



Host Lisa Sasevich – “The Queen of Sales Conversion” Introduces Ali Brown

Lisa Sasevich: Hello, everyone, and welcome back to our How To Sell To Women three day virtual training. This is day two and wow. Wow, wow, wow is all I can say about the amazing education we all got on our first day. Today is going to be no exception. We're starting out strong with literally one of my favorite women entrepreneurs, and personally my mentor.

First let me tell you this is Lisa Sasevich, known by many as the Queen of Sales Conversion, and founder of The Invisible Close sales systems. I want to congratulate you on doing whatever it took for you to be on this call today. It really symbolizes your commitment in attracting more women clients to your business so you can serve them at the highest level. You're definitely in the right place if you want to learn the latest and greatest that our master teachers have been testing on the court. They've each made millions by knowing exactly how to honor and serve women.

Each one has generously agreed to join me during this training, to share the gift of what they learned. And also, before we conclude, we'll share a gift that you can use to take their teachings deeper into your business, so stay tuned.

Right now it is my honor to introduce to you Ali Brown. Ali is the voice of women's entrepreneurial success. As founder and CEO of Elevate Ali International she has created an Inc 500 ranked global enterprise devoted to empowering women entrepreneurs. Ali was named one of Forbes "Women to Watch" and one of Ernest and Young's "Winning Women Entrepreneurs". She was also featured on the ABC hit prime time show Secret Millionaire, and is a current spokesperson for Chase's latest small business program.

Ali provides business and success advice, and resources, for over 200,000 followers via AliBrown.com and her social media channels.

Personally what I'd like to share is that I found Ali around 2009 when I first got started in my business. I was looking for a mentor that I respected, that was really going for it, and particularly I wanted to find a woman that I could model because of the style, because



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of all of the things that can differentiate men and women in business. When I found Ali, and we had met before, maybe she'll tell you about it, I'll leave it up to her.

Ali Brown: Yes, I will.

LS: Okay, great. When I found Ali I didn't have the money, but I was so attracted I figured it out. I went and I mentored with her and it was really that year that my business leapt from literally a home-based coaching business, barely breaking a hundred grand a year, to over two million dollars in sales.

It's continued to grow since then. Really, it's because of Ali's generosity and her great systems that I was able to get on the map in such a big way in such a fast, fast period of time.

Hi, Ali! I'm excited to have you here today.

AB: I'm so excited to be here. We don't get to talk much anymore, especially since I've had the babies. Everyone's like are you there? Are you okay? They see me, I'm out and about, but they're like we really need to talk. So this is great.

And yeah, I want everybody to know that I was actually in Lisa's audience. That's where I started, and it was back in 2005 and Lisa was leading these relationship workshops for women. I was at this point, can I tell the name of the class? Because I think it's funny.

LS: Oh, sure. Absolutely.

AB: The class was called Celebrating Men, Satisfying Women. And I was at the point that I was like listen, I have nothing to celebrate about men, I've had it, I don't know is it me, is it them, what the hell? And it was such an amazing class. I'm looking at this magical woman on stage with these big brown twinkly eyes and this beautiful smile, and she just engaged us. She just got us in, and it was a different type of speaking than I'd seen before.

It was not this speaking at us. She really just brought us in, there was this huge level of trust. Because some very deep stuff was happening in the workshop. Then I have to tell you that Lisa made this offer, and there was a stampede to the back of the room that I have never seen from women. I've seen it at these, my background, I ended up speaking at all these Internet marketing events, a lot of these . . . I call them the



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swinging dicks, no offense. These guys, they're all on stage, and I was the only woman there.

I'm sorry, it was funny. I'm sure they called themselves that probably, it's kind of endearing. But I'm there and I was the only woman on stage and I'd seen these stampedes of those kinds of audiences, but I had never seen a woman so graciously and in this gentle yet powerful way engage us to go to the back of the room. And I signed up for the super-duper-whooper package, whatever it was. I didn't even know what I was buying, but I was so excited.

Lisa was the reason why. It was so wild that then she was in my audience in 2008, then we connected and we worked together for a year. And then we've been really good friends ever since. And Lisa, I just want to tell you I'm just still so honored to be in your life. And I tell people, I'm like you want to see what to do? Go watch Lisa. Because she is just rocking it, she just doesn't stop.

LS: Thank you. I don't feel like I've stopped since then. You've lit a fire under me that's still burning hot today. Thank you for that. And yeah, that was actually where all of our Speak-to-Sell work got born. Little did I know, in those workshops where I met you and we were teaching women to understand men, that I was creating the system that is now the core of my business on teaching entrepreneurs how to get on stage and sell without being salesy.

It's proof positive that you never know what you're actually building. You know what I mean? That was six years of teaching women to understand men was the foundation, the lab, for all of The Invisible Close material that we teach today. But I didn't know that was the lab at the time. It was just I looked back and it was all there. It's pretty fascinating.

And then who ever thought, now that my kids are seven and ten, and you were the no not doing the kid thing, and now here you are with your twins, being mama extraordinaire. You never know what's around the next corner.

AB: You never know. All the dots get connected somehow, magically.



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LS: I like that, yes. It's true. I want for our folks that haven't met you yet to understand a little bit more about what you're doing in the world, and how and when you discovered your called to empower and serve women.

AB: I want to go back to about '98, if you all want to come back with me. Think about your hair at that time. Remember the dark lipstick? Remember, everybody? Are you with me? Okay.

LS: Was that the perm, or the Farrah Fawcett time?

AB: I think I had mall bangs and square-toed loafers. That was me, in New York City, realizing that I was unemployable. My last job was at an ad agency. And I had, like many of you maybe, got out of school and just assumed I would go in the working world and hop around. And man, I hopped around. I had about eight different jobs in six years and my parents, they were very tolerant and sweet, they were just like what are you doing? What is this restlessness that is inside of you?

I couldn't figure it out, until at that last job I was a copywriter at this ad agency. I had learned how to write the words for the newsletters, the ads, the brochures we did for our clients, and I loved it. I loved doing that. And then one day this freelancer came in, and I'm like what's a freelancer? I found out this guy worked for the agency, but on his own schedule, and I mistakenly learned also he made more money than me per hour. I started chatting with him, I'm like can I get you a coffee? I want to ask you some questions.

I realized well, I want to go freelance too. And so I just quit. Now, I wouldn't advise this. Because I didn't have a plan B. But some of you may know where I was. It was so painful to stay at that ad agency with one bathroom, and they had an old fax machine, and all these things that were driving me nuts, and I kept thinking if I work for myself I'm going to get a brand-new fax machine. And the first thing I did was I went to Staples and put that on a credit card.

And then realized I needed clients. That was a long and slow journey. I went to networking groups, I didn't know how to sell myself. I liked meeting people, but I didn't know how to turn that into clients.



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The turning point for me was really the Internet. Many of you remember, along with your mall bangs and squared-toed shoes, was something called AOL. Remember that AOL CD and the first time you picked that up? I think I picked it up outside a drugstore. Do you remember those CD's they gave you?

LS: Oh yeah. And just being so scared that when I put it in I wouldn't know what to do next.

AB: Or it would blow up, or they would send your banking information to Siberia. I remember putting that in, and suddenly feeling connected to so many people. I started this little email newsletter, because I'd seen a few of these, and I thought well why don't I take these business cards of people I've met—you wouldn't want to do this today, by the way, but back then they seemed okay with it. I said hey, I met you at this networking event, is it okay if I put you on the list? Some people I kind of just put on the list.

Started off with a list of like 10, 20 people, and started publishing these little tips once a week on what I knew. And that was writing for business, that's what I had learned and that was my skill. And then little by little I started getting referrals from that newsletter. I didn't even have a website yet. People were saying hey, can you put me on the list, I have a friend actually has this business who may need a brochure done.

Within about eight months I had some clients on my portfolio list now, I got a gig at Dunn and Brad Street, New York Times digital, Scholastic Books, these freelance projects that then positioned me—it's a very important word, positioning—at a level where I could charge more.

Where the women came in was when I started to take care of myself, Lisa. I started to set goals for myself, and my first big goal was to really just a full-time income. Everyone asked me did you have this big vision of creating this organization and working with all these incredible, powerful women. I'm like no, I wanted to work at home, I wanted a full-time living, and that was my big vision.

I realize now, why would God give me the big vision back then? I couldn't even pay my rent. I think God's been very patient with me in showing me just what I need to do that's in front of me, and then I'll see the next thing and the next thing. Sometimes you have the big vision, and then that's incredible if you do. If you do, then go for it. But I didn't.



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I think every time I kind of turned the corner, then I'd see the next thing. And sometimes that involves also going backwards, turning around, trying a different door. That's just the reality of life. When I stepped into my highest good, and when I started taking care of myself and setting goals and wanting to be successful for myself, that is when other women started asking me what are you doing? How are you doing this? How are you marketing yourself? How'd you go start a business?

I said well, I don't know much, but I do know a good amount about marketing and I've been learning a lot and studying, so I'd love to teach you. I started with articles that turned into ebooks and courses. Then, years later, coaching, seminars. And now it's just what I do, it's what I love. I love teaching and leading and I think women right now, I don't just think, we are. It's a fact. We are shifting the entire planet, and it's an amazing time to be here right now, and to be in business for yourself.

LS: For sure. Absolutely. What would you say now? You've come through a lot of iterations of Ali Brown, and I just watched you try so many different things. Every single one of them was a test.

AB: I'm like Madonna.

LS: The Madonna of the entrepreneurial women's sector. I won't say anything about that potential double nursing bra you might be wearing that really could have you maybe looking like Madonna.

What would you say, right now in this space and time, is the unique transformation that Ali Brown is bringing to women?

AB: When women start a business it's fascinating. I know you've seen this too, Lisa. A lot of women, when they decide to work for themselves, it is often the first time, for many of them in their entire life, that they have to completely bank on themselves. Completely believe in themselves, like this is it. They know that maybe if they don't do this they're going to be in trouble. Like they have to do this. Either financially or from this place of so much passion like they're going to burst if they don't do this, that all their issues are going to come up.

The best way I heard it described, initially, was from Jim Roan, who was one of Tony Robbins's original mentors, and he said you don't become a millionaire for the million



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the dollars, you become a millionaire for the person you become in the process. I did not understand it when he said that. I'm like well of course you want the million dollars. I'm already a nice person, what more improvement do I need?

Then as I got into this I realized the believing in yourself, the being ready for anything to go wrong at any minute, the realization that you never completely will get to this point that everything's hunky-dory and perfect. The money's amazing and it's changed my life, and my family's life, and those people I want to help, but I'll tell you it's just more zeroes. There's more stuff going on. You're still managing the monies.

You have to know that right now you have to really own this. When women step into that place of realizing that they're going to have to deal with their bullshit, they're going to have to step into who they really need to be, and it takes a lot of self-belief. And self-limiting beliefs are so prevalent in women, and we don't even realize they're there. They are holding us back from stepping into our highest good.

When I'm working with women we work mainly on that business level, but when those gems come up for healing, or a new perspective, or a shift in their awareness, that is my favorite place. Because helping them see something like that and how maybe looking at something differently, or just changing the way they're thinking about something, or realizing that they can do this, they're questioning why and I'm like well why not, and they suddenly realize that 95% of all their issues is in their own brain.

You and I know this very well. A lot of when, both of us at different times, and everyone in kind of our tribe out there doing all these amazing things for women, we all come up against this and I still catch this all the time. Our friend Blair Singer, who I know you're interviewing too, calls this the little voice. That little voice can be very very powerful. When you become aware of that, that is, to me, one of the biggest challenges you have just overcome.

Then you have to learn to make friends with it and deal with it from there. But honestly, overcoming those self-limiting beliefs is really the transformation that I love working with women on. The income's the byproduct. Even though that's the initial goal, it ends up being the byproduct because they are so thrilled with who they become in the process, how much peace they have in their hearts, and how amazing they realize this impact they can have in the world.



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I just gave you all a lot of information, and I hope that's digestible. But I really wanted to emphasize that.

LS: I can personally say, I see this for myself and also my clients as well, being an entrepreneur and then being a woman entrepreneur, I've done 25 years of all different kinds of personal development workshops, both been in them and taught them, and nothing will drive up all of your little voice stuff faster than having your own business.

You're catching women right there at a time where they're reaching out the biggest, which will cause the biggest resistance, the biggest delusions, the biggest all of our internal stuff, that when you weren't playing a big game it's down. It's down lower. But the minute you step in and go for it, it all is right there.

I know. I remember signing up for my first course with you. I guess you're right, it was 2008, to come to a live workshop. I think it was \$3,000, and I had to do the eight pay.

AB: We offered an eight pay?

LS: Yeah. It was an eight pay, and I remember. It was March. I hope the math works here, but I'm pretty sure the course was in November and it was like I hadn't even bought myself a car. I was driving an older car, because I owned it, because I didn't want to make that monthly payment. And the eight pay, just to get to that workshop, was as much as I would have paid to get a car. After I did that, and I saw that I could, then doing things like getting myself a new car so that myself and my children could be in a nice care driving around, a safe car driving around, those things all became possible with each stretch. Each time you get past your comfort zone, that's where life begins.

AB: It becomes a way of life then, and you just start realizing. It really just does. There's so many more things I want to add to that, but I want to make sure we stay on track for your theme here, so just lead me where you want me to go here.

LS: Absolutely. I was just laughing because I was thinking I tried so many financial planners before I finally found someone who understands me, because with the kind of thinking that you're talking about you can't put someone on a budget and say okay, this goes here, this goes here. Not with a creator.



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AB: Even now, it's really so hard when you become an entrepreneur, to find people who, in the general world, financial planners, lawyers, accountants, who understand. They'll be like you're doing what? You're taking this risk why? And you're like because this is how we roll. We just go big.

LS: Exactly.

Let's talk about you have this amazing empowering space that you create for women to really be able to move through those self-limiting beliefs and become all of who they want to be. What are some of the ways that you attract women clients, that our listeners can learn from and potentially use in their own business to attract more women clients?

AB: There's two ways you should approach this. This all depends, too, on your personality and who you are, but I, just like you, Lisa, love speaking. I love writing, I love having that message for my big mission. The main way I do that is just getting out there and being visible.

For a lot of women that may not be what you want to do. I have people come to me and say oh my gosh, do I have to speak? I'm like well, no, you don't have to. It's a great way to market and if you feel like you are going to attract people by shining your light, which many of you will, and actually if this is an issue for you it probably is your lesson, then that's a great way to get out there.

But the second way is that you do more like direct marketing. My marketing, personally, is two-fold. I have the whole side of what we call the Ali Outreach and I am out speaking. I'm trying to be at events that I know I should be at to meet people. I'm doing more partnerships and higher level networking. I just launched a new radio show which I'm thrilled about. And can I tell you I'm just having so much fun, and I gave myself permission to do that because it would be fun. I don't know if it's the perfect marketing tool or not, but I'm loving it. And it's working, I think, because I just love it so much.

If there's something that you love and would like to do to get out there, that's the key that it's going to be successful.

So there's the whole Ali Outreach, shining my light thing, which really is what I should be doing all the time. And then the second half is real direct marketing. That's where we get back to the stuff that I studied when I learned. My original marketing mentor was



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Dan Kennedy, the grumpy old guy who rides the bull. I learned so much from those guys. As irritating as they were and offensive and bizarre at times, I learned so much about the old school direct marketing and psychology, and took that and then applied it to women audience. And I know in a minute we'll talk about the differences there.

Part one is you getting out there and being visible. Because I'm telling you, for women, that's probably more than half the battle and that'll attract more people than you realize. The second half is you then being very strategic. Who do you want to go after, where are they already in large numbers, and how can you get your message in front of them. How can you get something in front of them that they will come to your website for? How can you get something in front of them that they will give you your email address for?

I use a free CD, which I'll tell you about later. That's just one thing you can do. You can do free reports. I know, Lisa, you've done teleseminars, webinars. If you're in this kind of info category it's a great way to get out there.

If you want to take that to a higher level, then you can look at where your audience is already in large numbers that you can get lists of. For example, let's say you want to reach women who are, I'm just making this up, maybe they're managers of companies. Well, you can go look and I'm sure there's some type of association or organization for managers in America, there's probably some big boring conference they go to once a year.

Find out. Maybe there's organizations or associations where these people are at. So that example I just gave, the managers, look at how you can get in front of them in their newsletter. Maybe you could speak at their conferences. Maybe you can sponsor their conference. Maybe you can get a trade show booth at their conference. Maybe you can buy their list. Try to get in front of them for free, and then next level buy.

We do that type of strategic marketing as well. I know my target market. I know their ages, I know where they live, I know some of their psychographics, like other people they like on Facebook. All these little things. Here's a quick example that we learned also by surveying our best clients in my Elevate Coaching program. I had no idea the majority of them are college-educated. Which, if you had asked me, I probably would have guessed, but I never thought of that. And now I know, when I'm targeting ads, for example, on Facebook, I'm checking the box that says college education.



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Do we have women in our programs who maybe didn't graduate college? Of course. But when you're going to be spending money, then, on this targeting for your market, you definitely want to make sure that you know your market. Surveying current clients and customers is a great way to get started.

I hope that makes sense. There's really two ways we do that here. The outreach, and then that targeted, strategic marketing.

LS: I love it, it makes a ton of sense. And I really like your Ali Outreach as the container for all those things you listed. I think it's great for everybody to look and separate those two, because it's so easy to get everything into a big old jumbled snarl, and you feel like you don't know which way to go first. If you separate the way that Ali's recommending, it seems like it would help you focus a lot. I think it's cool.

AB: Marketing is so confusing now. Like if you started a business 15 years ago you had maybe three choices to get yourself out there. Now there's social media popping up. People are asking me should I be on the whatever site. I'm like I don't know, are your clients on there? They're like no. Then you shouldn't be on the whatever social media site.

It's all about stepping back and using your brain.

LS: Yeah, for sure. I think that simple advice, where are they, that's where you should go, could really answer a ton of those questions of should I do this thing, should I do that thing, for sure.

AB: Right.

LS: You're bringing women in both through your Ali Outreach and the whole list of great things that you stuck under that category that our listeners can certainly do too, then you've got more of your direct marketing and you're using that training and putting it online and showing people how to do it online.

Let's talk about actually going from attracting the woman client to turning her into a paying client. What we would call conversion over here. What have you found is effective in inspiring women clients to go ahead and step up and say yes?



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AB: Well, and I'm sure this is a recurring theme on your telesummit here, I'm just going to guess that a lot of it is relationship and trust. It really is.

This is my experience. If you actually come at a female client with a promise so bold that it could possibly scare her away, I've seen that work the opposite way. Let me give you an example. If I came out and say how I took my business to \$20 million a year in three years with no website or something, someone's going to go that is total bullshit. Even if it was real, and I did it, there's such a high level of skepticism online. You know what I mean?

LS: That's really good. Nobody's brought that up, that's a great point.

AB: It's huge, and I'll tell you why it triggered something in me. I'm not much of a Facebook voyeur, but this was last year and it was a gal, I didn't even know this gal, and she had an ad running and it was something like learn how to go from zero to ten, it was like ten million or something, in three months. And there were all these comments under it. I clicked on it, I'm like who is this gal, this is interesting. And all these people were like this is total BS, who are you. It was kind of coming from left field.

Now, what would be a fascinating test is to do that for a male audience, and I bet they'd eat it right up. I don't know why. But for the women I think it's very important to meet them where they're at.

My marketing, when I was getting started, I became very conscious of, as successful as I was becoming and being able to do some really fun stuff . . . man, when you start making money it is so much fun. I just have to tell you all. You get to do all this stuff you never did before. So you're staying at the Four Seasons, and I chartered a jet, and all this crazy stuff.

LS: You had your own magazine. Who does that?

AB: Yeah, I had a magazine for two years. Why? Because I could.

LS: You had a clothing line going on.

AB: I had a boutique and all this stuff going out there. Then, after I did the show Secret Millionaire, a lot of you saw something change and I'll address that too, but it was kind of part of this journey I got to as well. I knew something was amiss when



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I was knee-deep in a week long of living on welfare and I did not want to go back to my previous life.

I say that in all sincerity. I was so excited to have the freedom, and I was working with people who were these amazing human beings. I had my brain totally free and clear, and my schedule free and clear, to just be, and be of service to these people. I came back and just transformed everything. I said you know what? I love doing this, this, and this, but these aren't helping us and let's take this out.

I just totally wiped the slate clean and started over and invented one brand new training program. That's it. That's the one we focus on now. I speak, I have fun, I have the radio show, and we do a few products a year but nothing ginormous. I realigned myself and a marketing lesson I learned during that time is that when I started being more open about my emotions, what I was going through, and being vulnerable, and I realized I was meeting women where they were at.

Instead of talking to them from up here, and if you could see me visually now I have my hand way up in the air, which I think is what a lot of male gurus do and the sales guys do, up here like follow me I'm going to take you up here and blah blah blah. I lowered down a bit. Not my volume, I wish there was another word for it. My barometer. We have to come up with that, Lisa, whatever that thing is, but you know what I'm talking about. I kind of brought my vibe down and looked you in the eye and took your hand and say I'm here, I'm with you, and come with me. I can show you something that's going to change your life.

That is what shifted. And I realized that the marketing I had learned, from the men, didn't work anymore. And that is when I realized that I had to meet women where they're at.

Here's an example. If you're out there telling women that you lost 500 pounds and made three million dollars in 30 days and you can too, try toning it down a bit. Say let me help you lose your first 10 pounds. Let me help you make a full-time income. Let me help you break your first six figures.

Think about your audience and where they're at, and meet them there. That's my best. If I had to leave the planet right now that would be my best piece of marketing advice I would give you for getting through to women.



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LS: It's great. And you know, I was thinking about that word. What is the word? And I wondered, do you think, I don't know. This word has so many meanings to so many people, but it's like something shifted in the ego. I'm not a believer in trying to get rid of the ego, I think it serves us, but it sounds like it repositioned or something like that.

AB: Yeah. You know what? Ooh, I got it. When I came back from Secret Millionaire I used this analogy. It's like on your smartphone when you're on the map and you're using a compass, and it's like it's not orienting and you got to shake it up and reorient, that's what I did.

LS: Reorient. That's perfect.

AB: I like that.

LS: That show, Ali, I remember when it was on. I watched it. I was not expecting to get hit so hard. And you know me. How many times have you seen me cry? I'm just not an easy crier, but watching your transformation on that show as tangible. It was really tangible.

AB: You sent me a picture of your tears. Do you remember that?

LS: Yes.

AB: You sent me a picture to prove, because I didn't believe you. I was like oh my gosh, you just looked so touched and transformed. I was just so honored you watched it.

LS: Well, it's exactly in action what you're talking about that you're doing for women now and doing it so much more consciously since that transformation. I think it's awesome.

It kind of leads right into, you're already talking about this a little bit, but is there anything that just flat out, you shared a few things here, but anything like flat out are no-no's? Because we have both men and women coming to this training who both want to serve and inspire and transform women. What are the no-no's that either you've had done to your, or maybe you even tried it and found out the hard way.



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AB: I think the easiest way to know if you're screwing up, and this is going to sound terrible, is if you're acting like a man. Hear me out here.

What instantly came to my mind, whenever I talk to you I flash back to the course that you taught. Let's take a relationship for example, and this is an overused analogy in marketing and sales but it's like dating in the relationship. If you think about a guy who's being a jerk, they're not returning your call or they're not caring about you, they're not following up, you have to be like are we still on for Friday.

If you think about all the things that can kind of go wrong during courtship, that is a lot of the stuff that can go wrong in marketing and sales. In a different way, I'm trying to think of another way to put it, but really the biggest shift that we made in our sales, as well, was adding extra team to talk to women on the phone.

Because we realized when women make a purchase, very often they just need to be heard in the process. I'm generalizing, and don't hate me for this, but this is what the whole theme of this thing is about, I do think a lot more men are click and buy guys. They will see the thing, that's what I need, they click, and they buy it, and they come to the seminar or buy the coaching and they don't need 10 phone calls and to validate their values that you're aligned, and all this stuff that women do.

A very interesting thing that we started doing is even for lower priced products, is adding more team just to be available on the phone. Because often when a woman's going to buy a product, we have testimonials on how this has changed people's lives and this'll shift your marketing and it'll teach you all this, it's going to send you to the moon and all this stuff, they will still call. My team tells me they really just want to be heard. They want to say okay, I just want to make sure, this has this and this in it? And they're like yup. And this and Ali will teach me this? Yup. Okay.

And they tell us about their business. They want to know that it's a good fit for them. It's an interesting shift. I think it's a shift in two ways. Number one, now that we know our market's women and we're not just trying to deny that anymore and be everything to everybody, but number two the Internet has changed so much. When I was marketing in 2005 and 2006 we could fill up an entire course with three emails, and maybe one teleseminar. Now you need to really engage people more. You need a relationship, you need to ramp up that trust before that sale is made.



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The wrong things to do. Yelling at people. Lisa, I know that you're going to be speaking soon at a male-oriented conference coming up, and the last time I was at that one last year, without naming names, I went up after three days of everybody being yelled at in the audience, and I tell you, even the guys appreciated that I went up there and literally said you guys ready for something different? And they were like please, yes.

And I talked with them, and not at them. I didn't yell at them. I didn't make them raise their hand. It was just a total shift in energy. Even for an audience there of all guys, at a very guy-oriented event with all guys on stage swinging around their, they were so refreshed by me on stage. I just pulled up a chair and sat down and I'm like I just want to tell you some lessons I've learned over the last five years about marketing. And they loved it. They loved it.

Being different, even to male audiences, I think, is a great shift right now. And a lot of them want to go this direction because they're tired of all the BS and the hype and the push. It's part of this whole shift that we're going through as a planet. It's from all this competition and the pushing to this working together, the cooperation, the receiving, the allowing, and it's been a shift for me personally as well.

LS: I definitely have been going through that in the last year myself. I feel so much more collaborative and I'm pushing into things that used to scare me, collaborations that I stayed away from because they scared me. I'm finding great stuff on the other side.

You were actually one of the first people that made it so safe to collaborate, many years back when we did our very first program together. I got to experience what a win-win that was. I think now it's required.

AB: The only thing we disagreed on was the skunk. You remember the skunk?

LS: It always comes to the clip-art. But you had more experience, though. We went with your skunk. Now that you've got two little babies there you know why I folded on that one. You've got to choose your battles.

AB: Can't you all picture it? This is two women working together, and we're on the phone, and I'm like you know, I really don't like that picture of the skunk



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and the clip-art, and I'm like I picked a different one. And you're like really? I don't think I like that one. I'm like well . . . I can't believe we had a conversation around that. But it ended up being a great product that was simply irresistible.

LS: I know. And now we've both come so many light years. It's just a really, for me, beautiful example of collaboration for sure.

I know there's a lot of women, and men, listening that would love to learn more about your secrets to success. You've given so much gold today, just separating out the outreach from the direct marketing, giving people the chance to see that distinction. I really love everything you said, very unique of what we've heard so far about being careful that your promise isn't so bold that it scares people away.

Everyone comes out, they have a bold promise, but you're right. There is a range there. And then ladies, if you're listening and I bet you there's a lot of men nodding your heads when you talked about women really be willing to be yourself. You don't need to act like a man to attract both women and men clients. You'll do a lot better being a powerful, centered woman, like you're getting to experience here with Ali.

Ali has put together a free gift for you, for you to be able to experience her Top 10 Success Secrets For Entrepreneurial Women. It is a free audio CD and you can get it right now at www.selltowomen.com/ali.

Ali, maybe you could just take a moment and tell us what is on that audio.

AB: This is one of my most popular products, and I'm excited to make it available to all of you. And actually, I hear from women every day, I'm not making this up, on my Facebook page, saying I love this CD. It drove me to tears, I feel so liberated, I'm ready to do this. You're going to love this.

I cover things like why you don't need a lot of money to get started or grow your business. What your most valuable asset is truly. It's not money, and every one of you has it. Three keys to generating large amounts of income quickly, when you're starting your business. I'm going to help you get focused. And how to move through the fear and into that faith that you need to pursue your dream. The mind stuff, I'm sure Lisa would agree, that the mind stuff is just as important as the marketing and the business, and that may be your bigger battle to deal with here.



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It's a great CD. I think it's about half an hour long, it's easy to listen to in the car. We will mail you a real CD, or you can get a download if you'd prefer that too.

LS: Awesome. I've listened to it personally and I would say just go right now so you don't forget, to www.selltowomen.com/ali. I have a couple of things I just keep on my iPhone, so when I'm out walking and I just need a power hit, I turn off the music and turn on that. It just lifts me up for my day every single time.

Ali, I want to thank you so much. I also want to let everybody know that I'm sure you're going to want to hear this again, I'm sure you're going to want the transcript, and as many of you know you can hear me clicking away in the background. I take notes on what I call my action sheets for things that I'm going to implement, plus the things I'm going to give right to my team to implement. And there's so much that Ali gave us today.

If you'd like to get our VIP upgrade package where you get the MP3's, the transcripts, and my personal action sheets on every single one of our 18 master teachers, including my own tips, right now during the series you can grab that at www.selltowomen.com/upgrade for just \$97.

If you wait it'll be \$197. Plus there's a whole bunch of other surprises that are tucked into the VIP upgrade package too, but you'll have to get it to find out. You can keep all three days in your success library forever. As you can tell, just from one powerful interview like this, it's worth many times more than the investment.

Also, as Ali shared, we'll be interviewing many more amazing master teachers today, including who she talked about, Blair Singer, who talks about little voice mastery, this afternoon. So make sure to check your email schedule. We'll be guiding you throughout the day on who's next and what you can expect, and also where to get that free gift.

We've got a lot going on today. Ali, thank you so much for taking time aside to just be present with us and share where you are right now in the evolution of Ali Brown.

AB: Great to be here, Lisa. I can't wait to see you soon.

LS: All right. See you soon. Bye bye, everybody.