

***SCALE FAST.***



**FORMULA**

**LIVE!**

**#SCALEFAST**

**POWERFUL**  
PROFESSIONALS

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WHAT IF IT DIDN'T  
HAVE TO BE HARD?  
**GOOD NEWS, IT ISN'T.**

— **KIM WALSH PHILLIPS**

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# Let's start off the way the good Lord intended, with a virtual high ten.

Because your journey starts right now.

After generating over a billion dollars online through our work and the work of clients through launches and social media marketing campaigns, working alongside ROI-driven icons such as Kevin "Mr. Wonderful" O'Leary, Dan Kennedy, Pedro Adao, Bill Glazer, Natalie Cole, Dr. Nido Qubein, and Rich Schefren... just to name a few...

And having spoken on stages alongside the biggest names in our industry such as Tony Robbins, Grant Cardone, Barbara Corcoran, and Russell Brunson...

I know this to be true...

The biggest thing that separates those who soar to success from those who, well, don't, is that those who do, show up. Even when they don't feel like it. Even when they are scared. Even when everyone else around them who "doesn't get it" tells them they are crazy...

They keep showing up.

And guess what happens then? It gets easier.

Not only because the steps that first seemed hard become your regular routine, and a struggle to walk becomes a joy to run... for taking action creates clarity.

But also, because when you follow a roadmap with others who are going in the same direction as you, together you create a force that pushes all forward. These are "your people" and not only do they get it, but they get you. And they are here to encourage, inspire and cheer you on.

All while generating impact-driven income, with a profit-rich formula that allows you to scale at will. Not just for the revenue generated, but by the lives changed with the reach of the programs launched...

With services and skills only you can do to reach those only you can serve.

For you are exactly what the world needs right now.

And I am selfishly thrilled that you showed up.

Because my purpose is to give you a fast path to get you out there, achieving your purpose, being well paid for the work only you can do.

I am going to show up and give 150%. I just ask you to give 100%. Because we've only got a short time together...

So...

Trust the process. Do the work. Fight the urge to skip a moment, because that could just be your moment.

And declare that you are ready to #ScaleFast.

Cheers,

**Kim "Scaling Fast" Walsh Phillips**

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NO CHAMPION  
HAS EVER SAID THE  
REASON FOR THEIR  
SUCCESS WAS  
**“I FOUND SOMEONE TO  
AGREE WITH MY EXCUSES.”**

**— KIM WALSH PHILLIPS**

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# Attendee Etiquette

Here are guidelines for how you show up to get the most out of the event:

- 1. WEBCAM ETIQUETTE:** With most virtual events, video is one-way. And attendees sit there passively, spending more time out of the game than in it. Not at this event. Treat this like an actual in-person mastermind, together in a virtual room. We ask that you enable your webcam during this event, so we can see you, and so can your fellow attendees. You will be interacting in real time with us and other attendees in large and small groups and your body language is imperative...making this one of the most fun and valuable virtual experiences you've EVER been a part of. *(PS — Be aware that you are on camera and don't have a Supreme Court virtual moment... mute and go off camera for bathroom breaks.)*
- 2. BEING PRESENT:** We only have this short time together, so it's important that you show up and be present. Resist the urge to multi-task (which is really no-tasking because you can't do either well) and "actively listen" to the speakers as you would at a regular conference. Keep your phone on "do not disturb" and turn your email and social media notifications off to minimize distractions.
- 3. HIGH PERFORMANCE:** Hydrate, caffeinate, eat. Repeat. Get a good night's sleep the night before and show up with supplies to stay hydrated, caffeinated and fueled with healthy snacks on hand.
- 4. ON TIME IS STEP ONE TO SAYING YES TO YOURSELF:** Showing up for yourself means planning for the unexpected and giving yourself enough time to be on time. You are about to embark on a live virtual experience that will not be repeated. There are no replays. The real time engagement, chat, Q&A... you can't have those moments back. Block the time on your calendar now and plan to be present for the entirety.
- 5. CONVERSATION:** You will have real time access to chat with other attendees and speakers. Use this space to network with the other amazing people on there, and let them get to know you, share "a-has," ask questions or look for resources. *(And, we know you are a smart cookie, but let's just get this out of the way....no soliciting, using profane language or doing anything other than being awesome inside of chat. Because we don't tolerate the un-awesome and you will be removed, without notice, and without refund. And nobody wants that.)*
- 6. GETTING TO KNOW YOU:** Take the time during small group breakouts to connect with fellow attendees. For when you show up, connecting with others who do is an incredible way to grow an incredible community.
- 7. HAVE ONE HECK OF A GOOD TIME:** This is your day to show up and immerse yourself deliciously in your dreams. Enjoy every minute of it, and get ready to **#ScaleFast!**

# Our Agenda in a Nutshell...

## Be present.

Aka...don't plan that "other thing" in the middle. Don't plan to be late. Don't plan to leave early. Plan instead, to show up the entire time. Not just for the super awesome community of amazing peeps. But for you and your incredible self.

*All in Eastern Time Zones*

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## DAY ONE

### Your Right Fit Client Multiplied:

*The secret to narrowing in on the right market with the right message at the exact moment they are ready to buy*

**11 to 9 pm**

**Doors Open at 10.45 am**

**Lunch Break 2.30 pm**

**Dinner Break 6 pm**

**VIP Cocktails & Q&A 8 pm**

## DAY TWO

### The 300% Scale Method:

*Automate sales and profits through easy button scaling*

**11 to 9 pm**

**Doors Open at 10.45 am**

**Lunch Break 2.30 pm**

**Dinner Break 6 pm**

**VIP Cocktails & Q&A 8 pm**

## DAY THREE

### Intensify + Multiply:

*Automate sales and profits through evergreen secrets*

**11 to 5 pm**

**Doors Open at 10.45 am**

**Lunch Break 2.30 pm**

Upgrade to VIP at <https://www.powerfulprofessionals.com/scalefastupgrade>

YOU WERE  
MADE TO  
**THRIVE.**

— **KIM WALSH PHILLIPS**

# Speakers

## KIM WALSH PHILLIPS



Kim is the founder of Powerful Professionals, a business coaching and education company. She was recently named #475 in the Inc 5000 and is an MBA-free self-made millionaire. Named “a must to read by those in business” by *Forbes Magazine*, she is the best-selling author of multiple books including *The Ultimate Guide to Instagram for Business* and *The No BS Guide To Direct Response Social Media Marketing*.

She’s spoken around the world and coached some of the biggest brands and thought leaders, having worked alongside Tony Robbins, Grant Cardone, Kevin O’Leary, Dr. Nido Qubein, Dan Kennedy, Bill Glazer and Gary Vaynerchuk. She resides just outside of Atlanta, GA with her very tall husband and glitter obsessed girls and is fueled by faith, love, laughter and lots, and lots (and lots) of coffee.

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## MIKE MICHALOWICZ



Mike Michalowicz is the entrepreneur behind three multimillion dollar companies and is the author of *Profit First*, *Clockwork*, *The Pumpkin Plan*, and his newest book, *Fix This Next*. Mike is a former small business columnist for The Wall Street Journal and regularly travels the globe as an entrepreneurial advocate.

He is a recipient of the SBA’s Young Entrepreneur of The Year Award and has devoted his life to the research and delivery of innovative, impactful entrepreneurial strategies to you.

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## RYAN LEVESQUE



Ryan Levesque is the Inc. 500 CEO of The ASK Method® Company, an entrepreneur, and the #1 national best-selling author of the books *Choose and Ask*. His work has been featured in the Wall Street Journal, Harvard Business Review, USA Today, Forbes, Entrepreneur, on NBC News and Fox and over 250,000 entrepreneurs subscribe to his email newsletter offering business advice. He has built a highly-profitable \$10M+/year business across 23 different niche markets, building an email list of over 4.1M people, using the power of QUIZ FUNNELS...

He is also a co-founder and investor in bucket.io®, a leading quiz funnel software for entrepreneurs used by over 30M people each year. A certified AFOL (Adult Fan of LEGO), Ryan lives with his wife, Tylene, and their two boys in Austin, Texas.



## NICK NANTON



From the slums of Port au Prince, Haiti with special forces raiding a sex trafficking ring and freeing children; to the Virgin Galactic Spaceport in Mojave with Sir Richard Branson, Nick is passionate about telling stories that connect. He has directed more than 60 documentaries and a sold-out Broadway Show (garnering 43 Emmy nominations in multiple regional and national competitions, and 22 wins). He has made films and shows featuring: Larry King, Jack Nicklaus, Tony Robbins, Sir Richard Branson, Dean Kamen, Lisa Nichols, Peter Diamandis and many more. He is currently the host of *In Case You Didn't Know...* with Nick Nanton on Amazon Prime, and regularly hosts the podcast *Now to Next with Nick Nanton* which can be found on all popular podcast platforms.

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## TEEJ MERCER



TeeJ Mercer is one of Hollywood's most highly sought-after TV editors. For two decades she influenced the lives of millions through storytelling and spent time with ABC, NBC, MTV, OWN, WeTV, The Style Network, HGTV, The History Channel, Bravo and the Walt Disney Company — beginning with the entertainment magazine hit *Extra*, and including the long-running *The Tonight Show with Jay Leno*. She has recently worked with comedic giants Kevin Hart and Tiffany Haddish on their upcoming film *Night School*, as the *Behind-The-Scenes Producer* and recently wrapped on location in Atlanta working with the legendary icon Samuel L. Jackson and Jessie T. Usher on the next *Shaff* movie. She has been nicknamed “The Walking Exclamation Point” and “A Living Emoji” for her excited energy.

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## KELLY LEMAY



Kelly is the Chief Operations Officer of Powerful Professionals, a business coaching and education company that was recently named #475 in the Inc 5000. She has been named a Top 40 Under 40 business professional by Central Penn Business Journal and is a contributor in the best-selling book, *The No BS Guide To Direct Response Social Media Marketing* with Kim Walsh Phillips and Dan Kennedy. Kelly also serves as a Facebook ads strategist and coach and specializes in making tech less scary for business owners and entrepreneurs around the globe.

Kelly lives in Maryland with her three amazingly crazy kids and her barbecuing husband and can usually be found sipping on a coffee, working on her laptop while wearing a princess costume at the request (demand) of her toddler daughter.

## CARYN STREAN



Caryn is a self-taught tech ninja who loves to work with entrepreneurs by coaching them in tech made easy to get their digital courses launched, sold, and scaled. Talk nerdy to her about CRMs, webinar software, funnels, landing pages, automations, and integrations. If there's a way to make it work, she'll figure it out.

Caryn lives outside of Chicago with her husband and two children, but wishes she lived near the ocean. She is an avid reader and runs a book blog for fun. If you need a great book recommendation, be sure to ask (but be prepared for a much longer discussion!)

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## NICHOLAS LOISE



Nicholas Loise (The Million Dollar Closer) has been a salesperson, sales leader, successful entrepreneur, marketing and sales executive, Presidents Club winner, speaker, author and recently Vice President of Sales, President and Chief Revenue Officer with a company focused on helping small to midsize businesses improve their marketing and sales. He is an

author and co-author of many books on sales and marketing, sought after speaker and has created the following educational courses: Sales Mastery, How to Create a High Impact Sales Team and was the co-presenter of the No BS Sales Bootcamps and the Magnetic Marketing Bootcamps focused on helping small to medium size businesses sell and market better and he has been an adjunct professor of marketing at North Park University in Chicago.

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## MIKE "SKI" JACZEWSKI



Ski's company, Toltec Brand Protection, has built an extensive network of professional partners and has managed and investigated case matters in all 50 states and over 75 countries. Since 2001, he has succeeded across a wide array of investigative disciplines and worked case matters alongside many of the largest Fortune 500 firms worldwide. He currently resides in Saint Petersburg, Florida.

## JENNY BENZIE



Jenny is an accomplished and talented sommelier with a vast array of experience in the wine business. She honed her skills by working at some of the nation's finest restaurants, including her start at Caneel Bay Resort on St. John, USVI, as well as Wine Director at Michael's Restaurant in Santa Monica, Café Boulud in Palm Beach and CRU Restaurant on Nantucket. Her credentials are among the top in her field and include Advanced Sommelier with the Court of Master Sommeliers, Certified Wine Educator (CWE) by the Society of Wine Educators and has earned the Diploma of Wine & Spirits (DWS) with the Wine & Spirits Education Trust (WSET). She is a participating Sommelier in the annual Wine Spectator New York Wine Experience. She has been a consecutive Wine Judge for the American Fine Wine Competition and the Sommelier for the Palm Beach Wine Auction. She has traveled extensively to broaden her knowledge of wines throughout France, Italy, Spain, Portugal, Canada and in the wine regions of the United States, including her home state of Virginia. Her time on Nantucket as a wash ashore began by volunteering for the Nantucket Wine Festival. After years of participating with this event followed by several years of seasonal work on island, she had the opportunity to purchase Épernay Wine & Spirits and make Nantucket her new home with her husband Kirk Baker.

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## TODD TRAMONTE



Todd's journey as an entrepreneur started as a high end sno-cone dealer on the hard streets of upper middle class Northwest Houston. In college and later Seminary he invested in real estate and sold houses for anyone who would hire him. He bought a national real estate franchise at 23 and later built an independent brokerage from the ground up based on his observations of a broken industry and business model.

He loves Jesus, his wife, his children and friends. He owns and runs an incredible real estate sales business in the Dallas/Fort Worth, TX area called The Todd Tramonte Home Selling Team. He owns and run a deliberately small and highly selective real estate business consulting company called Real Estate Growth Systems. He volunteers extensively with Young Life, a non-denominational Christian outreach ministry to high school kids. He serves men who aim to grow in their faith as a volunteer and member at City Bridge Community Church.

He has written three books with two of them becoming best sellers and is often a guest on podcasts and radio. He also hosts a local Dallas - Fort Worth radio show.

# Begin with the End in Mind



## “SHOW ME THE MONEY!”

### TOP THREE MONEY PRIORITIES:

PRIORITY	REVENUE	WHY I WANT IT
<b>TOTAL GOAL</b>		

# Money Not Magic Map

VALUE OF CLIENT, CUSTOMER, PATIENT

**X**

QUANTITY

**=**

**REVENUE GOAL**

I will generate \_\_\_\_\_ (amount) in sales  
before \_\_\_\_\_ (date).

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# MISSION > COMFORT

— KIM WALSH PHILLIPS

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# Market and Message

**First get their attention. Then you can sell to them.**

- 1.** Be clear it is for them.
  - 2.** Be clear on what it will do for them.
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**MY “STEVE” IS:**

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**A UNIQUE FACTOR FOR MY “STEVE” IS:**

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**MY “STEVE” WANTS:**

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**HOW I CAN HELP MY “STEVE” SOLVE THIS PROBLEM:**

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# The Letter

**Dear:** \_\_\_\_\_ ,  
(Your name)

**Before I met you I** \_\_\_\_\_  
(Describe what their life was like before)

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**When I met you I discovered** \_\_\_\_\_  
(What changed because they met you)

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**Then I** \_\_\_\_\_  
(What change took place)

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**And now my life is** \_\_\_\_\_

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**Thank you for** \_\_\_\_\_

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\_\_\_\_\_  
(Your Steve's name)



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IN GOD I TRUST.  
**EVERYONE ELSE  
BRING DATA.**

— KIM WALSH PHILLIPS

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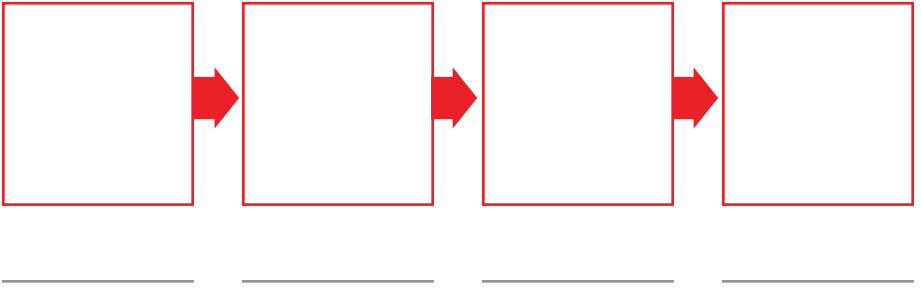
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# The A.C.E. Model

Authority, Celebrity and Expert Status

	A.C.E. IDEA	NOTES	WHAT I LIKED ABOUT IT
1.			
2.			
3.			
4.			
5.			

# The Client Generation Machine



It's not magic.  
**IT'S MATH.**

— KIM WALSH PHILLIPS

# Filling Your Client Generation Machine

STRATEGY	WHAT I LIKE ABOUT IT	NEXT STEPS

IN ORDER TO BE  
SUCCESSFUL, FIND  
**SOMEONE** WHO  
HAS THE SUCCESS  
THAT YOU WANT  
AND COPY WHAT  
THEY DO AND YOU  
WILL FIND THAT  
**SAME SUCCESS.**

— TONY ROBBINS

# Kicking the Roadblocks Aside...

OBSTACLES TO SERVING	REASONING
TIME	
MONEY	
SPOUSE	
FEAR	
REGRET	
OTHER	

# Strategies for an Unpaid Sales Force

STRATEGY	WHAT I LIKE ABOUT IT	NEXT STEPS



# Questions for VIP Cocktail Q&A

To upgrade to VIP, visit <https://www.powerfulprofessionals.com/scalefastupgrade>

	TOP QUESTIONS
1.	
2.	
3.	
4.	
5.	

# Top Takeaways

	TOP TAKEAWAYS	HOW MUCH MONEY WILL IT MAKE ME?	HOW MUCH TIME WILL IT SAVE ME?
1.			
2.			
3.			
4.			
5.			

**ENSURING THE  
VISION BECOMES  
A REALITY...**

# My Next Three Steps

	ACTION STEP	DEADLINE
1.		
2.		
3.		

# The Vision

**When I will launch my Client Generation Machine:** \_\_\_\_\_

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**Date:** \_\_\_\_\_

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**How I will celebrate:** \_\_\_\_\_

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**How I will celebrate my revenue goal:** \_\_\_\_\_

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I \_\_\_\_\_ on this day \_\_\_\_\_ ,  
declare that I am ready to Scale Fast!

# Notes

# Notes

**POWERFUL**  
PROFESSIONALS

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