

# Warm Welcome from Alex Mandossian



**BYE-BYE WELL-KEPT SECRET STATUS...**

**→ HELLO ←**

**CREDIBILITY, VISIBILITY  
& OPPORTUNITY!**

# Your Bio & Your Bank Account



# Sought-After Expert

- Well-Known Niche Expert
- Media Recognition
- Speaks on Big Stages ...
- Contributes to Telesummits ...
- Attracts Perfect Joint Venture Partnerships AND Clients...
- Enjoys Business Success ...



Happy at Home, Too!





# It Wasn't Always This Way

- 📺 Oprah calls it "The Ugly Cry."



# Dream Squashers are Everywhere.



## Business Inspiration to Blaze a New Trail



- Definitive Brow and Eye Expert **Anastasia**
- Go narrow to serve many.
- Make big impact.



# I Took ACTION to Prove Them Wrong



# Step by Step to the Roses



# Seen, Heard, Celebrated & Compelling



By Practicing My Own Advice ...





# The Famous Quote from This Film





# What It Takes

- Heart
- Brains
- Courage
- Patience
- Step by Step
- A Sassy Pair of Shoes
- Keeping “Eye on the Prize”



# The WOW for You Today



- 3 Biggest Bio Blunders
- A Get Known to Get Paid Gift
- An Invitation to Go Deeper
- And the Opportunity to Get Help Now

### 3 Bio Blunders that Stand in the Way of Clients, Cash, and Credibility



Bio Blunder #3:  
Too Much Irrelevant Information

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# Why This is Important





## Example -- Truth is Stranger than Fiction

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My life has been full of adventures and I am so pleased to be sharing my new adventure with you. Born in Vancouver, Canada, I graduated from the British Columbia Institute of Technology in the field of Biomedical Engineering ...After stumbling and bumbling around, I made it my mission to learn from the best in their fields of expertise...

## This is the Same Person

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**Leading internet entrepreneurs** from across the nation rely upon Andrea to handle the “behind the scenes” details of **new product launches so they can stay in their genius with the knowledge that every detail is being handled in a world-class way.**

A results-focused “energizer bunny on steroids,” **Andrea is your secret weapon to rock the internet and your balance sheet.**

# Why the Right Information is Crucial

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- Ideal Audience
- Big Result/Transformation
- I-Disease

# Bio Blunder #2: Author-Speaker-Coach-You Lose!



# Failure to Declare Your Major to BE Major





# The Power of Differentiation



"It takes a tough bird to make a tender chicken."

-- Frank Perdue, Perdue Farms

# Inspiration - The WOW is Clear

- Guy Fieri, Self-Proclaimed Mayor of Flavortown
- Dan Savage, America's Leading Sex Advice Columnist
- Bill Baren, Master of New Client Enrollment



# What is YOUR Handle?

- Can your ideal clients quickly find you?
- What is the BUZZ around your name?



# How to Apply It

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- 📌 Declare Your Major to BE Major.
- 📌 Ask clients to speak their truth about you.
- 📌 Reflect on the BEST testimonials.
- 📌 Mine for messaging GOLD to **make YOU memorable.**

# Bio Blunder #1: Story Snooze

- Your bio as afterthought
- Your bio as a billboard for your unique brand of brilliance

... So you can take your bigger place  
at the business success buffet





# Why This Matters

- 👉 Charge a premium as the EXPERT.



# One Size Story Does NOT Suit All Situations



## Why is this Important?



“Make it easy to buy, own, and refer.”

Alice Cunningham, Olympic Hot Tub Company

# Bio Invites Lucrative Speaking Gigs

Firefox | Patricia Fripp, Professional Speaker, Spe... | www.fripp.com

Search | UTILITY CHEST | Planning Tools | Calculators | Converters | Language Tools | 59°F Bellevue, WA | Radio | Facebook

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Solutions | Keynote Speaking | Speech Coaching | Sales Presentation Training

When Was the Last Time You Saw an Audience... **Electrified?**

If you're like most professionals, you've sat through too many mind-numbing, dull presentations. Boredom ends and excitement begins today!

Meetings & Conventions magazine regards Patricia Fripp as one of the top 10 most electrifying professional speakers in North America. For more than 25 years, she has delighted audiences and exceeded her corporate and association clients' expectations.

Patricia and her expert associates are the ultimate resource for:

- Dynamic Keynote Presentations
- Speech Coaching
- Sales Presentation Training
- Public Speaking Resources

Guarantee the success of your next event. Hire Patricia Fripp to turn dull into dynamic!

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## Sizzling, Memorable Speaker Intro





# Get Ready for Big Opportunity



# Win Big

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- 👤 New clients say YES easily and quickly
- 👤 Charge more and enjoy more free time
- 👤 Perfect speaking gigs to the perfect audiences
- 👤 Experts with big names calling YOUR NAME and saying YES to play with you.

# Win Even More!

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- Prestigious media placements to put a halo of credibility around YOUR NAME
- #1 rank in Google for your search terms
- Take your seat at a BIGGER success buffet
- Be the BEST KNOWN expert in your niche market

# Rewards & the Energy of Money

- ☑ Confidence, Clarity, **Conviction**
- ☑ Commitment to Serve in a Bigger Way
- ☑ Clients and Cash and Bolder Rewards for All



## 3 Bio Blunders to Avoid

- **Blunder #3: TMII**
- **Blunder #2: A-S-C-You-Lose**
- **Blunder #1: Story Snooze**
  - Bio as Afterthought vs
  - **Billboard for BRILLIANCE**





# Lackluster or Blockbuster?

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- ❑ When was the LAST TIME you looked at YOUR bio?
- ❑ Can you say without hesitation that your bio is ready to open BIG doors right this minute?
- ❑ Or ... is that BORING bio creating a first impression that is costing you clients and cash at "hello?"

# It's a Jungle Out There For Dating in Life and Business



## A Sassy Sound Bite Draws Readers In



"People pay me for my head, trust me for my heart  
and value me most when I use both."

-- Steve Juetten, CFP

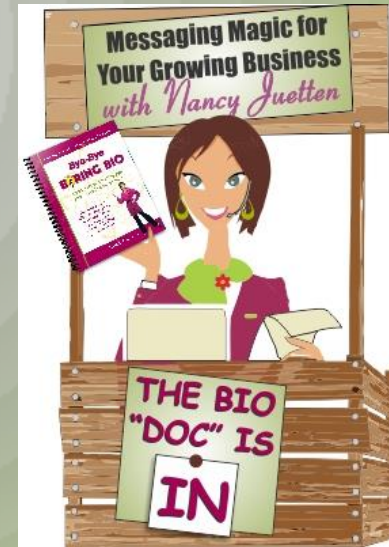
## A Common and Sad Lament

Unseen, Unheard, Undercompensated ...





# Get Your Client Attracting Story DONE **VIRTUAL** Workshop





# The Wow Waiting For YOU

- 3 powerful LIVE virtual calls
- You will create a client attracting story with **magnetic WOW factor** to serve your success immediately.



# Magical Transformation of Your Story

## 3 Calls to Welcome Bio Brilliance & Beyond

1. Bye-Bye Boring Bio Virtual Intensive
2. Magic Message Lab with Bio Booster Shots to Make YOUR Story Better on the Spot
3. Bio Wow – What NOW Super-Action Session. We Go Beyond the Bio to Prioritize How to Get Known and Paid in Big Ways



# Road Tested and Proven Tools



Get Seen, Heard & Celebrated



# Beyond the Better Bio Benefits

- Make money with the 1<sup>st</sup> client you attract
- Wash, Rinse and Repeat Forever!
- Convenience
- Confidence
- Clarity
- Conviction to Go Bigger Even Faster



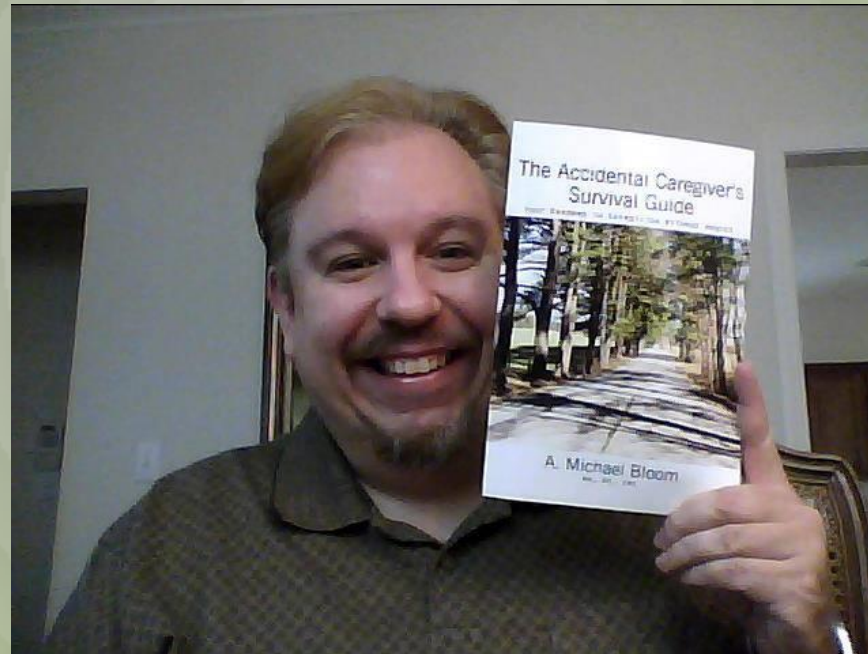
Love the Idea of Being the Center of MY  
Attention and Focus?

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**\$10,000.00**

Send email to [nancy@authenticvisibility.com](mailto:nancy@authenticvisibility.com).

# Caregiving Without Regret Expert Michael Bloom



Your Tuition for the Get Your Client  
Attracting Story DONE Virtual Workshop

\$997

# Your Timely & Transformational Invitation

- The World Needs YOU and YOUR Expertise.
- Now is the Time to Get World-Class Expert Support
- Let's GET THIS DONE!

**[www.byebyeboringbio.com](http://www.byebyeboringbio.com)**

# Making It Easy, Rewarding, and FUN





# Your Business Partner Can Come with You No Additional Tuition!



# Fast Action Bonus – First 23 Only



## Fast Action Bonuses

- 📌 Go “**Beyond the Bio**” to Build a Bigger Business Fast at 12 months to 6 Figures LIVE Event in Boulder, CO
- 📌 Take Your VIP seat at the **Build Your Buzz Beyond the Bio Mastermind** with me and special group dinner, too.
- 📌 Total Value of Bonuses: \$1994

**Hurry to be among the first 23 to say YES YES YES!!!**

**[www.byeboringbio.com](http://www.byeboringbio.com)**

Your Wise Investment

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**\$997**

[www.byebyeboringbio.com](http://www.byebyeboringbio.com)

# Make YOUR Appointment to Claim Your Destiny

- 3 Weeks for 3 Power-Packed Calls
- June 18, June 25, and July 2
- Replays




[www.byeboringbio.com](http://www.byeboringbio.com)



# Making It Easy to Buy

 Full Pay

 3-Pay

[www.byeboringbio.com](http://www.byeboringbio.com)

# Your Bye-Bye Boring Bio Success Guarantee



# Making It Easy to Buy, Too!

Pay in Full: \$997 **Best Value!**



3-Pay Option: \$347 X 3



[www.byeboringbio.com](http://www.byeboringbio.com)

# Let Your Brilliance Go

*It's time to see what I can do  
To test the limits and break through  
No right, no wrong, no rules for me,  
I'm free!*



# Why Now?





## You and Your Work Matter.

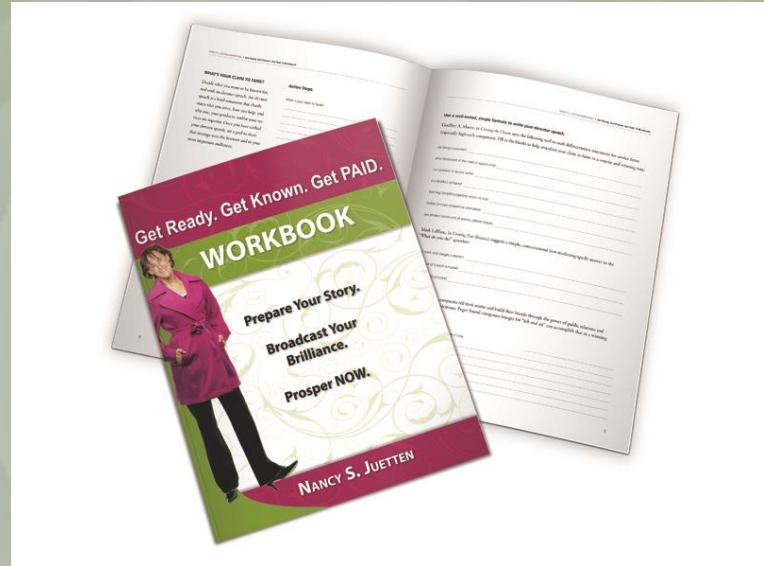
“Every day is a chance for each of us to be important. Let today be that day for you.”



It's Your Story. Tell It Well.  
[www.byeboringbio.com](http://www.byeboringbio.com)



A Gift to Empower & Reward You Now!



[www.getknown123.com](http://www.getknown123.com)

# Questions!

❏ **Q: Do you offer private mentoring?**

❏ **A: Yes.**



# FAQ

- ❏ **Q: What if I can't attend the June 18, 2014 Worldwide Virtual Get Your Story Done Workshop live?**
- ❏ **A: No worries. You'll receive the replay.**





# FAQ

- ❏ **Q: What if I can't take advantage of the live event ticket?**
- ❏ **A:** If this is your first time saying YES to a LIVE event, I promise, you will be well served.
- ❏ The first 23 people to SAY YES can benefit!



Don't be "Frozen" by Indecision.

Pay in Full: \$997 **Best Value!**



3-Pay Option: \$347 X 3



[www.byeboringbio.com](http://www.byeboringbio.com)