

**BRAND NEW EVENT**

Book Now To Get Your  
Early Bird Booking Bonus!

**Corporate Executives And Managers:**  
Learn to run up the fast track corporate  
ladder of success two rungs at a time

**Entrepreneurs And Salespeople:**  
Get more prospects and close more sales  
by creating a professional 'Persona'

# Become The Next Corporate **Rockstar**



Dr Marc Dussault – The Exponential Growth Strategist

Spend a full day with The Exponential Growth Strategist who has been helping hundreds of Australian business owners out-perform their competitors by learning how to speak in public and present themselves professionally without standing up on stage to sell.

### EVENT SCHEDULE: ALL CENTRAL CBD LOCATIONS

|           |                 |          |                  |
|-----------|-----------------|----------|------------------|
| Melbourne | 19 October 2010 | Brisbane | 4 November 2010  |
| Canberra  | 26 October 2010 | Perth    | 17 November 2010 |
| Sydney    | 29 October 2010 | Adelaide | 23 November 2010 |

#### WHO SHOULD ATTEND:

- SME Business Owners
- Marketing Managers
- Senior Executives

#### YOU'LL LEARN HOW TO:

- Speak with confidence
- Get rid of jitters and nervousness
- Use persuasion and influence
- Create a professional persona

*Attend a second event the previous day "Etch-A-Sketch Thinking In The iPad Age" to get Fresh, New, Exciting & Profitable Marketing Ideas To Grow Your Business*



Find out more about the "Etch-A-Sketch Thinking In The iPad Age" Event at [www.ExponentialPrograms.com/exponential-mindset](http://www.ExponentialPrograms.com/exponential-mindset)

“Use the art and science of public speaking to instantly start out-selling, out-performing and out-marketing your competitors.”

➤ You should attend this program if you're...

**A CORPORATE MANAGER WHO WANTS TO:**

- Get on the career **fast-track** to get **promotions** and **pay rises** faster than your colleagues.
- Be offered the **best postings**, projects as well as the **biggest budgets** and teams to manage with the fattest paycheque in the company.
- Overcome the fear of public speaking once and for all to be able to **express your thoughts and expertise effortlessly** and expertly in meetings, presentations and workshops.
- **Increase your visibility** across your organisation with more stakeholders, both internal including the board and/or committees as well as external to the company such as suppliers and shareholders.
- Improve your **group facilitation and leadership skills** so people look up to you with greater respect and even admiration.

**AN ENTREPRENEUR OR SALES/MARKETING PROFESSIONAL WHO WANTS TO:**

- **Double your sales** commissions in the next 12 months by becoming a more effective speaker when presenting yourself, product and company to prospects and clients.
- **Cut the sales cycle in half** or less – especially in the case of a complex sales process such as professional services, (IT) software, business-to-business solutions, etc.
- **Double 'payback and ROI'** on existing projects that are currently marginally profitable.
- Create a much **bigger sales funnel with less effort** than you're putting in right now. So that you have an on-going **continuous stream of prospects** who want to and can buy from you.
- **Increase conversions** from tyre-kicking prospects to paying clients by as much as 50 to 100%.
- Create, build and sustain **value-based, long-term client relationships** that bullet-proof your profits and **recession-proof** your business.

**AN ENGINEER, LAWYER OR OTHER TECHNICAL PROFESSIONAL WHO NEEDS TO:**

- Learn how to translate techno-babble and 'geek speak' into easy-to-understand English.
- Be offered the **leadership position** for your next projects and contracts.
- **Develop persuasion and influence skills** to get your message across without being manipulative or confrontational.
- **Increase your effectiveness** in group discussions across specialties and/or with clients.
- Improve your **negotiation skills** so you get better outcomes by delivering projects or outcomes on time and on-budget.

## ⚠ WARNING



This is not a how to spruik products from stage seminar that you often see promoted by self-appointed "Internet Information Product Millionaire Makers". The presentation techniques covered are authentic and are NOT manipulative in nature. They have been used to capture top 50 ASX accounts and rely on the highest level of integrity and authenticity to create a professional persona that your peers and clients will respect and admire.

Languages

ENGLISH | AUSTRALIAN | AMERICAN | CANADIAN  
Subtitles and simultaneous translation NOT provided

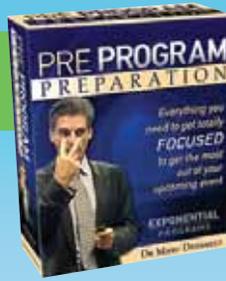
WARNING: This program and its components is sold on the condition that it will be viewed and implemented only by ambitious, profit-hungry Australian entrepreneurs and business executives who want to radically change their businesses. The program is for your personal viewing and deployment in your business or career. Any unauthorised copying, editing, exhibition, renting, exchanging, hiring, lending, leasing, diffusion or broadcast of any part thereof to your competitors is strictly prohibited. You have been forewarned that once you attend this program, you will never see your business, sales and marketing the same way again (and quite frankly, why would you?) and oh yeah, I almost forgot, we retain all rights and privileges to this program and its content. Damn those lawyers!

REGISTER AND DOWNLOAD ADDITIONAL DETAILS AT  
[www.ExponentialPrograms.com/rockstar](http://www.ExponentialPrograms.com/rockstar)

## > The first component is your Pre Program Preparation™...

...A hand-picked collection of reference materials you will receive as soon as you reserve your ticket.

The **Pre Program Preparation™** materials are designed to help you get ready BEFORE the event! These "self-paced" grounding materials make sure you have thought about important things that will make the day that much more valuable for you. You need the time to reflect, self-assess and think about what you want. That can't be done in 1 day, that's why this and all our programs are different and produce exponential results – they are DESIGNED and CRAFTED to get you to do your absolute best with the least amount of effort!



"I use my public speaking skills when I meet with my clients one-on-one. In fact I closed a 40-apartment deal in a record 11 minutes using the strategies Marc taught me!"



David Conroy  
TheLoneDrainerAndPronto.com.au

## > The second component is your MasterMind Experience Workshop™...

Even though the focus is on extroverted speaking and presentation skills, this program involves an introspective self-assessment process that forces you to question what your public/professional persona should be. Dr Marc Dussault is an expert MasterMind facilitator that engages participants in a fun and playful manner without being provocative or putting anyone on-the-spot, unless of course you want to step out of your spectator's seat and up to the stage!

"I knew that being scared to death of standing up in front of a group was limiting my career and meant I USED TO get passed over for promotions - not anymore!"



Anonymous  
Nobody at work knows I took this program!

| WORKSHOP AGENDA |  |
|-----------------|--|
| 9:00-10:30      | An Overview of Exponential Mindset™ Thinking: Getting more done by transforming an effort-based approach into a value-based model. |
| 10:30-11:00     | Morning Tea  |
| 11:00-12:30     | Professional Persuasion Principles™ Revealed: How to say more in less time and be understood while moving your audience to action  |
| 12:30-1:30      | Catered Lunch  |
| 1:30-3:00       | Professional Productivity Powerhouse Principles™: How to leverage your new persona to get more done in less time                   |
| 3:00-3:30       | Afternoon Tea  |
| 3:30-5:00       | Determining Your Next Best Step™ to becoming the next Professional Protégé™ on your way to Corporate 'Rockstardom'                 |

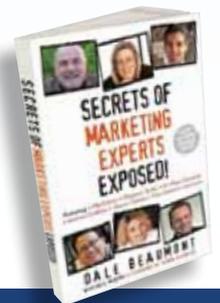
Workshop Running Time: Approximately 8 hours, your new skills however, will last the rest of your career.

Public speaking is widely recognised as the most persuasive skill of influence executives or entrepreneurs can acquire to ascend to the top of their profession or marketplace.

## Early Bird Booking Bonus:

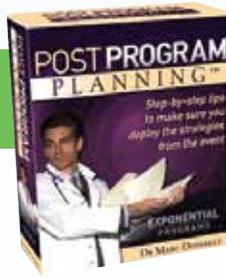
### Secrets Of Marketing Experts Exposed

When you book in at least **2 weeks prior to the event**, you'll receive **your own personal copy** of Dr Marc Dussault's bestseller which sells in bookstores for \$39.95.



## > The third component is your Post Program Planning™...

The templates, articles and checklists delivered over several weeks, will ensure you implement and deploy the strategies you learnt and will become a vital part of your speaker's toolkit. Gone are the days when you attend a fun "rah rah" session and then have it all fall flat and unused. Designed to give you what you need when you need it, you'll take your **Next Best Step™** testing, refining and experimenting with different approaches to **become your authentic self, comfortable in front of a room.**



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