

*Become a ROARING Lioness Speaker!*

The Lioness Principle™  
**INSPIRATIONAL SPEAKER'S WORKSHOP**



Now you can apply **The Lioness Principle™** transformation to your SPEAKING CAREER, *as well!*



Our **INSPIRATIONAL SPEAKER'S WORKSHOP** is a one-day speaking skills workshop designed to increase your impact, your bookings, and your fees! In this safe and supportive environment you will learn to:

- Crystallize your material
- Hone your message
- Drive home key points
- Determine the right amount of interaction
- Craft a better story
- Get more comfortable and conversational on stage
- Manage interaction, questions, and disruptions
- Improve host introductions
- Create a **STRONG** first five and last five minutes
- Improve your use of PowerPoint and props

*Join us! **August 11, 2010** (Wednesday) ♦ Aguanga, CA*

*(This is an optional add-on day to our Transformational Training Workshops and can be attended separately)*

**TWO WAYS TO PARTICIPATE:**

**ACTIVE PARTICIPANT** *(Only four spots available)*

- Katherine will review your speech outline in advance
- You'll hone your message with a four-step process
- Personalized coaching while presenting 10-15 minutes of your material
- "Zip-Drive" recording of your presentation for review and development at home is included. Also on "Zip Drive" will be:
  - Course materials
  - Additional resources and websites
- Lots of fun, growth, support, and applause!

**OBSERVATION PARTICIPANT** *(Unlimited Registrants)*

- Observe coaching of Active Participants
- A "Zip-Drive" including:
  - Course materials
  - Additional resources and websites
- Lots of fun and support... and the opportunity to give lots of applause!



**FAX Registration to 951-346-3524**

**OR Call to reserve your spot today!**

**800-595-7060**



# LEVEL 1

The Lioness Principle™

## TRANSFORMATIONAL TRAINER'S WORKSHOP



Katherine Eitel proudly presents a course unlike any you've ever taken! If you are tired of the way training has been done for the last 50 years, join her and an intimate group of your fellow trainers / consultants from around the country for a hands-on workshop that will change your professional life (and your clients' lives) forever!

### Stop The Boredom!

Transform Yourself, Your Client Results, Your Income, Your Personal Joy

Aguanga, CA

**AUG 9 - 10, 2010**

Monday/Tuesday

Early Bird BY Jun 1, 2010 *and save!*

#### Learn how to:

- Train for independence and have them begging for more!
- Crank up real learning and fun (and not look silly!)
- Leverage your teaching style and establish proper objectives for different learning styles
- Rework your current material into learning modules that get instant and better results
- Know what to throw out and what to keep
- Effectively structure multiple days of training
- Gain "buy in" from participants
- Reward involvement and achievement
- Control the setup of the physical learning environment and A/V for maximum results
- Create an effective handout
- Skillfully handle difficult or resistant participants
- Evaluate your training in a truly meaningful way
- Sell this new way of training to your clients and raise your fees accordingly

#### You will also:

- Rework 1-2 modules of your own content utilizing a Transformation Training Formula
- Receive a Transformational Trainer's Tool Kit with master forms and guidelines for over 50 student exercises and testing components that you can use immediately
- Get a comprehensive "Where to Go" Resource Guide with websites and ordering information for all training tools presented
- Receive a Transformational Trainer designation to use in your marketing materials
- Have more fun, laughs, and "Aha's!" than the law allows!

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*"The cost of this course was minimal, the value was exceptional, and the natural high that I experienced going home packed with new ideas, hope and friends was PRICELESS!"*  
~ **Donna Rosebush, Michigan consultant**

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*"I left the course and went directly to a client office where I used the Transformational Training tools. It was a huge success! The team said it was their best consultation/training yet!"*  
~ **Vicki Sanco, Oklahoma consultant**

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*"This course will change your training, consulting, lecturing and your life."*

~ **Linda Miles, Founder/Director, Speaking Consulting Network**

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*"This is the secret ingredient, the missing piece I've been looking for and never could find. I have never had so much fun learning!"*

~ **Larry Guzzardo, Georgia consultant**

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#### Satisfaction Guaranteed!

- See better results instantly with your clients
- Hear comments like "this was the best training you've ever done with us!"
- Feel completely recharged and reinvigorated about your career, your training, and your vision.

Call to reserve your spot today! **800-595-7060**



# LEVEL 2

## The Lioness Principle™ TRANSFORMATIONAL TRAINER'S WORKSHOP



Transform Yourself, Your Client Results,  
Your Income, Your Personal Joy  
... One Step Further!

**AUGUST 12 - 13, 2010**

Aguanga, CA



**Calling All Cats!** Level 1 cubs are all grown up and now it's on to the next generation of Lions and Lionesses. World-class trainer Katherine Eitel proudly presents a course that will help you stay ahead of the herd and advance your training prowess even further!

### **ADVANCED TRANSFORMATION TRAINING LEVEL 2** (FOR LEVEL 1 GRADUATES ONLY)

Taught in beautiful **Southern California wine country** at the **historic Twin Creek Stage Stop Ranch**. *This is experiential learning at its best!* Join us for an up-close and personal experience.

#### Transformational Training Level II Includes:

- **Brand New Tools** - Refresh your tool kit with a whole new generation of:
  - Openers, Closers, Energizers
  - Reviews, Tests, Topic Introductions
  - Game Boards and Props
- **Adult Learning Theory** - Explore advanced theory
- **Remove Your Roadblocks** – What's holding you back from this way of teaching? Find out and deal with it in a safe, supportive environment.
- **Discovery vs. Delivery** – Take a “deeper dive” into mastering the concept of *Participant-Based Discovery*
- **The Art of Questioning** – Learn the power and art of questioning to facilitate deeper learning
- **Experiential Learning**– This will blow your mind! Get participants to conceptualize your content at a “cellular level” by experiencing it in a deeply physical and emotional way.
- **Uncommon Learning Environments** - Transform an ordinary room into one that transports participants to another dimension - indoors & outdoors.
- **Debriefing** - This is where the magic happens. Learn an easy formula that accelerates experiential learning.
- **Webinars and Telephone Coaching** - How to use Transformation Training techniques in these venues.
- **Power Positions** – Recognize and manage the “power” and “hot spots” in your room effectively
- **Signals** – See how using “signals” with your audience can raise the roof!

- **Bookstores** – Get rich by enriching others. Learn to “bookstore” your products and services that will have clients pulling out their checkbooks and running to the back of the room for more of you before they leave.
- **Level II Designation** - Receive our newly-designed Advanced Transformational Trainer logo
- **Serious Learning. Serious Fun.** - Have more fun, laughs, and “Aha’s!” than the law allows!
- **The Eitel Ranch Experience....** Just steps away from the historic Twin Creek Stage Stop, you'll be up and out of your seat as you move into the role of trainer to facilitate the learning as we head outdoors with beautiful Southern California wine country as a backdrop. This is experiential learning at its best!

#### **Satisfaction Guaranteed!**

- See better results instantly with your clients
- Hear comments like “this was the best training you’ve ever done with us!”
- Feel completely recharged and reinvigorated about your career, your training, and your vision.



Call to reserve your spot today! **800-595-7060**

