

# IMC 60–Second Product Scripts

## Certification-Level Resources

### The 15 Invaluable Laws of Growth

Do you need a push in the area of leadership growth?

Hi, **(your name)** of **(your company name)** here, and I've got just the thing. *The 15 Invaluable Laws of Growth* is one of leadership expert Dr. John C. Maxwell's most prominent titles. These 15 keys will become your guide to understanding personal growth and becoming a more effective and fulfilled individual. If you have the desire to grow and become better than you are today, this is for you and your team.

I can deliver *The 15 Invaluable Laws of Growth* from the stage, in a small group, or in an ongoing class, depending on your needs. Contact me today to **get growing**.

### Leadership Gold

Are you ready to help your team grow through proven leadership experience?

Hi, **(your name)** of **(your company name)** here, and I've got just the thing. *Leadership Gold* is one of leadership expert Dr. John C. Maxwell's most prominent titles. This study is full of nuggets of wisdom from Dr. Maxwell's 50+ years of studying, practicing, and teaching leadership. Throughout these lessons, you'll encounter John's passionate belief in the value of leadership, and you'll benefit from his unique talent for articulating principles of influence.

I can deliver *Leadership Gold* from the stage, in a small group, or in an ongoing class, depending on your needs. Contact me today to take your next step toward growth.

### How to be a REAL Success

Are you ready to learn the REAL meaning of the word "success"?

Hi, **(your name)** of **(your company name)** here, and I've got just the thing. *How to be a REAL Success* comes right from leadership expert Dr. John C. Maxwell, who has laid out a roadmap to lifelong significance. Whether you are a civil servant or a corporate executive, you will achieve great things by understanding four very important success building areas: relationships, equipping, attitude, and leadership.

I can deliver *How to be a REAL Success* from the stage, in a small group, or in an ongoing class, depending on your needs. Contact me today to begin building your success story.

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## Becoming a Person of Influence

Are you searching for a way to increase your influence?

Hi, **(your name)** of **(your company name)** here, and I've got just the thing. *Becoming a Person of Influence* is one of leadership expert Dr. John C. Maxwell's most powerful titles. With influence, you can achieve success at home, at work, and in every other area of life. Through humor, heart, and unique insight, Dr. Maxwell shares what he has gleaned from decades of experience in both business and nonprofit arenas. Best of all, its insights are practical and easy to apply to everyday life.

I can deliver *Becoming a Person of Influence* from the stage, in a small group, or in an ongoing class, depending on your needs. Contact me today to maximize your impact tomorrow.

## Put Your Dream to the Test

Are you willing to put your dream to the test? Your dream has power. It can inspire you. It can empower you. But will it reward you?

Hi, **(your name)** of **(your company name)** here, and I want to help your dream pass the test. Leadership expert Dr. John C. Maxwell wrote *Put Your Dream to the Test* to take ambitious achievers like you from concept to concrete reality. In this course on reaching your dreams, I'll show you how to do the things necessary to realize your potential, map out your goals, and make your dream come true.

I can deliver *Put Your Dream to the Test* from the stage, in a small group, or in an ongoing class, depending on your needs. Contact me today to start bringing your dream to life.

## Everyone Communicates, Few Connect

Does your team struggle to collaborate? Do you feel like they're never on the same page? And do your customers suffer for it?

Hi, **(your name)** of **(your company name)** here, and I've got just the thing. *Everyone Communicates, Few Connect* is one of leadership expert Dr. John C. Maxwell's most prominent titles. Inside are five principles and five practices to connect one-on-one, in a group, or with an audience. You'll see all of your relationships, from your boss to your kids, from your teammates to your neighbors, take a quantum leap.

I can deliver *Everyone Communicates, Few Connect* from the stage, in a small group, or in an ongoing class, depending on your needs. Contact me today to help you take your team's communication to the next level.

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## Change Your World

Transformation is a big buzz word – but few know how to define it, much less effect it. I want to help you bring true transformation to your community.

Hi, **(your name)** of **(your company)** here, and I want to help you *change your world* through the power of a Transformation Table. Over the course of 6 weeks, our small group will study the work of leadership expert Dr. John C. Maxwell, share insights, reflect, and commit to transformative action. Together, we'll build up life-changing benefits and multiply our ability to impact others.

We can meet any day, at any time, virtually, or in person. I want to help make change happen on your schedule. Contact me today so we can get growing together.

## Developing the Leader Within You 2.0

Leadership isn't just a c-suite skill. Everyone has a circle of influence, whether you're leading from an office, from a pulpit, on a field, or in your own home. And no matter where or how you're leading, one thing remains true: we can always lead better together.

Hi, I'm **(your name)** of **(your company)**, and I want to help you discover a new, more effective level of leadership through John Maxwell's bestselling title, *Developing the Leader Within You 2.0*. Dr. John Maxwell has been one of the world's foremost voices in leadership for more than 40 years. The insights in we'll cover in this revised and reinvigorated version of John's classic title will help any leader lead at their best.

I can deliver *Developing the Leader Within You 2.0* from the stage, in a small group, or in an ongoing class, depending on your needs. Contact me today to help you lead at the next level.

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## Mentorship-Level Resources

### The 21 Irrefutable Laws of Leadership

Are you looking to give your people a solid foundation to develop their leadership skills?

Hi, **(your name)** of **(your company name)** here, and I've got just the thing. *The 21 Irrefutable Laws of Leadership* is the result of lessons and observations from John Maxwell's 50+ years of leadership experience. In this revealing study of leadership, Dr. Maxwell helps you explore the time-tested laws that govern personal and organizational effectiveness.

I can deliver *The 21 Irrefutable Laws of Leadership* from the stage, in a small group, or in an ongoing class, depending on your needs. Contact me today to help you reach your next level of leadership.

### Leadershift

If you're a leader, you know that leading isn't just leading. It's setting the tone; it's striking a balance; and more than anything, it's striving to be better tomorrow than you are today. What are you reaching for, and are you positioned to achieve it?

Hi, I'm **(your name)** of **(your company name)**, and I want to help you make your *leadershift*.

*Leadershift* is a course for leaders who see world's pattern of change and are ready to work in step with it instead of being subject to it. Written by leadership expert Dr. John C. Maxwell, *Leadershift* will prepare you for the evolving demands of your role as an impact-maker in your industry.

I can deliver *Leadershift* from the stage, in a small group, or in an ongoing class, depending on your needs. Contact me today to start building your better tomorrow.

### Good Leaders Ask Great Questions

Question: what do all great leaders have in common? Answer: good leaders ask great questions!

Hi, **(your name)** of **(your company name)** here, and I want to help you lead your team and your organization to your next level of results. In this course, you will learn to become a better leader by searching for better insights through questions. We will explore questions you should ask yourself as well as members of your team with the goal of connecting with people, challenging yourself and those you lead, and developing better ideas.

I can deliver *Good Leaders Ask Great Questions* from the stage, in a small group, or in an ongoing class, depending on your needs. Contact me today to raise your leadership level tomorrow.

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## Developing the Leaders Around You

Leadership expert Dr. John C. Maxwell once said, “If it’s lonely at the top, you’re not doing something right.” Good leadership is magnetic – it pulls those close to it everywhere it goes. So I’ll ask you: are you developing the leaders around you?

Hi, I’m **(your name)** of **(your company name)**. And if you’re ready to increase your impact on those you lead, realize your dream, or grow your business, I’d like to introduce you to *Developing the Leaders Around You*. In this course, we’ll cover principles of others-oriented leadership that will help you nurture their potential and improve team performance, whether you’re the leader of a nonprofit, a small business, or a Fortune 500 company.

I can deliver *Developing the Leaders Around You* from the stage, in a small group, or in an ongoing class, depending on your needs. Contact me today to discover the leaders on your team tomorrow.

## Today Matters

Does your time get away from you? Do you find yourself wishing there were just more hours in the day?

Hi, **(your name)** of **(your company name)** here, and I’ve got just the thing. From leadership expert Dr. John C. Maxwell, *Today Matters* shows you how to seize the day. This hands-on and inspiring guide offers twelve daily practices to help you take control of your daily agenda, make time for people you love, and find success in your career or business – every day.

I can deliver *Today Matters* from the stage, in a small group, or in an ongoing class, depending on your needs. Contact me today to start making your time work for **you**.

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## Additional Resources

### FOR

Is your team struggling to grow? And is your organization paying the price? When your business is bottlenecked, it helps to look at the root of your results: why do you do what you do? That question alone can help your company stand out in our cynical world - and I want to help you find the answer.

Hi, I'm **(your name)** of **(your company name)**. Written by world-renowned speaker and entrepreneur Jeff Henderson, *Know What You're FOR* reinterprets the modern marketing model through the lens of the client. According to him, "A business is no longer what it tells customers it is - instead, a business is what customers tell other customers it is." Positive word-of-mouth testimonial is the most powerful income generator, and Mr. Henderson's principles of FOR - F-O-R - outline just how you can get it working for your organization by shifting the focus from being the best IN the world to being the best FOR the world.

That is the kind of influence I want to help your company develop.

I can deliver *Know What You're FOR* from the stage, in a small group, or in an ongoing class, depending on your needs. Contact me today to prepare your organization **FOR** tomorrow.

### Leadership Game

Are you looking for a leadership training experience that'll draw your team in instead of leaving them checked-out?

Hi, I'm **(your name)** of **(your company name)**, and I'd like to introduce you to the Leadership Game.

Developed the world's foremost leadership organization, the Leadership Game is refreshing, innovative take on leadership and communication training. Your team will be challenged, moved, and provoked to action, all in the low-stakes context of a board-gaming session – and you will come away with helpful insights about the hearts and minds of your people.

And I want to make that happen for you. Contact me today to find out how one game can change everything for your organization.

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## DISC

Pop quiz: what four letters can change the way you look at yourself, others, your business, and your goals? D-I-S-C. The DISC method of personality analysis uses simple, straightforward factors to revolutionize your understanding of motivation, communication, habits, and so much more.

And I want it to work for **you**.

Hi, I'm **(your name)** of **(your company name)**. As a DISC **(trainer/consultant)** certified by the world's foremost leadership organization, I can administer the DISC assessment to you and your team and walk you through the results. I want to leave you with practical applications that'll take your results in every area to the next level.

Contact me today for a **DISC**overy call!