

Client: Dodge Development

Project: Sales letter to accompany video demo

Objective: Motivate meeting planners to hire Bryan Dodge

David Williams

Portfolio

Copy Excerpt

Does your team lack inspiration?

How to get your people excited about their job like the very first day they started! Don't Miss this opportunity!

Dear Team-Leader,

What if your team had the desire to work harder, even if you weren't there? What if you could help them manage their time better? What if you could put them on a path to personal and professional excellence, and do all this in less than two hours?

I've got some exciting news for you!

You can teach your people how to unlock their full potential and provide them with new knowledge that will enable you to create a culture that stands strong, no matter how tough the environment becomes! They will learn effective team building and communication skills that will get them excited about their jobs all over again!

You won't have to sign up for a lengthy college course, read a 300 page book, or do any preparation in advance. Not only will your people be more energized than ever, you as a manager will walk away with valuable leadership skills and confidence!

Your life and the life of your people is about to get better beyond anything you ever imagined!

You'll become skilled at creating chemistry and getting them to work together. You'll learn the most important elements of creating loyalty and the keys to creating self-esteem and self-worth. You'll learn how to let go of the past and be excited about the future! In fact, your group's transformation will be so evident that everybody involved in your organization will be amazed!

Some Interesting Facts

- Bryan Dodge's 27 years of experience teaching and inspiring people of all walks of life to reach their full potential has made him one of the nation's most sought after choices as a professional development trainer.
- Bryan's uncanny ability to reach people's hearts enables him to unlock potential they never knew existed! This translates into an empowering message that is energizing and refreshing! This is done through a series of steps and actual techniques that are simple to understand and simple to implement. The resulting chemistry and self-esteem will have your team performing more effectively, and you'll be more excited than ever about the future possibilities!
- Bryan Dodge will clarify your thinking process so that good decision-making skills are developed effortlessly and fluently. His primary philosophy is "Life is too short not to be happy" and he'll teach you the underlying importance of working on yourself, and consistently maintaining a healthy life/work balance. The benefits that Bryan's teachings will have on both yourself and your team will be rewarding and life-long!

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