



## **The Love and Money Business Summit November 11-14, San Francisco, CA – AGENDA (tentative as of 10-16-09):**

**[www.TheLoveandMoneySummit.com](http://www.TheLoveandMoneySummit.com)**

### **Day 0 (Tues, Nov 10) – Pre-Event VIP Networking Reception 6:30-8:30**

Free for everyone registered at Hyatt Fisherman's Wharf during workshop only  
Light appetizers and beer/soda/ and Kat's signature cocktail!

### **Day 1 (Wed, Nov 11) – Mindset, Love, Relationships, Lifestyle (8:30-6, 8am breakfast)**

#### **Kat presenting all day on the following topics:**

1. Develop a Deep Connection with Your Authentic Self
2. Define Your Ultimate Business & Lifestyle Vision
3. Create a Powerful Success Mindset

#### **What we'll be working on:**

- Where are you at emotionally, financially and with biz and lifestyle
- Define your business and personal goals, ideal lifestyle – what that looks like
- We uncover what else is possible and think bigger, upleveling goals and ideal lifestyle
- We see how that fits, what fears or blocks are in the way of these big ideas and dreams
- We decide how to deal with blocks
- Who is your authentic self?
- What is your purpose?
- We see where you're at with support system – team and family
- We see what's missing? Where are the holes?
- We identify what needs to change or what's not working, make decisions on:
  - Business – are you meant to be an entrepreneur?
  - Environment
  - Relationships – helping significant other understand what you're doing and/or how to be a part of it all or how to support you
  - Time management/Priorities
  - Taking care of self
  - Mindset challenges/issues
- We discuss options for business models, additional income streams or ways to do business and how you could transform your current businesses depending on what your big vision is



### **Day 1 Tentative Timeline:**

- 8:30 – 10 – General Session 1**
- 10:30 – 12 – General Session 2**
- 12 – 1:30 - lunch**
- 1:30 – 3:30 – General Session 3**
- 4 – 6 – General Session 4**
- 7:30 - 9 pm – Panel Session & Q&A**

### **Day 1 (Wed, Nov 11) - Evening Panel (7:30-9 pm)**

Purpose – to make available experts on lifestyle, relationship, love, divorce and dating to help attendees navigate their personal relationship issues, issues with self, self confidence, etc.

#### **Experts Include:**

- a. Cherry Norris, The Hollywood Dating Director – dating and relationship strategies for finding and attracting Mr/Mrs Right as well as developing who YOU need to be in order to attract what you want
- b. Dr. Cindy Brown, Relationship Strategist – focusing on your current relationships and either working to save them, rejuvenate them and/or enhance them through specific communication strategies, boundaries, behavior and more
- c. Katrina Sawa and Scott Ellis (Kat's boyfriend) – sharing what it takes to support and be in a relationship with a powerful, A-type personality entrepreneur (especially a woman who makes more than you)
- d. Lisa and Lucho Crisalle, Fitness & Nutrition Experts – effective strategies, systems and scenarios for working (and thriving) with your spouse

### **Day 2 (Thurs, Nov 12) – Marketing, Foundation, Systems, FUN (8:30-6, 8 am open doors)**

#### **Kat presenting all day:**

- 1. Design a Freedom Based Business Model That Serves Your Lifestyle**
- 2. Implement Your Jump Start Your Marketing System**

#### **What we'll be working on:**

1. We take the business model that you decided on in Day 1, that is right for you to start or add to your current biz
2. We do some brainstorming on what products and services are needed, available, optional and easy vs. hard to do, launch, market, etc. – you choose which you want to work on
3. We develop the products and services right there on the spot, brainstorm pricing, target market
4. We talk about what's needed - the systems and structure
5. What does the marketing look like? what's necessary vs. additional/optional? how much to spend?
6. Creative ways to market - thinking outside the box and other fun, online ways
7. We set up an action plan - your 'Blueprint' for your new Love and Money Business Model



**Day 2 Tentative Timeline:**

- 8:30 – 10 – General Session 1
- 10:30 – 12 – General Session 2
- 12 – 1:30 - lunch
- 1:30 – 3:00 – General Session 3
- 3:30 – 5:30 – General Session 4

**Day 3 (Fri, Nov 13) – Mastery of it all, delegating, automating, implementation, close the sale (8:30-6, 8 am open doors)**

**Kat presenting almost all day:**

1. Automate, Delegate and Systematize Your Business For More Freedom
2. Use Relationship Sales Techniques to Authentically Close the Sale

**What we'll be working on:**

1. We figure out what exactly needs to get done
2. Who we need for support, asking for help setting up systems to get more done faster when home or now
3. Figure out ways to get making money ASAP to be able to pay for the delegating now....
4. teach about how to delegate, what to whom, when and how
5. teach about website automation, shopping carts, autoresponders
6. teach about done-for-you programs and opportunities
7. all about implementation – how to clear the way at home to make sure this stuff gets done when you get back
8. environment at home, what to do, how to make time
9. mindset – this is not too overwhelming if you delegate, automate, etc.

**Day 3 Tentative Timeline:**

- 8:30 – 10 – General Session 1
- 10:30 – 12 – General Session 2
- 12 – 1:30 - lunch
- 1:30 – 3:00 – General Session 3
- 3:30 – 5 – Sharla and Jesse
- 5 – 5:30 – Kat

**Guest Speakers on Day 3 Include:**

Award-winning Million Dollar Coaches, Sharla Jacobs and Jesse Koren will be teaching (4:00-5:30):

- The 6 Stages to Authentically Close a Sale
- How to Ask for the Business without Feeling Pushy
- The Simple Question to Move from "Interested" to "Commitment"
- What to Say When Someone Says, "I Can't Afford it"





**Day 3 (Fri, Nov 13) – Love and Money Business Vendor Reception – vendors, video lab (7:00 – 9:00 pm)**

Desserts and coffee in foyer (7-9) – come and mingle, network and find great resources to help you grow your business, automate and outsource!

**Vendors Include:**

- a. Web designer, SEO, Blogs
- b. Copywriter
- c. VA's – all kinds including social media
- d. Videographer – on site video labs shooting videos for you site/mktg
- e. Send out Cards
- f. Kangen water
- g. Jewelry (for fun!)
- h. Author book signings
- i. And Katrina too!

**Day 4 (Sat, Nov 14) – Taking It All Back Home & What To Do Now?**

**Day 4 Tentative Timeline:**

- 8 – 9 – Lisa and Lucho Crisalle presentation**
- 9:30 – 11:30 – General Session 1**
- 12 – 1:30 – General Session 2**
- 1:30 – Event concludes**

**Day 5 (Sun, Nov 15) – (Optional) VIP Wine Tasting Limo Tour of Napa Valley - \$197/person**

I added this day on because frankly I love wine and I'm going to need a lot of it after 4 fun and energy filled days! I love to go wine tasting in style too. Plus, wine tasting to me is like men who go golfing to build business relationships; I think it's a whole lot more fun!

So, join me, Scott, a few of my team, family and panelists for a fun day of wine tasting, food and deeper networking (believe me, it can totally help to build your business too!).

- Register at [www.tinyurl.com/vipwine](http://www.tinyurl.com/vipwine) and reserve your spot – max 20 people!
- Limo pick up at Hyatt SF Sun, about 9 am
- Wine tour of Napa includes lunch in limo or limo bus – visit 4-6 wineries depending on time
- Limo drop off at Hyatt SF, Sun about 5 or 6 pm
- (tasting fees not included)

