

BRAND ACTIVATION_{10X}



SYLLABUS

With Connie Pheiff

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Course Overview

In *Brand Activation 10x*, we show you 'how' to build a successful lifestyle business for the everyman who are crazy enough to believe they can change the world.

Often, I hear people say they would love to regain control of their life and insanely grow a business. This program is going to do more than grow a business. You're going to deeply understand your strengths, your dreams, and you will regain control of your life and build a business, not a glorified job. Have financial independence, spend more time with your family and friends, and give back to your community.

There are typically three reasons people never act on their dreams to achieve the financial independence they desire.

- 1. Fear of failure.** There is nothing more crippling than fear of failure. I've been witness to the most intelligent people who are so afraid of success, they would rather fail.
- 2. Lack of knowledge.** Nontraditional, creative, and innovation are not just skills you trip over. You must invest time in yourself. All skills can be learned and you should never prevent yourself from exploring new options to create a better life.
- 3. People don't act on their dreams.** Their perception is lack of money. Yes, it's the #1 reason people don't go after their dreams. If you had all the money you needed today, what would you be doing differently? Does that mean it's impossible to launch a great idea without start-up capital? Absolutely not! Imagine overcoming your fear of success – having financial independence, more time for your family and friends, and giving back to your community.

If you could do anything different... would you still be doing what you're doing now? In this program, we are going to improve your entrepreneurial goals, by providing you the tools to be,

The Visionary · The Explorer · The Integrator · The Realizer

Brand Activation10x, your way. Though there are just a few hard and fast rules, there are plenty of options to personalize your program. As with any lifestyle change, this plan will take commitment and discipline on your part. There is no playbook on how to grow your business. Some habits will be hard to break, but when you experience the incredible results and achieve your goals, you will become unstoppable.

What you'll discover...

THERE ARE COMMON MYTHS ABOUT ENTREPRENEURS:

- X Have no Fear
- X Financially secure
- X Working 4-hours a day
- X Can do it alone
- X Have confidence
- X Clear on their goals



ELIMINATE SELF DOUBT, FEARS, AND GET CLEAR ON YOUR GOALS!

Would you trust a rigorously tested and evidence-based program to achieve business acceleration? Because if you do, you'll discover a stress-free and confident roadmap to success where you will...

- 1. Retrain your beliefs and mindset** to embrace your self-empowering attitude, habits, patterns around business, so you will have the lifestyle you only dream about.
- 2. Release your old thought patterns and habits holding you back** from building your entrepreneurial business; like procrastination, poor organization, listening to others – the naysayers – that are limiting your success. Replace them with ones that will help you achieve greater abundance, with less struggle.
- 3. Be part of a private online VIP group** where you learn from and be held accountable from experts who will encourage, nurture, support, and hold you accountable to demolish the glass ceiling of your income... every single day!
- 4. Program your brain to filter out the C.R.A.P.** (Conflict, Resistance, Anxiety, Problems) that are holding you back from achieving your excellence.
- 5. Train yourself** to use the same systems, strategies, and model's multi-millionaires do to consistently create more wealth.
- 6. YOU are the BRAND.** Get on the platform and be recognized as a thought leader.
- 7. EXECUTION – TAKE ACTION**

If you thought we blew your mind up to this point... you better be prepared for what's next!

Brand **Activation** 10x

Who this is for...

This program is for the everyman who are crazy enough to believe that they can change the world. The rebels, maverick, and misfits. Those searching online day after day seeking a way to financial independence on their terms.

Those wanting to experience life on their term:

- Have a strong desire to share their gift and impact others
- Driven to scale a lifestyle business
- 100% committed – Otherwise this is not for you
- Action takers – Get ‘er done attitude without being stopped
- Program, products & services that you own
- Believe in making a difference in the world

Purpose of this Course

The purpose of this course is to set you up for business success. *Brand Activation 10x* is a business activation course for 21st century thought leaders. This is not for the fly-by-night set – nor the faint of heart. You won't find any get-rich schemes here. No one to hold your hand or give you sympathy for what's not working. It's for those who genuinely believe they have what others need and ready to take steps to make an impact. If that's your goal, then we want to work with you.

Our Interaction & Communication

Although this is a 16-week course, you have lifetime access to the materials (as they are updated). We ask that you first follow the process, but at any time you have questions, feel free to connect with me directly. Because I easily make myself available it is best to [schedule time on my calendar](#).



Connie truly cares about my success and my business. She opened me up to a whole new level of doing business. helping me set up my speaking business and – most importantly – guiding me through every step of the way. She is my inspiration.

—Dr. Moses Nasser, MD



Connie is a force of nature...inspiring and teaching us with examples of how to exceed the expectation we have for ourselves as leaders.

—Glenn Miya, MD

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Here's to the crazy ones, the misfits, the rebels.

The troublemakers. The problem child. The round pegs in the square holes. The ones who see things differently. They're not fond of rules and they have no respect for the status quo.

You can quote them, disagree with them, glorify or vilify them. About the only thing you cannot do is ignore them. Because they change things.

They invent. They imagine. They heal. They explore. They create. They inspire. They push the human race forward. Maybe they have to be crazy. How else can you stare at an empty canvas and see a work of art? Or sit in silence and hear a song that has never been written? Or gaze at a red planet and see a laboratory on wheels?

We make tools for these kinds of people. While some may see them as the crazy ones, we see genius. We work with the crazies, because people who are crazy enough to think they can change the world, are the ones who do.



Working with Connie is a dream. I was able to produce more working with Connie in six months than I could ever imagine. I have had my book edited, published, a website built and managed, headshots completed, and speaking engagements booked! I cannot say enough positive comments about Connie, her dedication, expertise, and professionalism. What makes her unique is her ability to identify and work with the goals that are most important to her client. And...one can't help but gain a new friend in Connie...when you meet her, you will understand!

**—Kathlyn Heim, R.N., B.S., Educator, Transformation Speaker,
Personal Development Coach**



Connie is an amazing coach that truly brings out the very best in yourself, which ultimately benefits others! If you're at a turning point in your career and need a high-performance coach in our corner, you want to be working with Connie, she will be your most trusted advisor.

**—Bill Vincent, EdD, Educator
Performance Speaker, Personal Development Coach**



MEET CONNIE

Connie Pheiff is the Chair of Pheiff Group, Inc. and Founder of Talent Concierge®, a modern-day media and branding artist label associated with the management of today's most daring minds – transforming brands into obsessions by creating business success. Working with the everyman crazy enough to believe that they can change the world.

Connie is first a Philanthropist, Social Venture Entrepreneur, and #BeyondMeToo Activist. She is the Jewel in the Crown of the Pheiff Group, Inc. She is blessed from her work as a corporate CEO, to becoming an award-winning speaker, High-Performance Coach, Trailblazer, and 5-time author. She is provocative, edgy, and brings a genuine humor to the platform.

Connie is best known as the Unstoppable DIVA, Former Corporate Executive tuned Media Industrialist. Since founding the Pheiff Group, Inc. in 2007, she has become a Social Venture Entrepreneur, producer and host of the Masters of Talent™ Showcase and Connie Pheiff Show.

Insights Success Magazine calls her “a symbol of Exemplary Entrepreneurship.” Connie always shares a bit of herself; a life of spectacularly epic fails. Through it all, her success hasn't come in spite of her failures, but because of them.

Achievements, Awards, and Recognition:

- 2019 Radio Personality of the Year, ACHI
- 2019 Most Inspirational Women in Tech, Insights Success Magazine
- 2019, Inspirational Woman in Media, And We Thought Magazine
- 2019 Finalist, Indie Author Legacy Award
- 2019 25 Hottest Authors, Artist, & Advocates, And We Thought Magazine
- 2018 20 Most Successful Shepreneurs, Insights Success Magazine
- 2015–2016 (NSA-GLAC), Board President & Member National Speakers Association, Greater Los Angeles Chapter
- 2016 Leadership Award from California Legislature
- 2005-2007 CEO Girl Scouts Penn's Woods Council
- 2000-2005 Director Greater Wilkes-Barre Chamber of Commerce
- 1996-2000 Director US Chamber of Commerce
- 5-Time Author
- 8-Year International Speaker
- 48 Days Certified Coach
- 48 Days DISC Certification
- Recipient Multi-Award Winning Business Mentor & Coach
- Rotary Paul Harris Fellow (Twice)
- Toastmasters Award Winning Speaker & Golden Gavel Recipient
- Master of Public Administration and Bachelor of Science in Business from the University of Phoenix.



MEET JEFF

*M.B.A. Finance | Management, Washington University
B.S.I.E., Industrial Engineering, Lehigh University*

Jeff, is a master of strategy, the Kingpin in driving the new direction of the organization.

Jeff is a tenacious team player with a focus on strategic growth, company profitability and operations. As CEO and Chief Strategy Officer, Jeff uses his extensive operations management experience to ensure that the Pheiff Group's teams continue to operate at their fullest capabilities. His ability to think 'big picture' and his financial skills lead the executive team to make strategic decisions that position the Pheiff Group for continued growth.

For the last 25-years, Jeff Pheiff has led various organizations from the C-Suite. He has delivered top quality operational solutions and spearheaded strategic operations to achieve business goals. He is an outstanding leader in executing projects lifecycles, then devising methodologies that work to improve efficiencies. His expertise will cross all aspects of the licensee leadership development and optimal staff deployments with forward-thinking procedures to maximize operational productivity and proficiencies.

As CEO, Jeff leads the Talent Concierge® licensing program and is swift in resolving key licensee needs which may arise during the agreement period. He will drive the licensee teams to design and implement maturity improvements.

His dedication to optimizing leadership, success, and licensee relationships, along with his sharp business acumen and his commitment to performance excellence, contributes immensely to the success of the Pheiff Group organization.

Aside from the corporate B.S., Jeff left his C-Suite position in 2019 to join the ranks of a lifestyle entrepreneur finding more enjoyment in the experience of life itself.



Working with Jeff & Connie on our strategy was a game-changer. Never before has our clarity, execution, communication, and trust been better. They gently pushed us through-provoking questions that have changed everything for our business and taken us to our A-Game. You guys truly delivered.

—Gina Yarrish, President & Missy Wallis, COO, Yarcort

HOW WE ROLL

- **We love working with the everyman who is crazy enough to believe they can change the world.** Our vision is to blanket the world by working with 10M-lives with a story to share teaching them to pursue their dreams that burn inside them and live where they want, work with who they want, and make the money they want while making a difference on the world and others.
- **We believe everyone has a little crazy in them.** Rebels, mavericks, and misfits on a journey to experience life on their terms. We hold an unshakable belief in the possibility that we can be, do, and have anything we want in life.
- **With 200% of our core we sell a dream to inspire 10M lives.** We are obsessed with exceeding expectations and working with you until you get it right. Mediocre is not in our vocabulary.
- **Yes, we sell some of the best programs on the market today** to help the crazies not only follow a dream, but to achieve the dream of a lifestyle business. We blow away the crazies by aligning their experience to their brand.
- **We give away lots of FREE stuff.** We believe the more you give the more we gain in return. We are crazy committed to producing the best programs for the everyman through our paid online programming, community, course work, and live events.
- **We live our core values in everything we do** from integrity, in-service leadership, innovation, team player, insatiable appetite for success, execution, and we always remember to have fun.
- **We're not for everyone, although we like to think so.** We know what it's like to be put into a box and not be understood or taken seriously. Our sense of optimism is unbeatable. We're straight shooters and tell it like it is, there is no sugar coating here. We stand on the platform of love and kindness and respect the ideas and suggestions of the everyman who are crazy enough to believe that they can change the world.



A Word From Connie:

Welcome!

Welcome, It's so great you found your way here. I'm challenging you, the rebel, misfit, mavericks – those who dare to go beyond!

Where are my rebels... Where are the misfits...

Give me a big cheer if you're a maverick.... You know who you are, a person who sees a need and becomes a leader who is not afraid to stand up for what you believe.

It's a privilege to be here. The thought of belonging is very personal for me as it is for you. It's special to talk to an audience where I'm you and you're one of me. When I was the CEO of Girl Scouts, Penn's Woods Council I would show up and everyone would be looking for... yes you got it, cookies.

I was living large. And I wasn't prepared for what was to come.

When Girl Scouts left me I was devastated, depressed, my dreams were shattered. I was applying for jobs and no one was hiring, no one was calling me. I quickly went from a six-figure INCOME to zero. I was struggling to pay bills. The only people calling were bill collectors. We eliminated most everything we enjoyed... summer vacations ~ out, country club memberships ~ gone, there were nights eating PB&J.

I couldn't breathe. It was like someone was standing on my chest and the pressure kept getting heavier and heavier. Then Girl Scouts called asking if I would coach the new CEO. She was struggling with making a connection with the stakeholders, the sponsors, and the volunteers. Really... NO! NO! Hear me... NO!

Then after the 10th ask, I said yes. Pay me well and I'll do it. After coaching three CEOs later... the third one finally stuck. That's when I realized the Girl Scouts had given me a gift. I took inventory of my gifts and what I had to offer and that led me to starting my business. Then one day the phone rang. Who could this be, there isn't anything else I can give up.

I said 'hello'... hello is this Connie. OMG someone is calling me. Yes, yes, yes, this is Connie.

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This is Vic and I want to produce your podcast. I said yes, yes, yes... [someone wants me.]

I hung up the phone, turned to my son and said what's a podcast?

I called my husband and said honey I'm going to be a podcaster. He said great, what's a podcaster? I don't know but I'm doing it. My hubby comes home with a sound mixer, Heil microphone and software to create my podcast. And I had no idea how to use any of this stuff.

Remember I was a CEO and I had other people doing things for me. I called my former assistant and she laughed... All right it's not that funny... then she reminded me that I couldn't merge files and I was going to take on technology.

I did the next best thing... I hired a team just to show me how to use the equipment. I took notes and pictures. Still today the mixer board is set to where it needs to be placed. If by chance something is moved... not to worry I have a picture of the board to know the proper placement of the buttons.

I would not give up... I was the Unstoppable DIVA determined to design a system that would maximize engagement of myself and collaboration of experts around me. If I couldn't do it, I would find someone who could. Better yet I would connect people together to make projects great.

I think many people like to say they go beyond. Most don't know what it really means. Most don't know that going beyond begins within yourself. Most don't know to create success you need to be different... they're just a plain vanilla package blending in with the rest and not knowing what they want from themselves and others.

I know what I want... to serve others... help other people who were shattered get back on their feet and... protect their vision, hope, create a strategy to get there with integrity and personal values! How can you expect others to respond if you don't know who you are or what you want? Or better, let others know. This is where the lines are getting blurred... This is where you need to be different. This is where it's okay to be a rebel, a maverick, and at times a misfit. During the year following the announcement of the Girl Scout realignment, my job was to create emotional engagement and drive organizational happiness. Which was hard to do because I knew at the end I could be out of a job.

For 365 days, 7 days a week I spoke about the realignment as it was the best thing for Girl Scouts. There was a group... there were several groups... but one in particular that would challenge me... challenge the system and I had to smile and say IT'S A GOOD THING for the organization.

Then at one of the town hall meetings with this particular group of volunteers I realized my message was not getting through to them. They were not hearing me say 'it's a good thing for the girls' they were only hearing me say it's a good thing for the organization.

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Then I broke the rule.... I shared how I really felt about the reorganization. The next day I received a call from my board chair... we need to talk. GULP! Guess I'm fired now, not waiting to the end where there was still a slight chance I would get to keep my job. I agreed to a phone call... less painful than in person. Right?

Board chair: I heard what you said at last night's town hall meeting. Yes...

Board chair: my phone has not stopped ringing. Oh dear... I don't approve of you sharing this information with the volunteers. Please keep your emotions to yourself. Then I got calls from the volunteers... not the same group but others who heard.

That grapevine really does move like wildfire.

They were complimenting and thanking me for my honesty. I also began sharing more about the realignment with my staff. The emotional connection drove organizational happiness. I realized that by holding information back they were working less and the rumors... well the rumors were killing morale. That turned out to be our best year ever.

I was offering stay bonuses to my staff who were a valuable part of the organization and I wanted them to stay until the end. Everyone said 'no' everyone agreed to stay until the end. The board chair later said, "I still don't understand your system, but your strategy definitely maximizes engagement and collaboration among the staff and volunteers, then offered me a stay bonus. When the board offered me a stay bonus I had to say 'no' too. UGH! How could I accept a bonus if my staff said no?

Let's go back to the beginning for a moment. Have you sat in a business meeting where people look at your idea with that stare... and you say to yourself: *What's wrong with people? Why don't they get me?* Do you always try new things, step out of the box, and work against the status quo? Somewhere deep inside you know the person you were destined to be.

CONGRATULATIONS! You are one of the crazy ones, the misfits, the rebels, and troublemakers. Welcome to my world. It's time you let others know who you are and what you want.

We don't tell people what we want. You know what I'm talking about. We want to say something ~ then we hold back ~ then someone else says the exact same thing.

Hey I wanted to say that... But you didn't. I was groomed for corporate life. I climbed the corporate ladder... I became the Director of the United States Chamber of Commerce and then CEO.

My best work ever and when I started my business I still didn't tell people what I did.

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I was living a shell game. For the first three years of my business you would never find on any of my marketing pieces that I was CEO... Nothing... I was promoting myself as a marketing guru. I must be here is my fourth book of marketing and making the 'ask'. I'm really good at asking for dollars. Anything about Girl Scouts might be found below the fold or at the bottom of my resume.

Can you guess why that was?

I had a disease... It was called the imposter syndrome.

I was no longer at Girl Scouts. When they left me I lost my identity. I was no longer bleeding green. How can I tell the corporate leader who I was... because I am no longer.. so that does not count? Right? Girl Scouts let me go so I must not be worthy.

I found myself speaking at the Atlanta Women's conference; my first big speaking engagement. I was in the green room talking with the speaker before me. She was a book agent. She asked to introduce me. Okay..

Here is her introduction of me.

Get on your feet... coming to the stage right now is the former CEO ... of the #1 leadership organization for women.... In the world. Welcome Connie Pheiff.

WOW! Who is she talking about?

Then she told me to stop calling myself a marketing guru and be who I am... a business architect on leadership and personal development.

I finally got it. And remembering back to the final meeting of the Girl Scouts Council, the meeting where we took the vote to pass the realignment, the meeting where I had to give my final speech. I shared in my speech my caution for the realignment and breaking down bureaucratic barriers.

The realignment passed and this same group of volunteers gave me a standing ovation. I stood up for what I believed and I would do it all over again because it was the right thing to do. We all have the ability and most importantly the responsibility to lead from where we are.

We can't always wait to be asked, to be elected, to be appointed, and we can't wait for someone else to do it first. If you see a need you must choose to lead.

But to lead you must first lead yourself. Do you know what you want? Do you know who you are?

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You need to see past the things holding you back from who you really are and what you really want. And that may mean breaking down bureaucratic barriers.

According to Entrepreneur Magazine 98% of us, men & women have concerns that someone else is holding them back. That's 98% of you allowing someone or something to hold you back!

PRETTY SCARY! You need to be unstoppable, you need to be relentless. Many people have wants but they don't know how to go after what they want.

- They don't know how to accept being a rebel, maverick, or misfit.
- They don't know how to exchange time for money.
- They don't know how to be their authentic self.
- They don't know how to achieve excellence and be unstoppable.

Here's how I see leadership. Break it down. Leadership.... Leader... Lead. **L.E.A.D.**

Live your DREAM

Excel at what you do with INTEGRITY

Achieve RESPECT for yourself and others will respect you

Deeply TRUST you

Think back to your childhood, what were your dreams?

- Fly to the moon
- Become a doctor
- Fireman or woman
- An event planner

By the age of 16 or 17 you know what you want to be or at least your family helps you to choose what you're going to be. Unfortunately, those dreams begin to fade ~ people around you don't always understand your dreams. You may hear comments like that's crazy, who do you think you are?

My favorite is "really?" and you begin to doubt yourself and go with the status quo ~ and suffer inside. You give up your dreams and do what they say.

Did Steve Jobs Listen? ... how would we exist today without the iPhone!

Did the Wright Brothers listen? ... It would be a long trip to Vancouver from Los Angeles.

Each WERE labeled a rebel, misfit... they were Mavericks.

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Your dreams are your reality waiting for you to get there!

EXCEL WITH INTEGRITY

The bravest and most compassionate people I ever met have all walked alone at some point in their life with integrity. ~ you got to lead with total integrity. You must design your life with total integrity.

If your integrity is off then everything around you from your business to your personal life is off.

Integrity is one of those characteristics that have different meanings for different people.

The problem is that integrity doesn't appear on your profit and loss statement, your accountant can't calculate integrity on your balance sheet. But ignoring this inner virtue is costly.

There is integrity in our identity. Be your authentic self. To act in a way to preserve your deepest beliefs and commitments rather than conform and cave into someone else's expectations.

As lifestyle entrepreneurs your integrity is your social virtue. You don't live life in a vacuum. There is danger in isolating your views.

When you can connect your ideas with integrity you're considering the impact you have on your clients. If you don't get anything from this message, I want you to remember this for yourself.

I COMMIT TO EXCEL WITH TOTAL INTEGRITY. ACHIEVE SELF RESPECT

Do you have respect for yourself? Respect for others? If you don't respect yourself ~ How can you expect your clients to respect and care for you.

When Girl Scouts left me I lost all respect for myself. I was rebelling by not telling people who I really was. I was accepting the bureaucratic system. What I was really doing was disrespecting myself, and everyone around me seen this behavior except me.

You can quickly forget about getting what you really want or who you are without self- respect!

Respect yourself and others will respect you!

DEEPLY TRUST YOURSELF

Trust is the most important characteristic next to integrity... Trust is critical for your success!

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Once I heard someone else say “the leader of the #1 organization for women” I learned to trust myself again. I learned to trust that when I see a need I lead. When you see a need, become the leader and others will follow by your example.

The agent who introduced me... she is now my book agent.

She called me the next morning and said “are you in?” How did I respond “who is this?” Think deeply about trust in your business. Do you want clients calling you ~ because they trust you!

There is a feeling of fulfillment when you help others. When you do good for others ~ others will do good for others. Doing good releases oxytocin. The more oxytocin we release, the more we feel good about ourselves.

The more you help others, the more people will trust you.

Here’s the catch... Rebels, Mavericks, and Misfits feel vulnerable and at risk for looking less than important when helping.

Have confidence in yourself ~ deeply trust yourself... lead by example. Then watch out for the people around you... they’ll start leading.

A few weeks ago I was driving up to a pretty busy intersection. I saw something fly through the air at the intersection. At first I thought it was a plastic bag, like one of those you would get from Walmart.

But then I quickly realized it was a kitten. No one was helping this hurt kitten; they were sitting in their cars watching. OMG! There was a tractor-trailer coming... it’s going to run over the kitten. I couldn’t watch.

I jumped out of my car and ran into the intersection. The kitten kept running from me.... And then other people came from their cars to help. The tractor-trailer stopped blocking traffic and we were able to get the kitten off the road to safety. This may be a bit of a dramatic example, and I don’t encourage anyone to run into a middle of a busy intersection, but the feeling of helping another was powerful.

The Oxytocin between each of us quickly became trust ... we were high fiving each other. Here a group of strangers quickly trusted each other. I bet each were walking with a little extra strut in their day. I bet they were feeling good about them! I was!

People want what you have, they want to be just like you: this is how you become the leader.

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Here are three quick tips to help get you started on your path to business leadership.

- 1. To develop a reputation as a leader with Excellence**, you need to develop a reputation that precedes you. Which means change and always do what you say and mean what you do.

Live your DREAM

Excel at what you do with INTEGRITY

Achieve RESPECT for yourself and others will respect you

Deeply TRUST you

- 2. You have to show up.** If you just show up you will get 80% of what you want. If you show up with a plan you will get 90% of what you want. If you show up with a plan and implement you will get 100% of what you want. When you go after your dreams stuff will happen.

- 3. Go after your dreams.** When life gives you lemons, make lemonade. Create emotional engagement and drive personal and organizational happiness.

Don't be afraid to be a rebel, misfit, or maverick. The most devastating things that happen to you will make you stronger. When you decide to do it your way and go after what you want... Let people know what you want and who you are... and allow them to accept you where you're at! Good Things will happen. One day I was a CEO, Girl Scouts Penn's Woods Council, and then the carpet was pulled out from under me. This was my gift! I'm still a CEO, but of my own company. My goal this year is to become a member of the million dollar round table.

I'll always be okay because I know who I am. My gift to you is to be a rebel, a misfit and a maverick: let others see you go beyond. I live my authentic self... a bit crazy at times, but I am living my dream with integrity, respect, and trust. As Steve Jobs said: Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes. The ones who see things differently, they're not fond of rules. You can't ignore them because they change things. They inspire us to go beyond!

What will you change? Don't you want to wake up each morning where your only purpose is to do good for someone else? Who will you inspire?

If you see a need... Lead... be the example for others.

GO BEYOND.



Discover All Your
Opportunities *with*

BRAND
ACTIVATION_{10X}



Bundled Companion Course Guides

The perfect companion to *Brand Activation 10x* to enhance your experience

It's not too late to save on our Bundled Companion Course Learning Guides.

It's all you need to know about designing your strategy to regain control of your life and insanely grow your business, live anywhere, work with you you want to work with, and get paid what you want to get paid.

But just in case you're not ready to design your strategy, you still NEED to be in the know. There have been major changes in the past few months alone and I'm here to help you stay ahead of the game.



GET THE BUNDLE BY [CLICKING HERE](#)

Partner with Brand Activation 10x

Partner with us!

My goal is to blanket the world by working with 10M lives with a story to share, teaching them to pursue their dreams that burn inside them and live where you want, work with who you want, and make the money you want while making a difference on the world and others.

For nearly two-years after losing my corporate position I was frustrated and looking for a solution, interviewing over and over again, getting to the final candidate and not being selected for the CEO position. Then deciding to apply for a COO position and being told I was overqualified.

That's when I said no more, I would do this on my terms and what I knew about business – this program was born. Since 2007 this program has helped thousands. Yes, there has been tweaking, loads of feedback and help from outside experts helping me polish the program into what it has become today: a movement for those crazy enough to believe they can and will change the world.

Our success comes from the magic we create and the community we build. Thank you for being here. I would be honored to partner with you. I want you to be on my team to help me spread the message about what we have to offer. I would be honored to work with your colleagues to help guide them through these changes of a new season of life.

If you decide to partner with us, we will pay you a 20% commission of the enrollment fees that comes in from this program using your unique affiliate code. Once you're in our program you will see how easy it is to share your experience by simply pasting a link on your favorite social pages.

If you're interested in becoming an affiliate, send me a private email to **connie@pheiffgroup.com** and I will have the team generate a unique code for you!

Activate *Your* Brand

Work 1:1 with a Brand Expert Mentor to create every key piece of your brand experience. You'll get the steady stream of motivating momentum you need to develop your website, media, keynote program, business IP, from concept to accountability. In this perfect next step you'll receive:

Concentrated Strategic Business Strategy: Work with our CEO who will collaborate with you to "scale" your entrepreneurial business. You will learn your Strategy Framework, Core Purpose, the "how," your kept promise, brand promise, one-phrase strategy, and more, plus execution. Masters of Talent, Masters Class: MOT, Masters Class is our 3-day intensive Brand-Media Lab. Learn the art of the media pitch, on-camera image tips, defining & protecting your brand, how to interview like a celebrity, and concentrated practice of your Keynote. Receive live coaching and expert critique.

Masters of Talent, Showcase: This event gives event professionals a sneak peek - a behind the curtain look at our Masters of Talent. Our qualified Talent has the opportunity to Showcase skills and abilities to educate and entertain on the big stage. All participants are prequalified for this program.

Book Proposal Coaching & Publisher Introduction: Receive the tools to prepare an excellent book proposal and introductions to traditional and hybrid publishers.

Breakdown and Create an Award Winning Keynote: Every professional speaker should have at least one keynote that he can give on a minute's notice. In this 1:1 coaching program, learn to break down the P.A.R.T.S. to create an award winning keynote.

Customized AP-Media Program: Weekly news coverage producing one-fantastic new story. Perfect for weekly updates-reminders-announcements-events. Receive 1-News Article and 1-News Video produced and written by one of today's leading journalists.

Protect Your Business: Our in-house counsel works with entrepreneurs to ensure they are legally protected from client disputes, employee agreements, IP theft and the thousands of other legal issues that may compromise their businesses' integrity and growth.

Product Development & Sales Funnel: Strategy, copywriting, and design. Full launch implementation, Facebook Ads strategy and implementation that gives you the edge to take your launch to the next level.

Talent Concierge, Affiliate Resources: Gain access to valuable resources that have been vetted by our team. Resources that will help you to go further faster.

We have packages available for most budgets.
Contact me for more details: connie@pheiffgroup.com.

TESTIMONIALS



Connie's one-on-one coaching through her Total Leadership Academy has been invaluable in getting my business off the ground. Business planning and marketing are second nature to this pro, she thinks of everything! Connie feels like my partner and to a new entrepreneur, this is very comforting. She gives so much of herself, is very supportive and has an amazing interest in my success. Thank you Connie, I couldn't have done it without you :)

—Virginia Becker, e.P.A.D. President



Connie is my professional compass. She is my soundboard, my cheerleader and my career confidant. Anyone seeking a coach that fulfills both professional and personal growth should be working with Connie.

—Greg Davis, Chief Dream Maker at Azure



Connie, thank you for increasing my confidence and freedom... I now am able to pursue 'awesome' performance opportunities since I now have the confidence to say NO to things that aren't worth it to me.

I am overly excited to be speaking to young women using my signature keynote so they could make real positive change and positive choices in their life. Not only is the challenge cool, but being able to educate young women to make the right choices is awesome.

—LaTina McGhee, CEO Daughters of Promise

Brand **Activation** 10x



Connie, Thank you for taking the time to tell me about you. There has always been something reassuring about working with you. I never feel intimidated (you know, that feeling that someone will take your message, tell you that you are doing it all wrong, and spit out all of your dreams). Instead, you really have the ability to lift up someone you have known forever, or someone you have known for 10 minutes.

Thank you so much for taking me on your journey. I have a deep respect for you, and am so grateful that you have persevered and transformed in your life, so that you can help me do the same.

—Dr. Portia Jackson, CEO Success without Burnout



Connie, I have to tell you... I see why you pushed me to work through this exercise, and these definitely feel much better & much closer to the heart of what I want most... I can honestly say I never felt empowered to do anything differently like I do now. One hour with you and my life has changed. ...although you are my business coach, I am thankful for you and exploring a different approach. This has been a life changing experience for me. Thank you, thank you for prompting me go deeper!

—Michaele Fields, Vice President, Franklin Covey



I trust Connie like she's family because as far as I'm concerned, she is! Yes...Connie has built an incredible agency, knows the industry inside & out, does so much to promote and grow our brands and businesses...But more than that, she stands beside her folks and guides us through the ups & downs of the business as we navigate new waters. She's a coach, encourager, honest critic when needed, and someone who genuinely wants to see us change the world by doing the very things we love and was created to do.

—Evans Duren, Christian Speaker & Coach



Making profits requires more than having a passion, Connie can put you in the top 5% of entrepreneurial experts, or the top 5% of business profitability.

—Dan Miller, Coach and Author of 48 Days to the Work You Love