

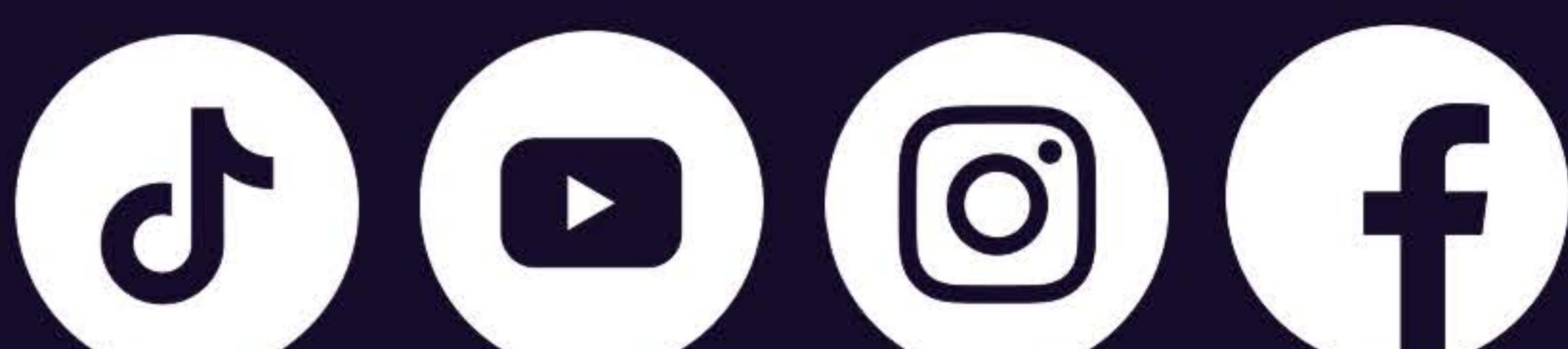
# MEDIA KIT



## THE **MCCORDS**

PODCASTERS | PUBLIC SPEAKERS

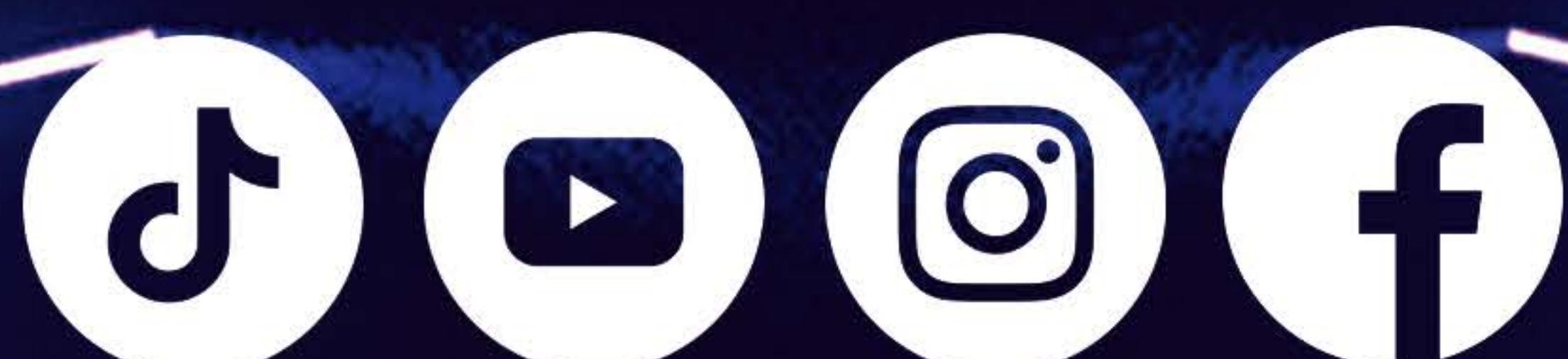
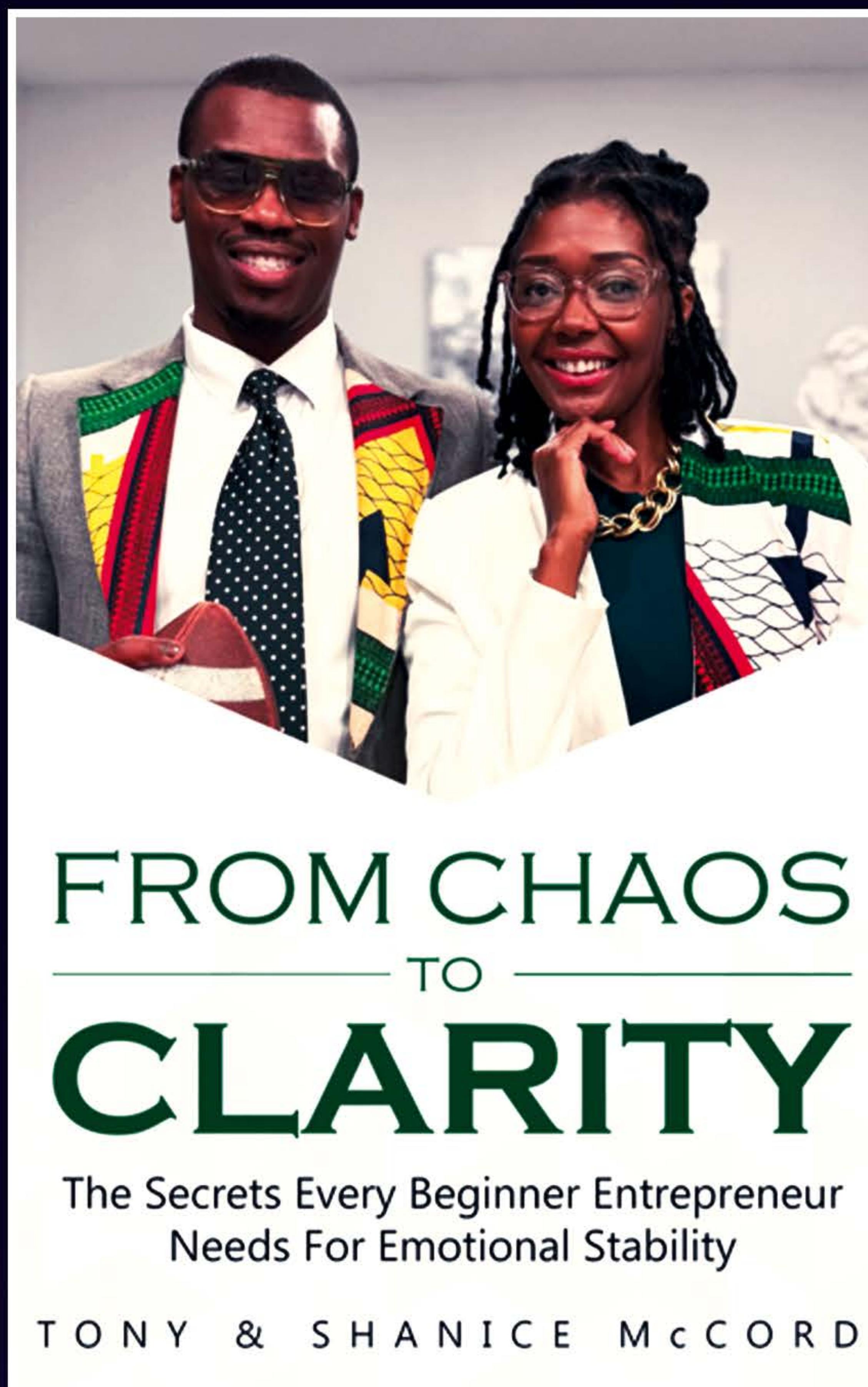
The McCords are electrifying speakers and successful entrepreneurs dedicated to helping entrepreneurs and sales teams achieve emotional stability for peak performance. Their message equips audiences with practical strategies to manage emotions, stay focused under pressure, and unlock their full potential — empowering teams to consistently put in the effort it takes to win!



# ABOUT THE MCCORDS

The McCords are electrifying speakers, successful entrepreneurs, and rising podcasters dedicated to helping entrepreneurs and sales teams achieve emotional stability for peak performance. Their journey from self inflicted setbacks including academic challenges, financial hardships, and emotional obstacles — to six-figure business success and thriving family life gives them a unique perspective on what it takes to focus over your emotions so you can become mentally & emotionally stable.

Drawing from their experiences and their ebook, *From chaos to clarity*, the McCords teach practical strategies to manage emotions, focus under pressure, and consistently put in the effort needed to achieve results. Their message is genuine, practical, and actionable, inspiring teams to focus over their emotions and put in the effort it takes to win! By sharing their proven formula for success, they empower organizations to reach the next level and equip individuals with tools they can apply daily.



# SPEAKING TOPICS

## 1) FOCUS OVER YOUR EMOTIONS

- Identify our emotions influence our thoughts, our thoughts dictate our actions, & our actions leads to wins or loses
- understand your emotions are not your friend because our emotions wants to stay in comfort zone and will lie to you to stay in comfort zone
- Focus over emotions by sticking to do list & daily process & win!



## 2) THE BASICS LEADS TO EMOTIONAL STABILITY

- The basics keeps things simple, when things are simple your mind and emotions are stable & clear
- Benefits of committing to the basics increases consistency, stability, finances, & relationships



## 3. PRINCIPLES OVER PREFERENCES

- principles are based on truth, logic, & practicality
- preferences are based on emotions, comfortably & connivence
- Making principle based decisions leads to more stability, consistency, success, & wins



# THE GAME OF EMOTIONS PODCAST

HOSTED BY: TONY & SHANICE McCORD

HELPING ENTREPRENEURS  
FOCUS OVER THEIR  
EMOTIONS



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