



Lisa Sasevich™
**SPEAK TO
SELL®**
BLUEPRINT



HOW TO CREATE A **SPEAK-TO-SELL TALK®** THAT YOU LOVE AND **IRRESISTIBLE OFFERS** THAT SELL

#1 — WHAT A **SPEAK-TO-SELL TALK ISN'T:**

- > UNPLANNED – Too risky
- > SCRIPTED – Loses authenticity

#2 — WHAT A **POWERFUL SPEAK-TO-SELL TALK IS:**

- > Designed around a **STRUCTURE** that positions you for instant credibility and trust.
- > Meant to Deliver immediate value and useful content
- > Set Up to establish **SEEDING** throughout and elicit desire in your ideal client
- > The key to increasing your **SALES CONVERSION**

#3 — WHERE TO **USE YOUR SPEAK-TO-SELL TALK:**

- > Live stages, large and small
- > Webinars
- > Teleseminars
- > Radio
- > TV
- > Podcast & Telesummit Interviews
- > Networking Events
- > Video

#4 — WORKS IN **ALL KINDS OF INDUSTRIES:**

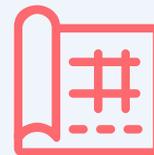
- > Health/wellness
- > Relationships
- > Nonprofit
- > Education
- > Corporate
- > Agriculture
- > Financial Services
- > Spiritual
- > Personal Development
- > Business Development
- > Coaching
- > Training
- > Direct Sales
- > And more

#5 — WORKS FOR **ALL TYPES OF ENTREPRENEURS:**

- > Coaches
- > Consultants
- > Experts
- > Speakers & Authors
- > Practitioners
- > Solopreneurs
- > Corporate
- > Nonprofit

*“General knowledge, no matter how great in quantity or variety it may be, is of but little use in the accumulation of money. **KNOWLEDGE** will not attract money, unless it is organized, and intelligently directed, through practical **PLANS OF ACTION**, to the **DEFINITE END** of accumulation of money.”*

– NAPOLEON HILL, THINK AND GROW RICH



3 CORE ELEMENTS OF THE SPEAK-TO-SELL SYSTEM THAT LEAD SEAMLESSLY TO YOUR OFFER AND ON THE PATH TO INCREASING SALES

1

Develop your IRRESISTIBLE OFFER and the words to express the TRANSFORMATION you uniquely provide. You have a unique gift or expertise to offer – for people to be able to say yes to you, you must clearly articulate what you do and communicate your offer. *Write down the specific transformation you provide:*

2

Position yourself to gain instant CREDIBILITY and TRUST with your audience. *To connect authentically with your audience, you must position:*

- > Yourself
- > Your Audience
- > Your Topic/Transformation
- > Your Talk
- > Your Irresistible Offer



3

Seed your content so that HUNGER and DESIRE build in your prospects quickly. (An example from Lisa's Speak-to-Sell Formula module on Seeding: Use a case study or client success story. Tell a story, outline the results, and then credit results to a specific part of your program). *Write down the name and success story of a client you can use as a potential case study:*



ONLY A FEW MORE DAYS TILL THE
KICK OFF OF MY NEW **INSTANT SALES**
BREAKTHROUGH TRAINING:

Learn exactly “How to say what you do so your services sell themselves” in my NEW Instant Sales Breakthrough Training

SEATS ARE LIMITED!



ABOUT LISA SASEVICH

After 8 years helping corporate giants like Pfizer and Hewlett-Packard generate billions in sales, and then finally following her passion to work in the personal development space, again taking small companies from 6-7 figures quickly, Lisa Sasevich was suddenly fired from her dream job the night before Christmas Eve. With a husband in medical school and two toddlers at home, it was devastating.

But, after some soul-searching, the “Queen of Sales Conversion” decided it was time to parlay her talents into her own profits—and to help others do the same. She started a home-based business—with nothing more than a phone line, a laptop and the stolen hours of the night after her kids were tucked into bed.

Her mission: To teach entrepreneurs who “hate the sales part” how to leverage their talents, products, and services into massive profits without sounding salesy.

A few short years and over \$35 million in sales later, Lisa has helped over 15,000 thousand clients in 134 countries earn more by doing what they love most. Lisa’s company, The Invisible Close TM, has been honored in the Inc. 500 and named one of Inc. Magazine’s fastest-growing privately held companies two years in a row. Kym and Sandra Yancey of the eWomenNetwork put it, “without question she is brilliant at teaching others to leverage their unique gifts and qualities into a financial windfall.”