



*Get more CLIENTS! Make more MONEY! Have more FUN!
... or did you have a different plan?*

SHORT BIO, TALK OUTLINE AND AV REQUIREMENTS FOR TOM POLAND

BIO

Tom Poland is a serial entrepreneur who has started 5 very different businesses and the first of them he launched when he was 24 and that one almost sent him broke.

But he learnt a lot from that experience and went on to start and then sell 4 successive businesses including two which he took international.

During those rather formative years from age 24 through 40 Tom discovered that creating a business that was worth a lot of money was a process that could be replicated and repeated across almost any industry.

The result of his work is a proprietary step by step process that both solopreneurs and business owners can use to create a flow of new clients into their businesses almost every week of the year and thereby turn an otherwise ordinary business into a wealth creating asset.

At last count Tom's process has helped 1,476 people across 173 different industries and 4 continents to grow their business and many have gone on and sell their business for millions. He's been published in 27 countries and the second edition of his latest book has just been re-published in the USA.

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TALK OUTLINE

How To Get New Clients Without Having To Sell Or Cold Call

- Discover the critical difference between a Business Plan and a Business Model and how you can use the latter to earn more in less time
- Learn about the four costly mistakes that you need to avoid when trying to get new clients (these common errors cost time and money and mostly produce more frustration rather than new clients)
- Understand the five reasons why cold calling and overt selling practices should be avoided at all costs
- Six steps YOU can take to attract new clients almost every week of the year (yes, these strategies work in virtually any sort of business) AND free up much of your time
- Free bonus: 60 lead generation sources PLUS the opportunity to grab \$716.83 worth of income exploding marketing information for only the cost of postage

A.V. AND PROP REQUIREMENTS

- Microphone (lapel microphone preferred) – please note that I do not require a lectern
- Bar stool (no gin and tonic required!)
- Laptop with data-show projector with sound amplification (I can bring my lap top and speakers if this helps but I still need the host to provide the data show projector)
- Projector screen
- A flip chart on left hand side of the podium with fresh paper
- Four (different colours!) big fat flip chart market pens (please: no whiteboard markers – they don't work so well on paper!)
- Glass of water (no ice please)

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