



- Learn how to deliver a professional presentation that positions you as the go-to expert and attract the business you want
- Transform prospective clients into high paying clients
- Create a message and an offer that is clear, confident and cashable

**...to build your income and a  
business you love!**

### My conversion increased from 25% up to 68%



*I wanted to master the sales conversation in a way that would work for me, without tricks or hidden agendas. After working with Lianne and her Sell your Excellence Blueprint, my conversion rate immediately increased from 25% up to 68% and as a result of that my confidence boosted. Selling is not a hurdle anymore. I now have genuine, heartfelt conversations with my clients that lead to results and that really serve them. Lianne's work is easy to follow and the depth of her knowledge is beyond belief. She is a warm and authentic professional and has lived what she teaches. These new skills and mindset make me feel confident as a professional and as an entrepreneur.*

**Brigitte van Tuijl – Purpose & Breakthrough Expert – [www.BrigittevanTuijl.com](http://www.BrigittevanTuijl.com)**

### Acquired €18,000 new business from 2 presentations

*To grow my business, I needed strategies so that I could position myself as an expert, to really inspire my audience and attract more clients. Lianne handed me the tools I was looking for. Her easy to follow step-by-step system pushes you to take action! Now it is so much easier for me to leave the room with warm leads after my presentation. I feel more confident, it's much easier to develop a talk and I am more engaging with my audience. As a result of that I recently acquired €18,000 new business from 2 presentations! Lianne is elegant, professional and very pleasant to work with. She is an open personality with sincere interest in you. I highly recommend working with her as she teaches you things you have never heard of before and which you can implement immediately!*



**Stan Lenssen - [www.vrijewerker.nl](http://www.vrijewerker.nl)**

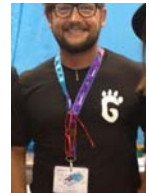
### Closing 91% of sales opportunities

*Lianne's Sell Your Excellence blueprint gave me the confidence and curiosity to have a sales conversation in a relaxed manner. I achieved tremendous results of which a conversion rate of 91%!*

**Marloes Bouwmeester – [www.desuccesvolleintrovert.nl](http://www.desuccesvolleintrovert.nl)**

### I now can step up and empower an audience of any size!

*Before I had my speaking mentorship with Lianne, I had zero -yes zero- idea of the right and wrong way to craft a truly great and memorable WOW presentation. However... As a young CEO with a fast growing technology company, Speaking is a fundamental part of it. Lianne approached my training from the ground up, we were able to harness my true potential by finding out exactly where my gaps were and keep building my confidence step by step.*



*Since my intensive course with her, I can step up and empower an audience of any size. My confidence, body language and the way I address people has improved exponentially, knowing the basic and complex mechanics to any speech are now deeply embedded in me and most importantly I get excited and enjoy the opportunity. Nervousness has been replaced with excitement and eagerness. I now have the core tools for building any presentation or talk and apply everything I have learnt every day when I speak to people. The value I have received goes outside just talking and presenting, I use them every single day. Rather than getting nervous and shy about any future talks, I now raise my hand high for anything that could come my way. A monumental change!*

**Adam JT Palmer, Founder and CEO – The Gramble World Group – [www.grambleworld.com](http://www.grambleworld.com)**

### 50% Wants to work with me!



*Lianne's expertise is really impressive. After experiencing several eye-openers and implementing her advice, 50% of my audience wants to work with me! [And I haven't done all that she taught me yet..!]*

**Marijke Eggink, business coach – [www.watwerktwerkt.nl](http://www.watwerktwerkt.nl)**

## Blown away by leaving a gig with 100 leads!



*As an expert in gifted education I have a lot of knowledge to share. In a regular conversation that is easy but speaking in front of groups is quite different for me.*

*I felt really nervous and insecure on how to craft and deliver a speech that would come across. Let alone how to get results.*

*First I read a book about speaking and started speaking on my own, but then I realized that wasn't enough and I had the feeling I could do better.*

*I was looking for a way that would work for me as well as my audience.*

*Once entering Lianne's tribe I felt at home with other professionals who deal with speaking and professional visibility.*

*The simple but profound structure and the step-by-step guidance she offers, is a relief.*

*Lianne knows exactly how to balance out what to do in front of groups so that they learn more and you grow your business at the same time!*

*My notebook from her teachings is now my working bible on speaking.*

*If you take her advice and mentoring seriously and implement it, you can achieve great results.*

*With Lianne's training I grew my confidence as well as my business.*

*At my own events about 35% of the people want to work further with me afterwards. Now I 'keep' my audience; they do not feel alone and helpless when they leave the room.*

*This is very important for me because of my passion helping people with my expertise.*

*At one of my recent speaking gigs I addressed an audience of 180 people [!] More than 65% came to me afterwards to stay in touch with me. I left that gig with more than 100 direct leads. I was so blown away by this outcome that I could not handle all of them right away.*

*By the way; my conversion in the conversations with such leads is 80%, also using Lianne's script.*

*What a luxurious problem I suddenly had; it felt like a new stage in my business.*

*And this is not all. I also deliver presentations so that people remember me! Often prospective clients contact me because they have seen me speak somewhere. They tell me things like "You had me from the first minute" or "Finally someone who understands me".*

*I can highly recommend everyone to step into Lianne's world, go out there and speak!*

*She is spontaneous, friendly and generous with her knowledge and strategies.*

*Just take that step and a new world opens in front of your eyes.*

*And that is priceless!*

**Renata Hamsikova – Specialist in Gifted Education – [www.ieku.nl](http://www.ieku.nl)**

**For more stories visit: <http://easy-influence.com/success-stories/>**

## As an ambitious consultant, coach, trainer or 'knowledge professional', do you...

- Want to increase your business visibility and sales?
- Realize that Speaking is a must for growing your business, but you have no idea how to become a speaker or how to keep going as one?
- Struggle with how to express what you do and the value you bring to the table?
- Want more 'personal leadership' when it comes to Speaking in front of groups and being visible?
- Want to nail speaking as your most important marketing tool and grow your business?

## Speaking in front of small and big groups is key to growing your business! It is also the fastest way possible to achieve:

- Visibility with impact, that will get you closer to your ambitions and financial goals
- The shortest shortcut from contact to contract
- Expert status
- More income
- Growing confidence ... every time you show up live!  
And confidence is key to any progress!

## This Easy-Influence GOLD MasterMind has been developed to offer you:

- The foundation for you as a Speaker; how you will be speaking and how to do it so that it becomes fun and leads to results
- A group of 'like-wise' and 'like-minded' professionals who all want to grow in confidence, visibility and entrepreneurship. Professionals that support each other and keep each other accountable and on their path!
- A systematic approach to craft professional and memorable presentations, so that you position yourself as the Go-to Expert and build your business and income.
- The guidance to create your own Signature Talk; a talk that matters, a talk that makes a difference and a talk that sells
- The most modern conversion strategies for 1 on 1 conversations as well as group offerings to empower you to generate cash
- High level mentoring and personal coaching to create breakthroughs
- Long-term support to stay on track, to really transform and to honor your commitment to yourself... so that you can play your best game!



Founder of the Easy Influence Academy is **Lianne Ebbinkhuijsen**.

In her view successful people share one main quality: being able to sell yourself and your ideas easily without losing yourself. Whether it's from the stage or in one on one conversations, influencing and persuasion with heart and fun are her 'core' expertise. Lianne has supported countless ambitious professionals in Speaking and Selling and also how to connect Speaking to their business and online presence, so that their message makes money.

She teaches you this... effortlessly, with fun and love!

## As a Year-long GOLD Mastermind Member of this Academy you will receive:

### **Weekly Easy Influence Curriculum Master Classes.**

#### **[40 In Total on Audio, Video, Guiding Handouts, Templates and Assignments.]**

Imagine being shown exactly and in actionable steps how to get clarity on your message, craft professional talks and present offers that sell. Each week you will receive a virtual lesson of approx 20 minutes with an assignment to focus on steps that bring you closer to your goals.

The curriculum provides all necessary lessons for a professional who is determined to grow a business using the fastest marketing tool ever; speaking! You will have access to 3 proven blueprints:

**A] Personal & Business Navigator** – Focus on a **business** you love and a message and offer that is uniquely yours. Weave speaking and selling into your marketing.

**B] SpeakingSuccessFlow™** – Creating and delivering impactful and **client attractive presentations**

**C] SellYourExcellence™ by Speaking from your Heart** – **Sales conversations** that make 9 out of 10 prospects say YES to you.

Here's a **sample** of what will be covered throughout the year: how to hook your audience; how to stand out from the crowd; speaking presence; how to make a presentation memorable and client attractive; how to seduce clients; closing the sale; how to get speaking engagements; honing your marketing message and elevator pitch; how to craft and tell your powerful signature story; how to influence on an unconscious level and optimize your speaking opportunity.

**Three 2-Day in-person Retreats with Lianne** for continuous learning, best practices, coaching and masterminding. She will cover essential how-to strategies for speaking, sales and business growth to empower you to build your business and income.

There will be plenty of Q&A time, makeovers as well as dedicated masterminding time with your peers. Networking opportunities and friendships you form at these retreats are priceless.

Dates of the meetings are: Sept 9&10 2013, Jan 13&14 2014 and May 19&20 2014.

### **5 Individual Private 45-minute Presentations Coaching Sessions with one of the Easy Influence Coaches.**

#### **[Skype or Phone]**

These sessions will help you to create breakthroughs and keep moving as a Speaking and growing professional. You can ask your questions and you will be given additional techniques and strategies as needed, so that you will stay on track.

### **Monthly Group Coachings/Q&A Calls with Lianne. [9 In Total]**

These group calls are designed to give you the direction you need as you are becoming more and more visible by Speaking, as well as receiving and providing input from the group and getting all your questions answered.

### **Mp3 Recordings of all group calls.**

Valuable advice and coaching will be made available to you for future reference.

### **Weekly accountability**

At the live 2-day meetings you will find and connect with your buddy, so that you can hold each other accountable. Accountability is one of the necessary ingredients to be successful.

### **Access to the 'Easy Influence Gold' Facebook Group.**

You will be invited to participate in the Easy Influence Gold Facebook Group to connect, ask for feedback, get additional support from fellow members, brainstorm, share ideas and celebrate wins with your peer group throughout the year

## **BONUSES and additional Access**

### **One 60-Minute Intensive Session with Lianne [after first Retreat attendance]**

Dedicated one-on-one time and focus on your branding, speaking and sales. This session will give you high-level directions for a successful experience of this mastermind program.

### **6 Additional Exclusive Mini Master Classes of Top Experts that to boost your business.**

Valuable lessons particularly developed for the Easy Influence virtual Curriculum. Samples are:

- ◆ Brigitte van Tuijl, Purpose and Breakthrough expert on
  - The value of purpose in your business [vital element] and
  - How to benefit from your intuition as an entrepreneur
- ◆ Hennie Tibben, Business Coach on
  - Fundamentals for your product range [usually overlooked!] and
  - The essential key of defining your value

### **Optional private access and reduced pricing for VIP Small Group Coaching Days with Lianne**

During the year you will be offered the

opportunity to get hold of small group VIP time with Lianne at very accessible rates. Usually planned prior to or right after the GOLD live meetings to reduce travel.

### **Free access to live events during your membership.** At least twice a year.

### **This program is not for everyone!**

Here is how to know if this is for you:

- You want to get your word out in a big way
- You take responsibility for your own progress
- You are an eager learner who is willing to experiment and explore, so that you can really get to the point of breakthroughs and discoveries that you've never dreamed of before
- You are willing to contribute to a group of like-wise professionals and you are open to receive their support too
- You want to live your life to the fullest, so you are prepared to invest time, energy and money in yourself
- You just know and feel that it is TIME to really become a great Speaker on your topic and a visible professional



Always being able to sell your ideas 'live' is a skill for life!  
However...taking big leaps on your own is practically impossible.

So I'm committed to work with you NOW! Are you?  
I invite you to join so that you become an Easy-Influencer!



## EASY INFLUENCE PLATINUM MEMBERSHIP

This program is for you if you can say YES to **one** of the following lines

- ◆ Maximizing my growth is really important to me. I am a high achiever.
- ◆ I value extra access to Lianne and getting mentoring and strategies from her as well as influential scripts for speeches, pitches and sales [what she is known for]
- ◆ I already have an established business and/or I am an established speaker

### As a Year-long PLATINUM Mastermind Member you will receive:

#### Everything provided in GOLD.

Yes, everything!

The personal coaching and bonuses included.

**In addition** you will receive:

#### **TWO special 2-day retreats including Coaching Dinners with Lianne**

High-level Business Strategy, Sales and Speaking development. This is where Lianne shares her best practices, ideas and accelerated strategies for bigger sales. Also masterminding with Platinum members to create high-level ideas using the 'collective brain'.

The dates are: November 25<sup>th</sup>&26<sup>th</sup> 2013 -and- March 31<sup>st</sup> & April 1<sup>st</sup> 2014.

**9 Monthly Platinum MasterMinding Group calls with Lianne.** In these calls every member receives individual laser coaching.

**4 VIP Strategy sessions of 1 hour with Lianne [every quarter].** Together we scan your progress and create new steps on branding, speaking, positioning, sales conversion and how to weave speaking and sales into your existing [or non-existing] marketing. Top strategies and guidance to make sure you play your best game.

Lianne will hold you personal accountable on the assignments provided in these sessions.

**Access to a separate 'Easy-Influence Platinum' Facebook Group.**

**4 Books on Business growth, Influence or Speaking. Lianne's personal selection.**

Inspiration for your business journey as a visible professional.

**Optional private access and reduced pricing for VIP Half-Days with Lianne.**

During the year you will be offered the opportunity to get hold of VIP time with Lianne at very accessible rates. Usually planned prior to or right after the live meetings to reduce travel.





## **EASY INFLUENCE PARTNER PROGRAM**

As we know how important it is that you and your spouse or (business) partner are on the same page when it comes to running a business and understanding the importance and impact of the Gold or Platinum Program to your business, we offer a Partner Program. This program is open to the (business) partner of anybody signing up for Gold or Platinum.

### **As a Year-long PARTNER PROGRAM Member you will have access to:**

- ◆ The weekly Easy Influence Curriculum Master Classes (40 in total)
- ◆ Monthly group Coachings / Q&A calls with Lianne (9 in total) together with you partner
- ◆ MP3 recordings of all group calls
- ◆ The Easy Influence Facebook Group
- ◆ All the 2-Day in-person retreats with Lianne that your partner is entitled to

**This exclusive and unique Partner Program** can only be purchased in combination with the regular Gold or Platinum Program. The Partner Program is available any time during the Gold or Platinum Program of the primary member and ends when the primary program ends.

