

Outline of Multiple Benefits for Attendees of my Paid Speaking Events on Entrepreneurship

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With the exception of my speaking event on Using Pineapple Peels to Make Drinks You Can Sell, which is ALWAYS FREE ALL my other speaking events are provided for a moderate fee that I communicate to the Event Planner/Decision Makers.

My goal is to make attendees of my events learn what will REALLY boost their chances of success. Below is an outline of multiple benefits attendees will gain access to IN ADDITION to what they hear me say.

1. I Offer Information Products Describing Viable Business Ideas They Can Launch

I personally conduct interviews with established individuals in key fields and publish. The idea is to enable attendees explore ways to start-up with minimal funds. It's often best to test the waters of entrepreneurship, with low capital overheads business ideas, to retain worthwhile profits.

Attendees will be grateful to have this kind of useful resource – because it will save the money!

2. I Offer Information Products Describing Guiding Philosophies They Need for Entrepreneurial Success

Most retirees or first time start-ups RARELY know many non-technical requirements for business success. Very few trainers talk about it. Attendees just learn the technicalities of the business. And then they launch out.

But they often lack the mental attitude to make it – especially when things get tough (which is often)!

I provide attendees a reliable reference document they can consult to draw inspiration, and ideas, to cope with INEVITABLE adversity in business can help them keep going till they succeed.

Example: My 80 page “Entrepreneur’s Survival Reference Manual” – Written in 2004

I wrote this “manual” originally for myself. I used to read and re-read it to remind myself to retain the right mental attitude in spite of great setbacks.

Later, I began offering it for sale (spiral bound and photocopied).

A FREE 4 hour workshop is announced on the cover. See www.tinyurl.com/tks25mistakes



3. I Provide a Business Start-Up Support Service for Your Attendees Post-Event

a. I can prepare feasibility study packs for intending start-ups or prospective retirees. And I will offer to help them work through it to implementation.

b. My talk can be prepared to highlight key factors that can prevent start-ups from succeeding in their local environment. I will actually investigate their real life socio-economic environment, to verify what's worked.

c. I can Setup an Entrepreneur Support Network for Start-Ups for attendees. This goes beyond the learning event proper. I am convinced it's a crucially important requirement.

I can Setup a coaching support network for attendees who (after attending my speaking event) decide to start their own enterprises. I ALWAYS have an emotional investment in my attendees, hence this opportunity is offered a zero cost

I strongly believe entrepreneurship learning events MUST offer attendees an opportunity to get long term support and coaching, from competent experts. The journey to success is rarely a short one. I aim to make a massive difference in people's lives, by being accessible post-learning-events, for the long term - even if only via phone or email.

The idea is to help attendees through the start-up phase, till they can stand on their own. I've seen enough for well over a decade of my OWN experiences, to know this is so important.

Tayo. Lagos – Nigeria @09:58 on 23rd Nov. 2018