PRIDE

Produce
Ridiculously
Irresistible
Digital
Events

YOUR EVENT WORK BOOK

A MESSAGE FROM ME TO YOU

PRIDE
Produce
Ridiculously
Irresistible
Digital
Events

CONGRATS

YOU MADE IT!!!

Most people don't take the positive, committed action that you just did. By enrolling in **PRIDE** and actually showing up, you've set yourself apart from over 99% of the population.

After being on stages for nearly 4 decades...addressing audiences from all over the world...I can tell you this–the ability to inspire others to see their opportunity in themselves...and take action on those opportunities...is one of the most powerful, influential and satisfying skills you'll ever have.

When you understand how to **Produce your own Ridiculously Irresistible Digital Events**, you'll have the power to thrive in virtually any economy–anywhere in the world. You'll feel the freedom of being in charge of how you show up...and serve...the audiences of your choice...and get paid handsomely for the privilege.

YES, IT'S A BIG DEAL

PRIDE
Produce
Ridiculously
Irresistible
Digital
Events

And YOU–yes YOU–have the ability to make it happen. And it's easier than you may think!

You see, over those 39 long years in the speaking business, I've learned what works...and what doesn't.

While I had to learn the hard way...without someone to guide me, coach me and inspire me...you don't have to.

You've made the choice to learn how to get your message out to the world... to make a difference in the lives of others...to manifest change for good and to take charge of your life's purpose.

And I'm here to serve and support you on that "Safari to Success".

YOU TRULY CAN CHANGE THE WORLD.

Sure, you're going to discover how to make a boatload of money—I mean unlimited amounts of it when you follow the moves I'll reveal to you over our 3 days together. That money can buy you the economic freedom and "Financial Self-Esteem" that can turn your life into a much easier experience for yourself and your family.

But even more long-lasting is the impact you'll be able to make in the lives of those you connect with. When you empower them to up-level their lives, you'll have blessed them with the power and potential to up-level the lives of those they connect with...and the ripple of change multiplies.

All because you shared your message.

You truly CAN change the world.

Yes, this is a BIG deal! And YOU are a BIG deal, too! So...fasten your seatbelt. Resist all temptation to over-think things and get ready to dive on in!

Remember that our entire team has got your back. As a member of the PRIDE community, you're part of our journey together to create a better world.

I salute you!

Congratulations! Make this an incredible adventure!

OUR GIFTS TO YOU

Remember the "good old days" when you'd come to a physical event and you'd get all sorts of cool stuff from the event producer and sponsors? I've walked away with some great journals, t-shirts and even a ski vest that I received back in 1996 and still wear to this very day.

Yes, that "event swag" is a highlight of most great events, and even though we've "gone digital", there's no reason to move away from the fun experience of getting great stuff!

So with that in mind, we've shipped you your very own, personalized PRIDE Swag. If you've already received it, you've experienced the surprise and delight that will make YOUR event Ridiculously Irresistible. If it hasn't arrived, you'll enjoy the same pleasure that comes from receiving fun gifts when it does reach you (there are downloadable tools for you to use which will tide you over until your box arrives).

During the next 3 amazing days, be prepared to take lots of notes. Just as with a live, in-person event, there are no recordings available (yes, VIP's will get recordings, but they won't arrive for approximately 4-6 weeks, so plan to be present for all sessions and play full out!).

Here's a recap of what's included in your exclusive

PRIDE Swag Box...

and why we've included each item.

YOUR VERY OWN DOWN-LOADABLE PROGRAM WORKBOOK:

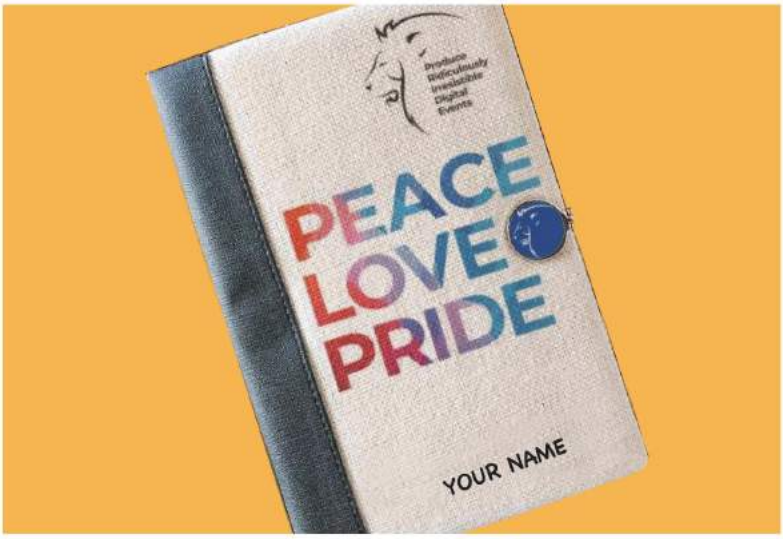
Use the worksheets and inspirational quotes to help you gain clarity, plan and set your goals and intentions. This is where you'll create your personal roadmap to Produce your own Ridiculously Irresistible Digital Events! We've formatted it for easy printing, so feel free to print it, punch holes in it and put it into your favorite binder.

Shhhhh! DOOR HANGER:

While we're going to have lots of fun together, this is SERIOUS BUSINESS. So cut around the dotted lines and hang it on your door to let everyone at home know you need your space. You're truly in the PRIDE zone...and you're in the process of building your empire–and whenyou follow the system, you'll easily see yourself potentially making millions as you map out your scalable 100k roadmap!

6 EMOJI CARDS:

Flash us an emoji when you have an explosion of inspiration, have a light-bulb moment, you feel a little con-fused, have an "oh shit" moment, or you just need to show how much you're "loving" the experience! This is a fully "interac-tive" experience - so be sure to hold them up and interact with us!



YOUR PERSONALIZED PEACE LOVE PRIDE JOURNAL:

Yep, it's totally yours! Use it to record your notes and create your future. There's massive power to putting things on paper, so use this to document your journey!

THE BLONDIE BROWNIE:

An essential part of every adventurer's diet. It's 100% sugar free (NOT), totally vegan (NOT) and filled with love (YES) and is designed to put a smile on your face.

YOUR PERSONALIZED PEACE LOVE PRIDE MUG:

Whatever you like to drink, this mug's got your name on it!
We think it will become your favorite!

ATTENDEE ETIQUETTE

Here are some quick guidelines for how you can show up and make the most of the event.

WEBCAM ETIQUETTE:

With most digital events, video is one-way. This makes it harder for the host and attendees to be engaged and feel completely connected. That's why we ask that you turn on your webcam—**keep it on**—for the entire event. This allows me—and everyone else—to see YOU and **feel your energy**, making these 3 days one of the best and most valuable experiences you've ever been a part of!

Remember—PRIDE is an interactive, PHYSICAL event—delivered digitally. So just as you'd have to show up in person at a hotel or conference center, you've got to show up with your camera ON, ready to participate fully!

QUICK TIPS:

Be aware of your surroundings. If you need a restroom break, be sure to turn off your webcam (and remain muted) if you take your device with you (trust me on this!!).

Also, take note and pay attention to what's in your background and in view of your webcam. If there is something private or something you don't want others to see, then we suggest you remove it.

And, just to channel my Mom, "Clean up your room!". That said, we do love to see pets and children loving on you (but remember you're here to FOCUS!!).

PRIDE
Produce
Ridiculously
Irresistible
Digital
Events

ATTENDEE ETIQUETTE

BE PRESENT & PLAY FULL OUT:

Being present is the best gift you can give yourself! Resist the urge to take excessive notes; instead listen intently and capture the big ideas and concepts. Set your phone on DO NOT DISTURB and turn off your email alerts. This is no time for distractions (When Ken gets into his "zone of greatness", you won't want to miss a single word).

Let your family (and team) know that you're not going to be available during the event–and even the day after (more on that during the event). Be sure to use your door hanger! This is about you taking the time to honor yourself through this event so that you can get the most out of it and everything you learn into immediate action!

BE YOUR BEST YOU:
Listen to your body:

Be the best version of you–get rest, eat healthy and stay hydrated (that's one reason why we sent you your own personalized mug–no-one's gonna steal if from you!). Have your caffeine ready. Plan your snacks and meals in advance. Prepare to take good care of you!

STEP OUTSIDE (OF YOUR COMFORT ZONE):

If you have a tendency to be shy, here's the chance to step outside of your former self and GO FOR IT–in a totally safe, supporting environment.
Be prepared to share and meet new people during the networking breaks.

ATTENDEE ETIQUETTE

STAY ON SCHEDULE:

Reminder that this is not a "regular" digital event, webinar or free training. This is a LIVE physical experience (delivered digitally), and to get the max ROI (plus support your fellow PRIDERZ) you need to show up on time and be with us during each session. YOU are an essential part of this experience and we need you to show up FULLY. There are **no replays**, so make sure you block out your calendar and pretend you are here in person with me for the 3 full days (because you are–we're just in different rooms on the same planet!). this event so that you can get the most out of it and everything you learn into immediate action!

CLARITY:

You're not going to need any "stuff" around you during PRIDE. So...please clear your space–kill the clutter so you have room for clarity and creativity.
One of the fundamentals of Fung Shui is to remove clutter, so do that now so you have inspired space for growth.

QUESTIONS:

There will opportunities to ask questions throughout the event. The best way to ask your Qs is to think clearly and succinctly (and for the love of cheesecake, please don't tell us a story–get to the point!). You may also post questions in the chat, where fellow PRIDERZ may give you the answer you need!

ATTENDEE ETIQUETTE

THE CHAT:

The chat is there for you to collaborate, inspire and support your fellow PRIDERZ. It's not a space to market your stuff, trash talk anyone or engage in any non-event or disempowering communication. It feels weird to even mention this, but on occasion we've had socially inept attendees abuse it (in those rare cases, we remove the offending person), so we're just making the rules clear.

NOTE:

If you have an VIP Pass, you'll be enjoying two exclusive "Ask Anything" cocktail hours with Ken (FYI—Ken will be drinking either soda water or green tea—so don't think you'll need alcohol to get a buzz—Ken will keep your energy up!).

PRIDE
Produce
Ridiculously
Irresistible
Digital
Events

WHAT'S HAPPEN-ING!

We know you will want to know the exact schedule and every little detail of what we're planning. But part of the experience is going along for the ride and being surprised around each corner.

So, here's the deal. This content is being curated for your highest good. Skip the urge to do other things. Stay with us. Stay in flow. Each session builds upon the next, so plan to be present for all. To miss a little is to miss a lot.

Think about it—when you ask what's next, don't you really want to know if you'll want to stay or skip it? We'll be addressing this strategy during the event, so trust us on this. We've got you covered!

Now...to continue the thought, please keep this in mind: **Being ON TIME means you're there at least 5 minutes BEFORE our posted start times!**

While you're there, you'll get the fun of getting to know your fellow PRIDERZ. They're a cool bunch (yes, we know a lot of them, so we know that once you get to know each other, you're going to create a truly remarkable experience—for yourself and everyone else!) Important connections will made here, but you have to be "in the room where it happens" (Did you get the Hamilton reference there?).

WHAT'S HAPPEN-ING!

Sessions include time to learn, time to get it done, and time for questions and interactive experiences!

We start mid-morning North America East Coast time to allow different time zones to catch up with us, so we will also be taking a late lunch (or early breakfast if you're in Asia/Pacific!) each day. We have scheduled break times and mealtimes, with time allocated for structured interaction with your fellow students and our team. Please be sure to plan snacks, hydration, and caffeination for your lunch and networking breaks.

NOTE: We have participants from **14 countries** all over the world joining us– from Australia, New Zealand, Hong Kong, the Philippines, Singapore, France, Italy, the UK, Portugal, Sweden, Germany, Jamaica, Canada and the USA. So that means you may be joining us in the middle of the night (Ken is in Australia, so he'll be delivering PRIDE all night long each "day"!).

We reserve the right to make needed shifts and alterations in the schedule to accommodate the flow of the event. Remember, we've got nearly 40 years of experience delivering multi-day events so we'll make adjustments as necessary. We've got you covered!

PRIDE
Produce
Ridiculously
Irresistible
Digital
Events

THE SCHEDULE

TIMES IN USA EASTERN

GENERAL SESSIONS	**11:00 AM – 9:00 PM** (Day 1 & Day 2) **11:00 AM – 8:00 PM** (Day 3)
ESSENTIAL! HOT SEATS/ LASER COACHING	**7:00 PM – 9:00 PM** (Day 2)
MEAL/NETWORKING & SPONSOR BREAKS	**2:15 PM – 3:00 PM, 6:15 PM - 7:00 PM** (Day 1 & Day 2) **2:15 PM – 3:15 PM** (Day 3)
SPONSOR BOOTHS OPEN	**6:15 PM – 7:00 PM** (Day 1 & Day 2)
VIP "Anything Goes" Cocktail Party (VIP Ticket Required—Upgrade on the Dashboard)	**8:05 PM – 9:00 PM** (Day 1 & Day 2)

ALL TIMES SUBJECT TO CHANGE

PRIDE
Produce
Ridiculously
Irresistible
Digital
Events

DAY ONE!

THE FOUNDATION

PLAN IT.

This event would be a success for me if I learned:

_____

_____

_____

_____

My Income Goal Next 12 Months: _____

Five Types of Products:

1. _____

_____

2. _____

_____

3. _____

_____

4. _____

_____

5. _____

_____

MY BIG WHY...

I'm committed to Producing Ridiculously Irresistible Events so that I can...

PRIDE
Produce
Ridiculously
Irresistible
Digital
Events

MY FUN-DAMENTALS:

What I WILL NOT do:

What I'd LOVE to do:

Who's Your "Right Fit" Client?

Who's NOT?

MY FUN-DAMENTALS:

Raving Fans—What would it take to create a community that can't stop telling their friends about you?

THE ITALIAN BULLSEYE STRATEGY

NOTES:

GETTING TO ROME:

YOUR HIGH TICKET OFFER

COMMUNITY:

ACCOUNTABILITY:

SIGNIFICANCE (EGO):

WISDOM TRANSFER:

MY HTO:

Name It: _____

Program Duration: _____

COMMUNITY:

_____

_____

_____

_____

_____

_____

ACCOUNTABILITY:

_____

_____

_____

_____

_____

_____

SIGNIFICANCE (EGO):

WISDOM TRANSFER:

What would benefits/results would your clients receive from your HTO?

MY TARGET TUITION: $ _____

GEEK-OUT TIME!

Essential Elements of Your Tech Setup:

1:

2:

3:

PRIDE
Produce
Ridiculously
Irresistible
Digital
Events

DAY TWO!

ACCELERATION PRODUCE IT.

LET'S FILL THE ROOM

PRIDE
Produce
Ridiculously
Irresistible
Digital
Events

1:

2:

3:

4:

5:

GET THEM TO SHOW UP:

1:

2:

3:

4:

5:

LET'S GET ENGAGED! HOW TO GET THEM TO PARTICIPATE.

1:

2:

3:

4:

5:

EVENT STRUCTURE

PRIDE
Produce
Ridiculously
Impossible
Digital
Events

YOUR FUNDAMENTAL GOAL:

_____

ONE DAY EVENT:

SESSION	TIME	CONTENT

DAY TWO

EVENT STRUCTURE

PRIDE

Produce
Ridiculously
Impossible
Digital
Events

YOUR FUNDAMENTAL GOAL:

_____

ONE DAY EVENT:

SESSION	TIME	CONTENT

DAY TWO

PRIDE
Produce
Ridiculously
Irresistible
Digital
Events

DAY THREE!

CALIBRATION PROFIT.

NO JUST MEANS "TELL ME MORE"! OVERCOMING OBJECTIONS

PRIDE
Produce
Ridiculously
Irresistible
Digital
Events

1:

2:

3:

4:

5:

YOUR EVENT TIMELINE

Objective	Days	Marketing Plan	Days	Mechanics	Days	Show Days	Post Show	Days

THREE DAY STRUCTURE:

SESSION	TIME	DAY 1	DAY 2	DAY 3
S1				
BREAK				
S2				
BREAK				
S3				
BREAK				
S4				
BREAK				
S5				
VIP Q & A				

THREE DAY STRUCTURE:

SESSION	TIME	DAY 1	DAY 2	DAY 3
S1				
BREAK				
S2				
BREAK				
S3				
BREAK				
S4				
BREAK				
S5				
VIP Q & A				

MY TOP TAKE AWAYS:

MY TOP TAKE AWAYS:

DAY FOUR!

JUST NIKE IT.