



FROM THE DESK OF BRENDON BURCHARD

#1 *New York Times* Best-Selling Author

Top 100 Most Followed Public Figures on Facebook

“One of the top motivation and marketing trainers in the world.” —Larry King

Friends,

I'm thrilled to spend four days with you sharing how I built my expert brand and how you, too, can share your voice and expertise with the world.

You can make a difference and a fortune sharing your advice. You just need to know how.

And that's why I'm doing this. You guys have been so extraordinary to me these last few years, helping me become one of the most watched, quoted, and followed thought leaders in history.

So I'm giving back with this unprecedented live broadcast event.

I've never seen someone train an entire four day course online LIVE before, for free. I just thought it would be cool and innovative, and a great gesture of thanks to all those who helped me get started.

Typically, when I teach these topics at my advanced marketing program, called Experts Academy, this training can be thousands of dollars. But I'm teaching many of my best concepts to you free.

Tune in as much as you want. There won't be a reply, because this really is a training course that I'm going to sell later for thousands of dollars. And, of course, I always answer questions and giveaway cool gifts, all expense paid trips, and other fun things to my audiences who join live.

Until I “see” you on the livecast, go out there every day of your life and live fully, love openly, and make your difference today.

Sending you a full charge of positive energy and motivation,

Brendon



**Experts Academy Presents
"Thought Leader Roadmap"
A Live Training Event with Brendon Burchard**

All times Pacific Standard Time

Wednesday, January 27th, 2016

Theme: Starting Out, Positioning Your Story, Expertise and Brand

- 11:00am - Noon: How I started and 5 Biggest Lessons Learned
- 12:00-12:10pm: Break for Brendon
- 12:10-1:00pm: Creating a Modern Thought Leader Business Model
- 1:00-1:10pm: Break
- 1:10-2:00pm: Telling Your Story and Building Credibility
- 2:00-2:10pm: Break
- 2:10-3:00pm: Why People Will Buy From YOU... forever
- 3:00-3:10pm: Break
- 3:10-4:00pm: Q&A and Giveaways

Thursday, January 28th, 2016

Theme: Packaging Your Content to Sell

11:00am - Noon: What You Should (and Shouldn't) Sell
12:00-12:10pm: Break for Brendon
12:10-1:00pm: How to Create Blockbuster Curriculum and Courses
1:00-1:10pm: Break
1:10-2:00pm: Master Training Secrets to Help Your Students Achieve More
2:00-2:10pm: Break
2:10-3:00pm: Leveraging My "Integrated" Model to Sell and Scale
3:00-3:10pm: Break
3:10-4:00pm: Q&A and Giveaways

Friday, January 29th, 2016

Theme: Promoting Your Brand and Products Online

11:00am - Noon: The Million-Dollar "Grid" to Building Your Expert Empire
12:00-12:10pm: Break for Brendon
12:10-1:00pm: Why Most "Funnels" Don't Work
1:00-1:10pm: Break
1:10-2:00pm: Launches and Webinars
2:00-2:10pm: Break
2:10-3:00pm: Social Media Explosion Techniques
3:00-3:10pm: Break
3:10-4:00pm: Q&A and Giveaways

Saturday, January 30th, 2016

Theme: Team and 10X Marketing Strategies to Grow Faster

11:00am - Noon: 5 Worst Marketing Mistakes
12:00-12:10pm: Break for Brendon
12:10-1:00pm: Staffing Up and Scaling Your Brand
1:00-1:10pm: Break
1:10-2:00pm: Promotional Partner Secrets
2:00-2:10pm: Break
2:10-3:00pm: Creating Lifelong Raving Fans and Students
3:00-3:10pm: Break
3:10-4:00pm: Q&A and Giveaways

Can't attend all sessions? Want the recordings? You can have them free when you join Experts Academy 2016 at www.ExpertsAcademy.com/2016



ABOUT BRENDON

Brendon Burchard is one of the most watched personal development trainers in the world, and a Top 100 Most Followed Public Figure on Facebook. Over 50,000,000 people watched his videos in the last 12 months, more than 30,000,000 see his posts every week on Facebook, and 1,000,000-plus students have completed his online courses and video series, making him “one of the most successful online instructors in history” (Oprah.com).

A #1 *New York Times*, #1 *Wall Street Journal*, and #1 *USA Today* bestselling author, his books include *The Motivation Manifesto*, *The Charge*, *The Millionaire Messenger*, and *Life's Golden Ticket*. Brendon is also the star and executive producer of the #1 self-help series on YouTube, and his podcast *The Charged Life* debuted at #1 on iTunes.

After suffering depression and surviving a car accident at the age of 19, Brendon began asking himself important life questions: “Did I truly live today? Did I love? Did I matter?” His intention to be happy with the answers led to his own personal breakthrough as well as his life’s purpose of helping others live a “fully charged life.” By 32, he became a #1 bestselling author and an early pioneer in the online education space. Since then, he has dedicated his life to helping others find their charge, deepen their motivation and strength, and share their true voice with the world.

Larry King named Brendon “one of the top motivation and marketing trainers in the world.” *SUCCESS Magazine* named him as one of the Top 25 Most Influential Leaders in Personal Growth and Achievement, along with Oprah, Deepak Chopra, Joel Osteen, Arianna Huffington, Dr. Oz, Tony Robbins, Wayne Dyer, and Facebook’s Sheryl Sandberg. *Entrepreneur* rated his Experts Academy as one of the Top 5 Must Attends for every entrepreneur. *Oprah Magazine* calls Brendon “one of the most influential leaders in the field of personal growth.”

To learn more about his seminars, book, and online courses, visit him at **Brendon.com**.



ABOUT EXPERTS ACADEMY

Experts Academy is the world's #1 thought leader training. The program, taught by Brendon Burchard as an online course and live event, has graduated more authors, speakers, coaches, seminar leaders, and online trainers than any other marketing training in history.

The Academy teaches thought leaders to position themselves credibly in the marketplace, package their advice into sellable content and products, promote their works and services online, and partner with others to grow their brands and following. It covers how to get started, create and organize content and curriculum, strategize marketing funnels, launch evergreen products, gain worldwide followership via social media, and more.

Experts Academy is also the only comprehensive brand building marketing training taught by a thought leader who has built an 8-figure business and achieved a Top 100 global Facebook following. Brendon is the rare trainer who teaches what he actually does, which is why the program is so effective. He built his empire from scratch — without a marketing team (at least for the first decade of his career) — inclusive of building his webpages, writing his own books, structuring his content, sending his emails, and creating his sales funnels from beginning to end. He knows the strategies, tools, and processes of succeeding in the industry like none other.

Experts Academy 2016 class will begin March 1st, 2016, with a discounted early bird registration period from January 27th - February 5th. The 5-week online course will also include a year-long coaching and mentorship program with Brendon. Registration details can be found at www.ExpertsAcademy.com/2016