

Thank You!

Thanks for registering for Steve Harrison's free teleseminar with
Brendon Burchard on

**“How to Get Major Companies and
Nonprofits to Sponsor the Promotion of
Your Book, Product, or Service to
Millions of People... FREE!!”**



Steve Harrison



Brendon Burchard

Call Details

WHEN: Tuesday, December 30, 2008 at your choice of two times: either 2 p.m. Eastern (11 a.m. Pacific) OR 7 p.m. Eastern (4 p.m. Pacific)

CALL INFO: To get on the call, please dial 1-507-726-3441 or 1-218-486-1404 or 1-712-338-8100 or 1-712-338-8000 and enter code 7393#

Be sure to dial in a few minutes early
so we can start promptly according to www.time.gov

Who is Steve Harrison? Steve Harrison's company has helped more than 12,000 authors and entrepreneurs get free publicity for their books and their businesses. Steve and his staff provide training, resources, coaching, services and teleseminars designed to help you get a lot more exposure for your message, your book, or your business. His company has helped launched such bestsellers as *Chicken Soup for the Soul* and *Rich Dad Poor Dad*. His clients have gotten publicity in such media outlets as Oprah, Good Morning America, Today, Fox News, The View, Entrepreneur, and USA Today. He and his brother Bill produce many publications and programs such as: Radio-TV Interview Report (RTIR), the magazine producers read to find guests, the National Publicity Summit, the Million Dollar Author Club, Book Marketing Update Newsletter, and the Quantum Leap Coaching Program for Authors and Entrepreneurs. Steve has been happily married for 19 years to his wife, Laura. They live in the suburbs outside of Philadelphia, and work part-time at night as taxi-drivers to their three children (ages 9, 14 and 15).

Who is Brendon Burchard? Brendon Burchard is the author of *Life's Golden Ticket* (HarperOne, May 2007) and a highly-acclaimed life coach, leadership speaker, and business consultant. He is revolutionizing the way authors, speakers and entrepreneurs do business by teaching them how to create partnerships and sponsorships with major nonprofits and Fortune 500 companies. Brendon's clients have included Accenture, JC Penney, eBay, Best Buy, Nordstrom, Levi's, Gateway, Walgreens, Federal Mogul, and thousands of entrepreneurs and executives in speeches and seminars across the country. Brendon was blessed to receive life's golden ticket—a second chance—ten years ago after surviving a dramatic car accident in a third-world country. Since then, he has dedicated his life to helping individuals, teams and organizations create and master change. His previous works include the best-selling student leadership text in the country, *The Student Leadership Guide* (The University of Montana, 2003), and a popular handbook for Fortune 500 executives called *The Leader's Guide to Innovation* (Accenture, 2004). As a dedicated volunteer and nonprofit boardmember, Brendon donates a portion of the proceeds from his speeches and book sales to Kiwanis International, Junior Achievement, and the YMCA. He lives in northern California but still calls Montana, where he grew up, home.

Handout for the Call -- Fill In During Call

Three questions Brendon asked himself were

- 1) _____?
- 2) _____?
- 3) _____?

Examples of What Brendon Achieved in 18 months By Getting Sponsors:

- Has an organization buying 50,000 copies of his STUDENT LEADERSHIP GUIDE every year without his spending a dollar on marketing
- Over \$500,000 in advances from his sponsors for his inspirational novel, LIFE'S GOLDEN TICKET
- Got Sony Pictures to promote his College Success Bootcamp for FREE to an audience of more than 5 million once he donated two trips to his event. In less than 72 hours, he built a list of 32,000 people in his ideal market without spending a penny on advertising. (see Exhibit A at end of this handout)
- More than 65 highly-paid speaking engagements

Just some of the Promotional Partners He's Been Able to Attract:



Just some of the Publicity He's Received As a Result of His Sponsors/Partners:



Building Your Business is A lot Like Taking a Train Trip

Conventional Approach	vs.	Brendon’s “Sponsorship Approach”
You build the train yourself (build everything from scratch through hard, costly toil and effort)	vs.	You “hook” on to a super train that’s already built and can get you where you want to go.
Takes a lot of time and effort	vs.	Takes little time and effort
You have to fund it yourself	vs.	Organizations have huge budgets which they “have” to spend every year
You have to work to create credibility	vs.	Borrow the credibility of the organization you’re associated with
You have to beg for PR	vs.	Media comes to you from sponsor

The “secret phrase” to use when you want to persuade nonprofit organizations to help promote you is _____.

The best person to contact at nonprofit organizations is _____.

The best person to contact at corporations is _____.

Your Proposal to Corporations Should Have These Six Elements:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____

The #1 mistake authors., entrepreneurs and self-promoters make when trying to attract sponsorships is

Lessons from Case Histories on the Call:

Exhibit A: Sony promoted Brendon's workshop to 5 million viewers and he built a list of 32,000+ as a result!

SONY PICTURES MOVIES TELEVISION HOME ENTERTAINMENT GAMES MOBILE

WIN | GET SONY PICTURES UPDATES PREVIEWS & CLIPS

PROMOTIONS & SWEEPSTAKES

RUNAWAY
TEXTING CHALLENGE

ENTER FOR A CHANCE TO WIN
A **sony style** SHOPPING SPREE!

MONDAYS 9P EST / 8P CT **CW**

COLLEGE SUCCESS BOOTCAMP LIVE! **CliffsNotes**
cliffsnotes.com

IN THEATERS 10/20

MARIE ANTOINETTE

LIVE YOUR LEGEND SWEEPSTAKES

YOU COULD WIN A SCHOLARSHIP AND A TRIP
TO COLLEGE SUCCESS BOOTCAMP!

HIGH SCHOOL SPORTS
net

COLLEGE SUCCESS BOOTCAMP LIVE! **CliffsNotes**
cliffsnotes.com

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YOU COULD WIN A SCHOLARSHIP AND A TRIP
TO COLLEGE SUCCESS BOOTCAMP!

HIGH SCHOOL SPORTS
net

The Grudge 2

IN THEATERS OCTOBER 13TH

A PSP™ AND A HORROR COLLECTION
ON UMD™!

SONY PICTURES

5 SUBMIT YOUR ORIGINAL SONG
AND IT COULD BE ON THE
OFFICIAL STOMP THE
YARD SOUNDTRACK!

10% OFF YOUR ORDER AT

hairproducts.com

GRIDIRON GANG
IN THEATERS NOW

GRILL
THE COMPETITION SWEEPSTAKES

YOU COULD WIN
a complete tailgate setup and more!

You could win a scholarship and trip for two to College Success Bootcamp!

[Click here to enter »](#)

[Visit the site »](#)

You could win a PSP™ and a six pack of scene slaying horror films on UMD™!

[Click here to enter »](#)

[Visit the site »](#)

Submit your original song and it could be on the official STOMP THE YARD soundtrack!

[Click here to enter »](#)

[Visit the site »](#)

Join the Sony Pictures Network and get the VIP treatment including discounts and special offers like these, invites to free movie screenings and more!

[Click here to enter »](#)

You could win an Ultimate Tailgating System, Quite A Cue Grill, \$500 to MyButcher.com and more!

[Click here to enter »](#)

[Visit the site »](#)


Exhibit B: Junior Achievement Website with Book

Microsoft Internet Explorer browser window showing the Junior Achievement website. The address bar displays http://www.ja.org/about/about_newsitem.asp?StoryID=401.

Navigation menu: Home, About JA, JA Near You, Get Involved, Programs, Student Center

Section: About JA What's New

New Book Raises Funds and Awareness for JA



A new book by Brendon Burchard, a prominent leadership speaker and a JA board member in San Francisco, is helping raise funds and awareness for JA Worldwide. An author's note at the conclusion of his inspiring book, "Life's Golden Ticket," features Junior Achievement, and urges readers to volunteer for or financially support our cause.

Life's Golden Ticket is a page-turning self-help parable about a man who visits an enchanted amusement park to honor the mysterious last wish of his dying fiancée and the series of miraculous insights he has there that lead him to uncovering a secret golden ticket—and a second chance at life. The parable teaches readers to release the past, rediscover their strength, and resolve to make a greater difference in the world.

Prior to its May 8th release, the book had already broken twelve foreign rights advance records. And in a rare statement by a publisher, HarperCollins said the book is "poised to become an international bestseller." Burchard is using all the attention to host fundraisers at YMCAs, Kiwanis clubs, and Junior Achievement offices across the country.

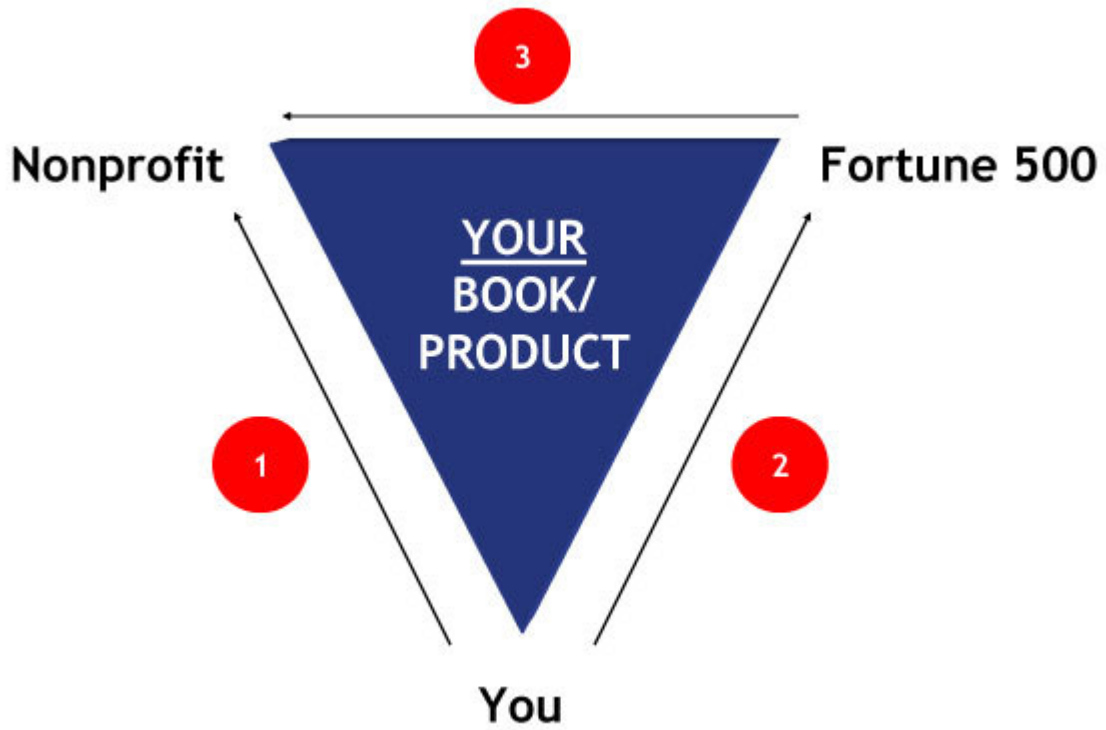
Learn more about how this book is helping JA by visiting

Notice how Junior Achievement is Actively Promoting Brendon's Book on Their Website!

Exhibit C: Speech / Book As Fundraiser Model



Exhibit D: Million Dollar Product Sales Model



To get Brendon's help getting your own sponsors and promotional partners go here now:

Web Site:
