

ADVANCE
YOUR REACH



STAGE EXECUTION WORKSHOP

The Fastest Way to Grow Your Business



STORY. STAGE. SCALE

Three key steps to growing your business through speaking.
Each step is crucial, but the real action happens with Stage.
Imagine a million dollars in sales in less than an hour.

That's the power of Stage. *Are you in?*

A LETTER FROM PETE

YOU HAVE A MILLION-DOLLAR OPPORTUNITY FOR GROWING YOUR BUSINESS (AND THAT IS JUST SCRATCHING THE SURFACE OF WHAT IS POSSIBLE).

How do I know? I've seen what the right message on the right stage can do for businesses like yours.

A speaker changed my life by helping to restore the broken relationship between my dad and me. Since then, I dedicated myself to unlocking the power of growing businesses through the power of speaking. Our work through Advance Your Reach is changing the world one powerful message at a time.

You have something powerful to share. That's why I believe you have a MILLION-DOLLAR opportunity. It's also why I personally spent more than 15 years booking over 25,000 stages with tens of millions in revenues.

Speaking is the fastest way to grow your business. From podcasts to paid keynotes, breakout sessions to digital summits, the opportunities are endless for you to connect your story with audiences who NEED what you're sharing.

Our mission over the next ten years is reaching one billion people through one million stages. That includes giving you all the resources and insight you need to turn any stage into a multiple-six-figure opportunity.

Several of our clients have already reached the seven-figure mark from winning stages. It's the same framework we used to build Advance Your Reach from \$0 to multi-seven-figure success in under 3 years.

If you want the fastest way to build your revenues while increasing your impact, the Stage Execution Workshop is for you.

Inside of the Stage Execution workshop, we focus COMPLETELY on how to win stages. You will build all the assets for your own "Unstoppable Stage Campaign," so you are essentially **winning stages on demand**. On Day One we BUILD out everything you need to start winning stages, and then, we WIN stages on Day Two.

Our team will be here to help you. We have a Dream Team of specialists who dedicate their time to help you start winning stages right away.

For many of us, it's not that we don't know where to start, but we don't have time to get it all done.

Astronaut Leroy Chiao said that he got done in two days what would have taken him over a year to do on his own. I don't want you to wait a year.

I want you to have the tools to move forward on your mission, your vision, your business now.

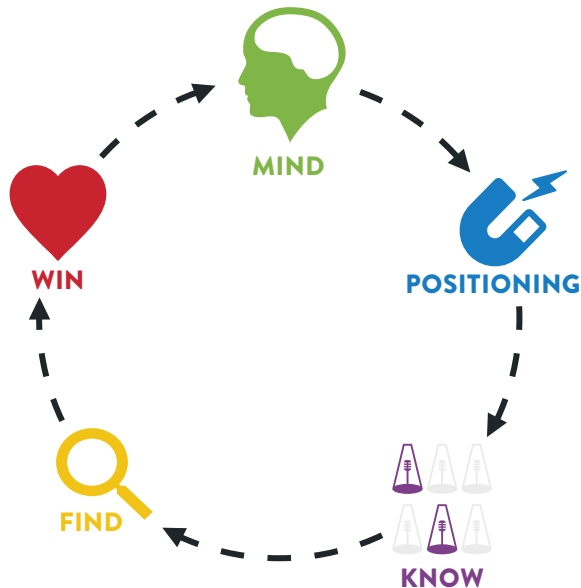
I'm offering you the fast track to winning stages and exploding the growth chart on your business. This is your invitation to join me at our next Stage Execution Workshop.

I can't wait to see you there!



Pete Vargas
Founder

What the Stage Execution Workshop Can Unlock for YOUR Business



THE STAGE EXECUTION WORKSHOP IS A TWO-DAY JAM-PACKED EXPERIENCE WHERE YOU CAN START WINNING STAGES DURING THE WORKSHOP!

WE COVER A WIDE RANGE OF STAGE-WINNING TACTICS AND SECRETS, SUCH AS:

- ✓ Get inside the Mind of the Meeting Planner with live interviews featuring top event planners;
- ✓ Implement the same system that's won over 25,000 stages for speakers of diverse background and been perfected since 2003;
- ✓ Follow a Key Positioning checklist to develop all the collateral you need to make a 'wow' impression with event planners;
- ✓ Gain exclusive access to over 100,000 events through our Marketplace Lists;
- ✓ Find the right stages to make your message shine in front of the best audiences - and start winning stages at the workshop;
- ✓ Build the assets for the entire Unstoppable Stage Campaign from start to finish and start winning stages 'on demand'.

All of these pieces fit together to create a powerful recipe for growing your business through stages. Does it work? We have millions of reasons to say "Absolutely!"

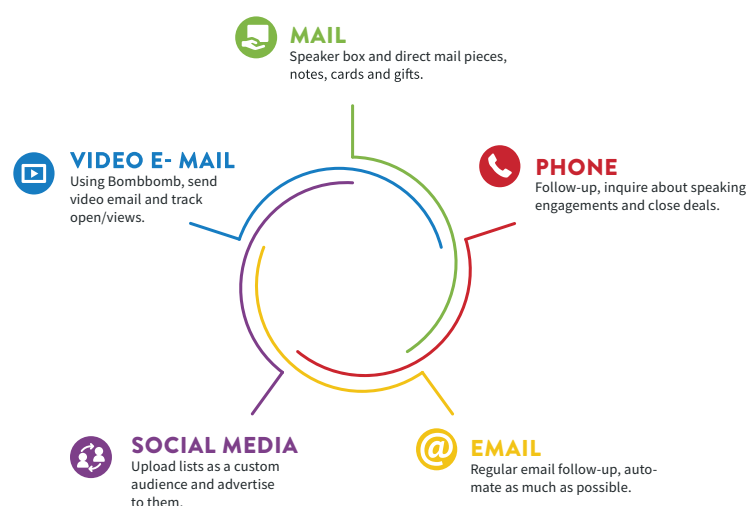
CAN YOU WIN STAGES ‘ON DEMAND’?

Our Unstoppable Stage Campaign is designed to ‘wow’ any meeting planner. Winning Stages ‘on demand’ may sound unbelievable...until you see how our campaign works.

GOLD MINING

It’s not just about winning stages, but about winning the RIGHT stages for you. This phase is made up of both ‘cold’ research (finding the right stages) and reaching out to your list of ‘Champions’, those people who know and trust the power of your message.

FIVE BEATS ONE. ALL DAY, EVERY DAY.



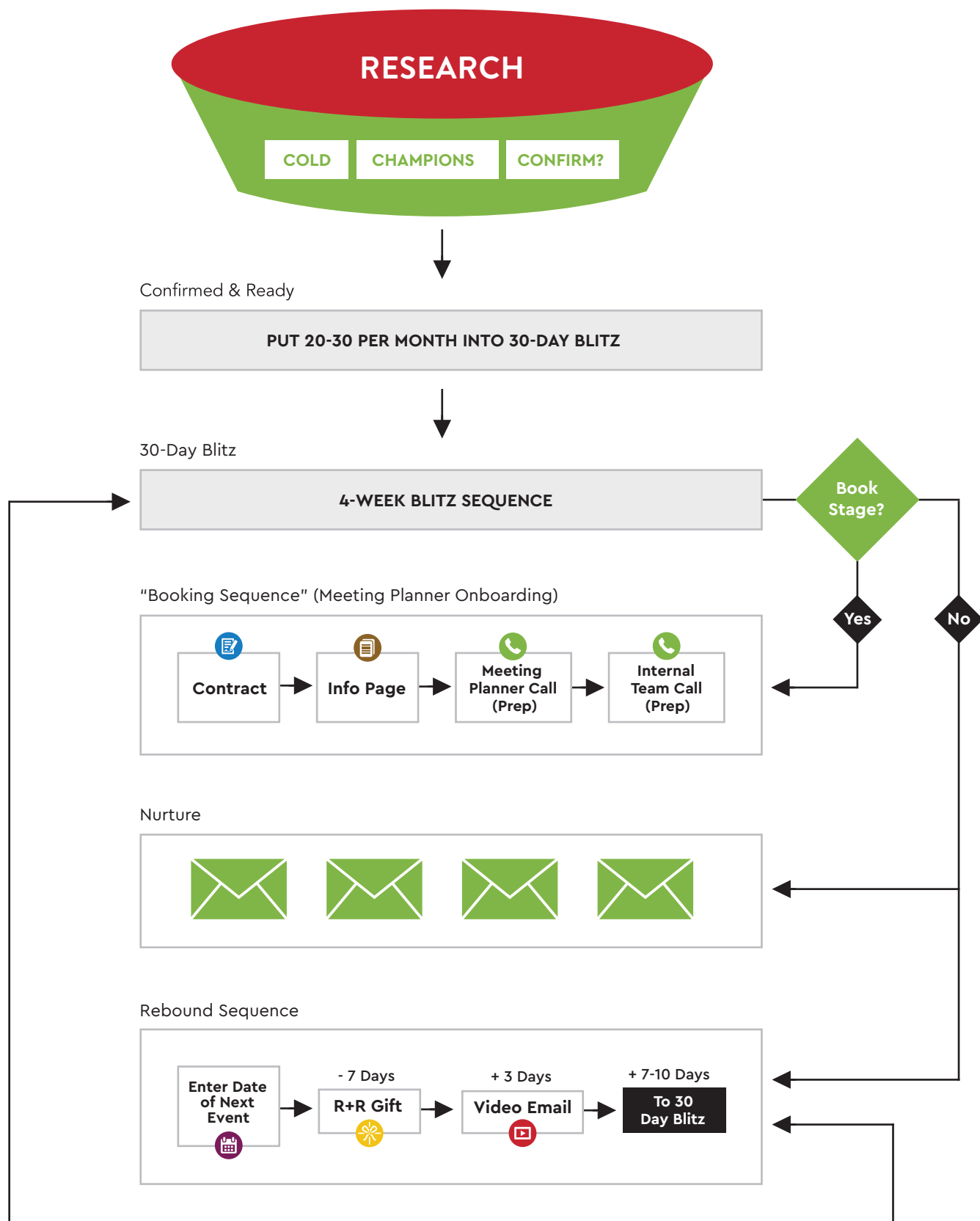
What are other speakers doing to try winning stages? Sending an email. Boo. Meeting planners have jam-packed inboxes - they want something fresh and exciting from speakers!

That’s where our approach using five, FIVE different mediums beats email-only speakers all day, every day. It starts with the main value piece: our Speaker Box.

Whether it’s a printed portfolio, a physical box, or even a Video Box, the power of direct mail means your message already catches their attention.

Add in the power of the phone, social media messaging, video, and then email, and you have an Unstoppable Stage Campaign. This five-star irresistible approach is what won our clients the White House, Southwest Airlines, EO, and thousands of other stages.

And, it’s the same process we want to teach you to skyrocket your business.



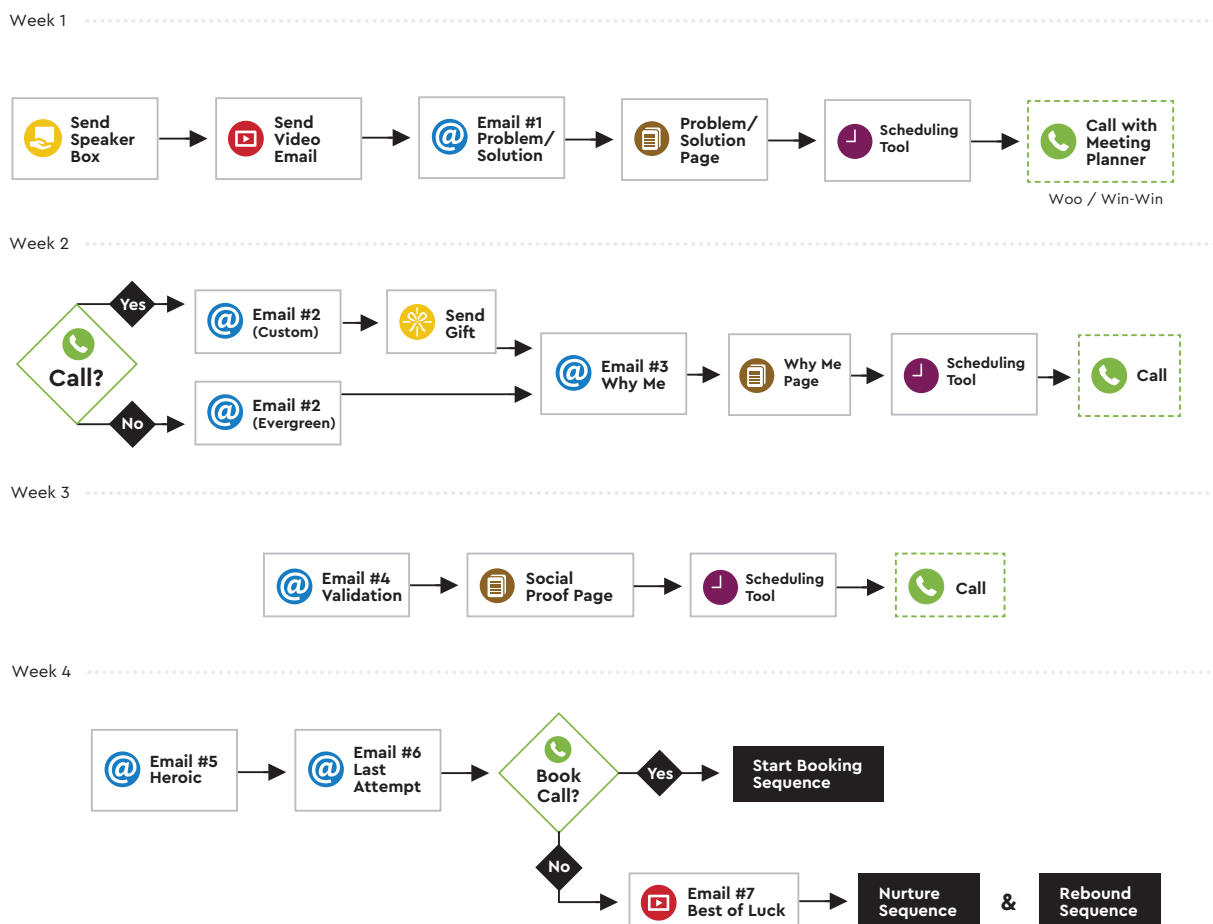
See inside the 30-Day Blitz Sequence on the next page

CHOOSE YOUR OWN STAGE-WINNING STYLE: 30-DAY BLITZ OR 1-2 PUNCH?

Our Unstoppable Stage Campaign is designed with your schedule, industry, and audience in mind. If you're just starting with stages, we'll show you the 1-2 punch of finding which pieces, templates, and scripts are the right fit for your business. This means less choice paralysis and more stages won with your 1-2 punch.

If you're already crushing it on stages and want to win more, that's where we recommend our full-on 30-Day Blitz. This is a four-week machine for truly winning stages 'on demand'. You can choose how many stages you want to engage with and actively try to book. The only limitations are whatever your goals, conversion rate, and availability are.

The choice is yours: how busy do you want to be with building your business through stages?



WHAT CAN YOU EXPECT WITH THE STAGE EXECUTION WORKSHOP

Our team at Advance Your Reach hosted dozens of Stage Execution Workshops in the last 18 months. Our workshop experience is a streamlined process from your first conversation to the time you head home after our two days together.

It starts with our pre-work process. All attendees complete our simple Pre-Work Questionnaire. We cover every detail we can think of so our on-site concierges start serving you before you even arrive.

Our team does all the preparations for you to arrive at our featured workshop location with a beautiful view of Colorado.



OUR TEAM OF SPECIALISTS IS READY FOR YOU

This isn't a solo mission; you will be working alongside other speakers building their own campaigns with our Advance Your Reach team. You will have the support you need to get your marketing in place for stages.



STRATEGY COACH Our coaches are specially trained in using stages to grow businesses. You'll get top level strategy, customized for your business or organization.



COPYWRITERS Our team of copywriters helps you position your message across all your Stage materials. Warning: your new stage-winning materials may make you irresistible to meeting planners.



RESEARCH Wondering which stages are right for you? Our expert researchers will help you find those stages AND show you the "ninja" ways of finding them for yourself!



VIDEOGRAPHER On-site and ready to coach you through key videos so you can capture the attention of meeting planners



DESIGNER Seamlessly brand your positioning pieces



DIRECT MAIL DESIGN AND FULFILLMENT Make an impression with your direct mail strategy



SYSTEMS AND OPERATION DIRECTION Get the most out of the systems you are working



PROFESSIONAL PHOTOGRAPHER We'll get your good side!



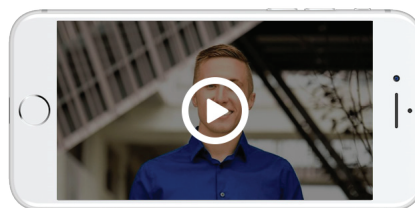
CONCIERGE Our on-site concierge will ensure you have a first-class experience, from the moment you sign up throughout the entire workshop. We are here to serve you!



DAY 1

BUILDING YOUR STAGE-WINNING TOOLBOX

Our workshop experience is a streamlined process from your first conversation to the time you head home after our two days together. It starts with our pre-work process. All attendees complete our simple Pre-Work Questionnaire. We cover every detail we can think of so our on-site concierges start serving you before you even arrive.



- **Speaker Kit** — Your customized six-to-eight page PDF with high-quality photos, irresistible design, and can't-miss marketing copy that will capture any meeting planner's attention.



- **Photography** — Don't have a great headshot or need to update yours? No problem! You'll have a 1-on-1 photoshoot with our renowned photographer.

DAY ONE OF BUILD WILL GIVE YOU A MASSIVE KICKSTART ON WINNING YOUR NEXT STAGE

- **Why Me video** — Your main attention-capturing video to connect with meeting planners. We create your script with you, coach you and provide tele-prompter support so you wow Meeting Planners.



- **Done-for-you Research** — The opportunity for stages is so great, that can sometimes be paralyzing!

We often hear: What stages are right for me? Where do I start? In this segment, we will help you create your custom research plan (and get you on the road to winning stages!)

Next we jump into Day Two: WIN. We dive into the exact process and conversations you need to have to show meeting planners you're serious about winning their stages. We show you our Unstoppable Stage Campaign, the same process we followed to generate over \$100M in revenue from stages over the past 15 years.

Can you really win stages at this workshop? Absolutely! We will show you our simple, proven way to book stages fast. There were over 30 stages booked on-site at one of our recent workshops.

BUILD first, WIN next, and watch your business grow like never before with Stages. If you want a "Get stuff done" experience, do yourself a favor and sign up for an upcoming Stage Execution Workshop.

DURING DAY TWO YOU WILL START WINNING STAGES



Bomb-Bomb Video

- ✓ First Impression
- ✓ Best of Luck

Direct Mail

- ✓ Speaker Box (choose any of the 3)
- ✓ Problem/Solution Letter

Email Templates

- ✓ Confirm Email
- ✓ Problem/Solution
- ✓ Call #2 Email
- ✓ Why Me Email
- ✓ Validation Email
- ✓ Heroic Email
- ✓ Last Attempt Email

Phone Scripts

- ✓ Woo Call
- ✓ Inform Call
- ✓ Next Steps Call

Rebound

- ✓ R&R Gift
- ✓ Bomb-Bomb Post Event

THE BUZZ



*I've put a lot of time and money into growing my business over the years and I have to say by far **this workshop is the best investment I have made in my business.***

— **Adrienne Richardson**



*As a solo entrepreneur, it is hard to get things done in your business. The thing I love about this workshop is that there is **a TEAM** that in two days **helps you get things knocked out and complete.*** — **LaVonna Roth, Ignite your S.H.I.N.E**



*As opposed to a lot of other workshops I've gone to, the Stage Execution Workshop is a system and it's structure. Pete lays out from A to Z how to identify the right stages that you need to get on them and strategies for getting a hold of event planners and organizers. **If you'd like to figure out how to get on bigger, better, more strategic, and more targeted stages, this is for you.*** — **David Bayer, The Powerful Living Experience**



I took Pete Vargas's workshop last fall. I sent out my first 7 Speaker Kits targeting keynotes - I have signed 5 of 7... All of them at 3x my old speaking fee. I could not be happier or more impressed with his methodology! Thanks Pete! — **Kirk Drake, Credit Union 2.0**

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www.advanceyourreach.com

Got Questions?

Email us at info@advanceyourreach.com or call (719) 203-5712