

Story Branding: How to Build Your Brand And Get More Clients One Story At A Time

By

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Introduction

Welcome to the “[Build Your Brand One Story At A Time](#).” I’m happy that you signed up and I’m excited that we will be working together. By the end of our time together, you will have a template and system for telling your story to connect with clients. You will have your 3 core branding stories ready so you can connect with your prospects just about anywhere! You will know exactly where to use them and how.

Here’s how the program works.

1) You are invited to ask one coaching question for each session. Please email me each session question BEFORE turning in that day’s assignment. I’d like to help you as much as possible, so be sure to use the coaching question each day. Email me directly at my special email for private clients: GoodwinPrivate@gmail.com. Please include Story Course in the subject line, along with the day. For example, a question about your assignment for Day 2 will be Opt-In – Day 2 in the subject line.

2) You can expect to hear back from me within 24 hours Monday-Thursday, usually before NOON. I don’t coach on weekends (Friday-Sunday) and anything received during that time will be answered on Monday. For legal US holidays (Christmas, Thanksgiving, Fourth of July), I’ll answer the next day.

3) Please take no more than 48 hours to complete each session. If you feel that you need more than the allotted time, please email me for an extension.

➔ The feedback option is available to you only for the 3 weeks after you purchase the course. I have many students and clients and I can’t give you quality feedback if there’s a long delay between assignments. Besides, I want you to complete the course so you will gain the full benefit!

AND there’s a reward: When you complete the course in 3 weeks, you will get a \$97 gift certificate that you can apply to a Marketing Strategy Consultation (or any other project with a minimum value of \$297. That way we can discuss your whole strategy and decide what you need.

See <http://www.CathyGoodwin.com/copy300.html> for details.

4) Each day’s curriculum is a maximum of two pages in length.

The main purpose of our sessions is to show you exactly how to create your own marketing content by telling stories. I’ll give you one-to-one feedback and inspiration as you go through the program. We will go through these 5 steps in detail.

S –STORY: Essential components of a story – building blocks for future stories

T - TRIUMPH STORY – How does your business work? Use these stories for your elevator speech, and website.

O – ORIGIN STORY – Build connection with your own story – how marketers brand themselves with their stories.

R - REFRAME STORY– Your concept translated into a story your clients can understand

Y - YOUR BUSINESS – how to use these stories to promote yourself and your business

Preface: Why Stories Are Important

Who doesn't love a good story? Every culture has a tradition of storytelling, going back thousands of years.

It's no secret: mysteries and suspense novels sell millions of copies because they tell a good tale. You keep turning the pages to find out, "What next?"

Additionally, as you write your story, you get closer to your own material. It's one reason that story-telling is woven into therapeutic and self-help programs. In their book *On Willpower*, Baumeister and Tierney write (p 177):

"To novices, AA meetings can seem pointless because most of the speakers just take turns telling their own stories instead of responding to others and offering advice. But the act of telling a story forces you to organize your thoughts, monitor your behavior and discuss goals for the future."

Stories have two purposes. You can hold up a mirror your prospects wrecognize themselves. Alternatively, you hold up a lens so you influence the way they understand you and your own expertise.

Your first story encourages prospects to hold up a mirror so they see themselves enjoying your service and finding success. Your second two stories will help prospects understand who you are and what you offer.

Finally we will talk about how to use these stories to create and promote your unique brand, whether you are speaking to a group or writing a blog post.



DAY 1 - STORY Ingredients

Today's lesson introduces you to the key element of storytelling for marketing. Once you get comfortable with these elements, you can tell an infinite number of stories –all kinds.

6 ingredients of a successful story

The purpose: What is the message of your story? What is the lesson or moral? Why are you telling your story? For instance:

“Anyone can do this.”

“Here's how I achieved success – the steps I'll be teaching you.”

“Here's a story that will tell you something about me as a person and business owner.”

The hero: Your hero is someone your audience can identify with. If you're the hero, you need to present yourself as someone the audience will like – but someone who, like them, is flawed.

You don't have to be the hero. For instance:

... you just don't have a great story or maybe a story at all. What if you're a great cardiologist who never had a heart attack?

... you're a coach, not a player. You coach teams to championships but you were a bench player with limited minutes.

... you can't afford the risk of telling your story. The details might embarrass your family. Your lawyer and accountant advise you to keep quiet.

I'm in this category myself. I'm a coach rather than a player. I don't always share the details of my life. When I started my business with a career site, I soon realized I was too much of a maverick. Nobody would relate to my story!

Yet I was (and still am) very successful in helping clients deal with tough career choices.

So what are we non-heros to do? Do we give up on stories?

Some people actually make up stories. “Dorothy” claims she was going bankrupt three years ago. Alas, I remember Dorothy. I looked back in my emails and confirmed my memories: she was doing very well. She’d just sold a business for a sizeable sum. One of her big-ticket products was selling from a sales page, week after week. Dorothy loses credibility every time she shares her pseudo-journey.

You can have more than one hero. For instance, you may want to show two different ways to reach a goal.

You can have a hero and an anti-hero. You may have heard the classic ad – the Wall Street Journal story. Essentially, two men started in jobs the same day. Twenty years later, one is a CEO and the other is stuck in a mediocre job. The difference? One, of course, read the WSJ.

Your question: What qualities does the hero need in YOUR market to establish rapport with your audience? If you’re working with conscious entrepreneurs, you’re hero will be different than if you work with hard-hitting sales-oriented business owners.

The quest: Your hero has a goal or a problem. She may want to grow a bigger business. He may want to find a new career. This goal relates to problems you solve.

The key here is what your hero – i.e., your client – wants. If you’re a health coach, your client seeks freedom from certain symptoms, significant weight loss or more energy.

➔ Your program may address only one part of the quest. If you’re a career coach, your hero may be focusing on interviews, not the job itself. If you’re a business coach, your hero might seek speaking or networking opportunities.

Your question: What will this journey look like to your prospects? Does it feel like walking through a scary forest? Flying across an ocean? Or just making a phone call? Will the journey take minutes, days, weeks or even years?

The obstacle: What has your hero done so far? What's not working?

Typically your client will have tried many things already, and that's the basis for your hero's frustration. For instance:

... he sent out a thousand resumes with no invitations to interview.

... she's worked with 3 coaches and her business is still failing

... she's tried 4

Your question: What obstacles do your clients face?

Your introduction: How does the hero find the solution?

Often this sequence is the biggest hole in the story. If the hero stumbles across a guide or a fairy godmother appears, that's not plausible. It's not a step the client can relate to.

One technique is to say something like, "Jane's BFF Mary suggested she hire a marketing coach. Jane resisted at first, because ..."

Your question: How does the solution enter the story?

Your process: What do you do to change things for the hero or heroine?

This question isn't as simple as it appears. Typically, most business storytellers refer to the solution without a great deal of detail.

"Jane's marketing coach taught her a simple 3-step process..."

"Sam learned how to use LinkedIn to get interviews."

"Sally realized she didn't have a foundation for her business, so she was wasting time on tactics like social media and teleseminars."

You don't need to share the details but you do need to show that the solution is something specific that can be replicated.

The outcome: What will the hero's life look like at the end of the journey – richer, better relationships, more time?

Your question: What kinds of outcomes will be exciting for your own clients? Think about the feelings as well as the specifics.

What kind of story will resonate with your market?

Just about anyone on the planet will love stories. But not everyone loves all stories. Think about it: do you like all kinds of movies? Personally I avoid horror movies and seek out documentaries. I can't handle scary stuff. But I know many people who are just the opposite.

When choosing stories for your market, think of the unspoken question you need to answer as well as the tone. Generally you will need to be upbeat but you'll need to adjust the nuances: if you're targeting cancer patients you'll need a different tone from someone who's promoting wardrobe consulting or wedding planning.

Rather than focusing on the subject of your story, think about the purpose of your story. You need to answer unspoken questions, such as:

“Is there hope for me?” Let's say you are a relationship coach. Your clients have given up on finding good dates, let alone marriage. They think the situation is hopeless.

“Where are you coming from?” These clients want to know that you will understand them, not be judgmental and go the extra mile. They don't necessarily want biography.

“Can ordinary people do this?” Here's where you show that ordinary people can accomplish what you want to do. For instance, one marketer shows how she helped home-schooled children get accepted to top universities with scholarships. These stories contribute extensively to your brand image.

“Just what exactly will I get from working with you?” When your service is new and/or complex, your clients need to understand the value of what they’re getting as well as what they’ll be asked to do. What will be the before-and-after stories?

➔ Here’s the key: once you realize what questions you’re answering, you can choose a story that fits. You may or may not choose to use your personal story.

Today’s assignment:

(1) Answer the 7 questions associated with the parts of the story. Keep your answers in a safe place as you can use them for every story. If you have multiple markets you’ll have multiple answers.

(2) What message do you want to communicate to your target market? This message can become the core of your brand, as we will see on Day 5.

For example:

“If I can do it, anyone can do it.”

“If you genuinely feel passion for your business, you will be successful.”

“Career change comes through serendipity.” (That’s one of mine.)

“Just a few ideas from a licensed financial planner can save you a lot of money.”

Send your assignment to GoodwinPrivate@gmail.com

It’s important that you turn in your marketing materials so I can review them quickly.

You have 48 hours to complete this assignment. Remember, we have THREE WEEKS total time to complete the sessions. As always, feel free to ask me ANY question related to today’s lesson. Please ask your question BEFORE turning in the assignment. Once I receive the assignment, I will “grade” it and this will end today’s session. You have up to 2 days to complete today’s assignment. Your subject line should say “Story Day 1.”

Day 2: TRIUMPH: Today we're going to apply the ingredients from Day 1 to tell your first story. It's a strong alternative to the common "rags to riches" stories.

Tip: Your Triumph story is the core of your brand and your business. I recommend that you collect 5 or 6 Triumph stories on a separate page of your website.

Your Triumph story has 4 parts. It's like a hero's journey, but you're the guide and the client's obstacle usually will be a "last straw" experience.

Ideally you will use a specific client story, reshaped to fit these guidelines. You don't have to reveal details so it's an ideal way to communicate value when you provide a sensitive, confidential service. You can also use composites; depending on where you use your story, you may need to disclose the use of composites.

If you are new, or if you're rolling out a brand for a new market, you might not have examples from your practice. You can present an ideal scenario as, "Here's how a client might achieve success with my system."

Here's an example of a Triumph story for a relationship coach, family therapist or financial planner:

Where the client was:

Bob, a bank manager in a medium-sized city, and his wife Susan feel frustrated because they don't have enough money each month. Bob feels Susan spends too much money on hair, nails, and the latest clothes. But Susan says Bob spends a lot more on "expensive golf and fishing trips with the boys."

Last straw: Susan called me because she was tired of fighting. She was considering a divorce.

Your Role:

"As a financial planner, I introduced Bob and Susan to the No-Fault, Win-Win budget system."

OR

“As a psychotherapist, I helped Bob and Susan explore the roots of their conflict. We discovered the real issue wasn’t money.”

Outcome:

“Two weeks after our meeting, Susan called me again. She’d forgotten about divorce and was celebrating a special date with Bob ...”

Note that this story includes all 5 elements:

Heroes – Bob and Susan

Journey – Financial security combined with enjoyment of life

Obstacle – They couldn’t agree on how to get there.

Your Role – A proven system to get everyone on board

Outcome – Back together!

➔ Notice that we include details in the story. Provide details to make the client seem three-dimensional and the conflict seem real.

➔ Describe your role briefly but don’t get bogged down in details. You might say, “I taught Bob and Susan a new communication style that made their conversations enjoyable as well as productive.” (That’s a little dry; yours will be better!) You can even say (and this is good!) “I introduced them to my proprietary 3-step listening method that turns every conversation into a love fest.”

But you don’t have to say, “I taught Bob that he needs to stop when Susan takes this action and ...”

Your assignment: Draft your own Triumph story, following these guidelines.

[Send your assignment to GoodwinPrivate@gmail.com](mailto:GoodwinPrivate@gmail.com)

It’s important that you turn in your marketing materials so I can review them quickly.

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DAY 3: Write your Origin Story

Your origin story answers the questions: “How did you come to be here? What part of your background makes you especially qualified to provide the service?”

This story might be a rags-to-riches or “how I did it” story, but doesn’t have to be. You might be motivated to offer your services because ...

... you saw your clients struggling with a problem that you knew you could solve

... you experienced a problem, suffered, tried many things and finally figured out how to solve it, and how you want to share how you solved that problem

... you wanted to do something (such as work from home) and you started your own business to reach that goal

We’re focusing on motive only in this story.

Here’s an example from Patricia (names and details changed):

About 15 years ago, I was laid off from a job in a new career after just 18 months. I was devastated emotionally, psychologically, and financially. My marriage had ended just 2 years before. My current significant other, Bill, and I had been together only a few months.

After seeing me sob and moan day after day, Bill finally turned to me, exasperated, and said, “You’re just out of a job, you’re not out of talent.”

He was right, of course. I was letting my fear paralyze my future.

I realized I was in a position to no longer be afraid of difficult economic times in the future. I wasn’t wishing difficulties on myself or anyone else, but I didn’t have to be afraid of them because I now knew what to do.

That story forms the foundation for my business philosophy. I empower clients to take charge of their technology so they feel strong and unafraid.

HERO: A skilled but unemployed professional

JOURNEY: Deal with feelings of helplessness and hopelessness

OBSTACLE: Didn't see a way out

SOLUTION: Recognizing that she has more power than she realized

OUTCOME: A determination to help others feel they can control their destiny as the guiding philosophy of her business

Alternatively, let's suppose Patricia were a life coach. She could have presented this story as a personal hero's journey – a true rags to riches tale. She would then say something like, "I hit bottom. My significant other got tired of hearing me sob and moan. So I discovered how to empower myself and now I teach people how to make the same breakthrough."

➔ Make sure you tie your origin story to your effectiveness in delivering your service. If you wanted to work at home or travel, show how this motivation helped you create your programs and serve your clients. Without this ingredient, you can come across as self-focused.

➔ Be sensitive to the way your story can be interpreted.

When I started my career site, I wrote that I had always been a free spirit, moving around and taking jobs when I wanted.

I thought people would relate to me, but I was too far removed from most of my prospects! People wrote things like, "Don't you have a family?" and, "Are you one unconcerned about money and trusting in the universe?" In fact I always had a huge safety net and a healthy savings account, and often I moved with a job waiting at the other end.

My message got completely lost in translation. Now I know I should have related my story to the clients (and if they weren't like me, I shouldn't tell the story at all).

Today's Assignment: Turn in your Origin Story.

Send your assignment to GoodwinPrivate@gmail.com

It's important that you turn in your marketing materials so I can review them quickly. You have 48 hours to complete this assignment. Remember, we have THREE WEEKS total time to complete the sessions. As always, feel free to ask me ANY question related to today's lesson. Please ask your question BEFORE turning in the assignment. Once I receive the assignment, I will "grade" it and this will end today's session. You have up to 2 days to complete today's assignment. Your subject line should say "Story Day 3."

DAY 4: REFRAMING: Explain your service concept with a story that paints a clear picture.

Have you ever watched Good Morning America, the ABC morning show? When the GMA folks want to instruct us, they don't preach. They demonstrate.

One morning GMA featured a segment on slashing vacation costs for a family of four. Instead of listing all the ways you can save, the show featured a real family of four with a real destination. They identified savings in every area of the family's vacation and dollarized their example. The family didn't save "around \$2000." They saved something like \$1767.42.

When we apply the components of the story, notice that it's especially important to focus on the "Solution" component.

The Concept: A system to save money.

The Hero: An "average" American family of four. The show targets people in this demographic.

The Journey: Searching on the Internet for hotels, airfares and entertainment.

The Obstacle: Lack of funds for a first-class champagne vacation.

The Solution: A system to save money systematically by shopping for bargains.

The Outcome: A great vacation at a bargain price.

Another example from "Cindy:"

"I remember sitting at my first live coaching event and listening to all these great speakers. They were all very successful and each one had their own systems and programs to sell. I've since worked with several of those leaders and have learned so much. But here's the thing. I've also seen a lot of entrepreneurs invest in themselves and NOT get great results. And after working with solopreneurs over the past 4 years, here is what I've realized is THE missing piece.

Most solopreneurs go broke because they do one of two things. They blindly follow their passions or they blindly follow what somebody

else tells them to do, never figuring out how to personalize it to their business...”

The Hero: A new solopreneur who wants to grow her business

The Journey: Find a way to build a business that’s successful

The Obstacle: Figuring out what to do and how to do it – and following the wrong advice.

The Solution: Cindy’s formula to personalize your passion

The Outcome: Successful businesses for Cindy and her clients.

Another example:

The Concept: The power of professional copywriting.

The Hero: A busy business owner who offers a service.

The Journey: Signing up clients with discovery sessions and get-acquainted calls.

The Obstacle: Not enough time to meet with all the clients who want “get-acquainted” calls and discovery sessions

The Solution: A website with specific types of content by a professional copywriter.

The Outcome: More clients come through the website, sometimes bypassing the “get –acquainted” calls, saving time for the business owner.

The Concept: Anyone can do this! It’s SO simple!

The Hero: A college dropout with a learning disability and a history of laziness

The Journey: Find a way to earn money after family wrote him off and he went bankrupt

The Obstacle: No employment history, education or marketable skills

The Solution: Introduced to a form of online marketing; learned the system in a week

The Outcome: Earning a comfortable living after 6 months.

For this story, the hero can be the story teller or a client of the storyteller. It’s important to make the story realistic: the “millionaire in 6 months” will raise skepticism even if it’s true.

The contrast story: Your concept story can be presented as a contrast between two people – a hero and non-hero.

For example:

Joe and Pete meet in a bar and start talking.

Joe: I just started a business!

Pete: Me too!

Joe: My coach wants me to network, use social media and upgrade my website!

Pete: Mine too:!

Joe: I'm making lots of money!

Pete: Want another beer?

Why did Joe reach success and Pete is still trying to change the subject? The difference is ... Joe knew his niche and positioning strategy. Pete didn't. This story shows the value of the concept the consultant was proposing.

You'll find a classic example in the Wall Street Journal story we discussed earlier. Some people think it's the greatest direct mail piece ever written. It's been reprinted in many places, including <http://kenmccarthy.com/blog/martin-controy-did-he-write-the-greatest-direct-mail-letter-of-all-time>

Today's Assignment: Turn in your Reframe Story.

Try this. Write out your description of the concept. Then tell a story. If you're stuck, send me a clear description of the concept with a case story (real or imaginary). It's important that you turn in your marketing materials on time so I can review them quickly.

You have 48 hours to complete this assignment. Remember, we have THREE WEEKS total time to complete the sessions. The sessions are timed so you can gain and keep momentum and so I can have a clear picture of who you are. In that way I can give you personalized, accurate feedback that would not be possible otherwise.

As always, feel free to ask me ANY question related to today's lesson. Please ask your question BEFORE turning in the assignment. Once I receive the assignment, I will "grade" it and this will end today's session.

You have up to 2 days to complete today's assignment. Your subject line should say "Story Day 4."



DAY 5: Five ways to use stories for strategy.

Now that you have the fundamentals, you will be finding stories everywhere! Begin being aware of events in your life and stories on the news that you can transform into stories that fit these categories.

As you use these stories, people begin thinking of you as “the business owner who ...” You’ll brand yourself by your story.

Now let’s think of places to use your stories:

Sales Letters: Often you can begin a sales letter with a story. Typically you’ll share a Triumph or Origin story.

Copywriter Lorrie Morgan-Ferrero uses this technique very effectively. Writing copy for a weight loss product, she drew on her own experience: gaining a few pounds after some stressful events, struggling to keep them off, and then finally discovering a new technique. It’s presented as an Origin story but could also be seen as a Concept Story.

Lorrie also writes about becoming a copywriter – her origin story. After the Columbine school shootings, she wanted to stay home with her sons. She needed to earn a good living so she turned to copywriting.

You can learn more about these stories and see Lorrie’s copy in our product: <http://www.SwipeFileSuccess.com>

Blog Posts: Some marketers include a story in every blog post – typically a Triumph story or a Reframe story.

Your elevator speech: If you’ve got more than a few seconds, you can share a Triumph story or a Reframe story as a way to explain what you do. You’ll just condense the story into a few minutes.

Interview questions: If you're being interviewed for anything from a job to a radio program, you might be asked to "Tell me about yourself." A story will be more compelling and more memorable than a list: "Well, I'm originally from St. Louis..."

You could tell your origin story or say something like, "Here are some examples of what I do..." with your Triumph stories. You could use a concept story to illustrate how you solve problems for clients.

About Page: Use your origin story to show why you're uniquely qualified.

For example, I was told that the man who created the program "America's Most Wanted" was inspired after his own son was killed. Whatever you think of the program, it's a good branding story.

Another example: Coach Janice wanted to stay home with her kids so she could work only 20 hours a week. She discovered a way to get clients by a particular of virtual networking. She now teaches that system to clients and her "why I got here" story is her brand.

Of course you don't have to use your Origin Story. You can use any story to answer the question, "Why you?"

Networking Events: Get away from those boring intros ("I work with ... who want to ...") and tell a good story. You could say, "Let me tell you about a recent client ..." You can share your concept story. Sometimes you can even begin with your origin story: "I was wondering why so many people ... and so I did ..."

Bottom Line: You will be much better prepared with your 3 stories than if you had just 1 story or no story at all. Practice sharing and you'll think of more details, become more concise and come up with even more stories to add to your marketing repertoire.

- ⇒ Notice that any of these stories can become your brand. For example, the man who founded America's Most Wanted was inspired because his son was killed. Whatever you think of the program, it's a good branding story.
- ⇒ Another example: Janice, a life coach and single mom, wanted to work just 20 hours a week to be home with her kids. She was advised to spend time traveling and networking, but she didn't want to run around all over town. She was determined to get clients by develop a new style of virtual networking. She created a concept story that has become her brand.
- ⇒ Julie was miserable as a vice president in corporate America. She figured out how to escape from the cubicle, taking advantage of the company's own HR programs and benefits, and her own knowledge of business. Her story became her brand.

Today's Assignment: Turn in your blog post story or sales letter with a story.

Turn one of your stories into a blog post. Your post should begin with a message you want to communicate. You then tell a story as an example or explanation. You conclude with a promise, call to action or referral to another post.

Alternatively: If you are working on a sales letter, include your story in your sales letter. Explain the purpose of your story and consider how it contributes to your message. Since we're on a time limit, you may be working with a rough draft and that's fine: I'll add suggestions that might save you time.

It's important that you turn in your marketing materials so I can review them quickly. Don't overthink your assignment: I can help you make it better. You have 48 hours to complete today's assignment. If you need more time, please be sure to send me a request. Remember, we have THREE WEEKS total time to complete the sessions, beginning with your start date. As always, feel free to ask me ANY question related to today's lesson. Your question may be an outline of your giveaway.

Please ask your question BEFORE turning in the assignment. Once I receive the assignment, I will "grade" it and this will end today's session. Your subject line should say "Story Day 5."

Last words ...

If you're reading this – and have completed everything explained previously –then you've got a portfolio of stories and you know how to create even more. Congratulations! That's a job well done.

I'm excited for you. I know you're going to move several steps forward to promote yourself authentically with these stories. I feel honored to have played a small role in your development in this area. Drop me a line sometime to let me know how things go.

We are now at the end of our 5 days together. I am a little sad to think that we are saying good-bye but I am excited by the possibilities for your new tools to create content.

If you would like more one-to-one support from me beyond this program, I recommend the Marketing Strategy Consultation.

My normal rate for the program is \$297. However, as a graduate of this course, you are eligible for a special VIP rate of \$200 – a 30% savings.

There's just one catch: you must order this program within one week after graduation (I don't want to overbook) or the regular rate will be imposed. You have 30 days after payment to use your call or it will be forfeited. I want you to keep the momentum going after you finish.

The program is described here. Send me a message and I'll send you the link to the special.

Learn more about me at
<http://www.CathyGoodwin.com>