

Barry: Good morning everybody! How are you guys doing? What a day, what a life! Right? We are living the extraordinary lives as entertainers, and by the seat of our pants sometimes, and traveling around the country, and flying around. Please drop a message in the box and let me know that we're broadcasting here.

This is my first time home in about 10 days. I got home late last night after an amazing trip. I hope you guys are all taking some time this summer to get out and see people you love. I know a lot of people have kids are off school with those kids. Oh my gosh, so much going on.

Let me know that you're hearing me. I'm excited to get going. Good morning, Michael, thanks so much for being first up to drop a comment in there. I really appreciate it. I'm taking that it means that we're alive and well that you guys are hearing me. An AV check, thank you so much loud and clear.

Let me make sure we're recording on this bad boy here. Yup, we're recording over there. You may see a couple of technical glitches as I reacquaint myself back into the home life. Hey Benjamin, Steve, good to see you man. Andrew, AJ, Michael, and everybody else who is probably coming through. Glad we're looking good and feeling good.

So much to cover today. I spent some amount of time in a car in Branson Missouri, and Kansas, Missouri, and Celina, and Reno, and Leadville, Colorado, as well all met last week. Where else did we go? We went to a Royals game, and all these times I kind of kept in mind that I'm headed home into the final week of ShowBiz Blueprint and you know, there's still always more I want to talk about.

We continue to talk about it 4, 3, 2, 1 year later in our Alumni group, which you guys will all be added to this week, and it never stops. But there's also a lot that I know you guys put aside time to be with the webinar and the group here on Wednesday morning, so I want to get a lot in that's really meaningful for moving forward out of regular meetings and into life. How this integrates.

Hey Faith, hello and hey Barry, good to see you too man. It always confuses me when I see your name up there. I'm not typing, I'm not typing. Good to talk to you guys. Let me just see. Only 11 of us on today. You know I think a lot of people watch these on the replays because I hear from people and I know it's hard to fit this is sometimes in the mornings.

Hey, whether you're on the webinar or whether you're here with us live, welcome. Those of you live, I'm going to ask some stuff of you today, so, let's get going.

Week 10 we're going to dig into today what do you need? TV appearances and integration and application. Those are broad categories (Hey Kiley), those are broad categories. There will be a lot within each one of those.

How did I get here? Cindy, are you up in Quebec still at the juggling convention? I sure liked watching your post from the International Juggling Convention up in Quebec. Let's dig in. Just a quick week 9 review. Facebook: I know you guys may be too busy this summer to get going. I know Cindy, I see her name there and I know you've been probably not doing a ton of business while you were up in Quebec, doing great juggling patterns and having fun with everybody, but Facebook was great last week. Tips and

tricks from HeyO, Nathan radically over delivered in a half hour. The guy know how to play. The guy knows how to play live really well.

We revisited phone strategies and please, this will take some time. It has to become a part of your plan moving forward. There's no other way. The phone is still alive and well in business. We did three bonus tips for working producers bringing you up to a grand total of eight. The screen capture, the post-it trick, and the niche speakers bureaus. Finding speakers bureaus that specialize in certain niches and finding how you can connect to those. Powerful strategies for getting in front of buyers who have clients who are exactly looking for that. You don't need to say, "Hey look over here, this is what I do." You need to say here's an alternative for what you already do and it's a great alternative.

We talked about a viral video challenge – some powerful homework, right? Throughout the week and the weekend, the exercises to prime the pump. I'd love to know where that landed for you. Hey Will good to see you here, man. My gosh, I got a good email from you and I'll be answering that soon. Welcome, I'm glad you're here, man, for the wrap-up.

The viral video challenge, so good exercises during the homework on that. I want you guys to really make time and space to let your brain play with that stuff. It's big. It's exponential compared to anything that we can actually do, or plot, plan, strategize, or strategize as our past President liked to say. That's what we have to watch there is opportunities to exponentially to grow ourselves, and that's what viral video has the opportunity to do as you heard from all three of those viral video stars I shared with you.

So today's agenda, I'm going to leave a lot of space today for what you need. What do you need? I'll cover that in a second. TV appearances, we're going to dig into TV because it's one of the ways to exponentially grow ourselves. You get more than and 1:1 return on that. Certainly we do that in some gigs we do, and other appearances, but TV is an exponential power for what's going out live on the air, which I don't know who's watching, but really what we can with it afterwards. I'll dig into that a bit more.

I'm just going to touch on passive income because I think it's an important part of a performer's life. We make money when we're out on the road, when we're on the stage performing, and there are other ways that you should be going. Don't worry, I'm not pitching into an Amway pitch here. I don't involve that. I'm going to just constantly talk about ways we can do a little bit of passive income work using our genius and a pleasure, our skill as entertainers, our information, our experience, our education, combined with who we are on stage. I'll show you some of that.

I'm not even going to cover that all today because we don't have it. I am going to deliver that throughout the week's homework. We're going to just take a look at some different models, what I've done, how I've done it. You guys have seen kind of how I've done it and I'll share numbers with you.

I'll just share what it's meant to my life to create these passive income streams which none of which would be alive, of course, and I always have to give credit to this beautiful Rockwood, collarbone pin that was placed into my collar bone, when I shattered it in a mountain bike ride in 2007, which first got me thinking about, man what if I can't juggle. After I think I was '07 I was twenty-five years into performing at that point in my life. Twenty-five, twenty-six years into being a Raspyni Brother

professional performer at that time and I had six months to sit around with this thing in me and think wow, what if I could never do this again.

It got my brain thinking. Since then, well there's been a lot of great growth and it's touched lives around the world. So that's something I want to just tell you is an option. I waited until it was necessary. I want to give you guys some opportunity to look at passive income methods, because I think it's an important part of a performers life along with good investing and saving money and all that other stuff.

Then we're going to talk about integration and application and we're going to dig in about how to take ShowBiz Blueprint integrated into every fiber of your life. Not only your performing life, your business life, but also how can it help you in the personal stuff. Then applying it, just tricks and tips that I have for applying this stuff on a daily basis.

Let's just take a look at what do you need from me? Is something missing? Is something missing from your knowledge, your understanding, your process, this is the day to bring it forward. We'll have the group, yes. We will have the Alumni group for the rest of our lives. You'll notice that our group tends to taper out. We'll keep it alive on Facebook for archival reasons, but for the most part the activity takes part over there. Feel free to use either one, thought. You'll certainly get a broader input and reflection from the Alumni group and there's a bond that happens with this group that went through. No doubt about that.

What do you need from me? Use today to "act as if". Right? What's missing for you right now to absolutely dominate and step into the next chapter of your life and career? I want you to think about that throughout today. I want that to be something that you just kind of carry through this call. What's missing for me? What would help me get a little further?

What's still hard to imagine and why? I will give you my brain during this session as I tend to always do. If questions come in that are specific, I have no problem veering into that. If this one goes long, so be it. We'll have the replay to take it in when you can. I'm going to give my brain away in some very big ways so I challenge you to test me, try me. If there's something missing that you don't think's been covered that you can't go back and review. If you can cover it and go back and review it, listen to it in a different medium, listen to it while you're on a hike or a bike or exercising, taking notes, whatever works for you. Use it that way. Go ahead and review it that way. If there's something that you actually think is missing let me hear it. Let me hear what's happening.

Are there places that you absolutely feel stuck and how do you define stuck versus scared? I want you to get real clear on that distinction. Fear is the old brain. Praying that me and all of this stuff that we've talked about over the last nine weeks and will talk about today, will just go away. There's an ancient part of the brain, the lizard brain, I've talked about it, that just prays that all this will go away and you'll go back to sitting there waiting and hoping that the phone rings.

It's much more interesting and exciting in the realm of possibility. That's where we stay in this program. That's where we stay in this way of working out lives. I consulted with one member yesterday. I'm not going to shout him out, but I did have a phone conversation because he wrote me a note and said something big is up can we chat for a minute and hey, this guy put out a six figure proposal. Let me take

a drink of water while you contemplate that. One of those who walks among us. Feel free to out yourself if you like, put out a six figure proposal. Here's the big news. All the options that he offered this client didn't even start with a 1. The one wasn't even the digit in the six figure proposal. Big stuff! Yeah.

Gary, fear, false evidence appearing real. Thank you for getting how old I was when I first heard that, but man, has that been a guide for me. Steve, let me just grab that, are you going to give us a peak into your 30 Day Sugar Free back office? Amen. I'm going to do that over the next week. I will take you behind in the homework and follow-up materials. For this week I'll take you into 30 Day Sugar Free, the backside. Show you what it looks like inside of a big powerful passion that I turned into a passive income machine and I'll also take you inside Get More Corporate Gigs - a place you guys have been, just to show you what the backside of it looks like. It's probably just a big huge mystery to most of you, all of you, I don't know. But there's certainly a handful of Alumni, Julian Mather, Tom Crowl, John Fitzsimmons has created some membership sites. There's about six people and I think I've listed them in other posts in our group here, or maybe in the Alumni group. You'll see those. I tell you, there are a lot of folks who have taken what I've inspired them to do and busted it out into their own niche.

Julian Mather helping entertainers in a wonderful way, helping kids entertainers, helping teaching balloon, but a lot of that came from his... Well all of it, if you listen to him, came from his experience on the module that I teach about passive income and I will share all that with you this coming week. I was going to try and fit it in today, but the truth is it's something that it's not congruent with what we're talking about today. It will be wonderful follow-up material. I may just make it it's own bonus week webinar that I'll put out for you guys.

Good to see that stuff though. I've never shared the backside of 30 Days Sugar Free because I haven't done this program, ShowBiz Blueprint life, since I started 30 Days Sugar Free. Nice to look back there, because I guarantee you we all have something we can get out there and talk about.

So getting clear on how you define stuck versus scared - it's critical. If you're scared and that false evidence is appearing that Gary just mentioned there. If you're stuck, we can deal with that. If you're scared, man, great opportunity to jump on. I promise you that you have enough tools at your disposal to engage producers, and end clients for any gig you can imagine. That's the truth, any gig you can imagine. Which are you using and which are you willing to use? Which are you willing to use right now? Which are you using right now and which are you willing to step into using?

If you guys don't have your notebooks out and writing today, you're going to miss some stuff, so scribble down some notes for yourself. Even if it's just words that jump out, ideas that jump into your brain, we're going to be dealing in that realm today. I want you not to think, "Oh I'll remember that." You're not going to remember anything. What you're going to do is stay present with today and a lot of stuff is going to pop into your mind that's the way it is.

Jeremy said, "You were speaking about getting inside producer's worlds and that it takes a little extra work. How might we go about that?"

Yeah, so writing to a producer and saying can you get me a job, can I be on your roster, and can you get me work, that's the no-brainer way. That's the simple muggle way to do it and everybody is doing that.

The extra work that I'm talking about I shared in those eight tips for getting inside of a producer's inner circle. We shared those in week eight, and three follow-up ones in week nine. So take a look at those, Jeremy, all those eight methods right there, those are just little extra ways to get inside of a producers world. Do them, they're not for entertainment. Yeah.

So I'm going ask you the question, "What if you had to book a show this week? What would you do? What would you lean on that you've picked up in ShowBiz Blueprint, what techniques would you go to instantly? If you absolutely had to book a show Wednesday, Thursday, or Friday of this week or if you're listening to this on a replay, you have Monday through Friday, what would you go to, what would be your "go to" methods?

I tell you mine, mine are always go to my network. Who do I know? What's coming to town where my services can make their event even better? I use Google for that. Then I look at who I'm connected to that might have a lead in, have a way in with that. If it's nobody, I go in with a conversational phone call and a customized video introduction. If I know someone, man I use that. I open up that connection and I just find out who do they know over at this organization or this thing that's coming to town because I got a great way of serving that audience with something that's going to be meaningful, powerful, unexpected to them. Alright, I always look at the way I can do it through offering my gifts.

Alright you guys, keep those questions coming on that one. I'm going to jump into a topic right now that the exponential stuff. We're going to talk about being on demand by being on TV. This is one of my favorite modules in ShowBiz Blueprint to present because it's something that I have taken to a crazy, crazy level.

Alison said, "I made a couple of custom Pop pages for producers last week and the producers were really pleased." Yes! "One said, this is the perfect time for us to use this!" OK, awesome, taking the chance Alison, always an inspiration to me in this group, so cool, thank you. This big smile on my face right now.

Michael, Mike Toy asked us about how do we practice smiling and it was a great question to put in the thing, and I tell you guys, I wrote an answer on that group last night that I mean practice until it hurts and then practice more. It is so natural. It's so natural now for me and it's important in the module that we're talking about right now about getting on TV. You have to smile every single second you're on TV, and I will show you examples of this, when I show you through my replay today.

But it feels weird at first. It feels stupid, it feels awkward and then you start changing energy of every conversation that you're in. Everything that you're live with, every phone call, every time you're on stage, ever time you're on TV. When you're chatting in a meet and greet, my gosh, always light up with your teeth and your smile and just make it come alive. Alright, you can do that. And teeth, if you're having teeth problems, get a Sonicare. I love Sonicare. I'm such a big huge fan of that tool. Whenever I go to get my teeth cleaned my hygienist says, "Why are you even here? You use a Sonicare, you don't need to be." So get that. Just a little side tip.

Good, so let's talk about being on TV. This is about getting on TV but not with your act. This isn't about taking your seven minute act on TV back in the day, 1986, the very first time I was on the Tonight Show

Johnny did his monologue, they went to a commercial, they came back and they said, “Ladies and gentlemen, the Raspyni Brothers, and we had eight minutes to do our act. We didn’t have to be on fire, we didn’t have to be eating a snake while we juggled, we didn’t have to be racing against some tragedy where someone was going to get hurt. It’s a lot different now-a-days. So we’re going to talk about other ways to get on TV that isn’t just doing your act, because that way doesn’t exist anymore. Yeah, there’s America’s Got Talent. An incredible discussion going on, on maybe it’s our Alumni group, maybe it’s Marketing for Entertainers – Chad Wonder’s group, somewhere there’s a really good discussion going on.

I’ll make a note to myself to find that because I want to link you guys to that. I’m taking notes today, right? We always take notes, about the discussion going on about AGT, America’s Got Talent, and really how that’s playing to entertainers. One of the big TV opportunities now-a-days, right? There’s certain ways to play it and everyone’s got their own feel about it. I’ve never done it. Probably never will, never would want to, but it’s out there for people who want to do it and there’s a way to use it. Today we’re talking about a different kind of television and it’s a pretty good kind of television as well.

In week 1 and 2 I talked a lot about passion and expertise: who you are, what you bring to the market. Today the discussion around TV is going to be aimed at morning news spots, and the goal of this is to include authority, recognition, social proof, and photos just like this one here on the left. Look at this photo. This photo didn’t exist about a year ago. I didn’t have any networks as an expert. I didn’t have any of this FOX, ABC, CW, CBS, or NBC. It just didn’t exist. So I went out and I created it. That’s what I want to talk to you guys about today.

You may have a reasonable question Barry, I don’t know. I don’t want to talk about a topic, I don’t want to talk about a subject. Wonderful, and is that a fear or is that a block? Because if it’s a fear, you got to step over that thing. If it’s a block I’m going to show you today how to undo it because there’s great ways to make comments, to help people we’re going to dig into so much of this. I don’t even want to talk about it. I’m going to use some of these slides. They’ll guide me, because in our limited time, I tell you I could easily forget some of the important stuff, so.

Let’s talk about this. What do I talk about and why me? You know, what do you know about that can help others? All types of ideas here and this is just a real loose list of ways to help people. What do you know about that can help others? Look at this list on this screen here. Silently, in your own room, raise your hand if you have some of this stuff. Do you have tips, experience, maybe a website about something? Did you write a book, do you have education, can you lead a workshop? Yes, the answer to that is yes for every single one of you, you can lead a workshop. Just by being entertainers you have what it takes to lead a workshop.

I’m hereby officially removing any belief you have that you need some sort of a badge or a certification, or a touch on the forehead from somebody “in power” and I’m using my air quotes on that to lead a workshop. Not true.

Have you done research? Have you discovered something? Could you interview experts? Could you write a simple white paper? Could you co-author a blog or a video? Could you do a demonstration? All

those are ways to get on TV talking about a topic that means something to you, or something that's in the news. We'll talk about hooks and when to get on the news in a second.

But the big questions, why me? Hey are you joking? Come on! You've got comfort on stage and camera. You've got personality, you've got special skills, you're not just a talking head. You know how to hold the stage and I tell you guys, TV is a hungry, hungry beast. TV does not sleep. It's always eating up content, especially with all the stations around now-a-days. There are so many stations. Yes, I try and focus on the big networks. There will be a time when I'm turning my focus over to the smaller cable shows which are really specialized in food maybe, for my Sugar program, or weight loss, but man, at the beginning I did twenty-five shows in a row on the five major networks.

Yeah, white papers, Alison, good question. They are basically special reports, but it's more of an academic feel. Google white papers, you guys and you can see an exact template for a white paper. What it should include. You guys could write those about anything that's either in the news and you have an angle, you have a way to talk about it, you have a way to share some information.

Rich, thanks for the s

Sonicare link, nice, yeah, get the smile going, sure.

Good so TV is hungry. That's a fact of life. There's a lot of channels and they're all hungry. They all need content, so we are brilliant at content. I'm going to review how I do this on a future slide here. We'll dig into that.

Let's talk about hooks. Timely is probably the number one hook in the world. Right now, what's timely? Hey we know that. It's a year away from presidential elections here in America. There's all kinds of other things happening. I'm not a big news guy, but when I need to find out what's happening I go check out a couple of headlines. Look, if I want to talk about my Sugar Free, or weight loss, or diabetes, National Junk Food Day I think I mentioned. Oh yeah, last week I did the thing with Nathan. It was National Junk Food Day so I have little alerts about what's happening in food and then I'll find a way to connect that to what I want to talk about.

The second biggest hook in the world, local. What's happening, or "happing" as I have on that slide. What's happening in your area or in the area that you want to go to? In my Sugar Free talk, when I go to Phoenix, I look at the obesity and overweight rate for adults and kids and I slip those right into my piece. I find a couple of health food stores, because when they ask me where to you get this stuff, I mention stuff that's happening right there in Albuquerque, or in Phoenix, or in Las Vegas, Palm Springs, San Diego, wherever I happen to be doing those TV shows. I have those things ready on the top of my mind.

Technology hooks are huge. Five tools to keep in touch with kids, a great one. Everyday items: five cleaning tips to simplify your life. Emotional hooks: I was killed and came back to life. Local hooks, happening in your area, yup, threw that one up again for some reason, I'm not sure why. So all kinds of hooks. Those are a couple of the big ones, timely, local, technology, every day, emotional. You can get all these things. Money saving tips, are another great one. Ways to save money. Celebrities, everyone loves celebrities. Which celebrities don't eat fish, or mine, which celebrities are Sugar Free. I run with

that angle. Whatever your niche is, whatever it is that you might be able to talk about from your experience, from all those bullet points that I had a couple of slides ago. Whatever it is you want to talk about, substitute that in and find the hooks that make sense.

Then stack those hooks. If you can do a local and timely and celebrity, that's like number one. That's big and that's how I sell the Sugar Free if I'm going somewhere I find out the overweight and obesity rates in Albuquerque. I tie it to something, I do something on Valentine's Day, the sweetest Valentine's Day you've ever had Sugar Free. Then I also just put in what celebrities are also living sugar free. There's five celebrities that I always use in my segment proposals. This is great, only one TV show have I ever talked about the celebrity piece, because it's not that important. It's not part of my mission or part of my message. It's just something that I use to get the gig. It's part of the booking process.

I don't want to go on there and talk about Tom Jones, or Tom Hanks, or Alec Baldwin, Gweneth Paltrow, I don't care. It's not part of my thing. I always joke with myself and my Mastermind groups or on TV, I always say, "It's their TV show except for the four or five minutes that's it's my TV show." I take it over at the beginning and I hand it back to them at the end and a powerful way to do it and I'll give you some examples on how we do that.

So those are the hooks: local, timely, celebrity, a great stacked sandwich if you can do that, and you can, of course you can.

Segments, let's talk about segments and let me jump over here to a website and show you something here. Let me grab you this. This is sight call SugarFreeBarry.com I will put this in our chat box right here if you want to click on it and follow along at home, play the home game. This is my media page. You have to build a media page. Funny, funny story about this. I called my first TV station before I even did a workshop. I did a four day workshop, which I'll talk about at the very end, but before I did it I called a station in Reno and pitched the idea.

It was a few days before Valentine's Day, a week before Valentine's Day and I pitched the idea of going on and talking about the sweetest Valentine's ever that's sugar free. Wonderful timely hook, wonderful local hook and I booked it. So the lady says to me, the producer, she says, "Can you send me your media page." Oh my gosh, I went into a full-on panic and then because I'm a bit of a nerd, 45 minutes later I had some version of this page you're looking at right now. It wasn't this blown out version, but it was SugarFreeBarry I didn't have the domain name. I bought the domain name, I threw up a quick WordPress site. I threw up the segment proposal, which I just copied. It wasn't good. I do much better now, and I didn't have any TV shows, so on my media page I put my TED talk. Now my media page here is filled with I think 25 or so segments from all over the country, and you look at these things and you say, yeah, you're Barry. You have those.

You guys, let's back this up a year, a little over a year, I didn't have any of these. So you can do this stuff. Products, I didn't even have a book at that time. I didn't have anything. I think I said I was writing a book called something about 30 Days Sugar Free. I was running 30DaysSugarFree.com website, so pretty funny. Let's take a look at segment proposals. On the segment proposal page I just have a thumbnail of the four different segments that I do on TV shows. Sneaky Sugar Free Snack Substitutions for School Lunches. That one I just bring in food and I talk about things you can put in a kids lunch that aren't full of

sugar. I do some great demonstrations on that one. Breaking Up with Sugar, this one is more aimed at adults. This is kind of... and I play on the whole "breaking up with" you know. Breaking up that Love Affair with that unhealthy relationship. 50 Ways to Label Sugar, this is another segment I do, and I talk about all the ways that sugar's mentioned on labels: all the different ways that it's hidden in our lives.

Then here's the original, the old Buick of the gang, How to Have a Sweet Valentine's Day without Sugar. So let me pop one of these open. This is the very simple page you put together, and then you also always send this to them in a PDF. In fact, let's just look at the PDF because every TV show that I've done, with maybe an exception or two, this is on the anchor's desk right in front of them as they're talking to me with certain things highlighted or underlined they have this exact PDF on their desk ready to go. So I will dig into this, but this is as fancy as it gets.

Let me pop back over to the content here. We're going to dig through this. So segments, you need a segment proposal, you open with a statistic. Always the first thing you do is a segment proposal. You guys, right now at home have at least something that you're working with. Have a working model idea right now because there's 20 plus of us on line right now, 22 and it's only showing me who's watching the screen so when you guys disappear I can tell. But have an idea right now. Just something that we're going to play with. You can change it later, but start playing with something. If you're a musician and you want to talk about how music helps children with behavioral problems. I'm going to make all this up right now. Music with behavioral problems, wonderful, start working on what we're doing right now just make the scratch notes using that and you can change it later.

If you're a magician and you want to talk about how trickery is used in political campaigns. Wonderful, a great segment by the way, very timely right now, and that could be used in a powerful way.

Who else do we have on here, Alison, body art. So let's talk about visual imagery and how visuals have been used throughout history and advertising. Could you imagine you saying to a producer you're going to show up with two fully painted models and be able to have the segment of talking about how imagery has been in history and how Presidents will use imagery in this upcoming campaign?

What else? Donald Trump, you know, that's stuff is hot right now. Great, let's keep going with this stuff.

Let me just see this, so you're media page has clips of segments outlined segments that you're proposing? Yeah the media page is only for producers. I don't really put that anywhere. It's what I send to TV producers. That's all that media page is – SugarFreeBarry.com. I just put that there. You can name it after a book if you have a book on I Love Me More Than Sugar, the name of my book I have the companion website to my book, so I didn't want to put it there. So the SugarFreeBarry is the media page. All we do there is have what talks to them. Why we should do it, what we're going to talk about, why us, segment proposals, clips of TV shows, and I'm living proof that you can book your first TV show with no TV clips on your show. That's exactly how I did it when I made that site and sent it to this producer, a wonderful producer who I've done her show four times now with nothing on that page. So good.

Here's the proposal, so we open with a statistic, "the AMA reports that America's intake of sugar is associated with cardiovascular disease, high blood pressure, and depression, and contributes to the

center for disease control statistic that 48% of American children are overweight or obese.” Boom! That’s it. I put that into the very first segment. It shows the people at the TV station, hey this guy knows how to make a segment proposal. Next I place a quote, and here, this is from you, this is from me in my case, “according to Barry Friedman, author of, and I will change this, to the best selling book I Love Me More Than Sugar, the quote, ‘we are bribed, rewarded and punished with sugar since birth and that’s why we’re all addicted.’” That’s it, just a quick quote that I put on there at that point. Then I quickly describe the segment in a sentence or two. In this fun and simple food demonstration, and I highlight that, because I’m going to do a little bit of a demonstration here. I want them to know that. Barry will share with your audience three simple substitutions your kids will love and it will boost their mental, physical, and emotional capacity throughout the day.

So this is my one aimed at Sneaky Sugar Substitutions That Kids Will Love. This is that, this is it, this is what they’re going to get in the segment. This is what their viewer is going to see and what they’re going to take away. Perfect. Then I highlight a couple of the hooks. Why have me do this right? Why not just have some guy in a lab coat who’s a doctor or a nutritionist do it? Hey, you know, they may want that. What I’m telling them in this segment is that’s not what they’re going to get. I say juggling demonstration, as a four time world juggling champion, Barry will demonstrate how it’s safer to juggle two ping pong balls in your mouth than it is to eat what’s in the typical American lunch box. How’s that for a crazy bold statement?

I don’t really do the ping pong ball juggling on that one so much. It’s a fine one, sometimes I’ll do it as a bumper coming into the clip. But I really like to make my point with other props, but this is just such a tasty, delicious, soundbite for a segment proposal. How in the world could you say no to that one? You can’t really. Then I state my formula and you guys, you will all have a formula, you will all have a formula. My formula on these proposals I use is FREE. So one more hook that I do is I do a celebrity hook and I told you about that. I talk about a quiz. Celebrities who live sugar free? And then I list these five celebrities and then I just say which one? And then just for social proof and kind of a fun popularity tie-in, I say, “Barry was his opening act for two years,” right after Tom Jones. So that’s something that also hooks them because I already said here’s the four time world juggling champion, so the tie in to that, “Barry was his opening act for two years.”

I never talk about that stuff on TV, but it’s all just stuff to show the producers, and you guys all have stuff like this, all have stuff to show the producers that you’re going to be a grand guests. You’re not going to come on there and be the scared person from the dog shelter who has to talk about three puppies that are up for adoption. You’re going to own this thing, so I do the celebrity quiz. Then I state my formula.

My formula FREE, they have a card, they have a title card arranged for this when I get to the studio to do the show. It’s FREE Fruit, so I just talk for a second about fruit, a great natural source of sugar. Your body knows what to do with it. It’s got fiber in it. It’s available. It’s healthy, it’s not processed, so great. Then I talk about ERAR, replacing junky snacks with good snacks. This first E is “examine”, examine those labels, and I may even talk about a couple of the other ways that sugar is hidden on labels, some of the most common names. Then I talk about exercise. How these bodies are made for moving. We need to burn

the calories that we eat. So that's my Sugar Free Exercise. This segment proposal, right here, and then at the very end I drop in my bio and my contact information.

The final piece of the segment proposal, the bio and the contact. So my bio, Barry Friedman is the author of I Love Me More than Sugar, and has made over 200 television appearances including the Tonight Show and a Presidential command performance. Hey don't let anything that's in that paragraph scare you guys away. I don't care if you have never done a TV show. You've done plenty. You've appeared at events, you've entertained over a million people, you have done your show in front of this many audience members. You do this many shows a year. It doesn't matter. I mention I pull out what I have to work with. You'll pull out what you have to work with. Don't ever let my credits that are on here tell you that there's some reason you can't be doing this.

I don't put any of this up there for anything except to inspire you to find yours. Then the contact information, if you have something you've written, put a small picture of it there. If you have a DVD you've made, put a picture of it. Anything to lighten it up a little bit. Mine I go for a little social proof by putting this little picture of me from the TED conference up here. You know, whatever you have, pull out the guns, this is not the time to be shy. Then the contact information I put my cell phone right here. I want producers to be able to reach me when they want. SugarFreeBarry I keep my media site separate from all my other stuff.

That's it. I mean that is a basic segment proposal and I'm just going to quickly look at another one just to show you that this is what they look like. I keep that format. I want you guys to go to SugarFreeBarry. Use this format exactly the same way. This is my one on Breaking up with Sugar. The only thing, really, that changes on this thing are these two paragraphs.

That paragraph didn't even change. I talk about why we're all addicted. Three simple steps that will get them far enough away from the addiction so that they can decide what part sugar will play in their life. That's it. That's probably the one that changes right there. Props is the same, and I think I changed it to Props on here instead of demonstrations. Just a little bit of testing. The same stuff I'm saying though. 50 Ways to Label Sugar, the same thing the AMA. Boom! Same quote, so this is the format to do the little graphic that I have here just blows up into a cute little graphic with a bunch of sugar names.

Alright, let me get off the sugar stuff. Oh Gweneth, oh thanks for the spelling on that, Faith, I maybe should check that out. How do you get your news and how did you learn WordPress? Yeah, WordPress is, there's actually a great course in doing WordPress. I probably paid more than I needed to. I wanted just to learn how to do it. WordPress is very simple. You guys, there's video tutorials on YouTube.

Your happy place is on YouTube for learning so much of what you want to learn. Don't feel like you have to pay huge money. Yeah there are courses in doing WordPress anywhere from \$100 up to a couple of thousand dollars you can pay to learn WordPress. Whatever works for you. It's something that I needed and I guarantee you, Faith, there's someone in your neighborhood who would love to build you a little basic simple WordPress site to be your mentor, to mentor with Faith Amour. Can you imagine that? Yeah, there's people out there. You need to take the risk of asking them.

Juggling increases the gray matter. Yeah, things like that, Peter, juggling increases gray matter by 3%, the effectiveness the size, whatever you can pull out in the way of science for that. Why wouldn't you go on news and talk about how many kids you've entertained at your school programs? Why schools hire you and what the takeaways are. Even interview a couple of principals. Have a couple of poll quotes available. Man, you're in a great place to get a new segment set up for yourself right away. I can hook you up with the great people at Good Morning Reno, because I know you live over in that area, Peter.

Good, awesome, good stuff guys. Let me keep going because there's a lot to share about TV. My gosh there's a lot to share about TV. So that's the segments. That's how you build a little proposal up. How do we contact a producer? That's a pretty complicated sentence. You might want to grab a screen shot.

Hey, can I speak to the person who books guests on the news? I literally say it that exact way. I don't open with hello, this is, I don't treat them any differently than I would just treat them as someone who I'm on a par with, who I'm on equal level with. This is some person answering the phone who's just maybe an intern, flunky, whatever, they're not the ones making the decisions so talk to that person just like you would someone you're calling to ask someone. Ask someone, can I talk to the person who books guests on the news. If you make it too big they're going to think you don't know what you're talking about.

This is how they expect to hear it. Then you get to that person and they do answer the phone, and if they don't answer the phone hit zero, go back to that person and there's certain times to call these people. Most of them work from 11 at night until 8 in the morning. That's their worktime, so when do I like to call these people? I like to call them around 8:00, 8:15 in the morning. 8:15 in the morning is a great time. If it goes to their voicemail, wonderful, hit zero and go back and ask if the person is in the building.

You're showing up as a pro when you do this. Ask if they're in the building. If they're not, ask when the best time to call them back is. Do not leave a voicemail. We're not leaving a voicemail for these people. This is a live conversation. They have this happen to them all the time. They get pitched. This is what happens to them and they love it. They love it when it happens in the exact way I'm teaching you right now. My name is Barry and I'm the author of I Love Me More Than Sugar and I have a segment for your viewers called How to Break Up with Sugar.

Just pause for a second. Then I describe the segment and how in the world, Barry do you describe the segment? Are you psychic? Are you a master of memory, no. I have this on my screen while I'm talking to them, so I say, as you know Jill, the AMA just reported that America's higher intake of sugar is associated with cardiovascular disease. 48% of adults in Reno, 32% of children in Reno are overweight or obese. Right there I've told them that there's a local and a timely hook. I say that we are bribed, rewarded, and punished with sugar since birth and that's why we're all addicted. It's not your fault.

In this segment I'm going to share with the audience three simple steps to get them far enough away from the addiction so that they can decide what part sugar will play in their life. Now you're watching me read this stuff, you guys, but I got a smile on my face, I'm standing up, I'm having a conversation. This stuff right here is nothing more than a guide for me on how to do it. I'm not sounding like I'm reading. I'm not actually reading, I'm using it for highlight notes. I don't say, "In this segment Barry will" I

say when I'm on your show I'm going to share with your audience these three simple steps that will get them far enough away from the addiction so that they can actually decide who they want to be with sugar going forward. That's pretty good, right? That's what I do in a pitch on the phone. This takes about 30 seconds. They will ask you to send them an email at that point they're going to say, do you have something in an email that you can send and you do. You have your segment proposal.

On my very first one I said yeah, I'll have it to you in less than an hour, not knowing what the heck I was going to do, but I got to work real fast. Then you do it. So contact producers one of two things can happen, they're going to ask you when you're going to be in town, and they're going to say can you email me something? That's the two things that they are trained to ask. Keep these conversations very short. Get them the email and segment proposal that you have demos to use right off my website at SugarFreeBarry.com.

Good, so pieces to have in place. A media page would be great to have in place. Model mine or make it better. Mine is a 45 minute version. What is it the WordPress default theme 2013. I certainly didn't get fancy on it. Never went back to make it fancy. This is the theme that comes right out of the box when you get a WordPress site. So yeah, hey, this sizzle reel, I've had this made ever since. I've had this made. This is kind of a compilation of all my TV appearances up to this point.

I'm doing this all. I'm doing all of this TV for one reason and one reason only and that's to get about 50 of these local segments, so then I can get on the Today Show. Because after you're on the Today Show, a lot of cool things start happening. So I'm building steam. There's great stuff that comes along the way. Being able to say that you're on TV helps with bookings. It helps with targeting your message to a group that you may want to speak with. It gives you authority. It proves people love TV still.

I know that we're not doing it for these 10 weeks but people love TV. It was a big lesson for me. Yeah, people still watch that thing. You can drive traffic, we'll talk about what you can do with it with traffic in time of course. But the point is don't get hung up on any of the details of making this stuff. This is all fairly easy cheap to contract out. Invaluable.

Segment proposals, model mine. Perfect any props you're going to need. Have those in place. A huge smile every minute from the second you call them on the phone until the minute you're back in your car. You have a smile on your face. It starts when you walk in the studio, because someone's going to be there to greet you at the door because it's 5:15 in the morning and they're going to feel better when they look at you. They're going to introduce you to the team better. Huge smile, and appropriate costume for what you're going to be doing. Whatever you're going to be doing. I have done segments where I'm dressed as a chef. I've done segments where I'm dressed as an author. I go with a casual look.

You'll see an open collar. I've done a tie on some. The T-shirt, I have some people that I really want to model. I really want to model like Michael Palin when he's on TV. Tony Robbins when he appears on TV. Still I've done all kinds of them. Here's one I did, I just wanted some variety for my sizzle reel. I grabbed a cool looking orange chef outfit, a white chef outfit. Variety is the spice of life and every segment that I went on I wanted to get a different look and I wanted to get a different sound bite or two. So those are things to have in place pretty easy.

Let's talk about thoughts and tips about how we can make these segments excellent. People are comfortable when they laugh. That's one thing we are better than anybody at is keeping this stuff light. Every news program needs the light segment. I've been offered and on-going appearance at Good Morning Reno, but I don't want to be doing that all the time, but get to go on whenever I want now. People are very comfortable when they laugh. Don't ever take your knowledge for granted. You guys have knowledge, I promise you that. We've talked about it. Michael we've talked about your IT background. We all have knowledge and how we can help what's going on in the news with our insight on it.

Add to their words. This is a great tip that somebody gave me about TV, don't ever say "absolutely" when they say something. It's such a tendency and I think in all my TV appearances I've glad to say I think I only have one absolutely. Boy, that's the kiss of death. They don't know anything. You're the expert. If they say something that is spot on right, your next word is "AND" and then add something to the conversation. Don't be that person that says absolutely and then just kind of reiterates what they say or changes their words. Not a pro move. They say something that's spot on, you say "AND" and add something to the conversation. TV loves a smile. We talked about that. Have more energy than you consider reasonable. Yeah, there's a bar, a litmus test for you to use. What do you consider reasonable and how could you 2X or 3X it because that's what TV needs, it needs a lot of energy? Take a look at some clips of people who are doing TV news properly.

Just some more tips, sleep really well the night before if you can. Get there early, I love to go in early and just grab a hotel near the studio. Use props liberally. We are not normal people. A song, body paint, a magic trick, a juggling move, ventriloquist dummy, whatever it is, however we're doing it. A great joke, a standup routine, all those things, a song. Yes a song, of course a song. Make your point and I always keep the use of my props. You'll notice when you use those, I always come on, introduced as an author, yeah they can't stop mentioning a four time world juggling champion, but I will never do props at the very beginning of my segment. I may do it on the bumper if they ask for it. I'll balance a chair or a ladder on my face when they're going out into a commercial before they come back into me. But the segment for me is about the book, about being the author, about being the expert and then I give them the que that I want when they know they have 30 to 45 seconds left. I say, ask me, do you have a way that people can remember this. And that's always my que and that can be your que too to go into the prop piece.

Be the expert first. Once I get a couple of ping pong balls in my mouth, no one's taking me seriously as an author or a speaker, or an educator, so get that stuff out of the way first. Be the person, keep it fun of course. Use your smile, use every trick you have to make it alive, but save the big monkey show for the end always. Posture counts on TV. Sit on the edge of the chair. Don't be a slumper. Always consider the audio and the video piece of the segment. There are always two pieces, so how's it looking and what are you saying? There's a lot to talk about around that one.

Have a strong opening statement. Always open your segment with something that's just like, Boom! I've done a decent job of this. Take a look at some of the segments and find your opening. What's your opening statement that's just going to engage them? I said it at the beginning of this talk, I consider it my show until I hand it back to them. So this is my segment. This is my program until I hand it back to

you. So come off big, play big. This is the bazaar thing I tell you something. Let me put this in perspective. These people, these anchors that you're going to work with, they don't really know anything about you. They may have gotten a quick, "On we're going to have a guy talk about sugar free." That may be it or it may be nothing.

I've had them come over to me and say, "What are we doing?" And it's great. So you have that 60 seconds or 90 seconds while the commercial before you is playing and what you talk about during that 60 to 90 seconds is what they are going to say when the guy goes 3, 2, 1 live, that's what they're going to talk about. Don't be talking about how your brother used to live in Reno and now you come here and visit him. Here's Barry Friedman, he comes to Reno once in a while. Because they have nothing else to say.

What you're going to do during that time is you're going to fill them in exactly how you want that introduction to play out. Not saying here's how I want you to introduce me. But I just talk about the benefits of sugar free. I talk about the obesity and overweight problem here in Reno. I talk about stores that I visited. I pretty much look them up online just to find some health food stores in town that are playing. If I have a couple of foods I just talk about that and then when they come back from commercial the introduction is always so much fun. They've gotten a feeling for who I am. They know I'm going to be fun because I've totally taken over and they trust, they have trust and that's one of the biggest pieces we can offer them is hey trust me for this five minutes, three, four, five minutes. It's going to be worth it for you to trust me on this.

Good, have a signature story. Mine is always about how I quit sugar on leap day when my nine year old asked me what are you going to leap for leap day? I've gotten that story down to about 15 seconds. I think I tell that story just about perfectly on the Good Morning Phoenix, one you can watch on my media site there. That one I think I did the story in about eight or nine seconds, which is a great amount of time for a signature story. That I had a big frozen yogurt with my son. I felt disgusting. Leap day was coming up, he asked me what I was going to leap and I was thinking about the gummy bears in my belly and I said I'm going to leap sugar for the day. Then I talk about going forward. But great signature story is important.

Celebrities are on TV and this is a marketing tool. When you're on TV you are seen as a celebrity. Yeah, I don't care if it's a local news program. If you're on there talking about something and you're having fun, you are a celebrity in the eyes of people who can book you. Especially if you have a picture you've gathered that has huge amounts of social proof on it. This picture right here, with me with ABC, Fox, all the logos. Barry Friedman speaker, coach, author, I don't have a degree in that stuff. Yeah I wrote a book that I got to number one best seller, but I did not have anything when I started this stuff. It's a journey. All this stuff's a journey. You guys can do it.

Keep eye contact with the host during the show. Don't look at the camera. If you ever see a news program where someone looks at the camera it is about the creepiest thing in the entire world. You know they're like, they look at the camera and it's like, why is that person looking. You don't realize how that's never done with a guest. Yeah, the anchor looks right into the camera. They're reading the teleprompter that's going right in front of them. Guests don't look into the camera. They don't talk

directly to the people at home. Let the camera man do their job. The camera men are really good at doing their job. You keep eye contact with that host. They're going to show a side of you. They're going to show a face on of you and it's going to be beautiful. It's going to look natural. It's going to look like news looks, but the second you start looking over, looking into the camera and getting that scary thing going on, it's a little Helter Skeltery, so don't be that person.

Go big or don't go, my final tip on this thing man. Boom! Take over the show. I think I've made it, go big or don't go. Further training I want to touch on. Start at the top by saying I have no financial interest in you doing this at all. I want to just tell you what I did to really expedite my growth into being a leader and being a presence on TV. I did a workshop that you can see a guaranteedcelebrity.com. It's not cheap in money. It's extremely cheap in time. I learned everything that I do in this, I got permission to teach what I'm teaching you hear from Clint Arthur.

Alison, the signature story doesn't have to be 8 seconds. I perfected mine down to where I hit the really hot points in about 8 or 10 seconds. You only get from 3 to 5 minutes on the segment. You don't want to spend 30, 45 seconds telling your signature story. You can do it quickly and then get to really what you want to be talking about and why it matters to the people at home. I think I told mine in about 8, maybe 8 to 12 seconds on that Good Morning, Good Day Phoenix TV Show, or Good Day Arizona, or Good Morning Arizona, something like that. I think it's one of the few I have on my site from Arizona.

Everything I learned about his I learned from this guy Clint. I endorse him wholeheartedly. Why I did the workshop – it's a four day workshop. It's literally, it's a think tank. You're locked into this room in West Hollywood, right on the stage lot of KTLA, one of the big stations in Los Angeles. You don't go out of that room, really. We went to the Arsenio Hall show taped one night. It was kind of fun.

Really, you're in that room immersed with ten, nine or ten other people and Clint and you dig into your message. You dig into what you have to share. He is a genius at extracting the gold, extracting possibilities that you might never have even thought about.

Creating the segment proposals, this is Thursday and Friday only. We haven't even gotten to Saturday and Sunday. Creating the segment proposals, practicing delivering them, getting straight point on coaching from your peers and from Clint. He's got three or four different sets around his office. The only types of sets you'll ever meet on this studio. Up on two stools, sitting on a coach, standing behind a desk. Let me think about the studio, I think those three and maybe one other, but it's all the different looks you'll have at a TV studio. You get to actually practice them.

Then it comes to life Saturday and Sunday when you pitch to producers around the country. He'll line up anywhere from 10 to 15 producers, and all 9 or 10 people in the group take three minutes with each of the producers. So a producer from Chicago will come on and all 10 people will pitch to them back to back. They're piece and then they'll get up and afterwards, they thank him, someone takes over, and the producer says I want this persons, not right for this person, if this person talks more about this I'll take them. They take all the notes and then you get the results.

So I booked, I was that guy who blew the class curve. I booked... I think there were 14 or so in my celebrity launch pad coaching session, I booked all 14 shows. I haven't even done them all, even though

I've done 25 TV shows. I got on the phone with some, didn't want to go too far. One person in, I think it was in Connecticut, they wanted me... gosh, I'm going to Connecticut, I'll have to call that person. But they wanted me on. They said, if he doesn't talk about sugar's fine, we'd love to have him on as a juggler.

Ah, not going to have it. Not clear on the concept. So I didn't call that one back. Hey all the others I just aced and had a good time, and you can too because you know how to talk to a camera. You know how to be an entertainer. You know how to bring the money so, and everything that you learned in the first couple of days. So that's what I did. That's why I did the Celebrity Launchpad, that's why I invested in it. I think it was \$7,500 to \$10,000, I forget what it was. Really what it was, it was buying time from cheap money. I know for sure I would have done, spent two years trying to piece together how to learn that. Maybe somehow booking one show, but instead I flew home on Monday with 14 bookings and that was a pretty good feeling, and a huge education on how to do it. So I bought time for money. Something that you can't do that often.

Who does it? I was in the room with relationship coaches, sitting right next to me and this was a moniker that Clint came up with for her at the workshop. It was on Friday morning, he shows up and he goes, you know who you are? You're America's favorite bisexual grandmother. And it was awesome, because she was talking about wanting to help older people come out of the closet with all the laws changing – great time. I hope (I'm not in touch with her that much), but I hope she's on every show in the world right now with the national law that was just passed.

Good lord, why wouldn't she be on TV talking about that to every TV show in the world. With all the orange stripe rainbow Facebook pages we have now, and people celebrating the law change. Which yeah, of course, so she was in the room, someone across the table from me helped elders from long distance. She taught people how long distance to help elders with end of life stuff – very valuable. One guy was a time management expert. At the end of the table, it was so funny, there was so much connection with these nine other people in the group. I just think about the big table. There was a huge, like 30 foot table in the room that we all sat around in the think tank.

One lady did, what was it called? Medical tourism, she helped people from all over the world at no charge to her, she was paid through the Doctors she worked with, how to go to Thailand and get your teeth operated on, or how to get a new kidney in whatever. But she was an expert on medical tourism. Her company, Sky Medikiss, I remember her company so well. She talked about it. She booked quite a few shows, especially in the areas that had older populations. Anyway, great stuff, those are the kinds of people who did it. Experts in all types and entertainers, how you guys have something to talk about, about life, about helping kids, about hobby, about a new way to look at something in life. If you have something to talk about, you're one of the people who does it.

Should you do it? I step back for that and only reiterate, look into it, know that I have no financial interest in it, that said, get in touch with me if you want to do it. Clint only brings people in off personal recommendation, or I should say they get priority to do it and I would be happy to talk to Clint about anyone who's doing this, who's thinking about doing it. I know he'll meet with you and chat with you on

the phone. Good stuff. That's the TV segment. I hoped to do about an hour on that and I don't know. OK good man, we did good on that one. I want to fit in the rest of the stuff I want to talk about today.

Let me hit the questions here and just let me see. Let me take one second here. The online has media clips and segment proposals. That's all that goes into that page. How do I get my news, Faith? I didn't answer that. It's funny, I don't read newspapers and I don't watch network news, so when something's happening in the world I look out the window, I see somebody talking about it. I read blogs, I see something mentioned on Facebook and if it's something I want to learn about I dig into it. But I can't expose it. I consider the seven holes in my face way too valuable of real estate to turn over to seven people who have decided what should be called news. So I'm very protective of what goes in. I look for a lot of sources and read about what's happening.

Certainly if I need to learn some statistics, Dr. Google is always there to help me out. Cindy said, Alison, there was a book written about scifi characters and body painting. Yeah, getting in the circus I thought it would make great film. I'll collapse this for her.

Do I pay for the clips? No, I think I paid for two or three of them that don't get on the news, and they're like \$50. There's a TVNewsClips.com. I think you can get them that way. There's companies that have news clip feeds from anywhere in the world and you can buy them. I think it was \$50. But I've only bought two of them. The rest of them I grabbed right off the internet and they're plenty good quality going to that TV station, grabbing it, and there's different plug-ins.

But really, I go right to, and I'll put this link in, in the notes for you. I go onto FiveR and there's a guy on there who I've used for all my links. I just send him the link to the website and he pulls it off. Yeah, it's something that you can probably do yourself. There's probably a plug-in or something, or record the screen, but I just send it to this guy and he sends it to me a couple of hours later for \$5 and it's really high quality.

Signature story I covered. When you do these out of state, do you travel just for them or do you contact them when you know you're going to be in town? Both, I've done both. I created a tour for my first thing when I got back from Celebrity Launchpad and I went on the road for six days and did eight appearances, or nine appearances. I did nine appearances in six days. It was pretty fun, and I probably did them in five days, because one day was a travel weekend day. In Albuquerque I did four segments in one day there. So that was pretty big.

So I came back from that first little tour with nine segments under my belt. That was fun, and it's totally doable. The segments happen at six in the morning, or so, so you can be at the airport by noon. It was maybe \$1000. Maybe I spent \$1000 on the whole thing and I came back and I had nine shows so, try and get that. I think even if you tried to rent a studio, you wouldn't legally be able to have the logo on your name, you wouldn't have a professional anchor, it wouldn't really be a TV news clip and I bet you can pay anywhere from \$10,000 up for that, so. Pretty good deal to do it that way.

I did a neat thing on Facebook though. I put all the cities I was going to and I said if I haven't seen you in awhile and you want an overnight guest, drop me a line. Man my itinerary filled up instantly because we all have Facebook friends around this world, don't we? But it was funny. I know in Houston, and

Phoenix, in New Mexico, and I just saw friends I haven't seen for a long time. Stayed at their place, went and did the segment early, took them out to dinner the night before, kind of talked about what we were doing. It was a great chance to build a network and connect, but it was fun.

No, they don't cover travel, man. They don't pay anything. It's all our dime and a very worthy dime to spend. My gosh I'll spend that dime any day to go do that. It's a business. It's a business expense and it's really effective. Look at these clips here. I would not be able to have any of this stuff. I tell you, I bet you with all the travel I definitely have less than \$5,000 and safely I can say less than \$3,000 in all of this. I have 25 killer clips, ready to go, that I own, that gives me authority to sell books to.

What is that? Oh, I have a TED appearance... that's so funny, I have a little TED appearance here on the bottom. So, yeah, it's money well spent. Good you guys.

Hold a Facebook contest. Yeah, right, have a Facebook contest to host me on my next TV tour. I love the idea, man. That's not a bad idea. A great idea. It would build a lot of good social media. Especially if the idea is hot. If it's a hot topic that's happening around the country, which we're never in shortage of because we have a hungry nation. There's always stuff happening. Good you guys, let me pop back over to here and let's dig in.

I want to do a piece here on integration, how do we apply all this stuff? How do we apply everything that we've done in ShowBiz Blueprint? How do we integrate it and apply it to our lives? So let me do some of this stuff, and again, just remind you that this is... I'd love to have some of you come on live. I know that we've had a few people click the button there to attend and request to be a speaker. Let me cover TED talks, great, great idea Alison.

Raise your hand there if you want to be a speaker and I'd be happy to chat with you live, if you have a microphone. If you don't you have a phone, you can do that too just let me know you're giving me a ring and we'll bring you on live that way. Alright. I should put the number down if I'm going to say call – the same one I always have on here, 530-237-4242.

Feel free to give a ring in if you want to talk live, if the microphone thing doesn't work for you, or use the chat box, whatever is most comfortable for you guys. I just want to make sure that today you don't leave here thinking, "if only, if only, if only". So many new concepts and technologies and they've ranged. They've spanned the range of interpersonal, relational, communication, technological, reflective, I've challenged your beliefs. I've heard about that, a lot of head and a lot of heart and this program challenged you in many ways. Homework, group meetings, new products that I've challenged you and I have stayed on you really hard, I know that. Nobody has died, nobody has died. So today, this segment, just defining integration that's an act or instance of combining into an integral whole, and that's what integration I want to look at today. How we bring all the pieces of this together.

Oh good, hey Barry, if you're on a computer and you can hit, oh good, you got your thing there. Let me see, I think you requested. I'll gladly make you live on this stuff. I think your thing may say on there to install something or click on something. As soon as you're live I'll happily bring you on for the question. Integration, the act or instance of combining an integral whole. We got that.

From what I've heard you've all been shaken pretty well by the content of this. I know some of you feel like, "Oh my gosh, I'm behind, I've let it slip, whatever it is."

Hey, there he is, hey you've got to mute your speaker though so we're not getting feedback here and then love to have you in the conversation. What's up.

Barry 2: You can hear me?

Barry: Yes! Ready to go.

Barry 2: How do I see myself? Oh, I better not, I'm not wearing my shirt.

Barry: Yeah, don't worry about seeing yourself. We'll just go with questions. What's going on?

Barry 2: I have a question. I followed your advice. I raised my price on a gameshow for the largest hospital group in the city, normally I've been telling them \$1500 for the game show. I told them \$2500, they said OK, however I told the same thing to two other clients and they passed, so now it's three shows at \$1500, I'm only doing one show at \$2500. What's your advice?

Barry: Yeah, so you know you have the wrong clients, man. It's just those two were offered to the wrong clients. The one that was offered to the right client. There's always going to be something in transition where you're still connected to that old list. Those old clients that know you in some form. Now it's not worth saying goodbye to people, can you offer a scaled down version at \$1500. You don't know that they would have taken that \$1500 one for one thing. But you have to own your business. You have to be the person who says this is my new price and I will tell you there are a slew of corporate events that I would love to see you at.

Man, I saw your pictures. I've seen your photos of how you... let me bring this up. I've seen your pictures of what you bring to a tradeshow, I mean what you bring to an event. Hey man, \$2500 is too cheap. There's people who are going to say, "For all that?" It just doesn't make any sense.

Barry 2: On your advice, I know you told me I'm accountable to you, but I don't know what I'm suppose to be doing the accountability, so but I did change my website and now it's only gameshow, that's all it says.

Barry: Good, is it at MagicBarry.com?

Barry 2: Yes, MagicBarry.com

Barry: See this isn't good. I'm getting this... let me see, magic and I know how to spell Barry, magicbarry.com.

Barry 2: In Charlotte they all spell it Berry.

Barry: Right, yeah, you know we jump into the Terry and Jerry thing. This is funny. I'm getting this web page isn't available. Maybe your people are working on it.

Barry 2: No, no, that should be available. Let me see. That's not right.

Barry: No, not right, but just what I looked at before, you brought consoles, you brought games, you had people laughing, there's people that aren't going to look at you until you raise it to \$10,000, Barry, and I know that's a big leap. But there are big events happening. Everything that I've taught you in ShowBiz Blueprint about contacting and reaching out to clients that are coming to your area. Big conferences, finding the one and then offering them that and putting a \$10,000 price tag on it, man. Because that's when they're going to say, "This is someone we can trust. This guy delivers." They're not going to trust you for an hour for \$2500. It's not worth it. I think I've made that clear to everybody.

Barry 2: Well maybe, OK. I don't know why my website's not coming up either. You sure it's not coming up at all.

Barry: Well it's coming up, but unfortunately it's coming up with a thing that says this web page is not available, so I'm not getting anything from it. Is anyone else getting action from magicbarry.com?

Barry 2: MagicBarryEntertainment, MagicBarry.com, wow, it's not coming up. That's news to me because...

Barry: OK, so always good to check with your designers, who's doing this for you.

Barry 2: You know Chris Cool?

Barry: Yeah, you and I had talked about him for a second, but he may be doing some changes on it, but anyway, leave it up. But just know man, listen to me, know that it's your mindset that's going in. I've taught you enough to be able to find the gigs that just to even put a notch in your belt. Just to be able to write me in a few weeks and say Barry, I pitched \$10,000 to a date. Good man! I'll celebrate, and once you do a couple of those dude, you're going to land one and then instead of halling all that stuff out for \$1500, which you can't do, man. You can't do it. They're not going to trust you. It's not enough money. Yeah, some other people are saying that they can't get your sight either so.

Barry 2: I don't know what's going on. That's news to me, wow.

Barry: Alright, I'm going to put you back in presenter mode, in attendee mode. I want you to just kind of hang here and stay with what we're talking about right now.

Now I'm getting error, establishing database. There's a different message screen up here now.

Please, stay with the belief that you can play bigger. That you deserve bigger. That you absolutely have to be doing bigger gameshows. You can't be selling this... if \$1500 people, \$2500 people say not, great, they're the wrong people. Review ShowBiz Blueprint, find the events that are coming. You live in a big enough area, find events that are coming to you that make sense.

Barry 2: Barry, I just found another link that does work for some reason. It's MagicBarry.com/#game-show. For some reason that link is working.

Barry: OK, he may not have the database connected properly.

Barry 2: The other day he told me to check every day. He said, always check your website and make sure it's working. I don't know. But this is working, MagicBarry.com/#game-show.

Barry: Singular?

Barry 2: Yeah

Barry: Yeah man, I'll show you, I'm still getting the exact same thing. It may work for you because there may be a cache version. It may be something that you have on your screen. I'm on that exact URL right now, still getting this. Anyway, I'm going to set you back. I think we got your...

Barry 2: OK well that was my question.

Barry: Perfect. Alright, so we got that covered. Let me go back to just to what we're doing here. You got another question, pop it into the box here. Totally happy to keep going live.

I checked the link he posted here and it worked. OK, it works sometimes. Let me talk about thinking bigger. Yeah Michael, man, you want to come on and share that. I don't want to let what anyone's doing out of the closet but I will welcome you on in a second, man, to just kind of share what's going on here.

Let me see if Michael's coming in here. Some of the great technical things we're offered in this were great. What about the idea of hire more trustworthy price combined with a portion of the cost for something big? Yeah, that may even be something you're able to do, Barry. Cindy wrote a nice note there that I think you should look at, since a lot of your work has an angle where it helps kids, yeah. Maybe what she wrote right there is great.

Hey Michael, welcome man.

Michael: Oh I guess I should be on camera two.

Barry: Oh you have two cameras, good lord!

Michael: I'm learning all kinds of things about this today.

Barry: Talk to me about playing bigger. I see you just as a black square, but that's fine, we hear your voice.

Michael: Oh really, am I...

Barry: There we are! Now you're alive and well. Hey man, you got the nice microphone setup here with the vocal condom to keep safe talking happening. Try talking about that man. What's it like for you? What's integration look like for you playing bigger?

Michael: Well I got to tell you a story to start with. This is the whole pivotal moment in my whole career. A couple of years ago I get a phone call, or I got a lead from Gig Masters actually, and I went on there and I bid and I think I bid \$850 for this gig. I get a call, maybe about 10 minutes later from the producer and the first words out of her mouth were, hey Michael, we got your bid, I just want to say are you sure? That's your price? I had gotten that question a couple of times and I was a little, still a little thrown by it. She say, "Look, this is the keynote for day 3 of the Microsoft Worldwide Partner Conference and they asked for you by name. Would you like to send another bid?" And I did, I revised

my bid. I came up with some convoluted reason to do that, but I could have probably put another zero on that.

So I thought I was thinking bigger and bigger. When I started this course. The very first CVI I sent out I sent out a quote that I would not even have imagined I would be sending out. The quote that I sent out was for a three day festival for \$25,000. They didn't book that big package, but they booked one that is still going to be my highest net of my career.

Barry: Ahhhhhhhh!!!!

Michael: The big eye opening moment about that was that I can do this. This can actually be a career. I'm doing this full time right now and I cycle between being elated and terrified because I can't build up, I can't figure how to add up a full time income out of \$500, \$600 shows.

I guess I don't mind sharing this, I got an email yesterday, in the morning, from a producer that I have a really good relationship about doing a block of 90 shows over a month in the Middle East and I keep having to fight reverting to these old patterns: going back and saying, oh well, I've got to give them a really, really, really good price and just beating myself up over it. 90 shows over 30 days is going to be exhausting. I'm going to have to go and disappoint a few clients that have already booked. So I quoted, like you said, I put the proposal together and I put together a six figure proposal.

Barry: He's outing himself you guys. Let it be known that I didn't out him.

Michael: And the producer didn't blink.

Barry: Everyone take a moment please, take a moment. So I didn't want to say this Michael, but yeah, Michael wrote me a text yesterday and just said Barry, I got something so crazy hot on my plate right now. Can we jump on the phone? I had just gotten off the airplane and just landed from my family vacation and I told you guys, this is what I do for 10 weeks, save for going on a family vacation in the summer. I have to do that. But man, Michael said that. I know he's been playing big and I called him on the phone and he told me this and I was just silent, and my wife's, "Is everything OK?" And I was like, yeah, someone's getting it and it just feels really amazing so go on Michael, man.

Michael: I just want to say, first of all, thank you for everything that you've taught in this course. For your generosity with your time and your experience. But beyond that, one of the things I've learned because I've gone through this process not only on the Blueprint, but after that whole big Microsoft epiphany, that I need to be charging more, I need to be charging more, and I keep pushing my prices up. And yes, people say no.

Barry: Absolutely.

Michael: But the thing that's incredible. I got a quote last Christmas for a holiday party December? I don't know, it was that third Saturday in December, and I, you know, it's a private party. Normally for a private party, you know, for a couple of hours of strolling I'd charge like maybe \$650 or something like that, and I thought, no, I've got to charge what I would charge a corporate event on a Saturday night because that's my night. So I just kind of quote that price, so I quoted over \$2,000 and he said, that's

great, what do we need to do? So there are a lot of people who would have said no to that. I have clients that I had to let go that go back to when I was \$275 for 1 ½ hours of strolling. But being at that party, and being in these events, you're moving in completely different circles now because the people who come to those events. This guy, who threw a little party for his closest friends and didn't blink at spending, you know, \$2000 plus on some entertainment. The people he's inviting, they're all in that same circle and now I've just moved. I've just moved up. It's like you said. These are the clients I want. I want to be moving in these circles and...

Barry: You're amazing man, I just can't thank you enough. He wasn't planned to come on. I really appreciate you telling your story, sharing. This is what happened in the last three minutes here is one of the biggest gifts of group coaching. It could never happen in private coaching, so thank you for that. Hey, and looking at your camera for a second, what do you say to Magic Barry about gameshows man, give two sentences. You just heard his complaint, his fear.

Michael: The thing that I have learned is whatever you think "thinking big is" you're going to surprise yourself. Just have the courage. You know I posted that video on the group the other day of that magic trick while skydiving. I gave a keynote last week, and the summary of the keynote, there are two types of people, there are spectators and there are jumpers, in any aspect of life.

Barry: Gosh! That's a new segment right there, that's a news segment! That's totally a news segment! Oh my gosh!

Michael: I encourage you to be a jumper. The worst thing that could happen is that they say no but that's just information. That's just intelligence. That's all you needed to know because now you're not spending your time and energy where it's not going to earn you the return that you need. Also I saw Alison's question there.

Barry: I was going to say that, please, man I'm so... I was just about to read that to you, I'm glad you saw that, please.

Michael: So, I mean this has got to be kind of an interesting thing, so my contract. I have always reserved the right to replace myself. I've never, with the exception of once, I was snowed in, I got stuck in Cheyenne Wyoming and all the highways were closed for 36 hours, so I had to bring someone from Salt Lake City to do the show, but I've always reserved the right to replace myself, but at this level, I think absolutely we can turn around and say look, I can't be there, but I'm going to get you somebody every bit as good, if not better and to make it up to you I'm going to take care of their fee.

Barry: Hmmm, how did that land? How does that land for you guys, man? When you said that yesterday I had my second goose bumpy silent moment on the phone. I think I told you that. I was like wow. You put together something here, this proposal. You got out of your way to do whatever it took to put a six figure proposal together for this producer who didn't blink, and when they go for it, you're telling your existing client I'm going to send you someone who's good or better and you're not going to pay for it.

Michael: I'm just going to be honest. I'm going to say look, this happened. I also just try to have a relationship with all my clients anyway and say look, this is kind of one of those once in a lifetime things, but I'm not going to leave you hanging. I've got these guys, and whoever you want, I'm taking care of it.

Barry: I love it. I love it, man.

Michael: I think my goal is to turn that from an, "Oh my gosh, this guy just flaked out!" to, "Oh my gosh, this guy is awesome!"

Barry: Yeah, exactly, "Let's book him for next year." Yeah, we can get him. Yeah, cool man. Hey, thank you, man, you've been inspirational so much. I can't wait to just hear how it keeps developing. I know you'll keep us posted, thank you.

Michael: Hey, thank you, Barry.

Barry: OK guys, so there we go how is that for "live from the road"? Again, you want to come on and bring a story, bring a success, bring a challenge, welcome. Even if you don't have a shirt on. I'm not stuck on dress, no shoes, no shirt, no service here. Good. Let me move through some stuff. I want to keep talking about the integration application. This is the big piece of it all. This is where it comes together. I know this has been a boatload of information that I've given you guys. There's no doubt about it. This has been a yearlong Masters Course. One Alumni said Get More Corporate Gigs was a Bachelor's degree and this is the Master's degree. That's what it is. I'd be lying to you if I said that some past members haven't fallen off the wagon. Yes, of course, it's too much. It's way easier to turn around and I pray to God that's not what happens to you. With all my might I pray that's not what happens to you.

In this video, today I'm just talking about how to integrate this stuff. That was from an old slide but there may be some here. I talked about this before in a follow up video and I wanted to make it live this time because it means way too much to just have it on a video that I don't know if you're going to get to. So what could go wrong, moving forward, and I'm talking about integration right now, what could go wrong? You could get out of practice. You could go back to sleep. You know those great, man there's amazing poem. You know something, this is amazing I think, but I never do this, but we're doing it, man. Let's just do something here for a second. This could be our poster for week 10 here at ShowBiz Blueprint. My favorite Rumi poem by a long shot and I love his stuff:

The Breeze at Dawn

"The breezes at dawn have secrets to tell you
Don't go back to sleep!
You must ask for what you really want.
Don't go back to sleep!
People are going back and forth
across the doorsill where the two worlds touch,
The door is round and open
Don't go back to sleep!"

From Rumi, 16th century I believe. 16th century mystic making a whole lot of sense there. I invite you guys to not go back to sleep. Don't get out of practice, out of the rhythm of doing this. Don't forget about your support system. That could go wrong. You could forget that you have ShowBiz Blueprint Alumni group that you guys, you guys are, and I make this so clear in the beginning I consider everyone who has done this course, who has taken this hero's journey, to be Blueprinters for life.

I have Alumni on here who they don't pay any more to redo this course. They stay in our group, they don't pay. I could easily charge. Some Alumni who are on here, what's it worth to you to be in our Alumni group? To have access to that group? Is it worth \$100 month? Yeah! Could I do that for 135 people and have a \$15,000 a month streaming income, yes, and I won't do it because you guys have done the hero's journey. Put in the box there, what's it worth to you to be a part of our Alumni group?

It's a miracle to take this course again. I'm in a course that costs \$2000 to take. This guy puts out an updated version of it every year and every other year I take it and I it's \$1000 off, so it's \$997 every couple of years when I take it. Ridiculous in my world because you guys have made the commitment. You've done the hero's journey. I'm not hurting for money here. I barely do this for the money. I tell you this stuff, what I do on these passive income projects is for my son. I try never even to touch this money, so yeah, so it's worth it. Don't forget that you have resources; that you have a community that's always standing behind you. That you have a support system in place that a lot of people would dream about ever having.

You could feel alone and gravitate back towards the standard behaviors. That's kind of what I just talked about. Forget about the important pieces of the puzzle and you have access to all of that. You have transcripts, you have the slides, you have the actual video recordings. Get in a rhythm of redoing ShowBiz Blueprint once a year. Heck man, take a week or two off and just start it again right now if you want.

You know, there's a danger in sharing what you've learned here out of context. We have been on the whole hero's journey for you to just say I do it this way with someone, may let some sand out of your bag. Let me explain that. It may just get you thinking while you're telling someone and they say, "I don't understand." Or "That doesn't seem like it would work." Or the worst thing in the world, "Oh I tried that and it doesn't work." Man out of context, it just doesn't make any sense. So please don't share this stuff out of context with someone who's going to let sand out of your bag. Keep all of it in this confidential container in this group that's moving forward because they made a financial and time commitment.

Then the last thing, what could go wrong? Believing that this was just a class and that now "it's over". I put that in air quotes. This is not over. This is a new way of life. This is a new way of running your business. It's not, and it never will be over, unless you choose for it to be over. That's one of the big things that can go wrong.

It's funny, there's Alumni I don't even hear about any more and I'll see something on Facebook, or drop them a line or something and they'll go, man, it's all working so amazing. I'm making more money, my fees have gone up, I'm booking these kind of gigs, I got one from a guy who wanted to be a speaker so badly, he's headlining 50 keynotes last year, he did 50 keynotes. I never hear from him anymore, but

just to check in and get that smile. I'm like, you don't need it, you don't need the one on one, or the group connection anymore, but goodness don't let this go, don't let this go.

Everything in here, that we've done in here has been a tested system. I don't make any of this stuff up just to sound good on here. Don't fragment the system. This could barely be construed as a buffet. Listen to the program again and do it regularly and often. If there's a gap just speak up, I'm always around, and I'm always... You guys just know that there is support for everything. This will take time, don't give up on it. Change takes change, I know I've told you this stuff before.

Did I lose something here? Let me see something. I wonder if I lost something here. Sorry about that, my thing seems to have gone a little wacky. Eye ye ye, I think I lost my chat box here. In fact, if someone has all the chat notes on there, Michael or someone who's happy with the technical side of that, could you just highlight that whole text thing, the whole chat box right now and email it to me, because I noticed one time when this happened, when my screen kind of refreshed I lost the chat and I didn't like that. So if you can grab everything that you've got in your chat box, that would be great.

I will get the chats from here forward, but sorry about that. I'm not sure what happened. A little blinky there on my screen. So change takes change. I have told you guys this many times. 10 weeks is a drop in the bucket compared to the rest of your life. It's back, thanks, glad to be back.

I still have so much growth to do, Gary. What Gary is that? Is that an Alumni Gary? Let me see. I need to look at the room and see what Gary that is, that's awesome, man. I don't know that I knew that, very cool. Tell me your last name Gary, I need to check in with who that is. That is awesome though, I love that and that there's so much more growth to do is perfect. So yeah, this 10 weeks is a quicky. This is a drop. This is a little hero's journey.

This has to become your new operating system. Alright that's what I want, this stuff to replace everything of how you've done it. Be patient, be kind to yourself, be vigilant, and don't forget to celebrate. Alright? Get out and celebrate this stuff because without celebration you're just beating yourself up. You know when small things happen, get in the group and talk about it. Celebrate it with your family, your wife. Get the reinforcement. That's a really important thing to do and if you're not good at it get someone who is on your team. Having an assistant who says, hey, how are you celebrating that? Yes, TED talks, thanks so much Alison. That disappeared from my notes. Thank you very much.

One more reminder, a shout out to Michael and anyone who's technical, if you could highlight all the comments that you have in the chat box so far and email me those, I'd really appreciate adding those to the final page. Good. OK.

Let's move into application, this is a bit different from integration. This is how to actually put it into work in your life, making this all a part of your life. Nothing in here will hurt either your work or your life. You can integrate the smile on your face when you talk into your life and into your work. You can add the connection challenge that Larry Bennet gave us into your life and into your work. You can add anything that we've talked about, the phone systems, the better listening, the conversational calling, the completion work that Bill Lamond taught us in the first week. There is no end as to how all of this... There's another great saying that I've probably said on this program, but how you do anything is how

you do everything. How you do anything is how you do everything. The more congruency you get between your life and your work, I think what Michael Kerry shared a little while ago that's the perfect demonstration/illustration of congruency between life and work. He said he likes to have a relationship with all his clients and how he takes care of people.

So none of this stuff is going to hurt either category, life or work. Huge journeys happen with small steps and these 10 weeks can be looked as a small step in your life. If it feel's too big, that's great. Dare yourself, take the chance to do it. We're here at ShowBiz Blueprint because I took a scary chance to lead a group for a price of admission that was never used in the performing arts world. We're all here changing our lives because of it. So take the chance. There's a whole world out there waiting for you to take that chance. So gosh, don't let them down, please don't let them down.

Can you practice the core values of ShowBiz Blueprint? Can you just get that? Writing, practice keeping the I out of it. In relationships, can you listen more and talk less? W-A-I-T spells wait, really it's a great acronym for Why Am I Talking? Is it necessary? Is it true? Is it kind? All of those work in your life and in your career. Why am I talking? A great thing to ask yourself on a phone call.

Serving – are you generous with your gifts and insights? I talked about that as far as going on the news. What are you willing to do? What are you willing to offer? What gifts and insights can you bring from your life? What can you take that's happening in the world and bring your insights and gifts as a performer to them? There's plenty. Over delivering, that's another one of the core practices of ShowBiz Blueprint. When you walk away are people saying what in the heck just happened? What in the heck just happened?

Yeah, good, finding niches for yourself and others. Stay open to your expertise and the others. Have your eyes on the lookout for just how can you help somebody? I saw it in the comments earlier on this page. But my comments have been erased unfortunately, but someone said to Alison, hey I just saw something that was happening with painted and maybe that's a great idea. That's over delivering, man. That's having your eyes open for someone else's expertise. I loved seeing that before. It just rang so true to me.

Outsourcing – one of the tenements of ShowBiz Blueprint. Give the gift of empowerment to others and you reap the benefit. There are people out there who are so much better at this stuff that you're wasting your time on every single day. Funnels – is that a big part of what we do here?

The six, seven funnels that I taught during this program? The PDFs by the way for those are all being reproduced right now. They'll be in the resources section. I can't wait to share those with you. I have someone from FiveR doing a beautiful job on summarizing those funnels, making them almost into info graphics that are really going to be usable for you to have these things posted in your office. They improved the efficiency and allow for massive productivity.

Branding – Kerriane, I loved meeting here. I know a couple of folks here are working with her. Who are you showing up as in life and business? What bold statement and actions are you taking on a daily basis in your work? Plenty, daily actions to support your excellence. Finding ways to test and tweak your capacity. We talked about capacity early on. What you have the ability to do, what your story is. We are

not, I don't think I ever said this, but look, we are not our water bottles. This water bottle maybe holds 20 oz. you have the capacity to hold gallons, pools, so expanding that capacity one step at a time is going to change the outcomes you get. It's going to change your clients. It's going to change the people that you meet, the relationships that you have. Always find ways to test and tweak your capacity.

Turn off random time wasters. That's a great way of integrating this stuff into your life. Right? This is the daily integration stuff. Turn off time wasters that are just eating you to pieces. Get in the habit of that. Boy I have a constant challenge with that. I have a good hand on it. Action enforcer keeps me in line, but I tell you. We live in a world of distractions. These things that help us so much also are distractions so reward yourself for turning off distractions.

Exercise, live at peace in your body. I don't want to go too much into that. I know we're running a bit late today. Have a confident and be a confident. Alright, that goes to having a Mastermind group. Some of your groups may continue after the 10 weeks of ShowBiz Blueprint. Your accountability, you may get into the Alumni group and see someone who's an old friend who you haven't talked to in three, five, ten, years and you'll see, man, they're an alumni too. Start a new accountability group. Bring them into yours. Find ways to be a confident and have a confident. Two important tenements of ShowBiz Blueprint playing bigger, of letting people know that you have their back.

Be conscious of that hole in your face, of all the holes in your face. I talked about that earlier today. The eyes, ears, nose and mouth. What goes in comes out. We've done enough in this program to create remarkable outcome. Be careful of what goes in, and I especially am looking at the camera, but I know I want to screen share for that one. Be especially careful around listening to too much news and just believing the sound tracks that are running, because those are sound tracks that are all sponsored, that are all part of a bigger system here that we can't control.

hat we can control is here. Is what's in our office, is what's in our backyard, what we do in our career and that inspirational message of being the voice that isn't repeating the same sound track, oh my gosh, it's such a welcome blessing to your news stations you might want to speak on, to your clients who are hiring you to share their message in a way that you bring your energy. Yeah, man, that's big stuff. Be careful, protect those holes in your face, all of them and the mouth too. Keep your body in shape that looks good.

Give attention to your shows and your business. We've covered plenty of that. So you guys, we've done a lot about finding the gigs, we want, not being a victim of that phone ringing. Stop waiting, make that unacceptable to wait for the phone to ring. Use the internet to lead you towards creative bookings. The answers are all waiting out there for you. I've got it all recorded in your webinars here for you.

Conversational calls, LinkedIn, recommendations, always define the gigs you want. This is a numbers game and the better you get at the numbers, your results will get better too. That's just the truth. This is a numbers game. I heard Magic Barry a little while ago saying I called three and booked one. I have a new price to three and booked one. Dude, that's 33%, there are businesses in the world hoping for 2%. So up those numbers, man. You're going in rate right now is 33%. If I have something that's converting at 33% Barry, I'm grabbing money from investments to put into advertising. That's incredible. On my Sugar Free site I get an opt in rate of people coming in from my video and Sugar Free Menu of 42% right

now. That's pretty good, man. There's no money involved at that point. They're giving me their email address to come into my sales funnel. I'm getting about 8%, a little less than that right now converting that into the paid program. Still good. But man I'm just going to keep raising the numbers up because I tell you, 33% man, you don't get to come live and complain with that one man, that's a good number. That's a really good number.

So get the price up man and get better people. Start pitching that out to better people. Look at your competitors too, Barry. I didn't mention this when you were on Barry, but look at your competitors. What are the big people in the gameshow world charging corporate clients? Not \$2500 I'll tell you that right now. It's definitely five digits, definitely five digits. I worked with some good gameshow people over the years. These are big meetings. This is important stuff. This is awards celebrations, this is an incentive trip for people. A customized gameshow with all the props? Dude, that's crazy money right there. You may not be the only one putting out six figure offers when that comes to be.

Good, practice building trust, not selling your show. Gosh, if I beat anything over the bench it's building trust in relationships. Always ask for three recommendations after the show. That has to be an integration piece for you – a new way of moving forward.

Fill those funnels. This can be a daily exercise that pays off. I don't even have them all listed here, I don't think, but the sales preshow, post-show, after the booking I don't have there, after the contract, the business card, the holiday, and didn't get the gig. I think those are the seven that I taught during this thing. Always be bringing people into those. Test adjust and build templates to simplify them. Get this habit engrained and the results will be measurable and consistent. There's just no other way about it.

Hey, Magic Barry's results now are consistent to 33% because he's pitched out three. Yeah, I will find the guys who do gameshows. I don't want you to reach out to them and say, hey Barry told me to call you, because that doesn't make any sense. They will, in a way, be competitors to you on the level I want you to be playing, Barry, but definitely I will show you a couple of people who have done game shows over the years at corporate events I've been at and it's pretty darned exciting, really, to see how they're playing it.

You're the first person to ShowBiz Blueprint who is in the gameshow niche, so man, trust that you can take all of this out in a way... get my low altitude voice back here after being up high for that week. Trust that you can hit this market in a way that people have not seen talking about the gameshow market. So yes man, fire up, get help, don't be doing everything yourself. I saw that you were putting your website out to somebody to build.

Let me show you something man, this site did come up and let me show you something. Let me share this with all of you. You know I talk about celebrating. Barry, let's take a second to totally celebrate this, I mean look at this guy. Since Brian Keith Voiles was on and talked to us about copywriting and Brian looked at this page and said, dude, I have no idea what you're doing. Special events, now you got corporate entertainment, sales meetings, awards dinners, team building, training sessions, dude, you kept a little bit of wedding rehearsals, holiday parties, and family events. To totally go pure on this, lose these things. It's not going to hurt you, man. Have another show for weddings if you want. Have another

show for family events if you want. Look, interactive gameshows for corporate events and team building.

I know for a fact that even Brian Keith Violes himself, if he was on this call with us, he would say, dude, I understand what this site does right when I come to it. Alright, that's great. Then you got your social proof right up here at the top. I don't know if you had that before, but that's great. You got your description, corporate gameshows. You're talking about what you are doing. You got pictures of people having fun. You got this great picture which doesn't blow up into a bigger one, but you can see you have the props here. You have the game panels to do this stuff. You got six testimonials from people who are talking about it. Real companies, Bank of America, Duke Energy, dude, this is a corporate site now. This is a corporate site.

Please for the love of God, change request to quote and I know your web designer put that there, but change this to let's talk about your event. We're not hitting their wallet right now. We don't even know if we're a fit. We don't want to request a quote. We don't want to request a quote yet. We want to begin a conversation so we can build trust to see if there's a fit. But dude, good job on this. This is worth celebrating right here. Just what you've done from going from what you had. You were the guy who had the any entertainment for every occasion or something.

Brian was lost. I heard him shrink. He tried to be kind, but then he wasn't. But amen, man, you just totally turned this around and I'm really happy for you Brian. So good stuff. Make those, keep it going.

Alright, fill those funnels, we talked about that. Love the phone. Listen to week two regularly. I really hit all this last week. I'm just going to bypass this. Last week I did a recap of the phone, just kind of had another look at it. The network, man we've covered this thing too. We did more of it with Nathan, talking about how important LinkedIn can be. You guys have done some work on your LinkedIn. Toastmasters, I know some of you had jumped into Toastmasters. Don't disappear after the show. I just wrote this out. Think about Penn and Teller.

Our dear colleagues Penn and Teller are in the midst of a six week run on Broadway as we speak right here. Paying extra money, and I heard this directly from Penn, paying extra money for security and to keep the theatre open longer, bit money, to keep the theatre open longer so that they can do what they've always done, stand out there in the audience, greet people, say hello, sign autographs, take pictures, spread their social message and it's well worth it for them.

Don't disappear after the show. That's a key time to build your network. Alright, habits become simpler every single day, you guys. Take care of business in a good way and it will take care of you. Move in harmony with your highest vision. Alright? I heard Michael talk about how he's doing that right now. I've heard a couple of people on this call just talk about how they're becoming more congruent, more in harmony with a higher vision of themselves, not the vision they've always been.

Trust yourself, gut intelligence is greatly underrated. I talk about that in the Sugar Free world because boy, in that world we have to fight this hand which so simply and easily reaches into our mouths. So the gut intelligence is often telling us one thing with food, with exercise, with taking a risk. Take that risk. I'm

telling you that trust the gut intelligence that you can do this. You guys, don't be the people who end up just dying afraid to ever have tried stuff. We're not here for that.

In closing, I feared this slide would never come, but I'm going to head over to the questions. I've seen a bunch of stuff arrive. Any more questions, put them in there. Raise your hand if you want to come live here at the end. I closing compose an email of your biggest takeaways from ShowBiz Blueprint. Michael will have that recording that he came on and spoke about which was awesome and he really just spoke to himself in that and this letter, this video, this email, this poem, however it works for you, this drawing, maybe you're a very verbal person. Make it work for you to encapsulate and compose, create something that is your biggest takeaway from this program. What are the things that you never want to forget? What are the things that just have to stay a part of your operating system and you fear that they might slip away if you let them go? Compose that. Get that in an email to yourself, a calendar, ping it to yourself.

I'm actually talking to a guy about a new technology. Something new that I'm going to offer to the Sugar Free World and the entertainer world where I can text you guys stuff every single day and you can load up the messages that you want to hear. It's amazing. There's all kinds of services out for this, but I'm just getting into this right now. My Sugar Free People need a couple of reminders a day and I'm coming up with a neat system to do it and I'm going to adapt it to this. More on that as it comes available. Set this stuff to be delivered to you, yourself, weekly, monthly, read it every time it arrives and make it part of your life.

Continue with your small groups where possible. I talked about that, or maybe forming a new group. Always be working on something that scares you. Marissa Myers, I mentioned in last week's webinar because I was reviewing it. The user experience guru from Google. She may have moved on but she was with Google when she said this, "You should always be doing something that scares you." Yes, yes, always be doing something that scares you.

OK you guys, I am going to come down to the questions right now, stay live.

Ah, Gary Flegal, so good man. I've loved watching you as an Alumni man. Thanks for putting your name in there. You guys, yeah, Gary's been one of the guys who checks into the Alumni group every once in a while and just kind of says, yeah, this is what I'm doing. We're up to, I think about 150, 140 or so Alumni, so sometime the first names don't land for me. But good man. Look at that, doubled in the past year and have booked my highest paying gig and I still have so much growth to go. Thank you.

Oh, TED talks, getting poke, yeah, priceless, I imagine that's about the Alumni group. Chad's copy and pasted an email, Rich, thank you so much.

I've become such a better listener. That's amazing Alison, yeah, having so much fun asking strangers about themselves. Yeah, man isn't that the truth. Just being that person who leaves a party having let people have the gift and you getting the gift of caring about them and learning about how to serve, instead of them going, my Gosh, he would not stop talking. Oh, seven minutes late on the notes. Don't worry about that. I think the beginning was all sound checks and you could hear me. Great technical stuff today, right? Except for that blurb?

Do you think being bald will hurt me? Dude, you're on man, that's... it hasn't hurt me. We were talking on a trip recently about the first day I came home from a show in Austin and realized a couple of things. I had worn... I was on the Tonight Show the first time in 1986, I'll make this very quick. The first time I was on the Tonight Show, March 23, 1986 and I could not watch the set, literally. I had whatever hair I had, I thought I was 23 years old and all I could stare about on the Tonight Show was my hair loss, and I got so crazy I think a year later or so I started. Well right away, I started as opening act for Billy Crystal and Robin Williams and everybody else in the world, which I did for seven years, but I started looking into alternatives for hair, surgery, good high quality hair pieces, anything I could do, and I wore a hair piece on stage for 13 years. I was just unbelievably conscious about being 23 years old and being out in front of people on TV every week, over 200 shows and it got crazy. It started eating a hole in my ego. It was affecting me.

Yes, now everybody is bald. It's an amazing time to do that especially if you have a perfect head. I think, I'm pretty sure God only gives you baldness if you have a perfect head, so that's my loose theory. The truth is, 13 or so years later I got done. I was done, I came home from a show in, I think it was in Austin. I always have big revelations after shows in Austin. That was when I decided I wanted to move too. But after that show I just realized that this was so incongruent with who I was in life to have hair that I didn't like and then have a hair piece that matched up for it only for shows. So I just came home and I saw a few bald people and it was starting to get more popular and then, boom, I shaved my head that day and just never looked back. I loved it and became way more of an alive person, connected, congruent about my message. No one ever said we can't hire you because you're bald, so yeah, cover it, you got it. Do what you need to do with your hair.

Some more of these, I will request a quote. Excellent Barry, thanks for that man. Let's talk is a great one. When's your event? What's your gameshow going to look like? You can make buttons big. I've played with text on buttons, it's pretty fun. Yeah, my LinkedIn page got me a gig at LinkedIn. I love that! Alison, I know you shared that.

Yeah, my first TED talk, Steve let me tell you about that. My first TED talk was in, it was either '99 or 2000. It was amazing. TED at that time was not what TED what it is today. It was a very private, billionaire's boys club. In fact I think I blogged about this, and let me just make a note so I don't waste a lot of our time. I'm going to send you guys the blog post I wrote about TED, TED blog post about how I did it. The smart ones of you have already Googled it, I'm sure. Yeah, I'll send you a blog post about that. Yeah, Raspyni writings, here it is. This is on a very old, maybe this is on our website. I don't know where this is. I don't write for Raspyni Brothers very much.

But yeah, here's the long story. I just put it in the text, but the short story was I turned it down because a guy called and said will you do a show, it doesn't pay anything. He told me about it, and I was like no, he said, let me FedEx you something and if you still feel that way in the morning, call me and let me know, but I'm going to assume you're going to do it. How's that for big cojones, right? I just thought that was wonderful anyway. Kind of fell in love with the guy right when he said that. But anyway I ended up doing it then. Great connection and ended up doing six. Our sixth one was on February 14, and TED has become what it is now. Everywhere on the internet.

So we did our first TEDx last year at TEDx Marin, in September. It's probably coming up again this year. It was a really nice one. But it was fun to see the smaller scale TEDx, not be nervous, not know anything. The bumper is only one of our TED Talks is online. I like that one, but really the other five are a lot more fun. We've had a great position at TED where we get to summarize some of the stuff that happens on the day. Be a part of what they call the little kids table, in addition to doing our own time. At the little kids tables we just kind of make fun of kind of what everyone talks about, it's great. We have little segments we do, and they have a little kids table every year, and the likes of us have the opportunity to get on there. There's always good people on the little kids table.

You've given us great. I got to do it again guys. No screen shots of these, alright. You've given is great tips with working with producers, do you have an actual producer funnel? Yeah, the producer funnel that I talked about one day was kind of those five tips that I talked about a funnel launch. Do a product launch to them and there were four steps to it. I think if you listen to the audio again you'll see that that was kind of the launch funnel that I did. It's a bit of an introduction. Yeah, I don't want to go into it again but it's covered very well in week 8, I believe, where I talk about producers.

Getting on the phone each day. I love getting Seth's Godin's little piece I get on my phone each day. Yeah, it'd be so awesome to get one from you. Oh, good, OK, I'm going to incorporate the text thing for you guys really soon. That would be wonderful.

Baldies, a bunch of baldies listed. Howie Mandel, man, a baldie, he has a great head of hair. I opened for him six, seven years. Every concert he did, all over the place we got to do the Lear Jet tours with him where we'd take off and we got some free float time after every take off. He had the pilots level out and we got 30 seconds of free flight time every flight. He's got a great head of hair and he still goes bald.

How can you establish authority if you don't have much experience in the space. I'm trying to get into walk around close up, and walk around magic. Yeah, so Eric there's something interesting there for you about putting space together, putting expertise together. Any of those things that I wrote on that first slide earlier today, the white paper, blog posting about it, making a video, doing news appearances, even talking about social ice breakers. Here let me make something up for you real quick. Presidents are not always outgoing people. A lot of them have been pushed up by their party.

Look at some of the people. Donald Trump is not a social person. He's a social awkward, a savant even. So you being able to put together a TV news proposal a segment proposal about three tips that every Presidential candidate should use to... so walk around magic is about breaking the ice, about getting people to connect, getting crowds to feel more comfortable, so three tips that every Presidential candidate should use to make crowds feel comfortable. That could be the title of a news segment proposal.

On the show you talk about tips, you talk about how you do this at corporate events to get big groups of people feeling comfortable with each other. This is a good segment proposal. I'm thinking about it as I do it. What you've done to help groups of strangers come together. That makes you an expert on walk around, close-up magic. You're on ABC, NBC, CBS, FOX talking about how Presidents can be more comfortable and now I do this at your event. Dude, five segments of that on a media page on your website you're an expert. A white paper about ways you can set up a room to help people be more

comfortable. Make it about ice breaking. Be the ice breaker. Be Eric Learner the professional ice breaker. That's a wonderful moniker. Think, and I don't want to wind back to the slide, but on one of these I said let's live in the world of possibility. Asking me is a great way to open doors. I'll do it for you all day long.

Good, actually I remember when Barry used to wear... Yeah when I use to wear a piece, yeah I would wear it at shows. I never got to the point where I wore it out in life, but man I was the guy. Barry had hair, Raspyni comic strip live. Yes, let's go live. Yeah, this is one of the great nightmares of my life, so let me share this with you. This is great, this is a gig, is it on, are we sharing here? This is great. I don't know who she was, but maybe she's still famous. This is a gig we got invited to the spring break, Comic Strip Live was all over the world. Comic Strip Live was on TV. This is me in the worst clothing, a tank top, but this was a spring break.

These guys in front, see this, let me pause this. These guys are holding up dollar bills. These guys are holding up money yelling we'll pay you to go off stage right now. The set was actually. Everyone had a bad time. George Wallace was on this, Rich Jenny was this, we were all doing this and the crowd was so drunk and so out of control. This was at South Padre Island. People were yelling and this is me with a hair piece on in bad wind. I was panicking, trying to do some juggling jokes, but we had to go into a studio and retape this piece. This is actually audio mixed with us going into a studio in Hollywood and lip syncing ourselves. Yeah there I am.

That's me with hair. Thanks for pointing that out. Was that Alison? Who did me that great favor? Peter that was Peter thank you, nice. There we go. That's a great story on our first TED appearances. Audience members at my last show had the last names Hershey and Keebler. Jeez Benjamin, you talking about people there who know how to play in a big world, who aren't used to things costing a little bit of money? Hershey and Keebler.

What's going on for Hershey and Keebler right now in the news? Who are they supporting politically? What causes do they support? What's going on with their stocks? What's going on in their company? What products are they developing? Who are they hoping to get in front of? Man all ways to play bigger.

You guys what if one day a week, and this isn't a year from now. I know you guys got so much on your plate right now with what you're doing, but what about if you put on your Google calendar for July 29, August 1, 2016 on your calendar this is the day that I start my week with every Friday spending in the realm of possibility. Of looking at my choices, my options, how I can play to be the biggest version of myself. That's your day, man. It's not a day off, it's a day of massive creation. I'm over two hours you guys, sorry. That's the day of great creation. What if you scheduled that for yourself?

I don't even do that yet. I do it a couple of times a month, but I'm not doing it every week, but living in that big place with names like Hershey and Keebler running around your world, I think I just gave you 10 questions that would be great to ask yourself. How would one of us get into TED?

So let's talk about TED. Let's go back to that, thanks Alison, third times a charm, right? Third time you reminded me of that. TEDx talks are a great way into TED. For one thing I have my good friend is the queen of TED. She's the person who decides who hits that stage over the four or five days of TED. I've handed people over to her. Two people I've actually got on to TED talks and the biggest way in now-a-

days is either news, something massively of public interest, social value, viral videos, even if there's something that comes from that that's a reasonable statement, but really one of the best ways in and they're available everywhere in the country is a TEDx talk. You can go to TEDx.com, look up events, they're going to show you a map of the whole world. Zoom in on an area where you live, or an area where you want to be, or start looking for TEDx events with themes. Just like we do with corporate events, how do we connect? What we do as experts, what we've done in our life, what we've written about, what we've been educated in and how do we combine our skills as an entertainer? A number of ShowBiz Blueprint Alumni have done TEDx talks. Jason Michaels, card shark, TEDx talk; Dale Obrochta expert, got a really good position at TEDx Chicago. I know there's others it's not just coming to me. Oh, Andrew Smith did two TEDx talks in a couple of months because of what we talked about right here. Thinking bigger. I think he's even on, didn't I see a message form you Andrew. Yeah, I think I saw something in the chat roll from you. Two TEDx talks overseas, Hong Kong and one was in the UK I believe.

Dude, blows my mind the way you do it. So TEDx talks are great. If those are something that you think are ready, are big enough, let me introduce you to the people. I want to feel good in what I'm recommending too, so I may look at it and say, hey pitch another one and do this on the next one. Steven Colby Russell, Steve Russel out of the Midwest is getting ready to do his first TEDx Talk. You guys, the brain has been opened, it's been undone. New juice has been poured in. Don't play small with any of it. You're not allows to anymore. Don't go back to sleep. So look for TEDx Talks either in your area, in an area you want to go to, or with a theme that is dealing... most TEDx talks will have a theme.

Oh, Jen Slaw, one of my most proud alumni, Jen Slaw has done one TEDx talk and is auditioning for a second one coming up which I know, for sure she will nail. I personally looked over her application. She's got every single thing in there that you want. She nailed the theme. The theme of this one was metamorphosis, so she worked that into her application and boy, it's beautiful. They die for the likes of us. I was mentioning earlier on the big TED, the main TED Talks, they only release one performance for about every 200 TED Talks so it's very difficult, they don't want to become known as a performance outlet, so a lot of our stuff is hidden in the TED Archives. I have video of them here, which I am not allowed to share publicly online, but they are fun to have.

Andrew, I'm your biggest fan, can we connect in real life after this. Yes, we're working on making that happen man, we will. Living on a small island outside of Hong Kong doesn't help. But I'd love to meet you. I know we've had some great Skype conversations. Yeah so, Jen Slaw is another one heading into TEDx Talk, her second one.

Jason Michaels has done two beautiful ones, wow, wow, one straight out of what we talk about here, your passions in life and what you're able to talk about. His first one was kind of about cons. How we're conned in life and psychology of being conned, and he's a magician and he's up there talking and did a beautiful Tedx Talk in Nashville, and then went to Chattanooga and did one about something that meant his life to him. He suffered with turrets syndrome, still does throughout his whole life, yet he's on stages all over the world, playing bigger. So he got on stage and talked about that.

Man, I tell you guys, that is one of the most powerful TEDx Talks I have ever seen. Turrets, TEDx, Jason, let me put this link in our box here. Yeah, you can do the impossible too. I'm just going to put this link up here so we have it in our permanent record. This is a beautiful TEDx Talk but this is a guy stepping way outside of his comfort zone, which I dared him to do privately, and talk about this and he booked himself a wonderful TEDx Talk, so 100 ways in you guys. One way out and that one way out is fear. Don't let the fear drive.

Oh, I'm sorry, that was Alison writing to answer. The names look too similar, and I didn't have my glasses. I wear my glasses when I read, sorry about that. Good, so they want to connect, good. Do we need to write a segment proposal for TEDx, no, most TEDx s have an application, Alison, you go right to their website and there's a place to apply. They have everything they need there, and you guys all have more than you need.

Benjamin, use ShowBiz Blues press concepts and send proposals to Keebler and Hershey. Yeah man, absolutely. Peter, came through a big agent, sending them a future gig is the goal. Absolutely man, I love setting goals and we've covered this to a producer that got you the gig is best, and second best a wonderful way to introduce yourself to a producer. Always one of my best favorite methods is give them an incline gig.

You guys, we are two hours fifteen minutes, my voice is gone. The questions have stopped. We have completed 10 amazing weeks. I have homework all this week you'll get. I have a bonus webinar I'm going to share with you about passive income. I'm going to record it anew. I'm not going to use the old one because the old one is old, and I'm not doing things that way anymore. I've learned a whole lot more and made a whole lot more money at it and I want to share those methods with you in this session and all the Alumni, of course, they'll have the new stuff.

You guys, I can't tell you what a joy, what a pleasure, what an honor it's been to be in your life and to continue to be in your life. I'm going to sign off for the last time on our formal webinars. Thank you a thousand times for the way you've showed up, even if you've been one of the people that have written me that have just said, Barry, I'm so far behind, don't know where to start, what to do.

10 of you who signed up early. I don't know that my assistant has notified you of what you got for the early sign-up bonus of a half hour of coaching with me, but you'll be getting an email about that. Stay in touch, stay in touch and stay in our group. I will have Betsy add you to our group a little later this week. I think we'll do it in time for the weekend. Look through that. That group has been alive for a while. A valuable library of conversations. Just give yourself some time to scan down it and as always take action on what you see there. Non for it is meant for entertainment. Be inspired.

Love you, Alison, thank you so much thanks Andrew and you guys, thank you. This has been beyond belief for me. Say goodbye and have a great time.

Bye bye.