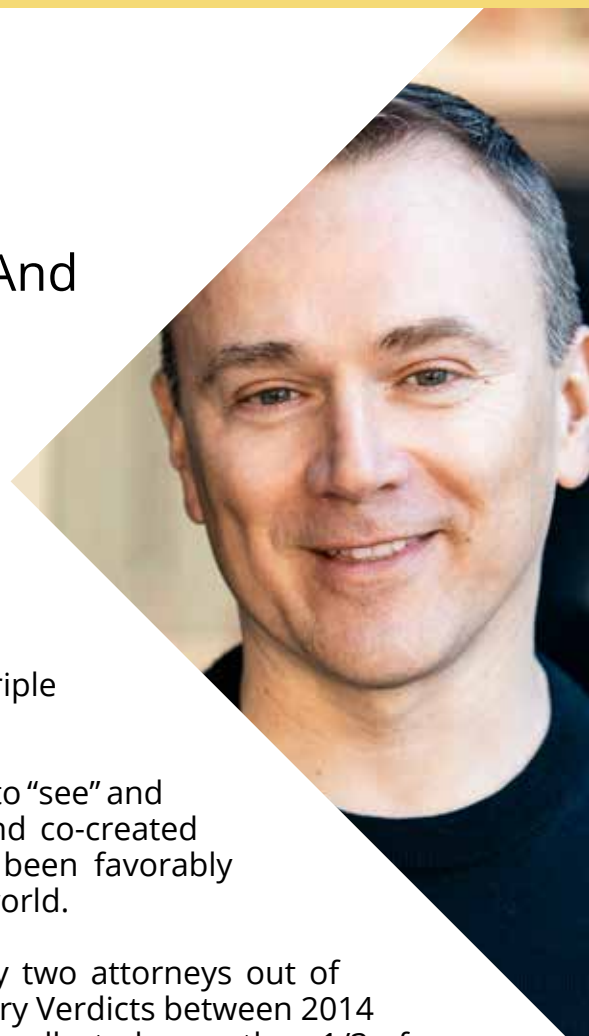
Do You Want Sean To Speak At Your Next  
Event, Podcast, Interview, Webinar, etc

## WITH INTEGRITY?



## MEET SEAN CALLAGY

Chief Visionary Officer at **UNBLINDED**, And  
The Perfect Person For Your Next Stage



Sean Callagy is an entrepreneur, national speaker, philanthropist, one of America's top trial attorneys, online personality, and creator of various peak performance technologies.

Oh, and he's a legally blind warrior and adventurer. He skis triple black diamonds, runs with the bulls and surfs in hurricanes.

For 23 years, aided by his unique insights, love for people, ability to "see" and create transformational breakthroughs, Sean has achieved and co-created an incredibly diverse variety of unique successes. Sean has been favorably compared to some of the top speakers and influencers in the world.

As a byproduct of his technologies, Mr. Callagy is one of only two attorneys out of 1,220,000 attorneys in America to achieve 2 Top 100 National Jury Verdicts between 2014 and 2016, and, the only one who was legally blind. He has also collected more than 1/3 of a billion dollars on behalf of his healthcare clients, built a 40 person law firm in a little over a year in his twenties, created the most rapidly successful training and development program from his coaching school, publicly spoken more than 1,000 times to audiences that are consistently shocked to "see what they didn't see" in their lives, careers, and businesses.

Mr. Callagy is the Founder and President of Callagy Law, a more than 100+ team with offices in 5 states, founder of his own charitable foundation, the Callagy Christian Foundation, which he funded up front with a personal donation of over 7 figures. He is also the founder of the investment company Callagy Enterprises, and Co-Founder of UNBLINDED.

Mr. Callagy is a spokesperson and board member for the American Foundation for the Blind and has taken great strides in disrupting unemployment rate for the blind, which has remained stagnant at 75 percent for over 50 years since it has been counted. He also has featured icons in the world of personal development on his Real Raw Role Play's such as Dr. Joseph McClendon, Les Brown, and Scott Harris.

Sean's most recent venture, UNBLINDED, is positively disrupting the world of sales by teaching Integrity-Based Human Influence, which is the most effective way to guide someone from "HELLO" to "YES" with less friction, less frustration, and in less time. But more than just helping people become master communicators, Mr. Callagy is empowering people with the ability to mobilize their truth. The single greatest pain that exists for business people, missionaries, politicians, and everyone in between is finding a way to help people see their future in what they stand for and UNBLINDED arms each individual with the single greatest technology to influence with integrity.

Schedule A Complimentary Consultation Today To  
Co-Create The Perfect Experience For Your Audience

Send An Email To [Press@UnblindedMastery.com](mailto:Press@UnblindedMastery.com)  
To Connect With The UNBLINDED™ Team

## SPEAKERS COALITION BOARD MEMBERS



### ALLISON H. LARSEN

*Founder*

Allison H Larsen is an International Speaker, Published Author, TV Host, Co-Owner of the Influencers Channel on Voice America and Founder of The Speakers Coalition. Recently Allison has won The Coach of The Year Award from Icon Builder Media, Humanitarian of the Year from WIND International Film Festival and was awarded by Les Brown and Roger Salam on the Mastermind at Sea for her work in the speaker world.

Allison was blessed to go from a reach of 2 thousand to 2 million in 2015 after working with a mentor who helped her connect with media to magnify her message. Now she is passionate about helping others do the same by connecting speakers, authors and influencers with stages, radio and tv.



### GERALD ROGERS

*Transformational Leader, Speaker and Coach*

Gerald Rogers is a transformational leader, speaker and coach that has trained thousands of individuals how to discover their purpose, step into their power and learn how to make their purpose driven businesses profitable and LIVE BIG.

His commitment is to leading and inspiring individuals to AWAKEN to their Divine Authentic Power and to Liberate them through Financial Freedom:

In a mission to teach people HOW TO CREATE FINANCIAL FREEDOM WHILE DOING WHAT THEY LOVE AND LIVING THEIR PURPOSE over the last several years he has led over 100 seminars, teleseminars and events training principles including the following:

- How to Discover and Live Your Soul Purpose and Live in PERSONAL POWER
- Understanding your PERSONALITY and living in harmony with your SOUL SCRIPT
- How to Master Your Mind and Program Your Subconscious to work FOR you rather than against you.

- The CLEAR GOAL Achievement System for Maximum Performance and Success
- Peak Performance Strategies of TOP PRODUCERS
- How to Increase Your Confidence and Lead with Power
- How to Overcome Limiting Beliefs and Self Sabotage
- How to Build, Nurture and Grow Thriving Relationships
- How to Lay a Solid Foundation for a Purpose Driven Business
- MODERN MARKETING Strategies for the Purpose Driven Entrepreneur
- Internet Marketing and Social Media Fundamentals
- AUTHENTIC SALES skills to influence, lead, serve and make money
- STRATEGIC SYSTEMS to leverage, automate, grow your business for maximum profit and minimal stress.

and more...

<https://geraldrogers.com>



## FRANK SHANKWITZ

*Founder of "Make-A-Wish Foundation"*

For over 33 years, Frank has been a keynote speaker for the Make-A-Wish Foundation's fund raising events around the United States, in addition to Guam, Siapan, and Tinian. Frank has been a keynote or featured speaker at:

- The Ohio State University in Columbus, Ohio, Commencement Address to the Autumn 2015 graduating class with 19,000 people in attendance
- Closing Keynote Speaker at Harvard University's "Entrepreneurship & Real Estate Conference" on March 29, 2014
- Jeff Fagin's Phoenix 2% Club, Scottsdale, Arizona
- Wealth and Marketing Camp, Park City, Utah
- Bill Walsh's Inspiration 2020 Global Success Conference, Los Angeles Convention Center
- ASQ Technical Communities Conference, Orlando, Florida
- Loral Langemeier's "Millionaire Makeover Tour"
- Berny Dohrmann's "CEO Space"



## GREG REID

*Founder of Secret Knock, Top 10 Speaker of 2017*

Greg S. Reid is an action-taking phenomenon, strategy turns into results fast and furious, and relationships are deep and rich in the space he orbits.

Published, co-authored and featured in over 50 books, 28 best sellers in 45 countries, five motion pictures, and featured in countless magazines, Greg will share that the most valuable lessons we learn, are also the easiest ones to apply.

Recently, Greg has been hand selected by The Napoleon Hill Foundation to help carry on the teaching found in the bible of personal achievement – Think and Grow Rich.



## **JEFF SPENARD**

*Founder of Voice America*

Jeff Spenard has over 20 plus years of broadcast media experience and is currently the owner of World Talk Radio, LLC, home to the VoiceAmerica Talk Radio and TV Networks. Mr. Spenard is former President of Madavox's Internet Radio division and also served on the Board Directors.

Jeff has worked with over a thousand industry professionals to help them establish a foothold within the media community. Following several years of development and syndicating programs, He realized the opportunity to navigate his experience towards Internet Based Radio and became one of the leading minds in the industry.

In time Mr. Spenard rose to the level of Network Director, Vice President, President and now CEO of World Talk Radio, LLC. Jeff has worked to develop over 1000 radio programs and has expanded his business into Internet TV where he has developed 22 channels and other multimedia divisions.

Website: [www.VoiceAmerica.com](http://www.VoiceAmerica.com)



## **DAVID T. FAGAN**

*Icon Builder Expert*

David T. Fagan is a columnist for the Beverly Hills Times Magazine, the host of the California Cable TV show, The Hollywood Entrepreneur, and owner of Icon Builder Media.

He is also the former CEO of Guerrilla Marketing, which sold over 23 million books in 62 languages all over the world, as well as the former owner of LCO Communications, a Beverly Hills PR firm that has represented 58 Academy Award Winners, 34 Grammy Winners, and 43 New York Times Best Sellers.

David is regularly sought out by the media on entrepreneur education and cracking the icon code. He is a best selling author and an International Speaker in places as far away as Bangladesh and Australia. He has shared the stage with everyone from Former Secretary of Defense Dr. Bob Gates to Mark Victor Hansen.

Website: [www.DavidTFagan.com](http://www.DavidTFagan.com)



## ROCK THOMAS

*World's #1 Whole-Life-Success Expert*

Rock Thomas is the World's #1 Whole-Life-Success Expert, bestselling author, and host of the #IAMovement Podcast. From farm boy to real estate and business guru, mentor and self-made millionaire, Rock has studied one-on-one with the world's best teachers — Tony Robbins, Jack Canfield, Wayne Dyer, and more — on his mission to inspire others to create epic lives. After decades learning from the greatest minds on the planet, working with and coaching thousands of people in his workshops and webinars, Rock has impacted over 100 million lives with his teaching. His Goalcast video alone was viewed by over 100 million people! Now, he spends his time teaching people how to be financially free and truly happy on their terms whether they work for themselves or others. Founder of the #IAMovement, he is known as the man who redefines lives.

1. Host of the #IAMovement Podcast - [rockthomas.com/podcast](http://rockthomas.com/podcast)
2. Founder and CVO of M1 - March to a Million, a leading community of like-minded success-oriented individuals who choose to lead epic lives. An equivalent of a whole-life millionaire MBA.

3. Author of *The Power of Your Identity & Your Epic Life Blueprint*
4. Author and trainer of *Top 10 Rules of Success*
5. Creator & trainer of the cutting edge Sunday System for Success.
6. Speaker at various key personal growth and entrepreneurship events around the world. His speeches and content videos have been viewed over 100 million times collectively.



# THE GIFT OF REJECTION

BY GERALD ROGERS

Here's the BEAUTIFUL THING about REJECTION....

I remember clearly a specific week a couple years ago...

I had a potential client say "No" when I offered a product of mine, I had someone write nasty comments on one of my blog posts, I had 6 people "un-friend" me on FB, I had someone tell me they thought I was going to hell, and I had a girl I had wanted to go on a date with blatantly REJECT ME... and it was AWESOME !!!

For most of my life I was paralyzed by my fear of rejection. It would show up as I grew up super shy, awkward and self-conscious. It showed up in my work when I was afraid to offer my products to people because I worried they would say no. It showed up in relationships with me wearing a mask and being afraid to fully express myself. It showed

up with me being nervous to talk to new people... Who knows how much money, relationships or opportunities I missed out on because of this fear.

Now, I love rejection... Why? Because it's like the people who don't belong in my life "self-filter" themselves out making space in my life for the people that DO BELONG...

Think about it...

For every one that says no to what I have to offer, there is someone who loves and needs it that will say yes. I only want to work with people who really want to work with me, so I'm thankful when those who don't say no.

For everyone that doesn't like me, there is someone else who does.

For every one that "un-friends" me there is someone else that wants to be my friend.

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For every one that says no to what I have to offer, there is someone who loves and needs it that will say yes.

GERALD ROGERS

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When a girl says no, that means there is space in my life to invest into a relationship that will bring me the connection and experiences I want.

So I send a silent blessing to them and say thank you for honoring me by not taking up space in my life.

My time and energy are so valuable, and I only want to invest it in those who are ready to receive it. I choose to only surround myself with amazing people who want to create an amazing life with me.

My opinion of myself isn't based on their opinion of me. I know who I am. I am clear on what I want and all the right people and opportunities

are attracted into my life effortlessly, and all those who are not at the same frequency naturally fade away.

This is why I think rejection is so beautiful. It's a natural and perfect experience in the flow of life... Just like our body releases waste, rejection eliminates from our life the unnecessary allowing something better to enter.

And I am always ready to receive something better...

Know that REJECTION is a gift in disguise, because you too only deserve the best in your life.

## GERALD ROGERS

GERALD ROGERS is a nationally known speaker, best selling author and transformational seminar leader who has been featured on the TODAY SHOW, CNN, Huffington Post, TEDx, and media networks around the world. Over the last 10 years he has spoken to and trained tens of thousands of individuals on the art of intentional living, and how to reclaim your Divine Authentic Power, Discover Your Purpose, and Reignite the Passion for living the life of abundance, joy and possibility you were meant to live!



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For every one that says no to what I have to offer, there is someone who loves and needs it that will say yes.

GERALD ROGERS

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# KEYNOTE SPEAKERS GUIDE

SPRING 2020

