

Questions? Contact: David Freeman / (310) 394-0361 / freeman@dfreeman.com

The registration page for this event, and a download of this PDF, can be found online at www.dfreeman.com The event will be in **Los Angeles** and the dates are **Sat.-Sun, Aug. 3-4.**

SPEAK AND BRAND TO THE MIND, HEART AND GUT



HOW TO GRIP AUDIENCES AS A SUPERSTAR PRESENTER

AND HOW TO INTRIGUE, MOVE, AND ELECTRIFY AUDIENCES, AND POTENTIAL CONSUMERS AND CLIENTS, WITH YOUR OR YOUR COMPANY'S BRAND

By David Freeman and Mark Anthony Bates

If you think you've seen it all, that certainty will be shredded within minutes of this event launching out of the gate. In two eye-opening, fast-moving days you'll master dozens of techniques, unlike anything you've ever encountered before, for creating deep and lasting emotional engagement.

*95% of what moves people and inspires them to take action — via a live presentation, webinars, teleseminars, live streaming commercials, YouTube videos, or any other kind of branded communication — involves techniques **completely addressed to their subconscious**. Thus the consumer or audience is utterly unaware of the techniques being used.*

These are the techniques you'll learn and master in this event. They have no relationship to NLP.

They are the secret languages of the mind, heart, and gut. Every speaker and business needs to know these secret languages. You're about to become fluent in all three.

Note: *This event is limited to 25 attendees, to ensure each person receives ample personal attention from the presenters.*

Dates:

Sat-Sun, Aug. 3-4, 2013
9:00am-6:00pm each day
Lunch is included on both days.

Location:

Los Angeles – Specific location and venue to be announced

Contact:

David Freeman
(310) 394-0361
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Event Overview:

The event has four sections. The Saturday morning section, and both the Sunday morning and afternoon sections, are directly addressed to becoming a superstar presenter / public speaker.

One section, on Saturday afternoon, is addressed to branding. However, since every speaker is himself or herself a brand, the multitude of techniques covered in the Saturday afternoon section are extremely relevant to every presenter and speaker.

The event has just one focus: mastery. To ensure you master all the techniques that are offered, including the advanced ones that can ignite profound changes in any audience you address, time is set aside in each section to practice the techniques.

Saturday Morning: Become a Superstar Presenter – Part 1:

When you can fill space with your presence, it's easy to transform an audience.

Saturday Afternoon: Exact Techniques to Speak and Brand to the Heart, Mind, and Gut

Sunday Morning: A Case Study Called "You" (*Live professional coaching*)

Sunday Afternoon: Become a Superstar Presenter – Part 2:

Use Hollywood Techniques to Tell Your or Your Company's Story

Saturday Morning, Aug. 3:

Develop Superstar Stage Presence

Session by David Freeman



When you can fill space with your presence, it's easy to transform an audience.

When a Hollywood star walks into the room, they turn heads, and not just because they're famous. One of the reasons they *became* famous in the first place is because they radiate a certain "aura" — a presence that others can feel and that magnetically draws them in.

In this section of the two-day event, you'll learn and practice 25 different exercises that will allow you master *consciously* what famous stars do *unconsciously*. By the end, you will literally "fill" a room with your presence.

You'll feel it and others will feel it.

When you have a charismatic "glow" when you speak or present material, you're instantly assumed to be an authority. People listen and admire you, and they don't even know why.

By the way, none of these drills involve "acting" or being untrue to yourself. In fact, the opposite is true:

The ability to let your presence magnetize others is already within you. There's no need to "be" someone. Acting would only make you a phony. The drills you'll practice will unleash and magnify abilities already innate to who you are.



Saturday Afternoon, Aug. 3:

Exact Techniques to Brand for the Mind, Heart, and Gut

Session by David Freeman

To become a speaking superstar or media celebrity, you need to brand yourself — instead of just being a conduit for information. Take a look at Oprah Winfrey, Rush Limbaugh, Jon Stewart, or even any of the popular cooks on The Food Network.

Although this section of the event primarily focuses branding companies, the exact same techniques apply to branding yourself as a speaker and authority in your field. Thus we'll look at some of the celebrities mentioned above and deconstruct the exact techniques they're using that make them popular national brands.

Every brand, be it your personal brand or your company's, needs to do some or all of the following:

1. Get people to **imagine** how their life will be enhanced with your product or service. Or give them a **new way of seeing**. **Intrigue them.** **(Mind)**
2. **Touch and move them emotionally** or **inspire them.** **(Heart)**
3. **Ignite their passion** and **excite them**, so that they are not just loyal, but become evangelists for your brand. **(Gut)**

Master the secret languages of the mind, heart, and gut, and your brand — even if you *are* the brand — will forever become a meaningful part of your clients' and customers' lives.

Why do some brands connect when others don't?

How do you refine and supercharge your brand so that people identify with it and have great feelings about you, your products, and/or your services?

How does an old brand become new again?

It's just like in the movies.

Have you ever bonded with a character in a television series or a movie? That character's attitude, values, quirks and characteristics were quite possibly designed by one of Freeman's students.

His clients are the movie studios and television networks of Hollywood and around the world. His students include some of the screenwriters and other key personnel behind the biggest hit films and television shows of the past 10 years.

Freeman's tested, trademark techniques have been proven to work just as well for brands as they do for fictional characters, which is why Freeman works so actively as a branding consultant. (See his bio at the end of this PDF.)

Freeman will draw upon countless examples from the rise and fall of popular brands, and reveal the secret techniques used by Apple, Red Bull, Nike, Dove, and others that have been so successful creating passionate followings.

He will show that there are only three primary ways to create a successful brand: the **Brand Diamond**, the **Emotional Pulsar**, and the **Co-Created Reality**.

Every successful brand was knowingly — or far too often unconsciously — built using one of these three techniques. When a brand manager unwittingly removes the magic ingredient, the brand begins to decline.

These techniques work for branding both companies *and* individuals. Once you learn them, you'll *practice them* in class, tailoring them to you or your company.

1: First you'll learn to create a **Brand Diamond** using the technique that made Freeman famous.

Simply stated, the Brand Diamond is what makes us return to a thing again and again. This is the technique used so successfully by Apple. It will work just as well for you.



2: Learn how to craft an **Emotional Pulsar** and your brand will never grow old. It will automatically shift and change with the times, forever in step, always attractive. Freeman will show you how.

Using an Emotional Pulsar is how Dove separated itself from a hundred other soaps and skin-care products. It's the technique used by Red Bull, whose profits surged 40% last year.



Someone might argue that Apple's success is due to making items that enhance people's lives. But Red Bull? Its only active ingredient is caffeine. A cup of coffee gives the same kick. An Emotional Pulsar is the key to Red Bull's triumphant profits. You can apply the same winning strategy.

3: Learn how to frame a **Co-Created Reality** and your brand will personalize itself to every customer. It will mean 10,000 different things to 10,000 different people, but each of them will feel they understand your brand perfectly. And that it understands them as well.

A modern master of Co-Created Realities is Nike. But a co-created reality was also used by the most successful touring band in American history. (Can you guess which one?)

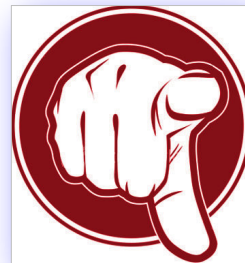
A precise understanding of Co-Created Realities also reveals the answers to a critical question: How do you continually *intrigue* clients, consumers, and the public with your brand — and/or yourself, if *you* are the brand?



Sunday Morning, Aug. 4:

A Case Study Called "You"

Session by Mark Anthony Bates



In this section, speaker and business coach Mark Anthony Bates will do publicly what he normally does privately: work one-on-one with you to help you master your public speaking skills.

We're looking for six volunteers who are willing to share with Mark and receive his game-changing coaching in front of the group.

Please fill out the questionnaire that we'll send you after registering and email it to freeman@dfreeman.com

Mark will choose six people who represent a cross-section of challenges that speakers face.

Since Mark usually charges \$25k per day to work with his clients, this is a rare opportunity to get help from a world-class speaking and business coach, advice that can have a widespread impact on the future growth of your enterprise.

Additionally, Mark will also touch upon:

- How to design a TED or “TED-style” talk.
- The art and flow of speaking with authenticity.
- How to deliver a truly impactful three-minute presentation.

**Sunday Afternoon, Aug. 4,
For Speakers and Presenters:**

Use Hollywood Techniques to Keep An Audience Spellbound

Session by David Freeman



Make an Impact. Create Change. Be Remembered.

Simply talking to a group of people doesn't mean you're actually connecting with them. Just because they listen doesn't mean they care.

But that will never be an issue after you take this session.

If you just give people facts and numbers, unless those facts and numbers are crucial for their pressing, urgent needs, they'll ignore or forget everything you say. You'll get lost in the crowd.

What people *don't* forget are stories that move, intrigue, and inspire them.

In well-made Hollywood films and television shows, you can't turn away. Techniques are used, *addressed completely to your subconscious*, that keep you riveted.

In this section of the event, you'll learn and *practice* over a dozen ways to present your story or the story of your company in ways that keeps others spellbound and moved.

You'll practice and master:

- Secrets of persuasive speaking.
- How and when to introduce congruent and divergent story elements to keep audiences highly engaged.
- How to weave unexpected, evocative components into presentations so your presentations have emotional depth and richness that linger in the heart and memory.
- A variety of techniques for getting people to like you from the very first word to the last word you utter.

- Addressing different personality types in the room so that each feels you're speaking their language.

But, in this section, Freeman will also cover additional invaluable techniques for every speaker:

Uplift an audience so that they bond tightly with you: the eleven "Magic Wands"

When you make others feel uplifted, they bond to you and to the products and services you offer.

You'll learn and practice eleven different methods to make an audience feel uplifted.

Do you know how to uplift an audience? Great! Now you'll learn ten additional methods.

They'll love you for it. And that love turns into evangelism for you, your products, and your services.



Seven Methods of Authenticity

Everyone spouts the word "authenticity." It's the vogue of the moment.

But behind this overused word there really *is* something to pay attention to. Authenticity these days is a meaningful currency, and that won't change anytime soon.

In this section, Freeman will discuss exactly what "authenticity" is and isn't, and you'll practice *seven distinct techniques* for radiating authenticity to an audience.



Never-Fail Ways to Create "Aha Moments" in an Audience



Your presentations should be treks through high-altitude landscapes with breathtaking vistas, and with revelations around every turn. "Aha moments" *are* those revelations. They're the part of your presentation people will remember the most.

How valuable would it be if you could generate these treasured "aha" experiences within every person in your audience, in every presentation you ever give, forever?

In this section, you learn a half dozen never-fail methods for generating “aha moments” — one technique for each of the different types of “aha moments” a person can have.

Master Logical-Emotive Flicker and Logical-Emotive Layering

Logical-Emotive Flicker means, when giving a talk, utilizing a quick vacillation between left and right brain messaging. This makes people feel informed — yet moved and magnetized toward your brand or sales pitch — all at the same time.



Logical-Emotive Layering involves utilizing both types of messaging at the same time.

There are a dozen distinct right-brain techniques that can and should be used to create a Logical-Emotive Flicker and Layering.

You’ll practice and master them in this section.

Freeman will also demonstrate ways of using Power Point so that the images, text, and the flow of the flow of a talk work together to increase the power of these techniques

This section, on Sunday afternoon, is the completion of what was begun on Saturday morning. Having taken both sections, you'll know how to captivate and move others with both your presence AND your story.

Your reward will be warmth, bonding, and admiration flowing to you from the audience, and a very heightened receptivity to your goods and services.

In a cluttered world of fractured attention, you’ll get noticed and rock people’s worlds.

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DAVID FREEMAN

David Freeman, with deep roots in storytelling and creating emotional immersion, currently consults half time for Arria Natural Language Generation, a cutting-edge technology company based in London and Auckland. He splits his remaining time between other branding and speaking engagements.

He's best known for the creation of "Emotioneering"™, a codified body of over 1000 techniques for creating unique and emotionally engaging brands and stories.



As a speaker and a consultant he regularly crisscrosses the world, from L.A. to Beijing, from London to Seoul, from Cape Town to Stockholm, from New York to Oslo, and from Mumbai to Paris.

The success he'll bring you is the success he's brought others. Here are a just a few examples:



CBS RADIO

David helped CBS Radio and Sparknet Communications define a fun but mystique-laden brand personality for their national radio format called "Jack FM." Consequently, the Los Angeles CBS Jack FM station (93.1 FM) became the most popular and most profitable non-Hispanic radio station in L.A. for the highly desired 25-54 age bracket.



"David helped us analyze our brand as if it was a complex, multifaceted character, and then showed us a multitude of precise ways to have our brand's "personality" reach our public. We found his insights hugely beneficial in developing the world and character of Jack FM.

"Our group of experienced radio programmers found that David gave them a host of new tools which they immediately channeled into practical action. We are utilizing David's insights and techniques daily, with great results."

— **Kurt Johnson**, VP Programming, CBS Radio

ARRIA Natural Language Generation



"David transcends being just a brand guru, wordsmith, and keynote presenter.

"Anyone who has worked with David or who's seen him command a crowd from a stage has observed not only his wealth of creativity, but also his ability to precisely deconstruct and explain, in crystal clear language, what he and other innovative movers and shakers are doing and how they're doing it.

"When it comes to speaking, he's the only guy I know who can keep an audience gripped for two days straight.

"David is a good guy to have in our court. He enjoys people, can energize a packed auditorium, throws his heart into his work, and laughs a lot — all of which are appreciated contributions to our group."

— **Simon Small**, President of Arria Natural Language Generation



TYSON FOODS, INC.

"David brings a rare and valuable perspective that helped us rethink our relationship with our customers.

"Our company, like other Fortune 100 companies for which I've worked, was a bit calcified — oriented toward facts and figures but not the reasons behind their rise and fall, which are the emotions our customers feel when they like, or are turned off, by a brand. We needed to become more nimble, relevant, and connected.

"And so we brought David on board to do what I call a "DNA transfer" of his processes to the rest of my marketing team. As a result, David's methodologies and case studies drive a lot of how we now position to customers today and into the future.

"You can't get this from the best MBA grads or agencies. They see what's on the surface; David understands what operates underneath."

— **Tom Pellizzetti**, Sr. Innovation Manager, Tyson Foods



MODERN TIMES GROUP – Sweden’s largest media company

I saw David Freeman teach a class on branding in Austin that really energized and clarified some of my thinking about ways to create emotional engagement by reaching consumers on a subconscious level. I work for Sweden's largest media company, and we invited David to Stockholm to offer his class to some of the many agencies in town with whom we often do business.



“300 people showed up, packing the room — Creative Directors and other top creatives from big agencies like DDB and Young and Rubicam, and from lots of medium-sized and small agencies too.

“These are people who create brands for a living — and yet all the material David showed them and the techniques he taught were completely new. We'd never seen everyone in advertising in Stockholm gather in one place before, but they turned out for David. It was definitely a first.

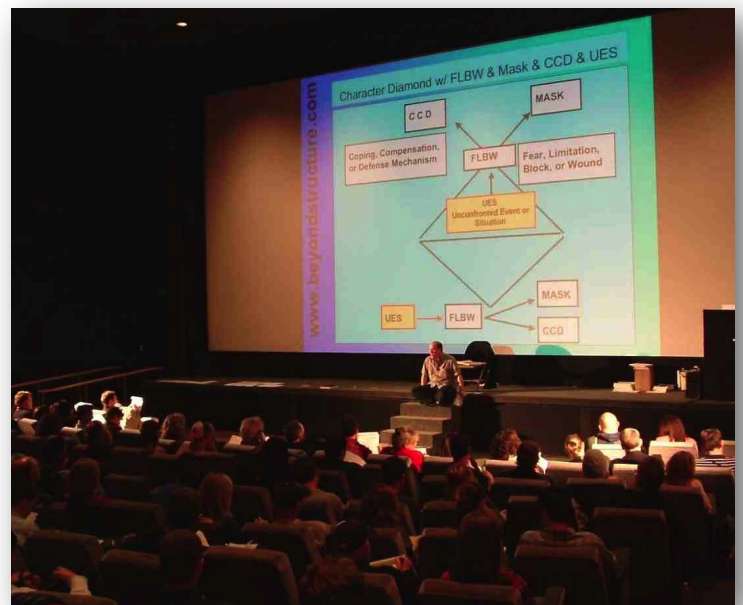
“We'd promised the attendees David would live up to his reputation and give them a dynamic talk filled with powerful branding techniques. He delivered on those promises and went beyond them, offering numerous fresh insights that these agencies could put immediately to use. The warmth, fun, and aesthetics he brought to the presentation were the icing on the cake.”

— **Tomas Bacocoli**, Vice Commercial Director, MTG Media

Freeman came to branding by way of a deep study of over 1000 techniques behind great storytelling *that are addressed completely to the audience’s subconscious*.

He teaches “Beyond Structure” (www.beyondstructure.com) one of the most popular storytelling classes in the world, aimed at screenwriters, script development executives, directors, and producers — as well as brand managers and ad agency creatives and executives.

Freeman has taught at film studios, television companies, and videogame publishers across the globe. Countless major Hollywood and British writers, directors, and producers, as well as renown videogame designers and executives have taken his training.



Freeman teaching “Beyond Structure” at Universal Pictures



“Beyond Structure’ is without question the most valuable class I've ever taken. Over the years, I've recommended it to aspiring screenwriters and pros alike. I can't think of anyone who wouldn't stand to benefit from learning the techniques that David teaches.”

— **Jane Goldman**, screenwriter of “X-Men: First Class,” “Kick-Ass,” “The Debt,” “The Woman in Black,” “Stardust,” and the upcoming sequels in the “X-Men” and “Kick-Ass” franchises.

MARK ANTHONY BATES

Bates is the Yoda of speaking coaches. He doesn't just turn people into stellar speakers; he helps them tap the Force within.

Bates zeroes in on what makes a person's presence unique. He then helps tailor the message they're delivering so that it's amplified by the individual's unique personality and gifts — but he also helps them aim their talk to the specific audience the speaker wants to address.

When a speaker is connected to himself or herself, connected to the audience, and is on point with the right language, then magic ignites in the room. The result: impact and sales.

Bates has presented on stages around the world and coached people from 32 countries, so he's familiar with a wide variety of cultures. This gives his clients an edge when they're presenting their message on a global level.

For the last decade, Bates has not needed to advertise his skills. Work from referrals alone have kept him more than busy.



Although all of his clients are well known in their respective markets, some of his better-known clients coaching and marketing consulting for are:

- Delta Airlines (former Northwest)
- United Airlines (former Continental)
- McGraw-Hill Publishing
- MGM/Mirage Resorts
- Rich Dad Education
- Trump University
- T. Harv Eker's Peak Potentials

— and many more.



"I've been around the block and considered one of the top life Coaches in the industry and Professional Speaker, so I'm uniquely qualified to assess the skills of people in the speaking and coaching industry. Let me tell you, every time I speak with him he gives me a little piece of wisdom and advice that I can absolutely use right away. If you can get lucky enough to some time with this man...do it!! I love him!"

— **Rhonda Britten**, Emmy Award-winner, repeat Oprah guest - has been seen in over 600 episodes of reality television, authored four bestselling books including her groundbreaking "Fearless Living" and is the founder of the Fearless Living Institute.



"It's been said that we are direct reflection of the people we associate with the most, and that our attitudes, our income or lifestyle is the exact average of that group. If you hang around winners and influencers, you become a winner and influencer. That's what Mark Anthony Bates is and that's why I hang around him whenever I can!

"The first person I run to when I get off the stage is Mark Anthony because he rocks the house with standing ovations when he speaks.

"He has been instrumental in helping my entire business grow by leaps and bounds to where we're doing multiple-millions dollars per year in sales. Even when I get just a few minutes with him now, it's completely invaluable. If you're one of the lucky few he'll work with, you'll know exactly what I'm talking about! Mark Anthony, you're awesome!"

— **Kent Clothier**, Founder and CEO of 1-800-Sell-Now and Real Estate Worldwide, a global training and development organization



“Mark Anthony is a terrific coach and speaker. He’s helped me energize my presentations, and gave me tips on how to improve my speaking abilities to groups around the globe. I highly encourage anyone to listen to him whenever possible and hear what he has to offer!”

— **Frank Shankwitz**, Founder, Make-A-Wish Foundation



“In the fifteen years I’ve been speaking, training, and putting on events with some of the world’s top Personal Development and Business Coaches, I’ve never meant anyone quite like Mark Anthony. In just 30 minutes, he shared enough tools and strategies with me to make a huge difference in the outcome of our business model and events. Just when you think you know it all, Mark Anthony takes it up to a whole new level!”

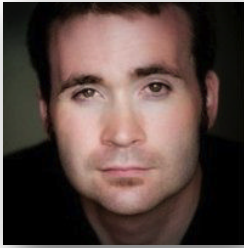
— **Erick Swanson**, President/CEO/Founder of Universal Seminars



“Mark Anthony Bates has been a true inspiration and mentor to me over the last several years since I founded and purchased a number of real estate investment and education companies incorporating training, speaking, and coaching. It has been an exceptional experience. He took an already a good presentation and reworked it to make it a great presentation. Along the way, Mark Anthony completely changed my entire mindset regarding what I do, why I do it, and how to do it better.

“If you ever get the chance, the opportunity to network, mix, mingle and be mentored by Mark Anthony Bates I highly recommend it! You’ll be glad you did!”

– **Greg S. Reid**, Filmmaker and Motivational Speaker Greg S. Reid is a #1 best-selling author, entrepreneur, and Founder of The Secret Knock, AlwaysGood.com and TheSecretofHappiness.com



“I’ve spoken all around the world for the likes of the Dalai Lama, Sir Richard Branson, Stephen R Covey and the Covey Leadership Executive Team. And though I am a seasoned speaker professional when I was invited to speak at Harvard University Leadership Conference this past fall I was a little intimidated. I didn’t feel as though I was good enough for presenter for that conference.

“So I turned to Mark Anthony Bates who is an industry leader and insider on presenting with impact to a live audience. He teaches and coaches some of the top speakers in business and personal development, and I knew he could help me to do a much better job of delivering my message and connecting one on one with my audience.

“Well, the talk went so well that they asked me back to address the entire student body, faculty and alumni last winter! If you’re serious about your speaking to help promote your business and ideas, then you need to learn from the best and that’s Mark Anthony Bates is the very best of what he does!”

— **Michael Drew**, Speaker, Author, Number 1 Book Promoter and Marketer, President and Co-Founder of Pendulum in Action

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