

IMC Live2Lead Script

Hi, **(your name)** of **(your company name)** here to tell you about an upcoming leadership event that you won't want to miss.

Every year, some of the world's greatest growth and development minds gather to invest in ambitious professionals all over the world. And every year, those professionals walk away with practical action steps that help them lead their organizations at all-time high levels.

And this year, I want to personally invite you to be one of them.

Live2Lead is a day of power-packed insight.

Dr. John C. Maxwell has been one of the world's foremost leadership experts for more than 40 years, having written more on leadership than any other thought leader in history. His principles of teamwork, communication, and growth are transforming corporate atmospheres worldwide. Dr. Maxwell brings his A-game to every Live2Lead event so that your people can excel.

And in every year's speaker lineup, he is joined by some of the growth industry's most notable names. Past presenters have included A-list celebrities like Steve Harvey and Tyler Perry and Fortune 500 CEOs like Ed Bastion and Jamie Kern Lima.

As a speaker, trainer, and coach certified by Dr. Maxwell's own leadership organization, it is my goal to add value to your people so they can add value to others. I love being part of your Live2Lead experience because I love seeing your people grow and watching your results ignite in the process.

If that's something you want for your people and your business, contact me today – because I *live to lead* your people to leadership success.