

THE ONE DAY LAUNCH WORKSHOP

VIP MASTERMIND

WITH KIM WALSH PHILLIPS

#MYSOMEDAYISNOW

POWERFUL
PROFESSIONALS

THERE'S A MOMENT IN
EVERY SUCCESS STORY
THAT COMES DOWN
TO A KEY DECISION
OF THE **COURAGE** TO
SAY **“YES!”** AND
THAT TIME IS NOW.

— **KIM WALSH PHILLIPS**

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 in sales through course development, launches and social media marketing campaigns, working alongside ROI-driven icons such as Kevin "Mr. Wonderful" O'Leary, Dan Kennedy, 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 profit-rich course launches that scale at will. Not just for the revenue generated, but by the lives changed with the reach of the programs launched...

With messages only you can tell 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 your "someday" is now.

Cheers,

Kim "#MySomedayIsNowAndSolsYours" Walsh Phillips

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

— KIM WALSH PHILLIPS

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 workshop. 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 today 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, because...

...your "someday" is now.

Our P.O.W.E.R. Agenda in a Nutshell...

AGENDA

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

10:45 AM

Doors Open. Get in early to snag a front row virtual seat on the action.

11:00 AM

Perfect your "who"

Offer a course topic too good to refuse

Wicked good marketing to fill your webinar

2:15 PM

Lunch

2:45 PM

Easy button for tech

Rapid Accelerator to multiply your sales and launch your high-ticket offer

5:30 PM

Dinner

6:00 PM

Virtual Cocktail Party + Laser Coaching

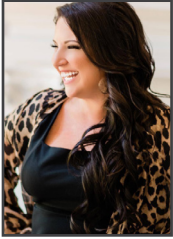
WHERE DOES
THE JOURNEY TO
ACHIEVING YOUR
DREAMS BEGIN?

WITH YOUR NEXT STEP.

— **KIM WALSH PHILLIPS**

Your Workshop Guides

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.

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.

JACK HOLLINGSWORTH



Jack Hollingsworth is a professional comedian, speaker, entrepreneur and coach. His improv comedy special can be viewed on Amazon Prime. You can also find Jack serving as a Power Coach with Powerful Professionals.

He is the award-winning author of "Halfway To Crazy," a collection of his top syndicated humor columns. Jack is an expert at using creativity and humor to engage audiences and build rapport.

JUDY HOBERMAN



Judy Hoberman is President of Judy Hoberman and Associates, a company focused on empowering professional women. She is an award-winning international speaker, best-selling author, trainer and leading authority on women in leadership. With over 3 decades in business, she combines wisdom and humor with her behavior-shaping guidance and is often described as "transformational."

She was a TEDx speaker talking about pre-judging people. She is the author of four books, including *Selling in a Skirt* and *Walking on the Glass Floor*. Judy also serves as a Power Coach for Powerful Professionals.

Judy's mission...to help one woman a day by following an important philosophy — "Women Want To Be Treated Equally...Not Identically"®

SUCCESS STORIES FROM POWER UP



We all know that there are a lot of promises out there when it comes to social media marketing. I've been a student of Kim's for years and continue to work with Kim and her team because they deliver. **The strategy and tools are supported with real results**, first that others got and then results I saw in my own business when I did the work and implemented the step-by-step guides in my business.

HOWARD GLOBUS

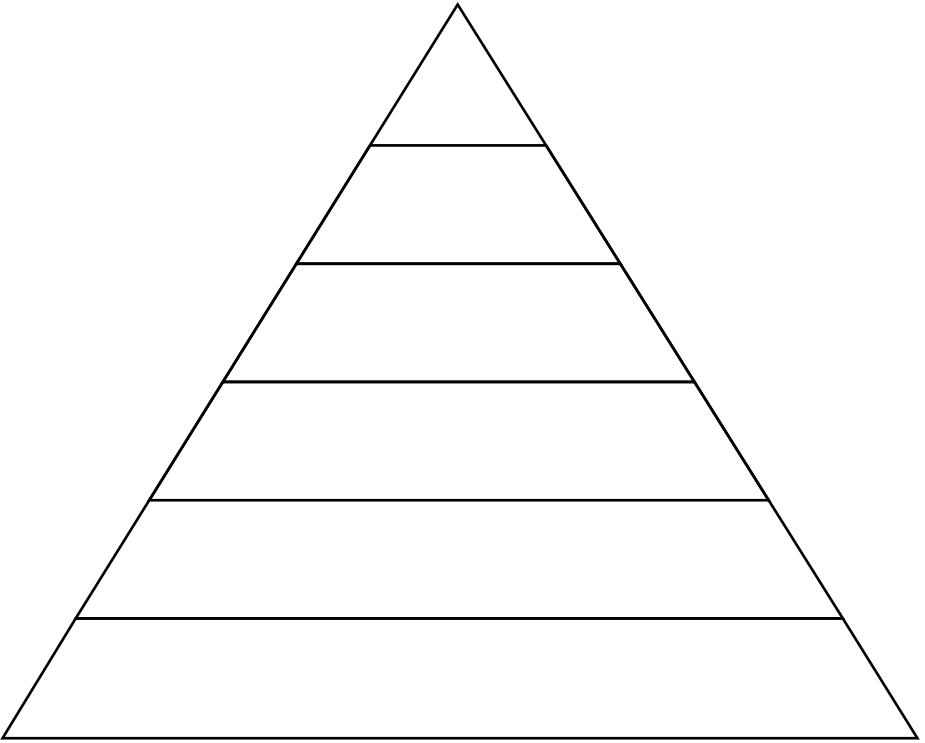
MY NON-NEGOTIABLES

MY NON-NEGOTIABLES	WHY IT'S IMPORTANT TO ME

TOP THREE MONEY PRIORITIES:

PRIORITY	REVENUE	WHY I WANT IT
TOTAL GOAL		

The Apex Accelerator



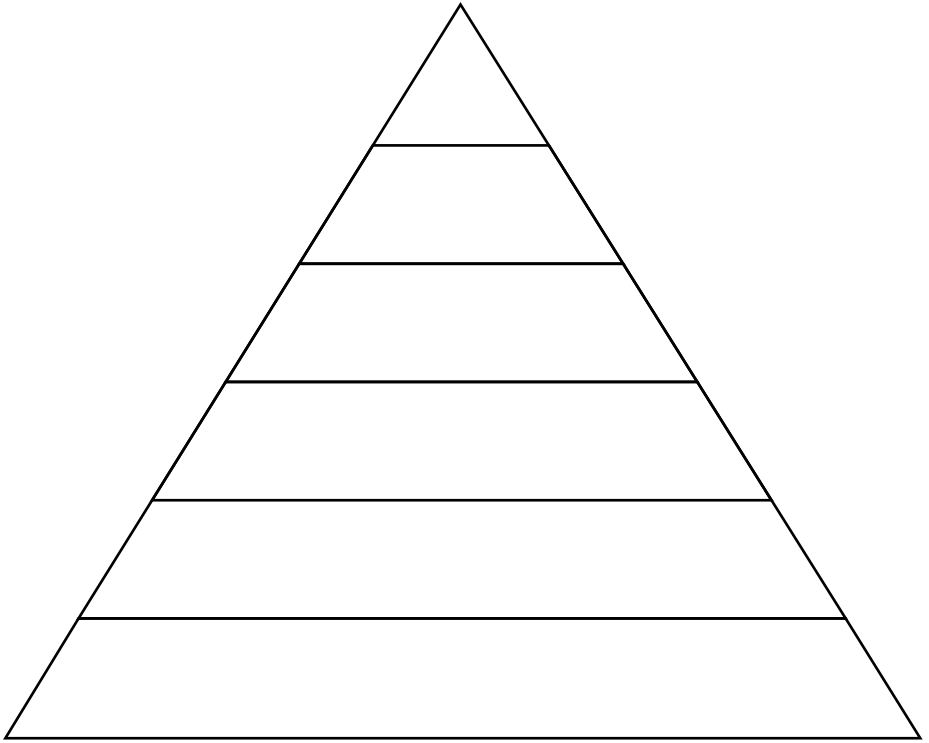
SUCCESS STORIES FROM POWER UP



This is simple. **I followed your blueprint** and we sold out our Mastermind, **producing well over \$100,000 in under 5 minutes** and at least another \$50,000 in the next three days. Thank you! Thank you! Thank you!

TODD TRAMONTE

My Apex Accelerator



Income and Impact Multiplier Fill-in-the-Blanks

1. Opt Ins Per Day _____ x # of Days _____ = _____ Webinar Registrations
2. Webinar Registrations _____ x .20 = _____ Webinar Attendees
3. # of Webinar Attendees _____ x .10 = _____ Courses Sold on Webinar
4. # of Courses Sold on Webinar _____ x Course Price _____ = Revenue _____
5. # of Courses Sold on Webinar _____ x .30 = _____ Group Coaching Sold
6. # of Group Coaching Sold _____ x Group Coaching Price _____ = Revenue _____
7. # in Group Coaching _____ x .3 = _____ Masterminds Sold
8. # of Masterminds Sold _____ x Mastermind Price _____ = Revenue _____

Total Revenue Generated = Add together totals in 4, 6 & 8 _____

MISSION > COMFORT

— **KIM WALSH PHILLIPS**

The Letter

Dear: _____ ,
(Your name)

Before I met you I _____
(Describe what their life was like before)

When I discovered you I discovered _____
(Discovery they made in your course)

Then I _____
(Action they took)

And now my life is _____

Thank you for _____

(Your Alex's name)

Four to More Framework

BIG WIN:

FOUR TO MORE:

1. _____

2. _____

3. _____

4. _____

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

— KIM WALSH PHILLIPS

The Ring, Ring of the Ching, Ching...

WEBINAR BENEFITS

1. _____

2. _____

3. _____

4. _____

5. _____

SUCCESS STORIES FROM POWER UP



We started with a blueprint from Kim and were hoping for 100 attendees. At the end of the summit, we ended up with 107 registered attendees so we surpassed our goal. Our show-up rate was 73%. And better yet, we landed a \$36,000 client from the event!

DOROTHY VERNON-BROWN

It's not magic.
IT'S MATH.

— **KIM WALSH PHILLIPS**

Kicking the Roadblocks Aside...

OBSTACLES TO ENROLLING	REASONING
TIME	
MONEY	
SPOUSE	
FEAR	
REGRET	
OTHER	

SUCCESS STORIES FROM POWER UP



I own a brick and mortar business. When the rest of the world shut down, we brought in multiple seven figures, increasing our revenue over 36% from 2019 and not one customer stepped foot in our store.

JENNY BENZIE

Questions for Cocktail Q&A

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

SUCCESS STORIES FROM POWER UP



If you've not implemented Kim's webinar system, what are you waiting for? Closed a high ticket sales webinar at 22% using her system. It was the first webinar using her system.

SCOTT WHITAKER

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

Top Takeaways

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

SUCCESS STORIES FROM POWER UP



Without using social media ads, we launched our first webinar using Kim's blueprint. At the end, we had closed 12%. Plus, I had someone sign up to do coaching with me. So we did over 5 figures from our first webinar. You don't mess with the blueprint.

JUDY HOBERMAN

**ENSURING THE
DREAM BECOMES
A REALITY...**

My Next Three Steps

	ACTION STEP	DEADLINE
1.		
2.		
3.		

The Vision

When I will launch my course campaign: _____

Date: _____

How I will celebrate: _____

How I will celebrate my revenue goal: _____

I _____ on this day _____ ,
declare that my “someday” is now.

POWERFUL
PROFESSIONALS
