



How To Brand YOU Become The Expert Breakthrough the Noise to Be Seen



LISA AND HER BUSINESSES HAVE BEEN FEATURED ON



Ask yourself if
what you're
doing **today** is
getting you
closer to where
you want to be
tomorrow.



F₄ E₁ A₁ R₁

& Limiting Beliefs

Stop People From Taking Action



Lisa
LIEBERMAN-WANG
BUSINESS & LIFE STRATEGIST



THINK
ABOUT
THINGS
DIFFERENTLY

Possible Solutions

- 1. Do Nothing and Wait It Out**
- 2. Go LIVE & Leverage Social Media**
- 3. Throw Money At It Without A Plan**





**BRAND YOU
Become the Expert!**

Share Your Gifts to the World

5

O

R

H&M

PRIMARK

CHANEL

BOSS
HUGO BOSS

L



LACOSTE

PUMA

TOMMY
HILFINGER

adidas

;

,

C

RALPH LAUREN

JOOP!

Abercrombie & Fitch

D&G
DOLCE & GABBANA

Alt



YOU ARE
YOUR OWN
BRAND

BRAND YOU BIG MONEY BLUEPRINT



- Confidence Formula - Creating Your Intellectual Property
- **Ideal Client Avatar - Know Your Target**
- Sensational Soundbyte - Getting Your Message Out
- **Signature Program - The Difference That Makes The Difference**
- Signature Talk - Your Best Tool For Engaging Your Ideal Client Online and In Person
- **Funnels – Generate Leads/Prospects/Clients**
- Landing Page - How To Get Prospects Into Your Funnel
- **Promoting Your Program Online/Offline**

Get Today's Presentation

Plus a few special gifts!

Text Now

To: 90210

Message: finetofab

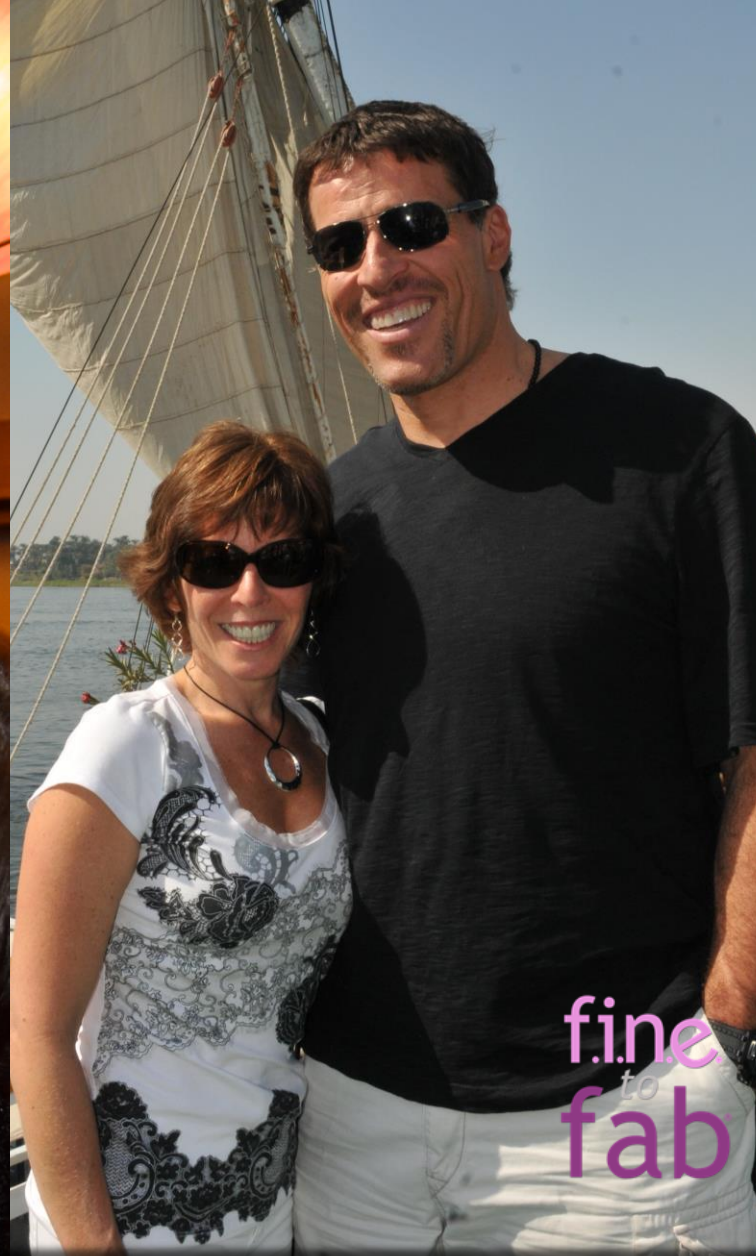


My Story

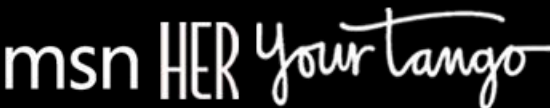


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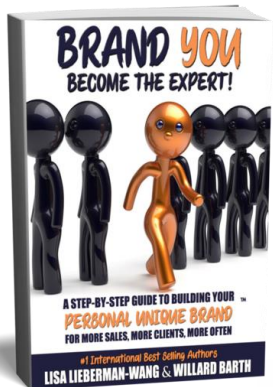
LISA AND HER BUSINESSES HAVE BEEN FEATURED ON



- Tony Robbins
- Dr. Bandler
- John Grinder
- Mark Hyman
- Brendon Burchard
- Arianna Huffington
- Les Brown
- Zig Ziglar
- Guru Singh
- Jay Abraham
- Earl Nightingale
- Napoleon Hill
- Bryon Katie
- Dale Carnegie
- Og Mandino
- Robert Dilts
- Stephen Covey
- Brian Tracy
- Tom Hopkins
- Deepak Chopra
- Wayne Dyer
- Stephen Lamm
- Robert Kiyosaki
- John Maxwell
- Andy Andrews
- Jack Canfield
- Mark Victor Hansen
- John Gray
- General Powell
- "Rudy" Ruttinger
- Norman Schwarzkopf
- Christian Michelson
- Robert Dilts
- Ali Brown
- Guru Singh

- Barbara Walters
- Christopher Reeves
- Rudy Guliani
- Stephan Schiffman
- Charles Mellon
- Barbara Walters
- Steve Wynn
- Jim Rohn
- Joseph Pine
- Raymond Aaron
- Bill Walsh
- Bob Proctor
- Marianne Williamson
- Mary Morrissey
- Eckert Tolle
- Keith Cunningham
- Frank Kern
- Kevin Nations
- Robert Kiyosaki
- Eben Pagan
- Alex Mandossian
- Simon Sinek
- John Assaraff
- Tim Ferris
- Gary Vaynerchuk
- Grant Cardone
- Marie Forleo
- Sir John Templeton
- Sandy Botkin
- Alison Armstrong
- Brendon Burchard
- Lisa Sasevich
- Ali Brown
- Arianna Huffington
- And many more...





LISA AND HER BUSINESSES HAVE BEEN FEATURED ON





Invest in YOU!



the most important

project

you'll ever
work on is

yourself



Business
is easy.

**You are
making it
hard.**

YOU HAVE TO BE YOUR OWN RAVING FAN

That means you have to share the love ❤️ and talk about it.



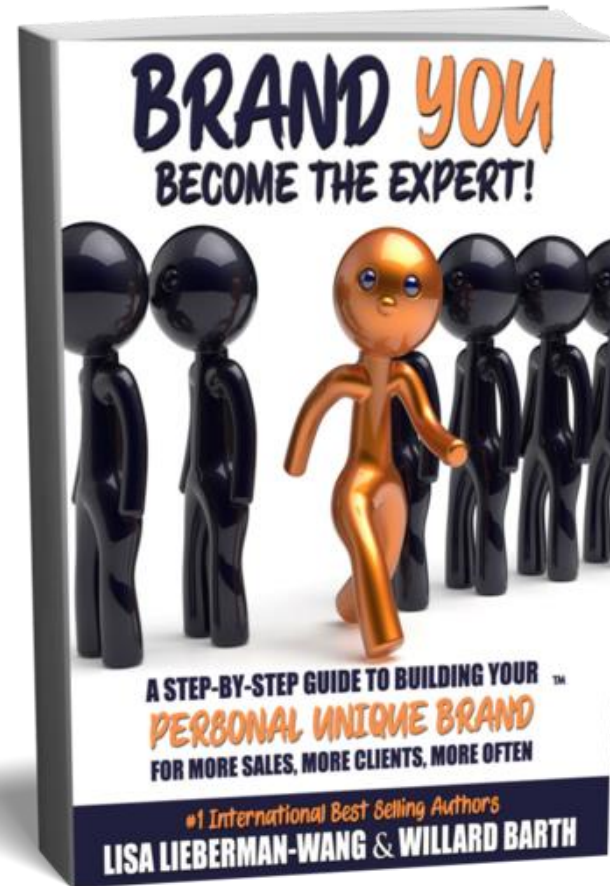
Businesses Suffer from “Marketing Myopia”
“focusing on products rather than customer “.
Theodore Levitt

**Stand Out
from the
Crowd**



“What business are YOU in?”
from perspective of customers needs and wants
and how you can fill it.

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**MY GIFT
TO YOU...**



www.BrandYOUBecomeTheExpert.com



BONUS: The Best Salesperson Outsells Average

57:1

“How to Sell Anything, Anywhere to Anyone”

www.BrandYouBecomeTheExpert.com





Ideal Client Avatar

Lisa
LIEBERMAN-WANG
— BUSINESS & LIFE STRATEGIST —


BRAND YOU BIG MONEY BLUEPRINT



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- Promoting Your Program Online/Offline

**YOUR IDEAL CLIENT
AVATAR IS THE PERSON OR
COMPANY THAT IS THE
MOST LIKELY AND BEST
BENEFICIARY OF YOUR
PRODUCT OR SERVICE.**





Business-to-Business (B2B)?
Business-to-Consumer (B2C)?
Type/name of Business?
Sector or Industry?
Revenue Size?
Number of Employees?
Single location or multi-location?
Local, Regional, National, or International?
What problems do they frequently face?
What opportunities are they often exposed to?



Questions for the Ideal Buying Profile - Person

Is your Ideal Buyer Male or Female?

Position in the Company/Type of Work?

Age?

Marital Status?

of kids? Names, ages and genders?

Where do they live? City? Suburbs? Rural?

Own? Rent?

Questions for the Ideal Buying Profile – Person (Continued)

How do they commute to work each day? Drive? Train? Cab? Bus? Walk?

What are their hobbies and passions?

What are they worried about? What keeps them up at night?

What do they get yelled at for when they arrive home at the end of the work day?

What are they
looking for?



What is it
that your
client is really
looking for?



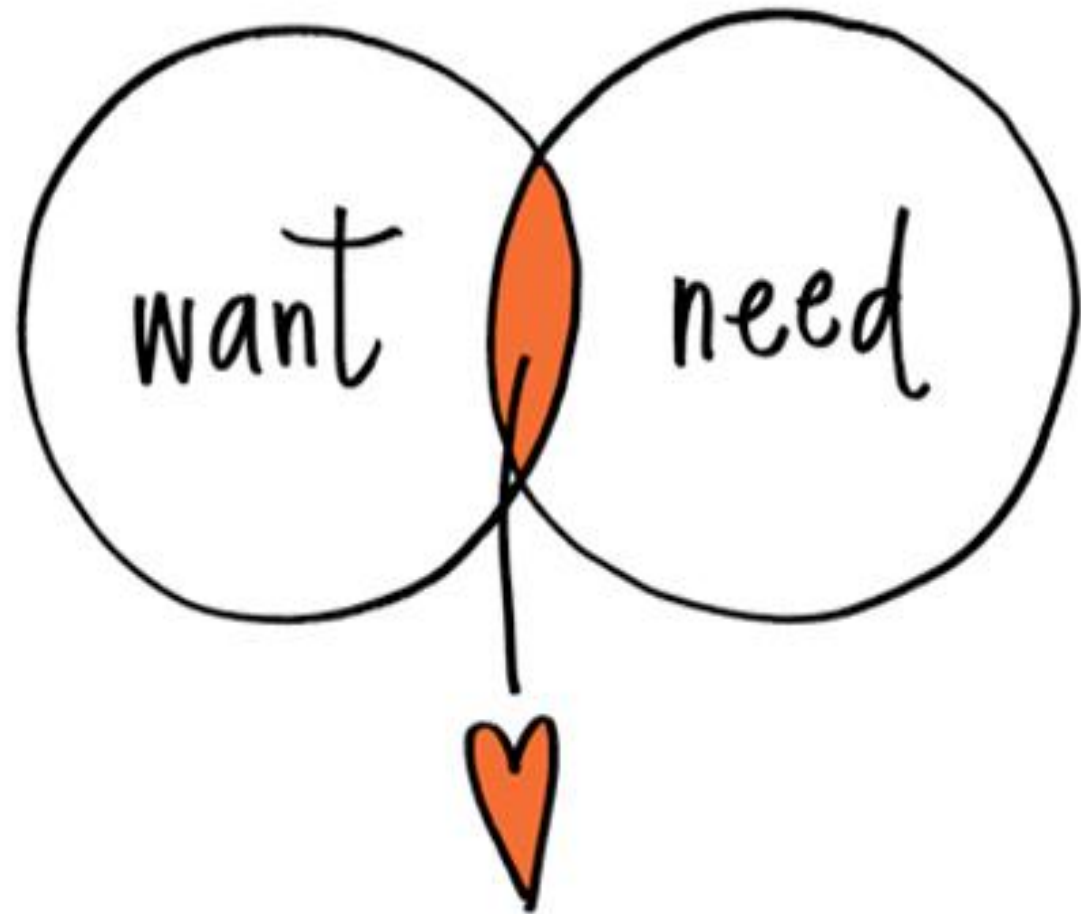
What do
they want?



What is it
that they
need?



“Sell them what
they want”
then deliver
what they really
want and need?



Where are
they now?



Where do they
need to be
when you are
done?





fine.
to
fab

- ***Before:*** “In 4 months... 103 people walk in my business and sales team made 7 sales, only closing 7%.”
- ***After:*** “Lisa came in and evaluated my process and helped me refine the system and the methodology my team was using. In the **first week we closed 10 out of 11 people.** Just by implementing the strategies we learned we went from a **7 % closing ratio to 91%!**
- ***On average clients stay with me for multiple years that means just off of the 10 clients my business made an additional \$22k in the first year.”***

As I follow the system and maintain a 91% close ratio. That would mean that out of the next 103 people that walk in the door we could close 94 of them grossing another \$213,192 for the 1st year just by identifying and following a system. Five years is a million dollars in revenue.

Rob Jaroszuk, Cross Fit Owner, Franchisor, Certified NAP/NLP Practitioner

*“I’m a single mom of two beautiful children. I have been in business for several years, but **was having a hard time charging more for my services and communicating my packages.***

Lisa helped me change my marketing to attract more clients. I moved from promoting what my clients were doing with me to what they would be getting.

*Then we got clear on identifying my ideal client. **With just a few small tweaks, in just 3 days I got 3 new VIP clients bringing in an additional \$9000.***
Melanie, UK



People Are
Buying You
Not Your
Product

Personal Unique Branding™
Allows You to Charge a Premium Price

BRAND

YOU



**When
you're
known as
the expert
in your
industry:**

- **It attracts your ideal client - the people who need your help the most.**
- **You get more referrals from others in your industry and related industries.**
- **You can charge a premium price - the kind of price that only an expert can charge.**



“I have made 1200% more money this year than I had ever done in my own business of 15 years!



Part-Time over \$94k working 15-20 hours a week.

Plus...One day I made \$17k from an event. I remember a time I didn't make that in a year already on track for six figures part time”

Much Love!”

Brenda Kiss

Transformative Neuro Reiki

Practitioner™



“As a Health Professional, One of the Single BEST INVESTMENTS I ever made in myself and my practice with Lisa.”

I stopped “undervaluing” my services and implemented the tools I gained in this program. My first package sold was \$3500 for 3 months and it was simple. I “Just did it”.

By applying all that I learned from Lisa’s programs. In less than 10 days I increased my prices and generated over \$21k. By the end of the first month I had earned over \$45,000. My income has increased by 1000% .

**The programs she offers are PRICELESS!
I have registered for everyone of them.”**
Dr. Atha White



“I help...”





Sensational Soundbyte TM

Typically, I work with _____

who have the challenge of _____

I help them get _____

What that means is

Who do you know who might be interested in something like this?



Sensational Soundbyte™

Typically, I work with entrepreneurs who are frustrated and overwhelmed thinking they should be further along with their business.

I help guide them to take back control, stop guessing, use our proven system to create multiple 6 and 7 figure businesses.

What that means is they can leave the stress behind and have fun doing what they love.

Who do you know who might be interested in something like this?



Sensational Soundbyte™

Or, promoting a F.I.N.E. to FAB™ a Personal Development program

“Typically, I work with successful women in some areas but not with themselves. They are sabotaging themselves and feeling “F.I.N.E.”, which is how I used to feel, F*@%’D Up, Insecure, Neurotic and Emotional.

I help them go from feeling F.I.N.E. to being FAB, Fabulous, Awesome, Beautiful.

What that means is they can avoid years of shame, blame and therapy™.

Who do you know who might be interested in something like this?”

**Show Up and
ADD Value &
Have People Pay
You for It!**





Ways to Promote Using Social Media

Remember to “Be Social”

Give,
Give,
Give,

ASK



Follow Up



HOW TO CREATE ONLINE EVENTS TO REACH MORE PEOPLE WITHOUT TRAVEL

Reserve Your Spot Now:

FREE GIFT

<https://onlineevents.lisaliebermanwang.com>



LISA AND HER BUSINESSES HAVE BEEN FEATURED ON

NBC abc CBS CW FOX THE TALK msn HER Your tango THE HUFFINGTON POST POPSUGAR TEDx



Strategy Session

(Value \$500)

APPLY FREE

www.CallWithLisa.com

--Entrepreneurs, Coaches, Consultants & Business Owners--

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ONLINE WORKSHOP TO BUILD YOUR STRATEGIC BUSINESS PLAN MASTERY TO MILLIONS MASTERMIND

7 SECRETS YOU MUST MASTER TO GROW YOUR BUSINESS IN TODAY'S ECONOMY



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ONLINE INTERACTIVE VIRTUAL EVENT

THIS POWERFUL EVENT YOU WILL WORK
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- To Find & Sell to More Clients Online.
- To Build Your Business In A Winter Economy.
- Increase Your Income, Today, Tomorrow & In The Future.

LEARN MORE NOW >>

7 SECRETS TO HELP YOUR BUSINESS GROW!

Reserve Your Seat

www.MasterytoMillions



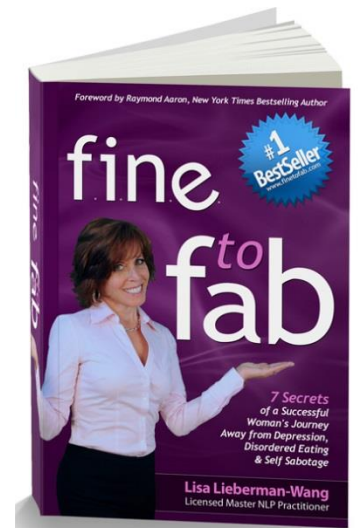
Thank You



LisaLiebermanWang



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