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**ACTION GUIDE!**

This is a follow-along action guide to help you understand the webinar fully.  
It is important to spend some time on this so you can maximize your learning experience and  
make a plan to further build your honey pot!

**Then Take Action!**



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**SETTING OUT THE HONEYPOT:**  
how to expand your influence, attract attention,  
reach more clients, and build your personal brand

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A screenshot of a LinkedIn post. At the top left is the 'yoogōzi' logo. At the top right is the 'FLASHPOINTS' logo with the text 'What 31, Teddy' below it. The main content is a blue box with white text: 'Where do opportunities come from? Achievers create opportunities where others see work.' Below this is a white box with black text: 'When it comes to opportunity, it's rarely just a matter of good fortune. Not often can we say it was simply meant to be. And only sometimes can we attribute it to being in the right place at the right time. Most of the time, opportunity comes from serving others first: generating good word-of-mouth, expanding our sphere of influence, creating our own opportunities from nothing, and working hard to achieve excellence in every piece of work we put our name to. Building on our credibility, serving others, and demonstrating results will get us there. Where will your next opportunity come from?' In the bottom right corner of the post is a small version of the 'VICTORY' banner illustration. At the bottom left of the screenshot is the text '© 2021 yoogōzi.com. All Rights Reserved.'

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**Welcome**

thanks!  
action guide  
turn off phones and social media  
let out the dog  
close the door  
focus

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**PLEASE**

follow:  
**@larrybroughton**

subscribe to our email list:  
**yoogozi.com**

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[store.yoogozi.com](http://store.yoogozi.com)

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# Larry Broughton



- Dad
- Optimist
- Keynote Speaker & Best-Selling Author
- Leadership & Entrepreneurship Expert
- Former SSGT U.S. Army (Special Forces/Green Berets)
- Award-Winning Entrepreneur & CEO
  - Ernst & Young's *Entrepreneur of the Year*
  - NaVOBA's *Vetpreneur of the Year*
  - Passkey Foundation's *National Business Leader of Integrity*
  - Entrepreneur Magazine's *HOT 500 Fastest Growing Companies*
  - Coastline Foundation's *Visionary of the Year*
  - Multiple *Top Hotel Management Company of Year*

IG/FB/LinkedIn:  
[@larrybroughton](#)



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## Feel free to drop off webinar...

if you're a nationally-recognized \_\_\_\_\_;  
if you can't handle any additional clients;  
and if you're the go-to person for \_\_\_\_\_  
related to your passion and your industry,  
then you may want to drop off...

but, before you go:

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## Name that movie!



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**SETTING OUT THE HONEYPOT:**  
how to expand your influence, attract attention,  
reach more clients, and build your personal brand

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## Biggest Mistake of Leaders & Entrepreneurs:



Episodes: 18, 166 & 688

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not building a personal brand!



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**Be your brand!**

your \_\_\_\_\_  
+  
your personal vision & \_\_\_\_\_  
+  
your core \_\_\_\_\_  
+  
how you look  
+  
how you \_\_\_\_\_  
+  
how you act  
=  
**your \_\_\_\_\_ brand**

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**Get 'em talking!**



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**Get 'em talking!**

90% of consumers & readers trust recommendations of \_\_\_\_\_!



one to \_\_\_\_\_.

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**Be a thought leader!**



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**Be your brand!**



  
WEDDING STRAITS

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**Why are so few willing to do this?**

\_\_\_\_\_ kills more dreams than  
\_\_\_\_\_ ever will.

  
WEDDING STRAITS

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yoogōzi inspire • transform • lead

There's no greater opportunity than to inspire others to make a difference. It's not just about making a difference in the world, it's about making a difference in your own life.

**Inspirational Video: Arnold Schwarzenegger: WHO Do YOU Want to Be?**

Perhaps what makes this inspiring video so powerful is the message that this great leader, and former bodybuilder, shares with us. He tells us, "You don't choose the subject of your own goal based on your parents."

yoogoz.com/inspirational-video-arnold-schwarzenegger-who-do-you-want-to-be

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**1. Find your \_\_\_\_\_**  
who do you want to be?

Credentials:      What You're Committed To:

Expertise:      Thought Leadership Intersection Point

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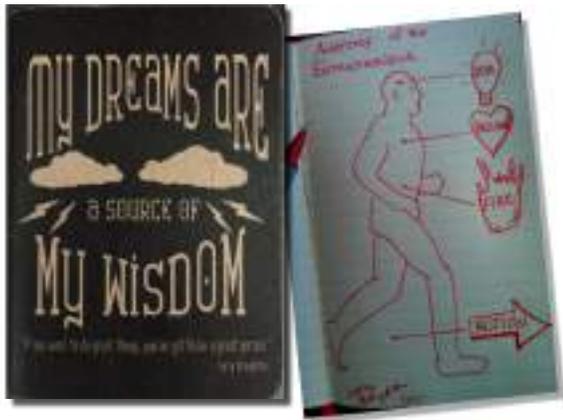


The screenshot shows the yoogōzi website with the tagline "inspire • transform • lead" and "WISDOM: a way of learning to lead and follow". The main content area features a video player with a man speaking and a purple banner that reads "HUNGER FOR A TRANSFORMATION IN YOUR TEAM, BUSINESS, OR LIFE?". Below the video is a Venn diagram titled "Can You Follow Your Bliss?" with three overlapping circles labeled "What you love", "What you do well", and "What the world will care for". To the right of the diagram is a social media sharing bar and a video player showing a man speaking. At the bottom center is the URL "yoogoz.com/follow-your-bliss" and at the bottom right is a "VICTORY" logo featuring a figure holding a banner.

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## 2. Keep a wisdom \_\_\_\_\_



The image shows a book titled "MY DREAMS ARE A SOURCE OF MY WISDOM" and an open notebook with a drawing of a person and a heart. The notebook page has handwritten text "A source of my wisdom" and "WISDOM" with arrows pointing to a heart and a person. At the bottom right is a "VICTORY" logo featuring a figure holding a banner.

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### 3. Maintain personal \_\_\_\_\_ ...apart from professional site



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### 4. Be easy...be \_\_\_\_\_



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### 5. Develop \_\_\_\_\_



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### Interview \_\_\_\_\_ and authorities



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**6. Own the \_\_\_\_\_!**  
be flippin' everywhere...

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**Articles written BY you**

memes  
social \_\_\_\_\_ posts  
online forums  
blogs  
local \_\_\_\_\_  
newsletters  
\_\_\_\_\_ papers  
books  
cds – dvds - videos

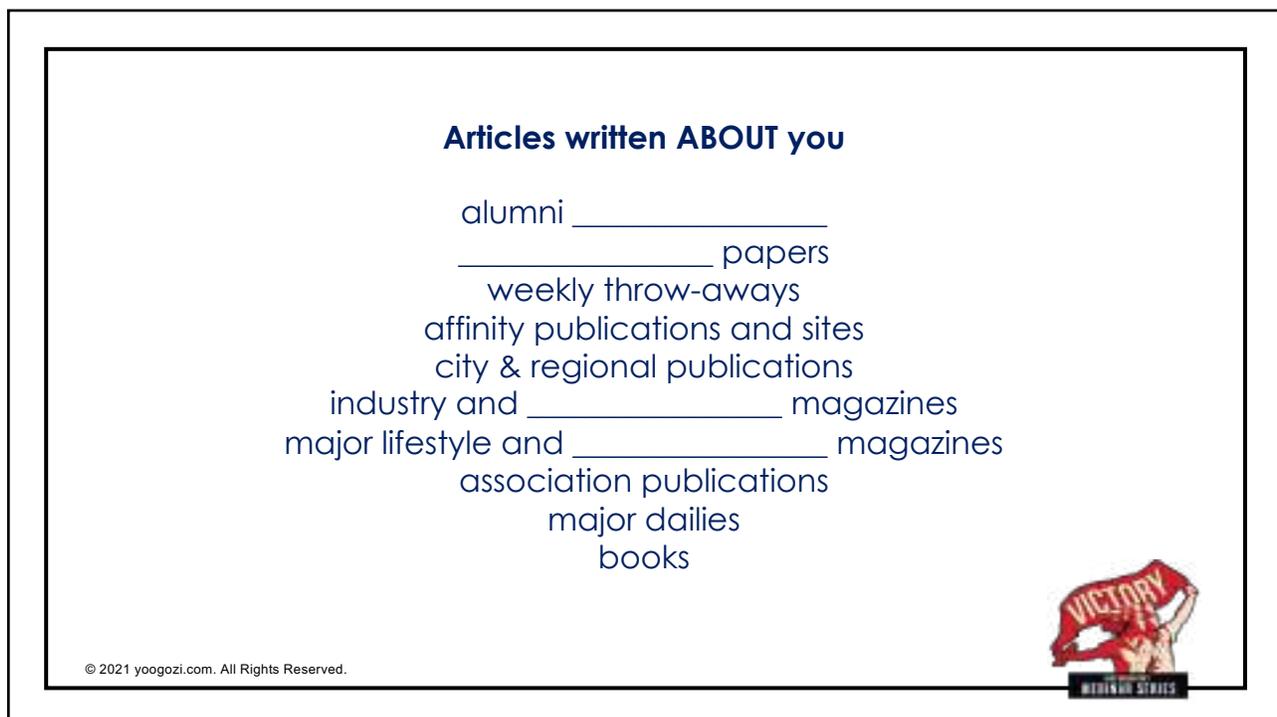
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**Speaking**

panels 

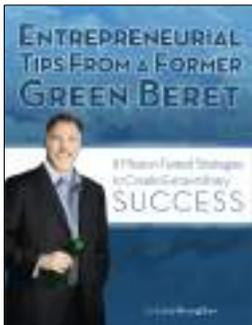
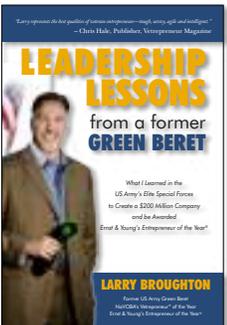
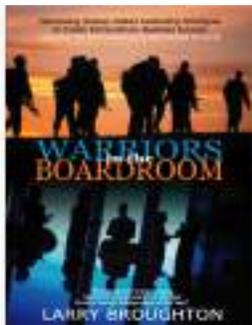
small events & \_\_\_\_\_ sessions 

keynotes 

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\_\_\_\_\_ Books  
"coming soon" or "forthcoming book"


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**Traditional, Self, University, Government Publishing & Compilation, Co-Author, Sole Author, 2nd Editions**

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**Radio & \_\_\_\_\_**

prepare q&a  
 practice (start \_\_\_\_\_)  
 tell \_\_\_\_\_  
 have \_\_\_\_\_ in voice  
 laugh  
 call-to- \_\_\_\_\_

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**Television**



**ENTREPRENEUR AUTHOR MENTOR SPEAKER**

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**7. Seek \_\_\_\_\_ and awards**



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# 8. \_\_\_\_\_ everything



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# One thing leads to another



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### Public \_\_\_\_\_ Firms



The screenshot shows a webpage from yoogozi.com. At the top, it says 'inspire • transform • lead'. Below that is a navigation bar with 'Home', 'About', 'Services', 'Blog', and 'Contact Us'. The main content area features a large image of Kim Sudhalter with the text 'my 3 pointers for making your PR agency work for you'. To the right of the main image are social media icons and a 'Watch Video' button. Below the main image is a 'What's Viewed' section with a list of other articles. At the bottom left of the screenshot, there is a copyright notice: '© 2021 yoogozi.com. All Rights Reserved. <https://yoogozi.com/kim-sudhalter-3-pointers-making-pr-agency-work/>'.



The Victory logo features a red banner with the word 'VICTORY' in white, held by a figure. Below it, the words 'WEDDING STRAITS' are written in a smaller font.

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### Name that movie!



The image shows a close-up of two silver volume knobs on a wooden surface. The knob on the left is labeled 'VOLUME I' and the knob on the right is labeled 'VOLUME II'. Both knobs have a scale from 0 to 10, with '6' and '8' also visible. The knobs are turned slightly to the right.



The Victory logo features a red banner with the word 'VICTORY' in white, held by a figure. Below it, the words 'WEDDING STRAITS' are written in a smaller font.

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**Go do something significant today!**



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**Then Take Action!**



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**Whom do I want to attract with my brand/business?**

  
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**What is the biggest mistake an entrepreneur can make?**

  
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**Do I have a personal brand?**



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**Do I have a separate brand for my business?**



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**Am I willing to build my personal brand?**

  
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**What are my ideas on how to build and/or  
grow my own personal brand?**

  
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**What am I passionate about?**

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**What are my credentials?**

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**What are my areas of expertise?**



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**To what am I committed?**



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**What do I write in my wisdom journal?**

(Hint: If you're not doing this now, to get you started, write down a couple of things you thought of from this presentation!)

**In the Morning:**



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**What do I write in my wisdom journal?**

(Hint: If you're not doing this now, to get you started, write down a couple of things you thought of from this presentation!)

**In the Evening:**



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**What do I write in my wisdom journal?**

(Hint: If you're not doing this now, to get you started, write down a couple of things you thought of from this presentation!)

**Others:**



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**What moments in my life can I highlight on my personal website?**



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**List all the social media platforms I am on.**

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**Whom do I want to interview?**  
**List 3 names.**

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**What are the topics (at least 5)  
about which I am interested in writing?**

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**List 3 people/organizations who can write about me.**

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**List 3 people/organizations/publications for whom I can write.**

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**Other ideas I have on what alternative platforms  
I can be on for exposure?**

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**What 3 things will I do this week to START  
attracting more people to me and my business?**

Calendar them NOW!

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**What are 3 things that, if I do them SOON, will begin to build a  
stronger foundation for attracting more people  
to me and my business?**

Calendar them NOW!

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