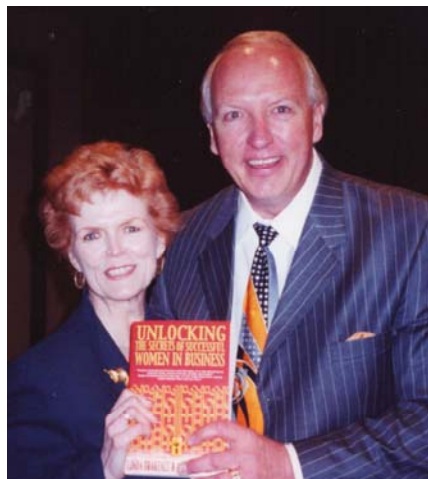


About Linda Brakeall, SP

Linda Brakeall, GRI, CRB, taught 5th 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 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 37,000 people in 27 states since 1992.

A popular media guest, she’s had 437 magazine articles published dealing with sales, marketing, and leadership training. Nationally known as a dynamic keynote speaker, trainer, 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

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

Dear Linda,

I just had to let you know how much I thoroughly enjoyed your recent seminar in Bartlesville, OK.

Your presentation and program was quite refreshing and informative. You shared some wonderful tips that I can put to use not only in my real estate career but also in my personal life and relationships.

Best of all I can apply your information and advice in my business and start making more money TODAY!

It was a pleasure meeting and visiting with you. I hope you will be able to return to this area in the future for another seminar.

All seminars and continuing education should be as pleasant and enjoyable as your presentation.

Sincerely,

Diane Sweeney

***Realtor Associate
Century 21 of Bartlesville***

**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 34 states in sales, marketing, presentations, and 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 CEO's in Training), and politicians in presentation skills, communication and image development.
- Coaches and creates accountability with management teams in recruiting/retention, develops training programs and coaching skills.
- Author of *Unlocking the Secrets of Successful Women in Business*.



Linda Brakeall GRI, CRB, CREA,
nationally known and respected expert
in sales, management coaching,
communications, and author of
*Unlocking The Secrets of Successful
Women in Business,*

Keynotes: **Unlocking The Secrets of Success The Magic is YOU!**

Seminar Titles and Consulting Topics Include:

Sales & Marketing

- Unlocking The Secrets of Success!
- Millennium Marketing
- Getting It All DONE!
- Turning Incoming Calls Into Sale\$
- Overcoming Price Objections
- How To Work a Room!

Sales Management

- Recruit, Retain & Train a High Producing Sales Force
- Productive Sales Meetings
- Creating Training Programs
- Coaching / Support for Sales Managers
- **Train The Trainer**
- **Meeting Facilitation**

Communication

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

Some of Our Satisfied Clients

- ❖ Bank of America
- ❖ Tulsa OK APMW
- ❖ Cornell Forge
- ❖ Dakota Automotive
- ❖ Suzanne Bassi
- ❖ Illinois Legislature
- ❖ Acadia Manufacturing
- ❖ Savannah, GA Board of Realtors
- ❖ Atlantic First Bank
- ❖ Harper College
- ❖ Prudential Relocation
- ❖ Republic Bank
- ❖ Ohio Bankers Association
- ❖ New York AMB
- ❖ NAPMW
- ❖ Illinois AMB
- ❖ Washington Mtg. Brokers
- ❖ Michigan Bankers Assoc.
- ❖ Virginia AMB
- ❖ Louisiana Mtg. Brokers

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:

- Sales Professionals
- Entrepreneurs & Small Business Owners
- 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*

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 get what you want out of life!
- How to think like a Harvard graduate.
- How to eliminate self-defeating behaviors
- 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!

Keynote Format Only

NEW!

The Magic Is YOU!



It's a challenging time in corporate America. Recruiting good people is tough; retaining them is tougher.

They need to feel appreciated, valued and special. **This keynote is totally customized to showcase and highlight your “stars” by name and video.**

Your company's message of support and appreciation will be heard, felt and seen by all of your employees.

Other messages for your employees:

- Change is a part of growth that needs to be embraced, not feared.
- Personal responsibility, accountability and growth amplify your value
- Life is a balancing act
- Your values are valuable
- The power of focus
- *And more . . .*

Use this program to

- **Deliver YOUR message of stability in the face of change and upheaval.**
- **Reinforce your team in the face of merger, acquisitions, buyouts or downsizing.**

This program is only presented as a 90 minute keynote, enhanced with live video and video that is pre-shot to showcase employees.

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

Turn Incoming Calls Into Commi\$\$ion\$!

- FACT:** It costs a LOT of money to make your phone ring.
- FACT:** There is a shrinking pool of buyers.
- FACT:** Every Buyer 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.



This program demonstrates specifically:

- What Buyers hear when they call real estate companies.
- What Buyers really want and really need
- How you can make Buyers understand that you are different!
- How you can make customers understand that you are better than the competition
- How you can close the sale faster, have happier Buyers, get more referrals and make more money!

In this highly interactive skill-shop **you will hear LIVE CALLS**, experience the Buyer's point of view, and learn new approaches that will re-focus the Buyer's attention from shopping to BUYING.

A note from Linda Brakeall:

"I have been doing this program LIVE for 15 years for Realtors, 10 years for loan officers and 5 years for a variety of other businesses. It is fascinating to hear what the customer hears and to actually experience the dead time on hold. Listen to the jargon-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!

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 customers and clients. 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.

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

- **TO DEPERSONALIZE THE CONFLICT – It's not about YOU!**
- **CONFLICT RESOLUTION**
One of a team's principle functions is to respectfully & quickly resolve conflicts so they can get back to making money!
- **HOW TO STOP CONFLICTS BEFORE THEY BEGIN**
Sometimes it's not WHAT you say, but HOW and WHEN you say it!
- **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™

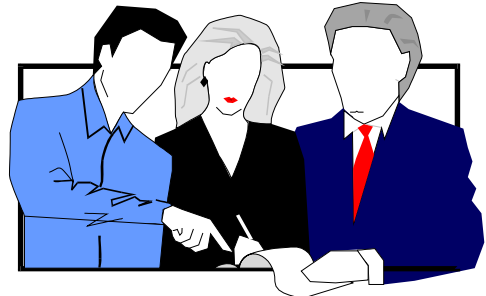
How to Disagree Without Being Disagreeable



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

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 people
- Help them like you sooner
- Understand how they communicate
- Minimize misunderstandings
- Maximize effectiveness, at home & work

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: *Shhhhhhh! It’s very basic Neurolinguistics! ...And it’s FUN!

Marketing Yourself as a Realtor to Even Out the Highs & Lows!

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 consistent and
professional results*

Marketing is the biggest challenge facing anyone in business today. In the product / marketing equation, *product* is the easiest to replace!

Good personal marketing for Realtors 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...and people forget FAST!

You'll learn:

- How to target market consistently
- 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 helps you find qualified prospects that can use your services as a professional Realtor. Linda Brakeall 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 become a very different kind of salesperson. You have truly changed my life.”
Quaye Milan*

Linda Brakeall, Success Strategist™

How To Work A Room



- How do you use networking functions to stimulate business opportunities?
- 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.*

*Realtors,
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!

Speaking & Selling are LIFE Skills!



If you can't speak and sell well, it's hard to climb the corporate ladder!

From the PTA meeting in the school lunch room to the Directors Meeting in the Board Room at IBM, it's all about speaking and selling effectively.
If you can't do it, you are definitely at a disadvantage.

What do you think of the person who is on TV as the spokesperson for IBM?
He or she MUST be important, one thinks, or else someone else would be the spokesperson.

And yet, when you think it through it becomes apparent that the spokesperson is just that; a person. A mere mortal, but a mortal who communicates convincingly. YOU can do that, too, IF you know the rules, the routine and the professional tips, tricks and techniques.

Formatted as a keynote, a half-day seminar or a multi-day Skill-Shop™, the principles in this program are life changing and career expanding.

Linda Brakeall is a nationally recognized expert on presentation skills who works with CEO's, salespeople and professional speakers. **Linda can shorten your learning curve and make you more effective faster – and THAT means you'll succeed faster!**

Sales and listing presentation coaching with video taping available.

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



Managing The Media



- ❑ **Who answers the phone in a crisis?**
- ❑ **What is said? Does it make you proud?**
- ❑ **What could you do in advance to prevent faux pas, poor information and embarrassment?**
- ❑ **Can you really prepare for “surprise attack” from the media?**
- ❑ **How do you get the media on your side?**

**Linda Brakeall has trained and coached business leaders,
Entrepreneurs, small business owners,
community activists and elected officials
to work effectively with the press.**

Let her prepare you and your company for the inevitable!

Linda Brakeall, Success Strategist™

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 12/20/06

PAYMENT OPTIONS AND CANCELLATION POLICY

- 50% deposit with signing of contract. 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* \$ _____
 \$19 _____ # How To Get Men To Take You Seriously in Business & in Life! \$ _____

Volume discounts available for 50 or more @ 50% off retail.

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 and \$2.50 per videotape are industry standards.

\$ _____

Agreed: _____ *Date* _____