



SUCCESS IN ACTION
PROFILES

Be Inspired. Be Next.

JEVONNAH ELLISON

Purpose Strategist, Leadership Coach, Speaker

www.jevonnah.com

(Discover / Captivate Program)

I was struggling with getting my message to a larger audience and to ideal clients.

What key lessons & skills have you learned while in the Mastermind group?

- ✓ Start before you're ready. Opportunity favors those who are decisive.
- ✓ You can't get a return on an investment you don't make.
- ✓ Whatever you water is what grows.
- ✓ The most successful people understand the importance of having a coach.
- ✓ Think bigger, live bigger, DO better!
- ✓ As Marshawn says, waiting is not a wealth strategy – God will never give you a vision without giving you provision. I've learned so many things!!



What have you been able to accomplish since joining our Mastermind program?

- ✓ Made **\$50,000 in live events** in 2014, including **\$10,000 in 4 minutes** of speaking
- ✓ I've signed several **coaching clients** at **\$3500** and **\$7500 each**
- ✓ Had **\$7,000 in book sales** the first night of launch
- ✓ On track to generate **6-figures** in 2015
- ✓ **Relationship** with my dad **restored** and used my rejection for direction
- ✓ Wrote **my book**, *You Have What it Takes*, published by Thomas Nelson & Zondervan
- ✓ Launched "The Rejection to Direction Experience" - an **online virtual conference**
- ✓ Was interviewed by Michael Hyatt and **2014 Best Year Ever Finalist**
- ✓ Became a **48Days Certified Coach**
- ✓ Received Humanitarian Award from the United Nations
- ✓ Launched **Nine (9) VIP & Deep Dive VIP Days**
- ✓ Created a series of **profitable products** and **online courses**
- ✓ Was International Women's Day speaker - **Auburn University** Montgomery
- ✓ Interviewed on **TBN**
- ✓ **Paid off \$53,968 of debt**
- ✓ **Crossed the finish line** for my 13th full Los Angeles Marathon!

What would you say to those who are thinking of joining the Mastermind?

"A" players attract "A" players. To grow, get around people who are performing at a level that you want to be performing at and learn from them. Use their journey as inspiration to launch you to your next level of success. Never settle. Success is hardly a destination. It ought to be a continual, lifelong journey. I love learning and taking action. My life exists to serve others.

STEPHANIE BARNES-TAYLOR

Speaker, Author, Fabulous Strategist

www.fabulousuniversity.me

(Captive Program)



Before joining the mastermind, I knew my purpose, I knew my message, and I knew what I wanted to do. I did not know how! I had been in corporate America for almost 20 years, but I knew nothing about being a speakerpreneur.

*Attending Speak for Pay changed my life-literally! **I finally had the courage to act on my deadline for leaving the career that was smothering me***

and launching my dream to become a life-changer for others! I tendered my resignation letter that night and I have not looked back since! Attending Speak for Pay and joining the Discovery/Captive Mastermind gave me the tools and the community needed to turn my dream into a reality!

What key lessons & skills have you learned while in the Mastermind group?

*I learned the nuts and bolts of being a speakerpreneur. Not only motivation and encouragement, but also tangible tools I can implement to be successful. **I have a framework for building my business model.** I have practical guidance on developing a book proposal, corporate sponsor package, media kit, contract rider, and much more! It would have taken me years of trial and error to develop the materials I gained during the mastermind. My investment in the mastermind was worth every dime!*

What have you been able to accomplish since joining our Mastermind program?

- ✓ I have **written 2 books**
- ✓ **Developed a book proposal** for my signature book (*Finding the Fabulous in You*)
- ✓ Developed my signature platform for **Fabulous University**
- ✓ **Launched my website**, and am **developing my signature coaching program**
- ✓ Launching my **live event, teleconference, and individual coaching.**
- ✓ I have developed **two DVD series** and I am converting them into an **audio series** available on CD. I have been writing my upcoming **blog** and **fourth book.**
- ✓ I **self-published 2 books** for regional distribution and **back room sales for speaking events.** I have received **great reviews!**

What would you say to those who are thinking of joining the Mastermind?

I quit a six-figure job to launch my speaking career. I borrowed from my retirement to fund my participation in the mastermind and to fund my business. I realized that I was worth the investment. I could hold on to my security and gain nothing or I could take a healthy risk and invest in myself.

I have definitely increased my confidence! The Godfidence Mastermind Program connected me with proven experts that have given me the tools to bolster my belief in myself and in my purpose!

MELISSA NIXON

Courageous Life Mentor

www.courageouslifeacademy.com
(Amplify Program)

Initially, I had a fear of incorporating my message of faith into my message of business and leadership. I had been in the corporate world for so long, I wondered if I could be successful at blending the two together. I often felt incomplete and guilty for not doing it but I just wasn't sure how to do it. Then I met and started following Marshawn. She was one of the only faith-BUSINESS leaders I saw successful in the marketplace. Everyone else seemed to be successful in just the business arena OR the faith arena. I also wondered if I could do have a successful business on my own and now I have one.



What key lessons & skills have you learned while in the Mastermind group?

I have truly learned how to be a speakerpreneur by creating my own products and programs. I know how to speak for pay by speaking to sell! I learned how to ask for my value. I learned my message will truly find me as I went through the rebranding process and transitioned to the Courageous Life Academy. As I shared it with others, people's eyes literally lit up before I could even finish my sentence.

What have you been able to accomplish since joining our Mastermind program?

- I went from **\$500** to **\$3500** right after Speak for Pay by immediately **raising my speaking fee**.
- I raised my **private coaching fees** to **\$12,000 per client** per year
- I **landed a \$50,000 contract** with MSDC (Minority Supplier Development Council) and a **MAJOR sponsor** to run their CEO Academy.
- I **rebranded** my website New Brand Moniker - Courageous Life Mentor
- Created **New Marketing Materials** (i.e. post it note, pens, etc)
- Created a **New Opt-in** (the Courageous Life Challenge) which is growing my list weekly
- **Added a new team member** Director, Client Experience and Events Management
- Created **2 new virtual products** to sell at events and online (will have 4 by the end of March)
- Created a **signature program** "Own Your Seat at the Table"
- **Held a live event** in Charlotte based off the content
- Started **writing my book**, Own Your Seat at the Table: A woman's guide to living & leading courageously
- Started **speaking on larger platforms** with well-known speakers like Erin Brockovich
- Created a **system to measure my progress**. What gets measured grows
- Started elevating my **client experience** such as welcome gifts and thank you gifts
- **Revamped** my bio, one-sheet, and coaching system – no more free strategy sessions!
- Created **more business systems** - i.e. I have forms on my website now for my intake process
- Was more consistent and transparent in my **blogging**. Booked a speaking gig for \$1500 off of a blog post!
- Hosted Power Moves for Women leadership & empowerment training series in March for free to turn into products.

What would you say to those who are thinking of joining the Mastermind? My confidence has grown **TREMENDOUSLY!!!** I no longer hesitate or second-guess when sharing my brand with others and telling them what I do. I have stepped into owning what I do, who I do it for, and how I do it! When your dreams are big you need to be around people that can understand both you and them. That type of support only happens in a community of life-changers. Everyone else simply won't understand.

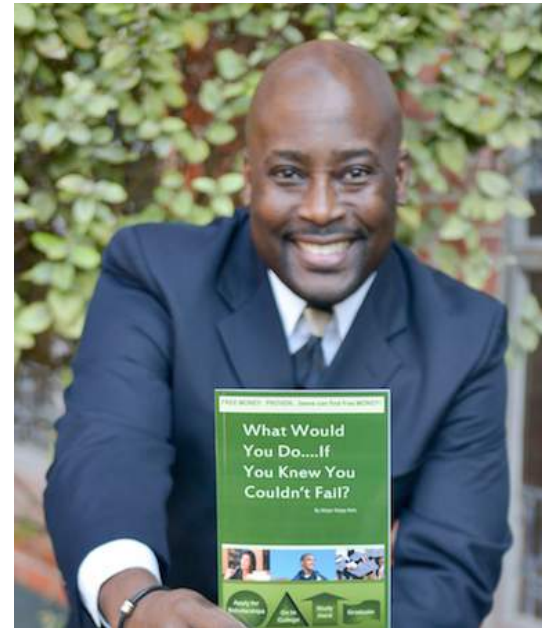
NIPPY BETZ

Author, Teacher, Edutainer, TV Personality

www.nippybetz.com

(Launch ME Mastermind)

I was struggling. I ran a non-profit for 9-years and had some modicum of success with a TV show and a book that I had written. But I didn't know I could use my gift to help me earn enough to share my gift. **My fear was having to give up a 6-figure job in order to pursue my passion.** I overcame this fear with this incredible coaching and mentorship. The monetization of my gift is a by-product of Godfidence!



What have you been able to accomplish since joining our Mastermind program?

- ✓ **I made \$16,000 in ONE WEEKEND!**
- ✓ I now charge **\$250 for mini-workshops** and **\$995 to \$4995 for coaching students & teens**
- ✓ My **expected revenue** this year is **\$112,705!**
- ✓ Created an Infusionsoft Customer Hub Marketplace site (Gi198)
- ✓ **Rebranded** from "Scholarships 4 All" to the **"Scholarship Leadership Institute"**
- ✓ **Changed my website** from www.Scholarships4all.us to www.majorbetz.com
- ✓ Created a **Major Betz Media Package** & one-page bio.
- ✓ Created a **movie trailer** and promo videos & Developed an SLI **Animation Promotion** for advertising
- ✓ Created a **2 min Scholarships 4 All Profile Promo**
- ✓ **Renegotiated TV reruns** in (shown on Sat & Sun in San Antonio)
- ✓ Wrote **What Would You Do If You Knew You Couldn't Fail?** and sold more than 180 copies
- ✓ Appeared on **CBS Morning TV Show**, appeared **on 3 Radio Shows interviews** and booked **several upcoming speaking engagements**
- ✓ Created SLI monthly e-zine and blog & **Wrote 2 magazine articles**
- ✓ Hosted **Monthly Nat'l Q&A Webinar**
- ✓ **Income from speeches** help cover cost of running the business – all while working full time & raising a grandkid!

Keynotes Since Speak for Pay:

- University of Texas, Austin
- Huston Tillotson University
- Sister's in Business (1st male to keynote)
- Northeast Lakeview College x 2
- San Antonio College x 2
- Zulu Association
- San Antonio Network Civic Social Club (SANCSC)
- Palo Alto College
- Jack & Jill, Houston & Atlanta Chapters
- New Sunlight BC (Baton Rouge) x 2
- Faith Deliverance Chapel (ATL)
- New Life Christian Fellowship
- New Life Church
- Warren High School Parent Night
- Commencement at the Rick Hawkins School
- The Purpose Word Church (ATL)

To those who are wondering about joining, just stop! Trust your heart, feel the power of those in the Godfidence Institute already, then make the right choice. I know that I would not be experiencing the success we are having today had I not made the investment. When I put skin in the game, I knew I had to succeed. I could never let my wife say, I told you so or I knew I was right, so I burned my bridges! I told everyone that I was going to retire early. Nobody works harder, longer, with more intensity than me because I know that God won't let me fail if he put this vision in me. If you jump, it may be scary, BUT at some point God will open the parachute of faith before you hit the ground and He will land you safely in your purpose.

BISHOP CORLETTA VAUGHN

Presiding Prelate, Go Tell It Ministry

www.gotellit.org
(Amplify Program)

I was struggling with being "pigeoned-holed" in only one area of speaking with 40 years in ministry. I was established but needed the tools and information to matriculate from ministry speaking to marketplace speaking. I really didn't have any fears, I just was ignorant of what my options were and the resources to make the leap.

What key lessons & skills have you learned while in the Mastermind group?

WORDS are very important.. being able to say the right words about who I am and what I do was key.. I struggled with this, as I had been branded in ministry for so long, emerging past the scope of the church was the KEY lesson of my journey. Having Marshawn to breathe new words into my vocabulary was liberating. Being able to put in words in this next phase of my career, and articulate clean and precise with others has been PRICELESS.

What have you been able to accomplish since joining our Mastermind program?

- ✓ New **Contract** with **NBC/Universal (Preachers of Detroit. Official Cast member)**
- ✓ Received a **\$50,000 TV Income Boost** and a **MILLION DOLLAR Book Rider, Speaking Opportunities** and more!
- ✓ **New book**
- ✓ **New job on TV**
- ✓ Multiple interviews in multiple **NATIONAL MEDIA** outlets
- ✓ **Shooting a reality show**
- ✓ Adding **new churches**
- ✓ **Pre-sales** for new book skyrocketed
- ✓ **Launched new coaching mastermind program**
- ✓ Entered the world of **HOLLYWOOD**—publicists, attorneys, makeup, hair, clothes
- ✓ New talent for national network
- ✓ **Made the shift from ministry to industry!**

What would you say to those who are thinking of joining the Mastermind?

My confidence was already at 1000000, so that was not an issue... but what has shifted is the way in which I go about pitching myself, and the wonderful new opportunities now in my path. My vocabulary is steadily growing and I am in a NEW learning curve in life. ANYONE who wants to do this, must believe, invest and execute. Don't ponder long or rethink yourself.



LASHAWNE HOLLAND

America's Wealth Activator & Financial Architect

www.LaShawneHolland.com

(Amplify Private Coaching Program)

I was struggling and needing behind the scenes logistics. How do you fill live events up? How do you create the right media kit? How do you book speaking gigs? How do I write a winning bio? What do I do with my clients once I enroll them in my e-zine list? I needed the behind the scenes strategies.



What key lessons & skills have you learned while in the Mastermind group?

I have learned how important knowing what to do is. You can have a plan, big picture, but it's knowing which steps will get you to the big picture in the fastest amount of time without all the mistakes. I have learned that I AM WORTH EVERY PENNY THAT SOMEONE INVESTS IN ME. I have learned how to listen to my clients to develop programs that give them what they need.

What have you been able to accomplish since joining our Mastermind program?

- Made **\$30,000** on my first multi-city tour!
- Closed a **\$20,000 contract** with a major university and negotiating with a deal with TD Bank
- Featured this past week in Black Enterprise Magazine.
- Contracted with **Penn State University** to implement my B3Yond the Game Money Masterclass.
- Selected to speak at the **National Association of Women Business Owners**.
- Contacted by **Fox 5 DC** to be an contributor
- **Surpassed goal of 13 speaking engagements** in the first quarter. I need to raise my goal :)
- Went on first-ever tour (Baltimore, Philadelphia, Charlotte, Ft. Lauderdale, Savannah) and it was profitable. Converted 20% of the room into my **Money Made Easy Masterclass**.
- Created a Money Made Easy **Foundational Wealth Organizer** to sell
- Re-created my Reset Your Mind, Reset Your money audio series to launch as my GIZMO
- Heading out on another tour (**Amplify Your Wealth Tour**)
- Launch my 3rd Wealthy Women ROCK! Live Event happening Lowes Hotel in Annapolis, MD.
- I Became a financial contributor for **Gospel Today Magazine**
- Completed my **Media Kit** and all of **my bios**
- Completed my **Client Intake Funnel System**

What would you say to those who are thinking of joining the Mastermind?

EVERY DREAM NEEDS DIRECTION TO GO THE DISTANCE. If you could do it yourself, you would be further along. It really is true that you can not coach yourself. You only know what you know. It's the areas that YOU don't know and the strategies that you don't even know exist that keep you from emerging on the business scene in the right way. It's all about POSITIONING IN THE MARKETPLACE. The Godfidence Business School positioned me to prosper.

JADE SIMMONS

Pianist with a Purpose, Emergence Expert

www.jademedia.org
(Launch ME Mastermind)

When I joined Godfidence, I had just decided to officially add consulting/coaching to my performance and speaking activities and was struggling with systematization and knew I would need help in strategically rebranding. I was having trouble 1). gaining traction from momentum built and 2). converting from the usual freelance operation of most artists to a business that was enterprise-minded and included passive income streams.

What key lessons & skills have you learned while in the Mastermind group? I learned how to organize my many ideas, creations, projects under the umbrella of one main idea—helping inspired people turn their creative passion into profitable enterprise. I'm learning how to streamline my offerings and my messaging for clarity. Having recently learned the concept of revenue mapping, I now have a long-term plan of action for the consulting side of my business.



What have you been able to accomplish since joining our Mastermind program?

- ✓ The second run of **my School of Emergence** ended March 16th. The live version of the course will run once or twice a year at **\$3200 per person** for the 8-week program, and will be called the School of Emergence "Passion to Profit Intensive".
- ✓ Created a **"course-in-a-box"** version of the my live training
- ✓ Devoting the remainder of the year to **speaking** and **performing** (AKA list-building), **writing my book** based on School of Emergence methods.
- ✓ Hosting my first the **Power. Passion. Purpose! Women's Conference** and Retreat: The Ultimate Experience in Purpose-Based Brand Building for Fempreneurs will take place in Houston, TX.
- ✓ Opening the invitation to my new **9 month mastermind** for "women ready to birth their creative babies". I'm excited to be **building content for the mastermind** via SOE Tutorials and Mindset Masterclasses (free mindset trainings on topics of interest to creatives and entrepreneurs).
- ✓ On the speaker side of my business, **Marshawn helped me to clarify a more "pitch-friendly" presentation** in order for my **Speaker's Bureau** to help me gain more traction in the corporate and conference worlds. I debuted **Piano Parables** to great success this past February and am in the booking process for the 2015-16 season. **My bureau pitches me at a price point at \$12-15K per speaking gig.** I book at churches & non-profits at a price point of **\$6500-8000.**
- ✓ I'm providing the **featured speaker at our church's first women's seminar** in May, which we plan to grow into an annual conference. A new devotional that I've recently authored will be available at the seminar. A **Bible Study I created** is being **turned into product!**

What would you say to those who are thinking of joining the Mastermind? I'm literally **walking out all my favorite scriptures on faith.** He's confirmed my decision to join Godfidence was not my own whim but His intervention, which gives me great confidence in my decisions moving forward. Being in Godfidence has cured me of my Lone Ranger syndrome! **I've been awakened to the power of community** and it came at a time when God was doing a similar work in my personal life and in what is now becoming a more literal ministry. Every tuition payment has been supernaturally provided by way of new consulting clients, enrollees in the School of Emergence or new bookings that I've been able to secure AFTER SAYING YES!! Saying yes to doing things differently and being a better steward of my talents seemed to open certain divine gates and started a shift in my destiny.

ALEXANDRIA CUMMINGS

Money Maximization Mentor & Coach

www.mindovermatterfinancial.com

(Launch ME Mastermind)



I was struggling with fear, confusion, depression, lack of resources and tools, and no tangible path to achieve what I have been dreaming of. I would speak, get paid, and then start over again because the money and opportunities would dry up. I missed opportunities because I was terrible at follow-up. I knew it was in me but I was petrified and really afraid to step out until I heard about Speak for Pay

What key lessons & skills have you learned while in the Mastermind group? I've learned that without systems, there can be no success. I've learned the value of masterminding. I feel supported to laugh, cry, ask for help, mess up, and to FLY! I have also learned how to pitch to corporations and colleges and conferences; how to create predictable and multiple streams of income; and how to turn one little idea into a teleconference, a live event, and into a product all at once. I learned how to package myself. I know what to charge for any engagement from a 30-minute talk to a keynote speech and how to successfully negotiate with clients for the best offer for me and my business. ***I learned how to show up among men and women who are more visible than I am and win by sharing my story.*** I think more long-term, have a team, and keep my momentum moving in my business. Most importantly, I have learned the value of investing in me which has been my greatest reward. I knew that I needed a coach and made the financial and personal sacrifices to do so and I don't think I'll ever go back to not investing in me. ***I feel proud of myself AND the work that I am doing is changing lives, uplifting women, and creating value in their lives and I get paid to it all!***

What have you been able to accomplish since joining our Mastermind program?

- ✓ ***I made back*** my initial investment!
- ✓ I made a plan ***to fire my boss*** and am funding my "quit plan."
- ✓ I ***signed*** more corporations, colleges, and nonprofits this year than all previous years combined
- ✓ I ***launched*** a website, ***purchased*** a logo for my business, ***started*** a following on social media & a mailing list.
- ✓ I now have a ***strong, relatable story*** that attracts women and men to my coaching.
- ✓ Held ***2 successful live events, 2 tele-events*** & am signing ***private coaching clients.***
- ✓ I have ***launched a group-coaching program*** & am pitching it to corporations as professional development.
- ✓ I'm ***hosting*** my ***first-ever financial retreat for women*** & am planning a second couples retreat!
- ✓ I can now negotiate with a hotel and other venues.
- ✓ I've made 7 radio appearances, not including my weekly financial radio segment.
- ✓ I ***landed a consulting deal*** with a major nonprofit organization and am working on a national initiative.
- ✓ Worked with ***elected officials*** to lobby for a retirement security bill that was passed in Illinois.

What would you say to those who are thinking of joining the Mastermind?

If you've been struggling with structure, income, figuring out how to turn your mess into a message, this is an investment to shed old skin, old habits and ideas, friends and family that don't support you, and take on a new mindset. I am not a different person than I was last year, but I am no longer afraid, I know what I want, aim my sights high, and work towards those goals every day even when I'm tired, sad, sleepy, or discouraged. ***I'm six months pregnant and that is propelling me even more!*** My confidence has elevated to the sky. ***God is the CEO of my business.*** I'm where I've wanted to be professionally, emotionally, and financially for a long time. Are you ready to answer the call? Marshawn says, "there's a difference between the called and the chosen..." Which one are you?

MARYANN EHMANN

Happiness Guru & Accountability Coach

www.createyourmagnificentlife.com

(Launch ME Mastermind)

I was struggling with not making enough money speaking. I wasn't sure how to price my program and packages, or even how to design them. I knew a lot, but couldn't seem to put it all together. I feared charging too much for my services and events.



What key lessons & skills have you learned while in the Mastermind group? So many!!

1. How to properly charge for my services and events
2. How to design my programs
3. Confirmation about my "umbrella" word
4. Confidently positioning myself in the speaking world, stepping out in a bigger way
5. Structuring our talks and storytelling
6. The power of our voice
7. Being crystal clear about the outcomes we help people achieve is critical!!

What have you been able to accomplish since joining our Mastermind program?

My income increased by 2.5x in one year. I went from \$347 registration fee (making almost no profit). Last year, this event brought in a whopping \$4000 – total! I raised my fee to \$997 for my annual event! And though I was terrified no one would come, I got a full house! This year's event was better! I charged between \$747 and \$1197 - which **brought in close to \$20K**. I decided that even if only a handful of people came at the higher price, it would shift something for me, so I did it. I had a full house at the higher price!

I designed a continuation program for after the event, and **I made \$50,000!** I never before did this! After joining the program, my income went up consistently in additional coaching clients for 3-6 months programs. By the end of the year, **coaching went up to \$4000 per month**. I began 2015 after my event with signed annual contracts amounting to **\$5000 per month**. I also **doubled my coaching fees** from **\$3000** for a 6-month program to \$3000 for a 3 month program. I structured my program to allow for lifestyle balance, marketing, and other business duties. I have increased my value to my clients, and have been asked to lead multiple workshops teaching mindset, marketing, and pricing. All the pieces of several years of knowing this magically fell into place! And I have hired a personal assistant!

What would you say to those who are thinking of joining the Mastermind?

There is no way to express the elevation in my confidence. If a person joins this program, and they use even 1/3 of it, there is no way they can not only increase their confidence, but also their income!

Recently I have been signed with a LA talent and modeling agency for print ad and commercials. This was not on my radar, but influential people have noticed me as I have been going about my business, seeing me in action, doing what I do. **The confidence I received from following ME's advice has spilled into all kinds of areas!**

LA'SHONDA DEBREW

Virtual CFO & Tax Strategist

www.LashondaDebrew.com

(Launch ME Mastermind – 2 Years)



I was a business owner who had gone as far as I could and felt there was more, but did not know how to make the next level move. I'd achieved a level of success in business and life, had filed bankruptcy and feared failing again.

What key lessons & skills have you learned while in the Mastermind group?

*I connected with my true worth & value, and I recognized that what happens to you does not change who you are or the value that you provide to the marketplace. I learned that what happens to you is a part of your story. **Sharing your story is what allows you to serve others by helping them to have a breakthrough** and connect to their worth & value so they can become unstuck and move forward.*

I also have...

- 1. Developed a key system and funnel with key items.*
- 2. Mapped of client intake process, automation, systems and programs.*
- 3. Got a behind the scenes look at different components (mastermind retreats, tour stops, conferences, calls, etc).*
- 4. Accessed Marshawn's tools, techniques, processes, business partners, documents & strategies!*

What have you been able to accomplish since joining our Mastermind program?

- ✓ Held **1st seminar** right after I left Speak for Pay
- ✓ Created a brand as a **Virtual CFO**
- ✓ Identified key partners and **negotiated** an agreement to provide services for my CFO brand
- ✓ Designed **signature system** and 2 other programs and created social media strategy
- ✓ Refreshed website with professional pictures and a Magnetic Free Offer MFO
- ✓ Set up a **shopping cart**, merchant account and automation processes
- ✓ Started application process for becoming **Minority Business Enterprise**
- ✓ Networked with other women organizations to become **sponsors** and/or affiliates partners.
- ✓ Drafted content for **speaking engagements**, presentations, and identified the key elements in presenting and the format.
- ✓ Selected as a **2015 Church Girls Rock Honoree**.

How do you like working with the coaches? What would you say to those who are thinking of joining the Mastermind?

I love working with everyone in GBS. It very powerful being a part of the community, seeing the growth, celebrating the wins, encouraging and supporting each other's events. My confidence has shifted as I learn more about myself through this program. This is a great community and the material provided is well worth it.

FRED JONES

Professor, Author, Attorney

www.drfredjones.com

(Launch ME Mastermind)

I was struggling with all the POORS! Messaging, Marketing, Money, Mentorship, etc. My fear was reaching out to a female leader or coach and joining an all-women group. I also wondered if the person I heard on the phone call would be the same in person. All of this was huge to me. Since joining the launch me mastermind I've made a 180-degree turn. My message is clear, marketing is on point and developing, I'm making positive money. Moreover the group I feared (women!) has turned out to be my primary target audience! WOW, who would have thunk-it!



What key lessons & skills have you learned while in the Mastermind group?

The Lessons and Skills have been countless: The value of visibility, Clarity is priceless, Every struggle is a sign of a missing system. Believe BIGGER!

What have you been able to accomplish since joining our Mastermind program?

- ✓ **Recouped my investment.**
- ✓ **Published** or assisted in publishing **FOUR #1 Amazon Best Sellers.**
- ✓ Digital **coaching products**: Publish Me NOW & Virtual Writing Retreat called Write-That-Book!
- ✓ Gained a **clear message** and brand with Worthology! and Publish Me NOW!
- ✓ Change of mentality: **Ministry to Industry!**
- ✓ **Held Two Live "For Pay" Events**: Now more focused on evergreen products!
- ✓ **Value Shift**: I've come to realize that there a billions in book publishing...
- ✓ Social Media as a business...my eyes are open to the **Automation and Marketing**...my eyes are open to it and I'm doing it...
- ✓ **Blogging** - I've taught myself to blog and conduct SEO!
- ✓ I've mastered **Self-Publishing** and Amazon Kindle Direct Publishing...
- ✓ **Found** my own **voice!**
- ✓ Content creation...I love it...**I'm a giant here!**
- ✓ **Intellectual Property** - simply fun to teach and learn...

What would you say to those who are thinking of joining the Mastermind?

I pulled funds from my 401K to join. Make yourself a priority! You will NOT regret it. The choice is worth it. DO IT! There's no coaching program in the country that I know of that is as potent and productive as GBS. I would not be where I am in life today if it was not for my Godfidence family. The one-on-one coaching is great - the group coaching calls are powerful - and my accountability partner during my last few months of the course was icing on the cake. ALL of Godfidence is high value. The key is processing, digesting, and implementing it.

DR. SAUNDRA WALL WILLIAMS

Minister | Speaker | Founder, Unlimited Momentum

www.drsaundraspeaks.com

(Amplify Private Coaching Program)

Before joining the mastermind I severely struggled with integrating ministry calling, business and career and operate in ALL elements of who I am AND be profitable. Now that I have moved past the struggle, I must admit that my struggle was a mindset shift struggle. **I was blocking my own abundance** because I was afraid of how or even if others would embrace what I was now doing as a business – coaching, mentoring, training and speaking. I have been able to overcome and “get out of my own way!” Through the teaching in the Mastermind and my private coaching sessions with Marshawn and Jack, I have come to understand the FULLNESS of the gifts God has blessed me with.



What have you been able to accomplish since joining our Mastermind program?

- ✓ My **income has increased** as I have PAYING coaching clients and PAID speaking engagements.
- ✓ My individual **coaching clients** are investing **\$6997 for coaching. Raised fees by \$2000**
- ✓ My **group coaching clients** are investing **\$4997** for coaching. I raised my fees by **\$3000**.
- ✓ Teaching courses at **\$297** and I average **40** students per class.
- ✓ Exceeded my goal for **paid speaking engagements** per month (begin at \$3500).
- ✓ I have **corporate contracts** with business in the areas of training process and innovation.
- ✓ I have a **statewide ministry consulting contract** for training leadership.
I have a complete business structure that encompasses my business and ministry!
- ✓ Launched a **weekly e-zine**
- ✓ Have a **signature coaching system** (with paying clients!!!)
- ✓ **Created Free Offer**, 4 teleseminars, and a webinar event
- ✓ Hosted a **live event** and live weekend retreat at **\$2497 per person**
- ✓ **Increased my email list** by 50% (now at almost 2000 people)
- ✓ Have transformed website: www.DrSaundraSpeaks.com
- ✓ Created a postcard about me! (It's ok to be all ALL that God made me!)
- ✓ Have **active social media following** (Facebook and Twitter) with about 5000 followers.
- ✓ I have a TEAM!
- ✓ I **NOW speak in all areas** – College, Conference, Corporate AND I preach in Church!
Wrote 3 New Books: I Can Have and Do It All: 7 Pillars of Complete Life Balance, 21 Days of Momentum and Momentum is More than Movement. I co-authored the “Woman Power”
- ✓ I was named **North Carolina State University's Alumni of the Year!** Major accomplishment!

Mindset Shifts

- As a Doctor in Education, a minister, and an entrepreneur I can be PAID WELL for speaking. I used to explain what I charged. Now I am confident and comfortable with who I am.
- I have moved from a ministry mindset to a business minded minister™ MINDSET. I will be launching a Coaching Program specifically for Women in Ministry – “Coaching those who Are Called.”

- My **MARRIAGE IS STRONGER** because my husband and I work TOGETHER on OUR COMPANY! It is amazing how he saw so much in me and it was never manifested until I began to implement what you were teaching us in the Launch ME program. In 2014, my husband attended Speak for Pay. His attendance was a game changer for our marriage, our company and his involvement in the vision that God had given to me.
- I have learned the **POWER OF ACCOUNTABILITY**. My accountability partner and I have worked on so much together. I have come further in 6 months than I have in 6 years because I had someone to DAILY hold me accountable!
- **SPIRITUAL GIFTS ARE FOR BOTH MINISTRY AND MARKETPLACE!**
- I have **lost weight!** I exercise and take better care of me!
- I am walking in my calling, business and my career and I am doing them all WELL. I am a wife, mom, minister of the gospel, C-level education executive, C-level technology executive, author, mentor and coach. I was so trying to focus on ONE of these areas. With the help of God and His Divinely ordering my steps to **Speak for Pay, Launch ME Mastermind** and the **Amplify Coaching Program**, I took away that God made me who I am with all of these gifting to use in my company to help others move forward in life, ministry or marketplace.

What key lessons & skills have you learned while in the Mastermind group?

- ✓ To **follow the systems** that Marshawn gives us!
- ✓ To guard against overwhelm.
- ✓ The importance of Inspiration – Information – Invitation
- ✓ That I must **have strategies** in place for EVERY part of my company!
- ✓ There is a **process to launching!** Do not launch anything unless it meets a need.
- ✓ My struggles were because of missing systems.
- ✓ **People do not buy products, they buy outcomes.**
- ✓ The season that I am in dictates my decisions. When God moves me out of one season and into another, the decisions I make have to be based on the new season not the old. I have learned to lay the decision against the season.
- ✓ Recognize when there is a shift in your life and move with it!
- ✓ How to **identify my ideal client** (how to use the needs assessment for my ideal client)
- ✓ How to take my **passion and turn it to profits.**
- ✓ How to help women move from their **pain to their promise.**
- ✓ **How to create products** (MFO, masterclasses, teleseminars, coaching system, classes)
- ✓ How to use the **Marketing Matrix** to generate leads and make money \$\$\$
- ✓ How to **identify my income and cash flow** and understanding revenue streams
- ✓ How to **pitch myself as a speaker** (verbal and email)
- ✓ How to use tools and resources to advance my company
- ✓ How to organize a **signature talk**, workshop and tele-seminar content so that I can help others and properly make an offer.

How do you like working with the team of coaches? Working with Marshawn and her coaches has been phenomenal! Being a part of a community has been life changing! At a one-time seminar I am usually more focused on the content. With Launch ME I had content and community and accountability, which helped me to carry out what I learned! For me, this combination generated outcomes for my success! I have relationships now that will last a lifetime! I've had a complete confidence shift. I would tell anyone (and I have already told several ladies – some who are coming to Speak for Pay 2015) – make the investment in YOU and enroll in the Godfidence Business School Mastermind Program. It will TRANSFORM your life and your business.

YVETTE PEGUES

Adaptability Expert | Speaker | Coach | Author

www.YourInvisibleDisability.com

What were you struggling with before joining?

Purpose & worth after a Traumatic Brain Injury rendered me both physically and cognitively unable to return to work. I was in bed and rehab. I went from 100 % world travel to NO social outlet or community. I didn't believe I was cap-ABLE. I could not walk. I had recently regained control of verbal & basic, functional faculties that I'd previously taken for granted. I/we were now a household budgeted for 2 LARGE incomes, scaled down ONE + a disability stipend. I was ashamed. I was confused - not sure how or who to BE.



What key lessons & skills have you learned while in the Mastermind group?

"Your transparency is your prosperity!" Every obstacle is an invitation for a breakthrough. So once I found the MESS in my MESSage and understood that I couldn't coach myself, I was open to the BRILLIANT Branding lessons starting with my business name and brand makeover. Once the systems were in place, I was ready for the YESes to come in!

Has your income increased? Have you signed new clients, raised your fees, or booked more speaking engagements?

Once I said YES out loud (Your Experience Shifts!). In working on monetizing my movement, I found that my niche was large events and programs. As I invested in these areas, my client base, visibility and bookings grew allowing me to increase pricing and service opportunities.

What have you been able to accomplish since joining our Mastermind program?

- ✓ *Abilities Expo GA Ambassador & Workshop facilitator.*
- ✓ *My children published a book, My Mommy had Brain Surgery & I'm Okay!" It's now a resource for the Shepherd Brain & Spine Center of Atlanta, and our family is featured in the Center's quarterly magazine.*
- ✓ *Published the "Art of Adaptability Playbook: The 4/4s for Newly Disabled & Diagnosed Persons."*
- ✓ *Family website, books and mission were featured in September 2013 Sixes Living magazine.*
- ✓ *Speaking engagements at Hopewell Baptist Church, "Your Life is Valuable"; "Feed the Hungry" homeless event Thanksgiving 2013 in Atlanta, GA; "Nite of Hope" Thanksgiving 2013.*
- ✓ *Named 1st Responder, Adaptability Expert in Oklahoma City in support of 2013 tornado victims*
- ✓ *Built a powerful social media, eCommerce, podcast and blogging platform*
- ✓ *Created a Workshop: "Sensitivity, Disability & Differences"*
- ✓ *Expanded My Book "My Mommy had Brain Surgery & I'm Okay" into Speaking Workshops & Products*
- ✓ *Created Three (3) Signature Programs*
- ✓ *Representing Georgia in the Ms. Wheelchair USA pageant in 2014!*

How do you like working with the team of coaches? What would you say to those thinking of joining?

Working with Marshawn was EMPOWERING & enlightening! There was NO time to be a victim. She wasn't afraid to grow with me & talk about it...OFTEN! She is extremely GENEROUS with the information & inspiration from a place of GRACE, TRUTH & experience. So, don't think, move! Prior to my life-altering event, I/we really believed that my life was GREAT (on top) but I was building someone else's dream. Today, my life



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Isn't It Time to...
Take YOUR Message to the Masses?

To Change Lives?
Be Seen? Be Heard?
And, Create Your OWN Economy?

IF YOU'RE READY...WE'RE READY.

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