

Chip Conley - The 9 Essential Practices Of Peak Leadership

What You Will Learn – the Core Curriculum

Every module consists of 3 primary teaching and Q&A sessions with our featured expert faculty, along with one integration and laser coaching session with Stephen Dinan, the founder and CEO of The Shift Network who is one of the world's top enlightened business experts and extremely effective at developing ideas and strategies for taking your business to the next level.

The Integration time is led by Holly Woods, Ph.D., Integral Coach. These modules will build harmoniously upon the next, so that you'll develop a complete, holistic understanding of the practices, tools and principles you'll need to grow a successful enlightened business.

Module 1: Becoming a Purposeful Entrepreneur & Creating a New Paradigm Business

Taught by Tim Kelley, True Purpose Institute

Recorded January 8th, 15th, 22nd (29th Integration Plus Laser Coaching with Stephen Dinan)



In this foundational module, Tim Kelley will help you understand and use some of the key practices that today's top companies and leaders are using to grow their businesses and make a powerful, positive impact on society. Tim has coached billionaires, CEOs of large companies and many change leaders on how to access, clarify and apply your higher purpose in every aspect of your business. You'll:

- Uncover your life's higher purpose, and relate it to every aspect of your business
- Apply the strategies top business leaders use for higher guidance in decision-making
- Conserve energy and money by removing activities that don't serve your higher purpose
- Learn strategies to approach your messaging in a consistent way that sends the right signals to your ideal partners and clients
- Develop methods to discern which programs and tactics are in alignment with your purpose
- Understand the foundational elements of a truly new paradigm business, and when to integrate them as you grow (HINT: NOT all at once!)

- See the creation of an enlightened business as a journey rather than a destination – allowing yourself to keep growing and evolving over time, without getting too far ahead of the market
- See how new paradigm companies use their higher purpose to engage customers, employees and partners
- Use higher guidance and purpose information to supercharge your sales and marketing

About Tim Kelley:



Tim is a global change-agent and internationally-renowned expert on higher purpose. He works with top leaders in many fields and countries to transform human institutions and evolve society to its new form. Tim has trained over 1000 consultants, therapists and coaches in his methods and worked with hundreds of CEOs, including top leaders and executive teams from companies, such as Nabisco, ING, Oracle, Lexmark and AOL. He formerly worked as a leader at Oracle, two levels below the CEO. He is the author of *True Purpose*, and the best-selling coauthor of three other books.

Module 2: Mastering the Tender Art of Niching: How to Gain Intimacy, Trust & Connection with Your Best Potential Customers & Clients

Taught by Mark Silver, Heart of Business

Recorded February 5th, 12th, 19th



This session will build upon your now in-depth understanding of your personal purpose from module 1, to further define your niche in ways that keep you centered in the heart of your business. Mark has helped thousands of business owners in the personal development, health and wellness arena (and many others) to align their purpose and uncover the "jewels" that differentiate them from their competition – to design messages that resonate from their heart, while also creating successful offers. You'll:

- Translate your higher purpose into a profound understanding of who your target audience is
- Discover that the true purpose of marketing is not just about attraction
- Uncover the three essential steps in communicating with your ideal client, and why that matters for marketing

- Begin to see how relationships are nurtured, and how long it takes to make a significant purchasing decision
- Learn how to communicate what you do in one compelling sentence
- Discover how intimacy and trust are created in a marketing message
- Shift the way you relate to your customer from reactive to proactive
- Create strategies to funnel clients into your business with ease
- Build upon your unique gifts and areas of strength to create create strategies that speak the language of your ideal client

About Mark Silver:



Mark founded Heart of Business in 2001, with the mission of helping people in small business who want to make a difference, and need to make a profit. Since then, he and his team have worked with thousands of business owners globally, and he has authored seven different programs that make up an entrepreneurial wisdom academy. Mark's guidebook, *Unveiling the Heart of Your Business*, integrates more than 5,000 years of spiritual tradition with down-to-earth, no-nonsense business practices to support the healing of your own split between business action, ethics and spirituality. A designated master teacher in his Sufi spiritual lineage, Mark earned his Masters of Divinity, and seamlessly integrates ancient spiritual teachings that nourish the heart with very specific, nitty-gritty details of how to get business done.

Module 3: Creating Your Irresistible Offer

Taught by Lisa Sasevich, The Invisible Close

Recorded February 26th; March 5th, 12th (19th Integration Plus Laser Coaching with Stephen Dinan)



In this module, Lisa Sasevich will cause you to shift your thinking from your audience and niche to get crystal clear on the transformation your clients will get as a result of working with you. Lisa helped many of her now six-figure clients create an irresistible offer by generatively building their personal "brand" of transformation that naturally invites clients to work with them. In this module, you'll:

- Discern what constitutes a valuable offer for your clients, as opposed to products
- Use this distinction to completely transform your entire business, from product definition to marketing to business systems

- Build powerful language that brings ease to your relationships with customers that you can use in every type of communication
- Give your prospects the opportunity to say “YES” to your offer – because they immediately see how it serves them
- Uncover the three questions to ask yourself that will make putting your offer together an absolute no-brainer
- Build desire among your clients starting with the first words out of your mouth
- Be amazed at the simplicity of crafting your offer based on the anticipated transformation your customers will experience
- Develop ease in sharing your offer with clients as you uncover their personal benefits
- Structure and present irresistible offers to help customers to BUY NOW
- Move people from the “MAYBE” position, where no action takes place, to the “YES” position, where they act.

About Lisa Sasevich:



Lisa created a multi-million dollar home-based business with two toddlers in tow. She is the author of *The Invisible Close*, which teaches experts who are making a difference how to get out their message effectively and authentically. Lisa has assisted in the creation of many successful careers because she insists on guiding her clients in the building of systems that help their customers: make a choice, take action, move forward and commit to something they desire. Lisa will show you how to share your wealth with the world, and thus receive the wealth that people have to share with you.

Module 4: Attract Customers Without Struggle

Taught by Sharla Jacobs, Thrive Academy

Recorded April 2nd, 9th, 16th (23rd Integration Plus Laser Coaching with Stephen Dinan)



In this powerful module about attracting clients with heart, Sharla Jacobs will share a few simple and easy-to-use, heart-based principles to attract clients to your business quickly – and without being pushy. Sharla has coached more than 20,000 clients to become 6-plus figure earners, utilizing her Heartselling™ methods that were “downloaded” from the Divine and have become a powerful client MAGNET for their business. With Sharla’s guidance, you’ll:

- Uncover the “8 Keys to Attract Clients without Struggle” and the “5 Elements of Heartselling”
- Recognize the divinity in yourself and in your clients
- Become curious about your clients’ challenges and concerns so you understand their pain points
- Learn the 3 magic questions that help you to deliver valuable, free consultations that turn client objections into paying clients
- Learn how to have conversations about money, and dance with the concern, “I can’t afford it,” with integrity and effectiveness
- Learn to use the 5 basic elements from Chinese medicine to better connect with yourself and your clients
- Create a holistic approach for leaning into your clients to support them in getting what they need from what you have, and being able to support them to say “yes” to themselves
- Find out specifically what’s missing from your communication and mindset about selling, so you can serve your clients more fully
- Approach your clients with generosity and service to help them become more curious

About Sharla Jacobs:



Sharla is an Award-Winning Million Dollar Mentor, and she and her husband, Jesse Koren, are two of the world’s leading authorities in helping coaches, practitioners and entrepreneurs add six figures to their income. They have taught their step-by-step system to over 20,000 people, and have gifted over 6 million dollars in scholarships to their own events, as well as contributed over \$100,000 to causes they believe in. Sharla will give you the treasure map to increase your income and build a sustainable business.

Module 5: Heart-Based Marketing

Taught by George Kao, The True Livelihood Community

Recorded May 7th, 14th, 21st (28th Integration Plus Laser Coaching with Stephen Dinan)



In this module, George Kao will help you gain confidence as a business owner that you are eternally safe and completely protected. You’ll discover how a heart-centered approach to your customers will bring you more clients and business without feeling

threatened. George has worked with hundreds of clients, and well as a faculty member at The Shift Network, and will help you create your own wisdom business. From George, you'll:

- Learn how to take the larger perspective on what's good for your soul, and the souls of your customers
- Invest your time in the long-term to bring a return on consciousness, rather than a short-term return-on-investment approach
- Discover how to give from wise generosity, rather than total selflessness, in order to build true fans
- Strategize how to build authentic fans to garner support through referrals, promotion, crowdfunding, and other resources
- Get clear about how others can access your assistance through different levels of services that you offer (free, barter, paid, etc.)
- Learn how to vary the price of your offers to create more opt-ins at every level
- Let your audience reveal what it wants to be created and delivered, rather than forcing your vision onto your ideal audience
- Learn self-compassion to preserve your own work-life balance
- Recognize the benefits of focusing on authenticity, appreciation, learning and karma, rather than solely focusing on sales, comments, likes, fans, conversions or opt-ins

About George Kao:



George is a trusted conscious marketing expert to over 500 clients – teaching the most productive online marketing methods for coaches, counselors, consultants, and those who are creating what George calls “wisdom businesses.” His mission is to dramatically raise the marketing effectiveness of people who deeply value integrity, service and sustainability. George has been building online communities for more than 10 years. In recent years, he’s become the go-to expert on how to productively use the Internet to get your message out to the people who would love to hire you for your services, or buy your programs.

Module 6: Scalable Business Models & The Launch

Taught by Jennifer Russell & Bryan Franklin, California Leadership Center

Recorded June 4th, 11th, 18th (25th Integration Plus Laser Coaching with Stephen Dinan)



In this tactical module, Jennifer Russell and Bryan Franklin will share their expertise on how to begin to really grow and scale your business. Jennifer and Bryan have worked with thousands of businesses in the start-up to sustainability phase to reach a high level of success. They will guide you through a journey that will uncover the three pillars of business success – Marketing, Sales, and Leadership and how to use them to launch and scale your business. With Jennifer and Bryan, you'll:

- Learn to get the value equation right, creating effective business process that guides you in all other business aspects
- Uncover secrets to effectively focusing attention on core positioning, lead generation, marketing, sales and closing
- Create mature business systems up-front that allow you to reach sustainability phase in a shorter period of time
- Develop fulfillment strategies that create sustainability and greater profit, without working harder
- Learn to create repeatable strategies to deal with short-term customer issues, so you can focus on long-term financial strategy
- Devise generous lead sources and new product lines that lead to scalability
- Use automation to fine-tune business leads and fulfillment that frees you from repetitious decision-making
- Free your attention from problem-solving to design innovative marketing and sales approaches to reach a broader base of customers
- Learn to feel like the most important thing you can do for your business is to 'get out of your own way'

About Bryan Franklin and Jennifer Russell:



Bryan is a leading executive coach, a compelling speaker and a successful entrepreneur. He has founded and sold over a dozen companies (including his own private equity fund), and has now generated more than \$10 million in executive coaching over the last decade – making him one of the most financially successful coaches in the country. He has become the trusted advisor to some of the most highly-respected executives in the Silicon Valley, coached top level executives at many Fortune 1000 companies, and helped many entrepreneurs build their organizations into success stories – taking them from start up to billions in sales.



Jennifer is a dyed-in-the-wool entrepreneur, having worked exclusively in high-impact startups – most recently as the president of an environmental chemical company, bringing over 40 new technology products to market. Her dedication to the intersection between creativity and productivity made her famous for “getting more done by accident, than most people get done on purpose.” Whether its guiding a cancer drug through the arduous process of testing and development, or guiding an entrepreneur through the harrowing process of creating their business, Jennifer’s insight and inspiration are bar none.

Module 7: The Enlightened Entrepreneurial Mindset: Becoming the Person You Need to Be to Manifest Your Vision

Taught by Ryan Eliason, Social Entrepreneur Empowerment Network

**Recorded July 2nd, 9th, 16th (23rd Integration Plus Laser Coaching with
Stephen Dinan)**



Ryan Eliason, one of the world’s top coaches for socially conscious entrepreneurs, believes that success is 90% psychological and 10% technical. In other words, it’s 10% skill and technical know-how, and 90% attitude, confidence, focus, determination, and your inner “*mental game*”. Effective technical strategies are essential to success, but without addressing the psychological level, you’re only going to reach a tiny percentage of your potential. Mastering the art and science of “*being*” could lead to more success and satisfaction in business and life than you might imagine. It is perhaps the most critical element of business success. In this module, you’ll:

- Get clear on exactly who you need to be and the attitudes you need to embody in order to reach your vision.
- Master the technology for transforming your attitude and your way of being.
- Step into consistently being your best self – the person you need to be in order to achieve your vision.
- Take on being unstoppable, unreasonable, and playing full out.
- Create a clear, comprehensive, written list of both internal and external obstacles and challenges to achieving your vision.
- Create a written plan for triumphing over each of those obstacles.
- Identify your core limiting beliefs and apply a powerful proven technique for transforming them into more empowering beliefs.

- Learn to identify the voice of your “Gremlin” so that you are empowered to act from the inner knowing that this voice is not your truth.

About Ryan Eliason:



Ryan Eliason’s mission is to empower socially conscious entrepreneurs to transform the world’s most pressing problems. As a teenager, Ryan Eliason co-founded Youth for Environmental Sanity which has supported more than 675,000 young visionary leaders from 65 nations working on social change, human rights, and environmental sustainability. Ryan believes that business can be a powerful force for transformation. In the last three years over 50,000 people joined his Social Entrepreneur Empowerment Network, a rapidly growing global community of changemakers. His programs have empowered thousands of conscious entrepreneurs with the tangible skills and mindset shifts needed to expand the reach and positive impact of businesses that focus on a triple bottom line: People, Planet, and Profit. He is now one of the world’s top trainers for social entrepreneurs and has hundreds of clients from twenty-five countries currently enrolled in his training programs.

Module 8: Entrepreneurial Secrets from the Leading Edge

Taught by Stephen Dinan, The Shift Network

Recorded August 6th, 13th, 20th (27th Integration)



In this module, Stephen Dinan will share his well-earned secrets for how to thrive as an entrepreneur, while building a company that aims to positively change the world. You’ll hear how he worked through many challenges to succeed in building a company that has heart and integrity. This module will blend his insights from the “outer game” of marketing, business development and enrollment, along with the “inner game” of developing your capacity as a leader. He’ll also do “laser coaching” to help participants take the next leap in business. In this module, you’ll:

- Learn to build trusted networks of allies through genuine generosity and goodwill, in ways that can lead to rapid expansion
- Connect with your heart’s truth, and develop messaging that speaks directly to people’s core needs, and builds rapport

- Turn around failures, mining them for gifts and opportunities for personal transformation
- Design your operation in a way that maximizes your strengths and creates a thriving lifestyle for you, personally
- Utilize the power of higher guidance for making routine and strategic decisions
- Develop maximum synergy by designing launches and campaigns that align with the needs of partners and allies.
- Get vulnerable with your customers in a way that cultivates loyalty
- Keep honing your development as a leader – taking in feedback from wherever you can
- Develop practices for innovation, fresh ideas and out-of-the-box thinking
- Navigate the boundaries of personal sacrifice and self-care as you grow your business
- Balance decisions that are for the greater good, while also being wise with your personal and organizational resources
- Navigate questions related to investment, board and long-term visioning
- Apply lessons from building a truly happy and heart-based company culture
- Invite partners in a way that doesn't diffuse your vision and purpose, or undermine cohesion

About Stephen Dinan:



Stephen is the CEO of The Shift Network and a member of the prestigious Transformational Leadership Council and Evolutionary Leaders groups. As the former Director of Membership and Marketing at the Institute of Noetic Sciences, he was the driving force behind the Shift in Action program, which grew to 10,000 paying members. He is also the author of *Radical Spirit* (New World Library), and a forthcoming book, *Sacred America: Sacred World*. Stephen directed and helped create the Esalen Institute's Center for Theory & Research, a think tank for leading scholars, researchers and teachers to explore human potential frontiers.

Module 9: Creating Enlightened Work Environments

Taught by Bharat Mitra, Organic India

Recorded September 3rd, 10th, 17th (24th Integration Plus Laser Coaching with Stephen Dinan)



In this final module of the *Enlightened Business Academy*, Bharat Mitra will share his passion, presence, inspiration and intelligence to help you learn how to build an enlightened business that simultaneously supports you, your team and your customers. Bharat founded Organic India, a vehicle of consciousness in the global wellness market. He will share his holistic business model that supports the Indian farmers, his staff and his customers with sustainable structures. From this module, you'll:

- Free yourself of the delusion that you have to do all the work alone, without support
- Begin to nurture an effortless spaciousness to guide your most effective decisions
- Embrace humility to allow yourself the space of not having immediate answers to your business' most difficult decisions
- Understand how clarifying your vision and purpose naturally attracts staff, colleagues and clients who resonate with that purpose
- Eliminate the need for wasteful and unnatural rewards that don't actually incent people to support you
- Open the door to extreme innovation by inviting others' contributions, rather than having all the answers
- Advance growth by creating systems to invest in other people, companies and industries who support your business
- Learn to create a business that is a part of the paradigm shift that will lead to the transformation needed to sustain and co-exist on the planet
- Understand how providing consumers with products that are truly made with love, of the highest quality, and that generally support their wellbeing will create more company vitality than the bottom-line
- Shift to focus resources on developing quality products and systems

About Bharat Mitra



Bharat is the founder and President of Organic India. Bharat arrived in India in 1987. He has been a visionary entrepreneur all of his life, bringing passion, presence, inspiration, intelligence and great love to everything he does – and to everyone he meets. Bharat founded ORGANIC INDIA as a vehicle for consciousness, with no separation between “spirituality” and “business.” It is a company where integrity, honesty and respect are valued as a priority; a business where the bottom line includes social responsibility, environmental sustainability and economic success. Bharat Mitra is a Director of The StarFire Fund (USA), President of The Bet Lev Foundation (USA), a core partner of Gold Lake Mountain Resort (USA) and Chairman of The Lev Group (CO, Israel)

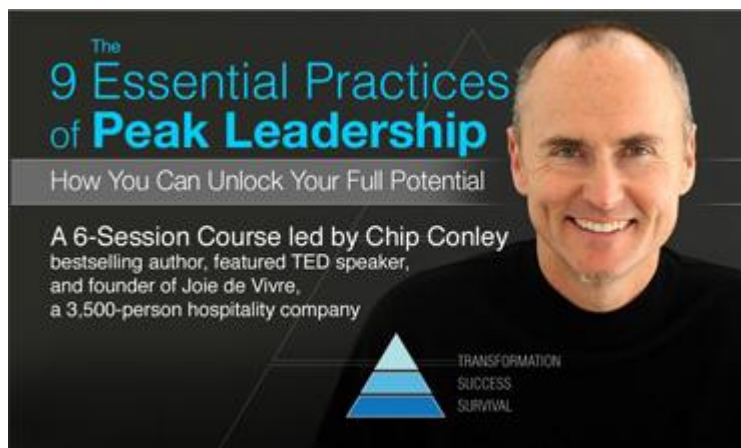
Your *Enlightened Business Academy* Bonus Collection:

In addition to the truly transformative teaching and integration sessions, you'll also receive these powerful bonuses with the world's leading business visionaries and teachers. These bonus sessions are being offered to further complement what you'll learn in the academy – and take your understanding and success to an even greater level.

The 9 Essential Practices of Peak leadership

6 Session Audio Course with Chip Conley

(\$397 value)



This program is designed to give you the key foundations to be the kind of leader that others respect, trust, and want to work for. This will allow you to **attract better talent, retain them and grow them into the kind of leaders who can grow your business for you**. These skills are the single most important skills for success as an entrepreneur just starting out or a leader of an established company.

During this program, Chip will share step-by-step strategies for **accessing your full leadership potential**, which in turn helps you **unlock the genius in others**.

Chip's leadership practices can lead to **greater professional, financial, emotional, and even spiritual success**, leading you to make a bigger contribution and create a more enduring legacy

You can become the kind of leader that others celebrate and trust. We'll show you how with this program, which will:

- Reveal the “PEAK practices” that successful leaders use and how you can adopt them as well.
- Show how to create **sustained growth** in your organizations or teams.
- Offer you a more comprehensive operating manual for business grounded in leading-edge psychology.
- Help you foster the conditions for **creativity, teamwork, and excellence**.
- Provide keys to creating the conditions for people to live their callings – essential for breakthrough organizational success.
- Understand the **value of intangibles** (the most important asset in the 21st century) and how to measure and apply them in a way that leads to success.

- Hone your skill at moving between being a transactional to being a **transformational leader**.
- Develop your skills at **serving your customer's higher needs**, which builds sales and loyalty.
- Create the sustainable foundations in your life for effective leadership (and great happiness).

Orientation:

The Orientation is optional with the introduction of the PEAK principles being a pivotal part of the session. If you are very knowledgeable in the PEAK principles or have been taught by Chip in another workshop, then you can potentially afford to miss the Orientation...otherwise we highly recommend it and the key subjects will include:

- Chip introduces himself and gives a brief history of his experience as an entrepreneur and CEO as well as how he got introduced to mixing psychology and business
- Overview Maslow's Hierarchy of Needs and how it can relate to the business world; Introduction of the Transformation Pyramid
- Review the Relationship Truths Pyramid from Chip's book PEAK and how it will be relevant to the course

Class One:

In our first class, we will look at the foundations of PEAK leadership and how they relate to Abraham Maslow's Hierarchy of Needs and address the two core practices: first, to embody an inherently positive view of human nature and, second, to create the conditions for people to live into callings. Benefits include:

- Review your own sense of human nature and how it shows up subconsciously and consciously in the workplace
- How to create the right "psycho-hygiene" in a company or team, even in a recession
- Take a test that tells you whether you currently have a job, a career, or a calling and how you can apply these findings to others

Class Two:

In our second class, we'll look at two practices that are particularly important in the 21st century: first, to promote and measure the value of intangibles and, second, learning to move fluidly between being a "transactional" and "transformational" leader. Benefits include:

- Do a diagnostic on your current business as to where value comes from: the tangibles vs. the intangibles
- How to develop metrics for the intangibles in your business (employee meaning, customer evangelism, brand reputation, innovation spirit)
- How to identify and amplify the higher needs in those you are leading
- Understand what portion of your week is taken up by transactional tasks vs. transformational opportunities and how to shift your focus

Class Three:

In our third class, we'll focus on how as a leader you connect internally and externally: first, to nurture, value, and evolve organizational culture as your differentiator and, second, to calibrate the balance between "conscious" and "capitalism." Benefits include:

- Understand how to inoculate a culture against fear and create the conditions for organizational health
- How to navigate an economic downturn and emerge with a stronger culture
- Learn how you can make a positive difference in the world while also making a difference on your bottom line
- Understanding and applying the principles of "karmic capitalism" to your benefit

Class Four:

Our fourth class will focus on the next two practices for PEAK leadership: first, focus on your customer's highest needs and, second, recognize the value of loyalty as a means to success. Benefits include:

- Discovering the deeper motives and drivers in those with whom you do business and learning how to address those deeper motives
- Cultivating intuition in going beyond obvious needs to the unmet needs for customers (the 4 ways you can "mind read" your customers)
- Do a loyalty audit of your organization and learn how you stack up relative to others
- How to foster long-term loyalty in customers (helping teach your company the lifetime value of a customer)

Class Five:

In our final class, we'll focus on integrating what we've learned and understanding the last practice of PEAK leadership, "Lead to PEAK". Benefits include:

- See how as a leader, you're always a "sherpa," carrying people forward by example
- Learn how to incubate other leaders and thus replicate your successes
- Becoming conscious of all the ripples that you make as a leader and making sure they align with your values
- Creating daily practices that help you embody all the principles and practices offered in this course.

Chip Conley:



In 1987, Chip Conley started his own hospitality company, Joie de Vivre (JDV), and, as CEO for two-dozen years, grew it into the second largest boutique hotel company in the United States. Chip and his company's time-tested techniques and transformational leadership practices have been featured in every major news outlet including *TIME*, *USA Today*, *Fortune* and *The Wall Street Journal*.

As the preeminent thought leader at the intersection of psychology and business, and a successful practitioner of emotional intelligence at work, Chip shared his unique prescription for success in his bestselling book, *PEAK: How Great Companies Get Their Mojo from Maslow*. Based on noted psychologist Abraham Maslow's iconic Hierarchy of Needs theory, *PEAK* illustrates how business's three key stakeholders – employees, customers and investors – are ultimately motivated by peak experiences that address their higher, unspoken needs.

Chip is a highly sought after speaker – from TED to INC to GOOGLE. He has been honored with the highest accolade in the American hospitality industry, the coveted ISHC Pioneer award, and was one of four finalists for *Hotels* magazine's "Corporate Hotelier of the World" award. The *San Francisco Business Times* named Chip the Most Innovative CEO – and JDV the "2nd Best Place to Work" – in the entire Bay Area.

Exclusive Training on “Conversion Hacking”

with MindValley founder and CEO Vishen Lakhiani



Vishen has become one of the world's leading experts on conversion hacking, growing his company to \$20 million in annual revenues without a penny of outside of investment. Conversion hacking is Mindvalley's secret for finding dozens of

quick-and-easy website tweaks to boost your clicks, email opens, subscribers, sales, and conversions by 20%, 50%, even *100% and beyond*:

In this one-hour training, he will address the top ten questions from Shift CEO Stephen Dinan about how to design, improve, and grow systems that grow your business while you sleep. Get ready for a powerful ride as you learn how to:

- Write emails that get opened, read, and deliver high-click through rates and sales
- Build learning systems that allow you to continuously improve your results
- Learn the secrets of great landing pages
- Understanding paid advertising – what to do and what NOT to do
- How to create a brand that is authentic, trustworthy and sincere
- Put in productivity processes that allow you to grow your business fast on a 45 hour workweek

Vishen Lakhiani is the founder and CEO of Mindvalley, where he leads an amazing team of 100+ individuals focused on building disruptive systems that push humanity forward. Almost all his businesses involve products or services that change human behavior to encourage human beings to enhance their lives, their health, expand their visions and shake off the shackles from cultural baggage of the past. He calls this culture hacking. Through Mindvalley, he invests and builds education companies. Mindvalley's goal is to help spread enlightened ideas to 1 billion people by 2050, ideas that you won't get from traditional education systems. Collectively, they've been growing like crazy and now employ brilliant minds from 30+ different countries, all of whom work in their playpen for adults aka Mindvalley HQ, billed by Inc Magazine readers as one of the World's Coolest Offices in 2012. Additionally, he's an advisor to several Bay Area startups, sits on the Innovation Board for the X Prize Foundation and via the Mindvalley Foundation, supports a number of philanthropic ventures focused on bringing better education to developing nations by funding initiatives such as Project Renaissance.

The Insider's Keys to Successful Social Media Marketing

Session with Mari Smith



Success with social media is as simple as knowing how to bridge the gap between technical skills in the new media world and good, old-fashioned people skills. However, most businesses still have a long way to go. Technology is constantly changing; Facebook keeps iterating, and new social sites spring up daily, it seems. So, how do you keep up? Where should you focus for real, measurable results? And, how do you overcome your personal fears (and company-culture fears), rise above the noise, and make a significant impact using social media? In this dynamic session, renowned social media thought leader, Mari Smith, will reveal her secrets to building a large, loyal and profitable network using the social web. You'll learn:

- The two best ways to create viral buzz while generating quality leads
- A powerful fix to overcome the #1 fear that prevents brands and businesses from optimizing Facebook
- Three simple tweaks to make to your daily posts that instantly increases your reach and results

Mari Smith is one of the world's leading social media strategists and widely recognized as THE top Facebook marketing experts in the world. She is author of *The New Relationship Marketing* and coauthor of *Facebook Marketing: An Hour A Day*.

Fast Company describes Mari as, "A veritable engine of personal branding, a relationship marketing whiz and the Pied Piper of the Online World." Forbes recently named Mari as one of the top ten Social Media Influencers, and Dun & Bradstreet Credibility named Mari one of the top ten Most Influential Small Business People on Twitter.

Mari Smith's background includes over twelve years in the fields of relationships, marketing and Internet technology, making social media her ideal arena. As a veteran in the genre, she travels the United States and internationally to provide engaging social media keynotes and in-depth training to entrepreneurs and corporations.

She frequently shares the stage with notable leaders and celebrities; previous co-presenters have included Sir Richard Branson, the Dalai Lama, Tony Robbins, Guy Kawasaki, and Paula Abdul.

How to Write the Words that Attract, Invite and Inspire Your Ideal Clients to Take Action!

Audio Session with Michele PW



If you've been struggling with the hype and slime you see on other people's websites and emails, you're going to love this call with Michele PW, Your Ka-Ching Marketing Strategist. She specializes in writing copy that attracts, invites and inspires your Ideal Clients to raise their hand and say "YES" to working with you – no arm twisting allowed! In this special session, she'll walk you through the foundation of how to craft copy on your websites and emails that both you and your clients love.

Michele PW (Pariza Wacek) is the owner of Creative Concepts and Copywriting LLC, a leading direct response copywriting and marketing company that caters to entrepreneurs and small business owners. Considered one of the hottest direct response copywriters and marketing consultants in the industry today, Michele is a contributing author to *Entrepreneur Press Start Up Guide to Information Marketing* and *Trust Your Heart: Transform Your Ideas to Income*, an Amazon bestseller.

Business Success Toolkit from The Shift Dream Team



To grow the Shift

Network into such a successful enterprise, we've assembled an internal team of top enlightened entrepreneurs, who work on everything from Summits to Affiliates to Education. In this Success Toolkit, you'll get access to their best insights and products, all designed to give you the business foundations you need for success. You can use this Toolkit to build a

solid foundation of basic business practices that support you and the conscious growth of your business.

You'll gain access to:

5 Simple Steps to Making Money While You Sleep by Turning Your Passion Into Ebooks, CDs or Videos

Training Session With Alison Marks, Director of Telesummits, and former business coach/owner of *Six Figure Home Office*

If you're a conscious business owner who wants to start automating online, this training can support you in helping more people, becoming recognized as an expert in your field, and having hundreds or even thousands of dollars of passive income showing up in your checking account every month.

Get in the (Cash) Flow: Simple Practices Every Conscious Business Owner Needs to Know for Sustainable Growth

Training Session with Mary Kay Morgan, Affiliate & Joint Venture Lead and founder of EFG Consulting

In this session MaryKay, who has worked with dozens of entrepreneurs including including Arielle Ford, Alexis Neely, Suzanne Evans and the largest company in the space (GAIAM), will teach you the essential aspects of growing your business sustainably. MaryKay's specialty is creating aligned and effective marketing systems that support the "big platforms" of the enlightened entrepreneurs she works with. MaryKay will also provide a workbook on 'Best Practices for Creating Successful Partnerships' that will support you to grow your business through relationships.

Getting Enlightenment in Your Bones: Integrating Conscious Practices in Your Life and Work

Audio and PDF training series with Holly Woods, Ph.D., Shift Network Director of Education and owner of *Holly Woods Coaching*

In this special series, which will be delivered via monthly audio and pdf packets, Holly will support you as you move from conception to integration, bringing the key teachings and practices into your life and business to get the full impact of the Enlightened Business Academy.

Key Business Systems and Resources Compilation

Not only will you have access to The Shift Network Dream Team offerings, but this Bonus will also provide a recipe of resources for setting-up and keeping-up with your business, for launching and scaling, for squaring away your money, time and contacts, as well as to support you in integrating sustainable business practices.

How to Make Money Fall In Love With You

Bonus Call with Morgana Rae of Charmed Life Coaching



If you'd like to RAPIDLY, RADICALLY, and PERMANENTLY change your Relationship with Money, what would that be worth to you? International wealth coach Morgana Rae will walk you through six time-tested steps to turn your personal Money Monster of scarcity into a Money Honey of abundance. "Your financial situation reflects your inner Relationship with Money," says Rae. "If you don't like your finances, something has to change in your relationship" and Rae shows how to jumpstart that transformation.

Morgana will:

- Uncover your hidden blocks to abundance.
- Abolish your financial anxiety.
- Change your relationship with money from a monster into your "money honey"
- Reveal your next step to creating wealth.
- Give you a Revolutionary System you will use for the rest of your life.

Morgana's life-changing approach will give you **a new experience of money**, enabling you to take a quantum leap toward creating the wealth and abundant relationships that you deserve.