



FLIP
INTO THE
HEARTS OF
YOUR FANS!



FIND

LOSE

INSPIRE

PRACTICE



FIND:

• People to mentor/train you

-There are very accomplished mentors and former mentors like the faculty of this conference all over the country. If you can't get them to personally provide you guidance, find video of their work and study it. Most of us have been beginners and received help from others and time allowing would be glad to pay it forward.

• People you mentor/train

-When you teach people what you are learning, not only do you expand their knowledge but you learn it better because you have to dissect a thing to understand it at a level to teach it effectively.

• Your Why

-When you are connected to why you are pursuing a particular career or more precisely a particular purpose, you are more focused, more committed, more invested, more durable, more perseverant, more determined, more intent driven and motivated.

LOSE:

•The mentality of “Let’s hope this works out!”

-What you need is a fully thought out plan and first class preparation so that when you practice/rehearse the glitches are revealed and you can fix them.

•The need for comfort

-What you need is to become comfortable being uncomfortable. Obviously from a physical standpoint of being in a hot, heavy costume but more importantly from a situational standpoint of escaping your comfort zone and doing what scares you or what could be awkward.

•The need for permission

-What you need are stories so compelling that instead of your boss saying yes, you can do that, they say, “Wow, that’s great, what do you need from me to pull that off?”



INSPIRE:

Your Audiences

Your Community

Your Co-Workers



PRACTICE:

- Your present skill set
- Your future skill set

These values:

- Gratitude
- Generosity
- Empathy
- Compassion



Lives don't unfold by accident
we create them to some degree
by asking questions of ourselves
our answers guide us, U will see
Yes, there's randomness and luck
and some rely on destiny
but what U focus on has power
to shape the person U will be

So, what U need to do now
before going all in
before investing your soul
in a race U won't win,
is write the script for your life
U will be the lead actor,
the producer, the director
the editor, the caster

This will be your story
decide now how you'll live it
what matters, what doesn't
How much effort you'll give it

Excerpt from WILL U? by Jerry L. Burrell