

“On Monday, February 13th, You Will Learn ONE Simple Skill And STOP Competitors Outselling You With Inferior Products and Content”



This ONE SKILL Will Magnetically Attract An Audience, Create Profits and Let You Dominate Your Niche... No Matter What “Tool” You Use

Take a handful of the elite online marketers, coaches, trainers and speakers in your industry.

The ones who everything they touch turns to gold. The ones who only have to sneeze and the 1000s on their newsletter list go crazy. The ones you’ve seen consistently throwing out 5 to 6 figure launches with their “off the cuff” presentations and events.

You know your content is just as good as theirs, (if not better) but for some reason, they have an audience that hangs on their every word, industry “fame” **and they’re outselling you.**

So let’s even things up.

We’re going to take away their adoring fans, their Twitter list, their A-list connections, and anyone who’s ever bought, endorsed or supported them.

Imagine that NO-ONE knows who they are.

In fact, let's say that they are in exactly the same position as you are right now. They are no more intelligent, experienced, talented or likeable than you.

Fast forward 6 months.

I probably don't need to tell you that they're idolized once more. Their promotions are filled with people, their Twitter stream filled with praise, and every launch filled with profits.

If you can guarantee that's where you'll be in 6 months, then that's awesome.

If not, then keep reading and discover **WHAT** they are doing differently (that you can do too) that lets them **consistently leapfrog the competition.**

The Secret (And Simple) Weapon Of The Elite

Have a look at the following list. What do you think these successful men and women focus their energy on to attract their crowds and whip them up into wild excitement?

Think carefully...

- **Webinars**
- **Teleseminars**
- **Website intro videos**
- **Autoresponder systems**
- **Squeeze pages**
- **Sales letters**
- **Podcasting**
- **Twitter**
- **Facebook**
- **Articles**

The answer is: **it really doesn't matter.**

You see, because of a SIMPLE SKILL, they can use any of those tools (and more) to build an audience that's desperate to follow, listen and buy. Without this skill, it really doesn't matter what you use, **you'll be making ripples when you deserve to be making waves.**

Succeeding just because you use the “tool” is like my chances of carving Michelangelo’s “David” having never studied sculpting, but buying the latest chisel and hammer.

(Even if I had the “Hammer and Chisel Success” eBook, home study course, and video tutorials.)

Well of course not Paul, that’s ridiculous.

Sure it is... but in the next few months, we still see products promising:

- **Get Rich with Webinars**
- **Make a Fortune with Teleseminars**
- **Video Conversion Tactics**
- **Podcast for Profits**
- **Twitter Treasure**
- **Facebook Financials**
- **Money from Your Microphone.**
- **Autoresponder Annuity**
- **Blogging for Big Bucks**
- **And so on.**

And we buy them because they’re sexy, and we figure **if we can just learn how to use the tool, we’ll finally reach the tipping point.**

But if you’ve bought a number of similar “products” and are still struggling to get the attention that’s long overdue for your business, you’re probably sick of waiting for that point to come.

In which case, I’d like to invite you to:

Learn The Simple Skill That Lets You Master ANY Tool

Without this skill most people just hop from product to product without success, **even if** their content is rock solid and the service they offer is amazing.

But **when you use it**, the results are... well, let me give you some examples:

- **This one skill has created more fortunes than any other**
- **This one skill has transformed more lives than any other**

- **This one skill has inspired men and woman to place their lives on the line**
- **This one skill has shaped nations and toppled leaders**

To illustrate just how potent this skill is, see if you can identify these 3 people who became worldwide icons by using it:

What man used this skill to rally people for one of the most significant advancement of civil rights around the world, being forever remembered for iconic speeches such as “I have a dream”?

Who used this skill to impact more than a quarter of a billion lives with his motivational company, and is consistently quoted for phrases such as: “you can have everything in life you want if you just help enough other people get what they want”?

Who mastered this skill, to go from someone who “wasn’t cut out for TV” to have the highest-rated talk show, and ranked the richest African-American of the 20th century?

The skill?

Passionate, Persuasive Speaking

The ability to present passionately and persuasively is **more important than any tool.**

Let me ask you this, **if you could learn their presentation skills, do you think you could sell a few more products in your webinars?**

Of course you could.

And I’ll show you how when you join me in Atlanta for...



Monday, February 13th **you will become an elite presenter.**

And in just under a month you will discover:

- How to be more confident in your presentations
- How to be in control of any audience
- WHAT to say, WHEN to say it and HOW to say it to increase conversions
- The triggers that make an audience more receptive to an offer
- How to attract people to you magnetically within minutes
- How to create sales authentically with effortless and ethical closing techniques

What's more, you don't need to be an extrovert or a comedian, and you don't already need a huge following for these techniques to work (but you are more likely to attract bigger crowds when you start using these to your advantage).

You see, this isn't just about popularity and pleasing the crowds, it's about...

Passion And Persuasion Being Critical To The Success Of Your Business

Every single time you show up in front of your audience, you have the chance to grow your audience, establish your authority and of course make significant sales.

Unfortunately, most people who only buy the tools simply "show up."

Which is crazy considering that **87% of your earning potential is directly linked to your ability to speak in public.**

So if you don't know the most entertaining and persuasive communication techniques, your audience might become (shudder) bored.

And being boring will **slaughter your income online...**

- Have you ever left a webinar because it was BORING?
- Have you ever fallen asleep during a speech or seminar?
- Have you ever wondered, "Where the heck did they get this guy? We could have thrown a dead cat into a crowd and gotten someone better!"
- Have you ever been to a website, saw the intro video and forwarded it to a friend because it was so bad you just had to make fun of it?

Here's the often ignored truth

- Anyone can talk; few communicate.
- Anyone can put together a PowerPoint; few present.
- Anyone can turn on the recorder; few captivate.
- Anyone can step in front of a camera; few connect.
- Anyone can do a presentation; few persuade.

And never mind boring, did you know that nervousness or insecurity **can instantly repel an audience.**

You can't hide those emotions, when we see even the slightest hesitation in someone, mirror neurons are triggered in our brains which makes us "mirror" that emotion.

This means, if you're nervous, your audience is nervous. If you're insecure, your audience feels insecure.

Which is when they tune out, lose interest, hang up, and most importantly, **don't buy.**

And they won't come back for more of the same.

All the while, someone out there presenting passionately and persuasively is easily outselling you. Even if their product is inferior.

That's not right.

So Why Do Most People Get Left Behind?

Despite this being the most critical skill you can learn to motivate, inspire and persuade your audience, people make the mistake of thinking that presenting has to involve sweaty palms, a dry mouth and a frozen mind.

And it can be. **If you don't know certain techniques and facts about human nature and psychology.**

In fact, if you've hesitated about speaking in the past, I'll bet it's because you've been:

- Frightened of not knowing what to say
- Frightened of people walking out in the middle or leaving the webinar
- Frightened of people not buying

When you sign up to my Platinum Profits System, we'll strip away the mystery of any event so that you are in:

Complete control of your audience

You think you're going to be a more confident speaker knowing **exactly how your audience is going to react, think, feel and how likely they are to buy?**

Of course you are.

What's more, when you present persuasively and passionately, people can't wait to hear you, can't wait to **buy from you**. Virtual crowds pour in and bring their friends to your events and tell everyone what a BLAST they had with you!

And when you know your delivery is going to be confident, clear and expertly executed, you can **turn any speaking event into an automatic product**.

Forget what this would do for your confidence, what would it do for your **business?**

- **More sales?**
- **A bigger list?**
- **More products?**
- **An audience that snowballs with every event?**
- **JV partners begging for your attention?**
- **All of the above?**

But IF My Product's Good Enough, Don't I Just Need To Push Through?

Throughout history and up till today, great ideas and great businesses have **failed because of the inability to convince and persuade people who needed to listen.**

Many business owners think a good enough product and perseverance will win through in the end.

But anyone who's had a few webinars with a ton of empty lines, or a tele-seminar that repeatedly fails to sell out, will know that this kind of "perseverance" gets tiring pretty fast.

The Quick Fire Formula Of A Profitable Platinum Presenter

Think about the people you've bought from and listened to in the past.

- Have you ever bought a product and it was so great you couldn't wait for the next release?
- Have you ever listened to a podcast and subscribed because you did not want to miss an episode?
- Have you ever watched a video at a site and immediately opted in for an email list?
- Have you ever listened or watched a marketer and thought "Wow, I wish I had the same 'magic!'?"
- Have you ever said, "That was just so awesome! I have got to learn how to do _____ like that!"

Insert your favorite product creator or marketer – chances are better than good that you love the way he or she passionately persuades. Love the way they write. Love their products. (And can you see how **it's got nothing to do with what tool they're using?**)

In other words:

They know how to communicate in social currency AND convert it to cash

Don't you want that to be you?

Instead of continuing to buy their tools, why not tap into the power that's causing you to buy...

Persuasive Presenting!

How To Profit From Your Presentations

I've studied passionate, persuasive speaking for the last 30 years. Every year I do around 100 presentations, I've even had the honor of sharing the stage with one of my speaking heroes, Zig Ziglar.

From crowds of 2 to 5,000 both online and offline I have seen firsthand the limitless potential when you know how to present in a passionate and persuasive way.

For example:

- My current speaking fee is \$25,000 for a 90 minute keynote. I have to make sure the audience is happy, engaged, interested and entertained and I'll be showing you the exact techniques I use to do this.
- In October I held a webinar that generated over \$83,000 from a list of 1,400. No manipulation, no coercing, just passion and persuasion. What's more, the students on the course HAD A BLAST and said they accomplished more with it than anything they've bought online before.
- When launching Membership CSI a limited 25 slots @ \$500 were sold out in under 7 minutes without any launch tricks. Another benefit of being known for products that educate, equip and entertain, selling is simple.
- My little "simple six" site has 2600 members paying \$10 a month for regular content. Would they stay if delivery was dull? No way!

Think about it. If you knew you were a strong presenter, you could announce a webinar today, hold it live this weekend and lock in some dough!

In fact, as a test I did that very thing. I announced a webinar. Charged \$97 and limited it to 10 spots. It was filled and we had a blast! It was super simple and required about 10 minutes of prep work.

If You Can follow Instructions, I Can Teach You This

This is not a long, drawn out process. This is not about finding yourself or high-level theory about inner confidence.

- **This is a practical workshop**
- **This is step-by-step techniques**
- **This is on-hand Q and A to get you over sticking points**
- **This is psychology triggers you can use straight away**

The content of this course is based on my first hand knowledge and experience that each and every audience has exactly the same traits.

No matter the subject matter, no matter the industry, no matter the purpose.

Human nature does not change. Everybody wants to be entertained and inspired, they want to be guided and shown what to do (they even want to buy but won't if you don't show them how!)

And **you'll learn all of this** and more when you join me in Atlanta for...



This is the first course of its kind that teaches you how to create profits from passionate, persuasive presentations both online and offline.



Module 1

The Power Of... PERSUASION

In Session 1 The Power of Persuasion – you'll immediately tap into the hidden psychology of speaking. The "secret arts" of the stage & web. You'll instantly be able to apply these covert persuasion strategies to your online events, including:

- + How to create instant rapport with your people.
- + How to control and predict the steps your audience will take.
- + How to be funny even if your not!
- + How to "command" your audience and have them do exactly what you say.
- + Avoiding the biggest sin you could ever commit when presenting.
- + The exponential power of the trainer's triangle.
- + How the classified 3H anchors you as the authority in your market.
- + Understand that in order to control a market's actions you must control their _____.
- + Use the Law of the Congregation to leverage it for high profits from a small list.
- + Know the two voices your audience is listening to and how to combine them into one powerful force of influence.



Module 2

The Perfect PRESENTATION

The perfect presentation formula will make it so easy to create talks they practically present themselves. Forget staring at a blank page to think of an attention-grabbing opening, or a rousing finish. In this module you'll learn:

+ An undercover way to start your presentations in a way that bonds you to the audience and cements your authority. No more boring “this is why you should listen to me” intros. No more trying to impress the virtual crowd. This is so subtle, yet strong that everyone will subconsciously agree that they **MUST** listen to **YOU**.

+ How to use the Ring of Fire! This is how you guarantee entry and influence into the hearts of your audience by making sure your presentation is surrounded by____.

+ Simple techniques that make your audience quickly join your “cause” and follow you wherever you lead.

+How to make your message stick and create “A-ha!” understanding in your audience by finding new ways of saying ANY message (no matter how much it’s been repeated in the past).

+Step by step instructions of how to prepare the order of your presentation so your audience think, feel and act **exactly how you want, and when you want.**

+ How to make notes, use notes, and avoid being so glued to your notes that you can be spontaneous, flexible and still be in **complete control.**



Your platform is any “stage” your audience looks to or listens to for your personal guidance. From podiums, to webinars, to teleseminars, I’ve experienced and had success with the majority of the ones out there, and I can guide you through the most influential (and profitable) ones for you.

+The 1 in 3 principle. How to turn every presentation into 3 layers of content. And how to distribute them for maximum views and traffic.

+The top 3 platforms and how to master them in less than 24 hours.

+4 genius webinars that are easy to fill. Two of them will generate fast, easy, top of your head profits. These events are just fun to host and make you a hero to your people.

- + How to use the most powerful broadcast podium. Google visits this site multiple times a day. You can use it to leverage credibility and get your message to the masses. (Plus get awesome authority backlinks to your sites!)
- + Step by step guided tour of my favorite webinar platform with all the bells and whistles (And what makes it more powerful and profitable than the rest).
- + **All my tools.** People keep asking about the camera, screen capture, microphone, software, system, etc that I use. You'll get the complete list and why I made those choices.



You can't make a dime if they don't stay on the line. You'll get ten ways to keep people focused and on fire. You'll understand how to keep them **tuned in to the very last word**. Of course, you do not use all ten at once. 😊 You want to mix it up so people don't get used to a pattern which makes you predictable. I'll show you how.

- + Understand the "Model" Close.
- + Learn to master the "Welcome" Close.
- + Discover Value Pricing Secrets that might make you instantly jack up your prices.
- + How to prequalify your attendees and make the more likely to buy.
- + How to sell without selling
- + How to create high converting offers.
- + Extreme value, low delivery energy add-ons.
- + The easiest, super lucrative offer you can make TODAY (or any day).

All that and MORE!!

This workshop is being held the day after NAMS...

<http://nicheology.net/nams7>

Platinum Profits will be held at the same hotel.

My normal rate for this event is \$497. But because I am teaming up with the NAMS event, it will only be \$47.

Yes, that's all. Just \$47 for this LIVE event in Atlanta, February 13th, 1-5 pm.

Hope to see you there. If you have questions. Email me at nicheology5@gmail.com

Reserve your seat now...

<http://nicheology.net/platinum>

Success is NOT an Accident!



Paul Evans

P.S. Remember, every time you produce content for your audience you take on the role of "presenter."

With every Tweet, you speak.

Secure your place on this course and learn how to profit from your next presentations.

And because NAMS is all about hands-on instruction, you WILL walk out with your next presentation in hand! <http://nicheology.net/platinum>

Join me on Monday, February 13 from 1pm to 5pm for this entertaining, informative, and incredibly useful workshop. <http://nicheology.net/platinum>

(NOTE this event is separate from NAMS. I would love to see you at NAMS as well, you can register for that event here... <http://nicheology.net/nams7>)