

3 DAYS

30 EXPERTS



THE NEW

Business Blueprint

Global Summit

Get a clear business strategy
to skyrocket your influence,
impact and income.

SUMMIT SCHEDULE

25, 26 & 27 JANUARY 2021

Times are in Eastern Standard Time

DAY 1 25 JAN 2021



THE NEW
Business Blueprint

Strategy

09:00 Welcome remarks by hosts

09:20 Keynote panel discussion:

YOUR VISION: WHAT IT IS AND WHY IT MATTERS

Wendi Blum Weiss, Alexandra Bytchkova, Magriet Potgieter

10:00 Workshop sessions:

CLAIMING YOUR LEGEND PERSONA: THE KEY TO YOUR CASHFLOW

with Amber Griffiths



I'LL HAVE WHAT SHE IS HAVING: PR AND MEDIA WORKSHOP

with Magriet Potgieter



11:00 **VIRTUAL MIXER**

12:00 Lunch & Learn workshop sessions:

3 KEY SYSTEMS TO SUPER CHARGE YOUR START UP IN 2021 AND BEYOND

with Emily McHugh



HOW TO OVERCOME YOUR BIGGEST VISIBILITY BLOCKS (& CREATE A 6 WEEK CONTENT CALENDAR)

with Anna M Frandsen



13:00 Recap of morning sessions by hosts

13:20 Keynote:

**SHIFT, FLOW, GROW AS A VIRTUAL SPEAKER
& COACH**

with Pegine Echevarria



14:00 Workshop sessions:

**HOW TO STOP SCARCITY THINKING (SO
YOU CAN MAKE MORE MONEY)**

with Becky Mollenkamp



**HOW TO DEVELOPMENT YOUR MINDSET
FOR SUCCESS**

with Cynthia Ohene



15:00 **VIRTUAL MIXER**

16:00 Workshop sessions:

**VIRTUAL EVENTS: AN OPPORTUNITY FOR
GROWTH AND VISIBILITY**

with Alexandra Bytchkova



**LEVERAGING SPEAKING OPPORTUNITIES TO
GROW YOUR BUSINESS**

with Whitnie Wiley



DAY 2 26 JAN 2021



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Sales

09:00 Welcome remarks by hosts

09:20 Keynote panel discussion:

**YES SECRETS: How To Attract & Convert New
& Repeat Business Without Ever Coming
Across Salesy**

with James Malinchak



10:00 Workshop sessions:

BEING NEW, STAYING NEW

with David Chislett



3 STEPS TO GAMIFYING YOUR ONLINE COURSE

with Alyea Sandovar



11:00 **VIRTUAL MIXER**

12:00 Lunch & Learn workshop sessions:

**ROADMAP TOWARDS A SUCCESSFUL
LAUNCH**

with Steph Starr



**HOW TO PRICE YOUR ONLINE COACHING
SERVICES**

with Kevin Goins



13:00 Recap of morning sessions by hosts
13:20 Keynote Interview:

**"THE NEW SALES PARADIGM" SELLING WITH
PURPOSE & VISION**

with Wendi Blum Weiss



14:00 Workshop sessions:

BUSINESS SUCCESS: THE GO-GIVER WAY

with Bob Burg



**HOW TO SELL YOUR COURSE BEFORE YOU
CREATE IT**

with Amy Jo



15:00 **VIRTUAL MIXER**

16:00 Workshop sessions:

**Create a Magnetic Message That Is Your
24/7 Authority-Boosting, Client-
Attraction Machine**

with Melanie Benson



**SUCCESSFUL, SLEAZE-FREE SALES
CONVERSATIONS**

with Erika Tebbens



19:00 Fireside chat:

**PODCASTING AND INTERVIEWING: THE
GOOD AND THE BAD**

with Vince Warnock



DAY 3 27 JAN 2021



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Social Media

09:00 Welcome remarks by hosts

09:20 Panel discussion:

Social media trends in 2021

10:00 Workshop sessions:

HOW TO ATTRACT MORE COACHING CLIENTS USING FACEBOOK ORGANICALLY

with Martine Cadet



CPY101: FUNDAMENTALS OF COPYWRITING. BUILDING PROFICIENCY IN PERSUASION FOR FUN AND PROFIT

with Brett Kaufman



11:00 **VIRTUAL MIXER WITH GUEST**



12:00 Lunch & Learn workshop sessions:

THE 3 STEP SYSTEM TO LAUNCH & GROW YOUR YOUTUBE CHANNEL, BUSINESS AND BRAND

with Salma Jafri



FACEBOOK MARKETING IN 2021- WHAT YOU NEED TO KNOW

with Dennis Yu



13:00

Recap of morning sessions by hosts

13:20

Keynote:

Use Your Home Office To Guarantee New Income. Level-Up How You Show Up... while keeping your house feeling like a home.

with Rashida Mendes



14:00

Workshop sessions:

LinkedIn Authority & Leads - How To Rapidly Fill Your Pipeline and Build Authority, Even If You Can't Market Yourself Out Of A Paper Bag

with Trevor Robinson



CREATIVE TECHNIQUES FOR ENGAGING YOUR AUDIENCE WITH INSTAGRAM STORIES

with Robin Smith



15:00

VIRTUAL MIXER

16:00

Workshop sessions:

How to Grow Your Personal Brand on LinkedIn & Power Your Career or Business in 2021

with Wendi Weiner



ELEVATE & CONVERT YOUR EARLY-STAGE INSTAGRAM

with Laura Greenland



VIP

28 - 29 JAN



THE NEW

Business Blueprint

Can't join live?

We've got you covered! Everything is recorded so you actually do have us in your pocket (I mean computer).

It's like we are sitting next to you, guiding you step-by-step, helping you monetise your strategy, and it feels like you are exactly in the room with us live.

Can't wait to see you there!

VIP

28 - 29 JAN

VIP ACCESS

28 & 29 JANUARY 2021

BUSINESS BLUEPRINT DIGITAL COURSE (LIVE)

Tell me how many times you've gone home after a summit and said "I wish I could implement everything the experts just taught me!"

We've got you covered!!

We will hold your hand and walk you through each step so that you can walk away from the summit with a *personalised action plan* on how to grow your business in 2021.

The **VIP Bonus package** gives you Wendi, Alexandra, and Magriet LIVE for 2 days where they will help you implement your **business strategies, sales, and social media** to skyrocket YOUR business in the next 12 months.

