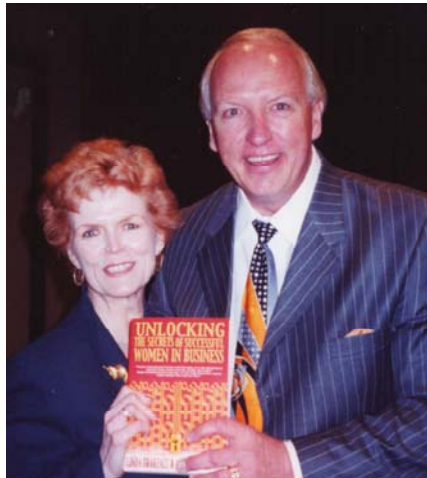


## ***About Linda Brakeall, SP***

Linda Brakeall has specialized in the mortgage industry since 1992 when she did her first national seminar tour of *How To Get More Loans from Realtors.*



She taught 5<sup>th</sup> grade at 19, was vice president of a national seminar company at 26, then spent 13 years in real estate as a high-producing salesperson, manager, corporate trainer and vice president. All this has established habits of success. She has repeatedly proven that she can share her extensive knowledge base in a way that is enjoyable in the classroom and usable in the field. Her programs translate immediately into higher productivity and bottom line profits.



Linda Brakeall, with Mark Victor Hansen, co-author of the CHICKEN SOUP series. About *Unlocking The Secrets*, Hansen says, "Unlock your greater success with this book. It is a professional woman's guide, filled with wit, humor, and charm."

Linda Brakeall, author of *How To Get More Loans From Realtors*, *The Ten Commandments for Loan Officers*, *How to Get Men to Take You Seriously in Business and in Life!* and co-author of *Unlocking The Secrets of Successful Women in Business*, has taught, trained and entertained over 47,000 people in 37 states since 1992.

She's had 437 magazine articles published dealing with banking, lending, sales and marketing. Nationally known as a dynamic keynote speaker, educator, and seminar leader, Linda Brakeall is featured in the National Speakers' Association's WHO'S WHO IN PROFESSIONAL SPEAKING.

**Linda says:** "My strength lies not in teaching brand new information. Little exists that is truly new. My strength lies in connecting with people on their level and showing them how they can adapt this information and use it immediately to improve their personal and professional lives."

***Her clients say: "She is not motivational. She is inspirational!"***

***Linda Brakeall, Success Strategist™  
Inspiring People To ACTION!***

# Michigan Bankers Association

222 N. Washington Square  
Lansing MI 48933  
517 485 3600

To whom it may concern:

Linda Brakeall has been an instructor/speaker at several programs for the Michigan Bankers Association over the past few years. In fact, she was our Keynote Speaker at a recent MBA Retail Lending Conference.

Linda does very creative programs in various facets of selling, communications and presentation skills. She teaches by effectively involving her audience. She is a very warm, engaging person who is easy to listen to. She is great to work with and is not demanding. From my perspective she is “low-maintenance.”

The fact that we have had Linda return to Michigan on so many occasions should demonstrate the quality of training she provides.

If you have specific questions, please call me at 517 485 3600.

Sincerely,

*James C. Kurt*

James C. Kurt  
Vice President-Education

**Jeffrey L. Krug, President  
J.L. Krug & Associates  
823 Redwing Lane  
Geneva, IL 60183  
630-232-6999**

To Whom It May Concern:

Linda Brakeall has been an important asset to our training efforts and has been very well received by our clients. Linda brings a refreshing approach to training. Participants enjoy her and leave with new insights.

We've sent her to help totally untrained front line supervisors at a forge. They reported back that they gained a new perspective on working as "bosses, learned some new ways of communicating and asking questions. They said it made their job easier and felt more comfortable in their roles.

We sent her to a small manufacturer who was trying to develop leadership in his team. They needed to be multi-functional. More importantly, they needed to learn how to tell the truth in difficult situations without hurting feelings. They learned how to do that with Linda's guidance.

We sent her to the wilds of West Virginia to work with men who sell heavy equipment in an all-male environment. They needed to develop new business but were stuck doing the same things and getting the same results. She shook them up and sent them off to sell more. In fact, that company is the talk of their industry for market share improvement and they are grateful to my company. Linda made us look good.

**Without hesitation I can recommend Linda Brakeall as someone to train and motivate people to improve.**

Sincerely,

*Jeffrey L. Krug*  
Jeffrey L. Krug

## Laurels That Keep Us Restless:

- Since 1992, presented powerful programs in 43 states in sales, marketing, presentations, communications.
- Authored 437 magazine articles on sales, marketing, selecting salespeople, managing sales teams and communications.
- Produced sales and learning tools for sales people.
- Personally coaches top level sales professionals, CEO's and politicians in presentation skills, communication and image development.
- Coaches and creates accountability with management teams in recruiting/ retention, develops educational programs and coaching skills.



**Linda Brakeall, nationally known and respected expert in sales, management coaching, communications, and author of How To Get Men To Take You Seriously in Business and in Life! and co-author of Unlocking The Secrets of Successful Women in Business,**

## Keynotes: Grains of Sand; Pearls of Wisdom Secrets of Success The Magic is YOU!

### Seminar Titles and Topics for Bankers & Mortgage Professionals Include:

#### Sales & Marketing

- How to Get More Loans from Realtors!
- Very Personal Marketing for LO's
- Turning Incoming Calls Into \$ale\$

- What To Do When The Refi's Dry Up
- Overcoming Price Objections
- How To Work a Room!
- Getting It All DONE!
- Prospecting for GOLD!

#### Sales Management

- Recruit, Retain & Train a High Producing Mortgage Sales Force
- Productive Sales Meetings
- Coaching / Support for Mortgage Managers
- Train The Trainer

#### Communication

- Presentation Skills
- Reading Customers for Fun & Profit
- Why Doesn't ANYONE Understand?
- How To Disagree Without Being Disagreeable.
- People Skills for Processors

### Some of Our Satisfied Clients

- |                                     |                            |                           |
|-------------------------------------|----------------------------|---------------------------|
| ❖ Bank of America                   | ❖ Republic Bank            | ❖ Michigan Bankers Assoc. |
| ❖ Tulsa OK APMW                     | ❖ Ohio Bankers Association | ❖ Virginia AMB            |
| ❖ Savannah, GA<br>Board of Realtors | ❖ New York AMB             | ❖ Louisiana Mtg. Brokers  |
| ❖ Atlantic First Bank               | ❖ NAPMW                    | ❖ Harper College          |
| ❖ Prudential Relocation             | ❖ Illinois AMB             | ❖ Florida AMB             |
|                                     | ❖ Washington Mtg. Brokers  | ❖ Arkansas AMB            |

- ❖ California AMB
- ❖ NAMB

## About our programs . . .

All of the sample programs included in this package are very suitable for conventions, company meetings, in-house training or Skill-Shops™.

*Each can be customized and presented in various formats, as keynotes, breakouts, seminars or Skill-Shops™.*

- 45-60 minutes
- 90-120 minutes
- ½ day
- Full day or multi-day with interactive Skill-Shop™
- designed to reinforce newly learned skills.
- Follow-up teleclasses available.

All programs (even breakout sessions for conventions) have supplemental educational materials available that provide a valuable reference resource long after the program. These materials are indispensable for long-term retention and integration of information, tactics and strategies for success.

Do you have a theme for your meeting? Every program is customized for your audience and some are created just for you!

**Ask about programs for:**

- Banking
- Mortgage Professionals
- Processors
- Spouses / Assistants
- Managers

***Linda Brakeall, Success Strategist™  
Inspiring People to ACTION!***

*“Linda Brakeall made my job as a meeting planner incredibly easy! She was a joy to work with and everyone who attended her session gave her rave reviews!*

*Linda was a delight. I wish all of our speakers were as flexible and co-operative!”*

*Karen Seely, Contemporary Services,  
APMW Program Chair*

Only in  
2.5 hour  
version.

# Turn Incoming Calls Into Commi\$Sion\$!

- FACT:** It costs a LOT of money to make your phone ring.
- FACT:** There is a shrinking pool of buyers.
- FACT:** Every customer that gets away **COSTS YOU MONEY!**

*You have less than 3 minutes to convince a caller that you are trustworthy and knowledgeable. If you can't do that, the customer will call someone else.*



*Do you turn calls  
into cash?  
Or do commi\$Sion  
dollar\$ fly away?*

## This program demonstrates specifically:

- That customers only “**shop rates**” because they don't know what else to ask!
- **What customers hear** when they call a company like yours
- **What customers really want and really need**
- How you can **make customers understand that you are different!**
- How you can make customers understand **that you are better than the competition**
- **How you can close the sale, have happier customers and make more money!**

In this highly interactive skill-shop **you will hear LIVE CALLS**, experience the customer's point of view when they need a mortgage, and learn new approaches that will re-focus the customer's attention from price to service.

### **A note from Linda Brakeall:**

*“I have been doing this program LIVE for 15 years for Realtors, 10 years for loan officers and bankers and 5 years for a variety of other sales-driven businesses. It is fascinating to hear what the customer hears and to actually experience the dead time on hold. Listen to the jargon-filled answers that make perfect sense to anyone in the trade but sound like a foreign language to a customer!*

*It's not hard to make the little changes in behavior, language and MIND SET that make a huge change in the bottom line. Let me show you how!”*

***You can't afford to pass up Skill-Shops with Linda Brakeall!  
Training fades –education lasts!  
We educate for results.***

# What Do You Do When The Refi's Dry Up?

They've been calling YOU!

What will you do when that  
stops?

It time you learned how to  
make yourself rate-proof  
and recession proof!

In this past-paced, thought-  
provoking program you  
will learn:



*It's only fun to live in the desert  
if you're a camel!*

- 4 Major Selling Principles For Slow Markets
- 5 Little-Known Secrets To Get Dozens And Dozens Of Hot Prospects To CALL YOU! — Even When The Rates Are NOT Single Digit!
- 6 Facts You Must Know About Selling In Bad Markets
- 7 Low Cost / No Cost Ways To Sky-Rocket Your Business!

*Linda Brakeall, Success Strategist™  
Inspiring People to ACTION!*

# Unlocking the Secrets of Success!



*Linda is the most dynamic, straight-talking, brilliant, energized and funny person I have met in years. And she is an expert on this subject!*  
*Fred Nelson, VP Marketing, Inc.*

Everyone dreams of being a success and few know where to begin. This fast-paced, content rich program will reveal thought provoking and life-enhancing secrets that you can utilize immediately to fast track your career.

*Here is a preview of what you will learn.*

- How to think like a Harvard graduate.
- How to project the “real you” so that you’ll be appreciated for your skills and talents.
- That speaking and selling are life skills.
- The cost-efficient secrets of personal promotion that can catapult you to success.
- The seldom-discussed elements of charisma that you can instantaneously implement.
- *And much more.!*

This program can be adapted to any length as a keynote or a seminar. Novices and seasoned pros can capitalize on the strategies and tactics that are presented and illustrated with hard-hitting facts and heart-warming humor.

*“Linda provides thought provoking, and life changing ideas.”*  
*Barb Everett, owner, Communications Unlimited*

*Linda Brakeall, Success Strategist™*  
*Inspiring People to ACTION!*

# ***Grains of Sand; Pearls of Wisdom***

*Keynote format only*



***Why are the BEST lessons the hardest?***

**This funny and touching keynote leads people through real life experiences that illustrate ...**

***“What doesn’t kill you makes you stronger!”***

*Linda Brakeall is able to get into your head and discover what obstacles stand between you and success. Once she identifies those weaknesses, her can-do positive attitude inspires you to use her advice to help eliminate the negative forces that stand in your way. Linda’s an expert status on this subject.*

**Suzanne Housely  
First Bank, Ridgely, Tennessee**

# How to Disagree Without Being Disagreeable

## Being NICE Is Good For Everyone!!

People are so busy today that many of the niceties of communication are lost. This is happening daily both internally among your staff, and externally with your borrowers. Unfortunately, that is costing you time and money.

- People need to be clear about what they want and what they don't want.
- At the same time, they have to respect the opinions of others.



"One last time, McCoy-- tackling players good, eating players bad."

## In this enjoyable, fast-paced skill-shop you will learn:

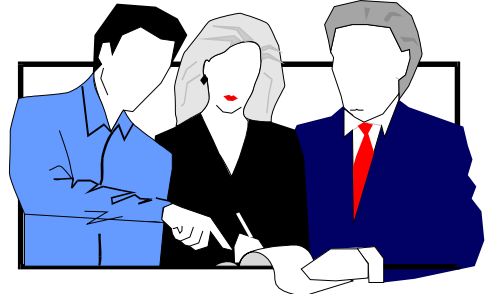
- **TO DEPERSONALIZE THE CONFLICT**  
It's not about YOU! Master new TOOLS to help you understand the *weird* behavior of others.
- **HOW TO STOP CONFLICTS BEFORE THEY BEGIN**  
Sometimes it's not WHAT you say, but HOW and WHEN you say it! One of a team's principle functions is to respectfully & quickly resolve conflicts so they can get back to making money!
- **NEW COMMUNICATION TOOLS**  
Many people continue to communicate only in the ways they learned as a child – even if they are not effective! *"The machine with the greatest number of options, the most flexibility, will have the greatest effect."* Chinese general Sun Tzu, The Art of War, 500 B.C. That's true for people, too!
- **HOW TO GET YOUR MESSAGE ACROSS**  
Break down defensiveness and enhance communication through a logical, systematic, step-by-step process that minimizes misunderstandings.

*"Linda's program was refreshing & informative. ...wonderful tips that I can put to use not only in my career but in my personal life!" Diane Sweeney, OK*

***Linda Brakeall, Success Strategist™***

# Reading Customers, Clients, Co-Workers & Assorted Humans For Fun & Profit!\*

*“I could have listened longer!—  
I don’t say that often!”  
Michael O’Connell, AON*



*Learn the secrets to understanding  
people and making friends FAST!*

## “Reading Customers” will help you:

- Connect quickly with borrowers
- Help them like you sooner
- Understand how they communicate
- Minimize misunderstandings
- Maximize effectiveness to close more loans

**Have you ever met someone that you liked almost immediately?** He or she just suited you. The conversation was easy and natural. You both found the same things funny and you both felt comfortable. It seemed as if you’d known each other for a very long time! How does that happen? **Is it just an accident or could it be done on purpose?**

**Don’t you make more sales, have more fun and isn’t it just easier to do business with that kind of person?** Wouldn’t it be great if you could do that all the time? Would you like to learn how? *Reading Customers for Fun & Profit* will teach you all those techniques and more!

Linda Brakeall is a nationally recognized expert in the field of communication. She’s spent years researching, learning and practicing techniques that she is willing to teach YOU! (At least some of them!)

Her approach: *“Nuts & bolts laced with just enough humor!” “Funny and hard-hitting! Great combination!”* Don’t miss this power-packed course that will improve your communication skills immediately!

**PS: \*Shhhhhh! It’s very basic Neurolinguistics! ...and it’s FUN!**

# Marketing Yourself as a Mortgage-Maker in Challenging Times

*Why is Richard Simmons the best paid fitness trainer in America today?*

*Is it because he is the BEST trainer?*

*Probably not.*

*But he is certainly the best-known!*



*Unless you live on a desert island, you NEED a personal marketing program to produce professional results.*

Marketing is the biggest challenge facing anyone in business today. In the product / marketing equation, *product* is the easiest to replace! Loans are loans – The important difference is YOU.

Good personal marketing is the hardest part of the equation. It simply doesn't matter HOW great the mousetrap is— if no one KNOWS you have the mousetrap!

## You'll learn:

- How to target market
- The difference between advertising and public relations
- How to make yourself well known without spending tons of money!
  - Corporate marketing programs will only get you so far. They market products. **YOU have to market YOU!**

*Marketing Yourself* is a course that helps you market yourself as a professional loan officer by Linda Brakeall, who brings a “rare combination of philosophical perspective, fun and common sense applications” to all her programs. You'll leave this session with clear direction on what you can do immediately to improve your personal marketing, find more clients, and make more money!

*“Linda, thank you so much for helping me to look outside my box and be a very different kind of salesperson. You have truly changed my life.”*  
*Quaye Milan, Tulsa APMW*

*Linda Brakeall, Success Strategist™*

# How To Work A Room



- How do you use networking functions to stimulate new loans?
- What do you say to strangers at a business function or a cocktail party?
- What if you're stuck with a BORE?
- What are the rules for getting in and out of groups?
- How do you position yourself as someone who's worth talking to?
- What if you HATE "networking"?

*Learn how to do all these things and more with  
NetWorker Extraordinaire Linda Brakeall.*

*You'll laugh as you learn  
the do's and don'ts,  
the pitfalls and  
opportunities available  
every time you ....  
Work A Room!*

**It's not Net-Sitting  
It's not Net-Talking  
It's not Net-Eating  
It's not Net-Drinking  
It's Net-WORKING!**

*Linda Brakeall, Inspiring People to ACTION!*

## Fee Schedule

**Daily Fee** \$3000 - \$7500  
**Convention Package:**  
 Unlimited sessions over 1.5 days \$4900



**ASTD**  
 Member

**Linda Brakeall**

*Fee schedule good for programs  
 booked prior to 12/23/06*

### PAYMENT OPTIONS AND CANCELLATION POLICY

- \_\_\_ 50% deposit with signing of contract to hold the date. Balance to be paid 2 weeks before event.
- \_\_\_ If fee is paid in full within 2 weeks of contract, a 10% Corporate Discount will be deducted from entire bill, excluding travel, hotel and shipping expenses.

In the event of a program cancellation, Speaker will re-book program on a mutually convenient date, within 15 months of original date, with no penalty. If program is cancelled by client and not rescheduled, deposit will be considered full and complete settlement.

### ITEMS FOR EDUCATIONAL MATERIALS BUDGET:

**Customization:** Based on time for research @ \$100 per hour (average 4 –6 hours) \$ \_\_\_\_\_

**Educational Packages** available for each topic. # of packages required \_\_\_ @ \$10 each \$ \_\_\_\_\_

**Books** Retail \$24.95 \_\_\_ # *Unlocking The Secrets of Successful Women in Business* \$ \_\_\_\_\_  
 Volume discounts available for 50 or more @ 50% off cover.

Retail \$19 \_\_\_ *How To Get Men To Take You Seriously in Business and in Life!* \$ \_\_\_\_\_  
 Volume discounts available for 50 or more @ 50% off cover.

**Articles for Client Publications:** Set of 12 Generic \$300 each. Customized \$500 each. \$ \_\_\_\_\_

**Client shipping account #** \_\_\_\_\_ (Fed X, UPS Other \_\_\_\_\_)  
 Educational Material fees due upon shipment.

**Recording Rights & Licensing** \$ \_\_\_\_\_

### TRAVEL EXPENSES OPTIONS

\_\_\_ **Option 1.** Client will provide airline tickets, sleeping room at site, plus cost of transportation to airport, from airport to venue and return, meals and tips. Speaker to provide statement and receipts to client within 7 days after program.

\_\_\_ **Option 2. Flat Fee.** Client makes and pays for sleeping room arrangements at site. Speaker pays for all meals, tips, dry cleaning, phone calls, etc. Speaker purchases own air tickets and pays all miscellaneous transportation expenses. Flat fee amount: \$ \_\_\_\_\_

### AUDIO AND VIDEO RECORDING

Any non-profit distribution of the program within your organization is permitted, when a master copy of such recording is supplied to and approved by the speaker. Profit seeking distribution of any magnitude requires a separate royalty agreement. \$0.50 per audiotape/CD and \$2.50 per videotape are industry standards.

\$ \_\_\_\_\_

*Checks made payable to Phoenix Seminars, 11 Arrow Wood, Suite 2A, Lake Zurich, IL 60047*

*Accepted* \_\_\_\_\_ *Date* \_\_\_\_\_