

Are You Ready to Create THE UNFAIR ADVANTAGE?



The **UNFAIR ADVANTAGE** for your career or business engagement strategy is a combination of all the elements that constitute your professional brand equity, how you position yourself in your market or profession, and the widespread strategic distribution of social proof of your value and expertise. Learn how to create your own unfair advantage with the **ELITE 8-Week Small Group Mentoring and Strategy Program**.

donn leVie jr. STRATEGIES

HACK Your Game. **UNLEASH** Your Brand. **CHANGE** Your Life.

www.donnleviejrstrategies.com / donnleviejr@gmail.com

512-797-3035

Will an extra \$20K, \$30K, or MORE in the next 3 years make a difference for you? If so, then the ELITE 8-Week Small Group Mentoring/Strategy Program is just what you need! The ELITE Program is offered 4 times a year but each session is limited to 10 high-calibre, hungry professionals who want a higher, faster career or business trajectory. APPLY for the next session today!



Module 1: Enhancing Your Platform

- Improving Your Visibility
- Developing Your Authority
- Growing Your Influence
- Refining Your Target Market

Module 2: Building Your Brand/Brand Equity

- Identifying Brand Building Activities
- Capitalizing on Your Brand Components
- Identifying Channels for Your Brand
- Getting Others to Help Build Brand Equity

Module 3: Positioning Your Expertise and Value

- Identifying What You Do Best (Value and Expertise)
- Scouting the Competition's Positioning
- Creating a Killer Value Proposition
- Increasing Your Market Influence to Improve Positioning

Module 4: Broadcasting Social Proof of Your Value and Expertise

- Obtaining LinkedIn Endorsements/Testimonials
- Broadcasting Social Proof in the Right Channels
- Methods that Generate Social Proof of Value/Expertise
- Using Social Proof of Expertise/Value for Influence

Module 5: Deploying a Pre-Engagement Strategy

- Engaging Decision Makers on Social Media
- Initiating the Continuum of Belief Elements
- Creating Strong Associative Memory Models
- Aligning With Issues Decision Makers Care About

Module 6: Deploying a Direct Engagement Strategy

- Creating the Attention-Grabbing Cover Letter
- Designing the Achievement-Focused Résumé
- Controlling the Job Interview
- Overcoming Decision Maker Objections, Concerns

Module 7: Deploying a Post-Engagement Strategy

- Understanding the Trojan Horse Technique
- Identifying Documents for Post-Engagement Use
- Customizing the "How I Add Value" Document
- Other Influence-Generating Approaches

Module 8: Embracing the Unfair Advantage Paradigm

- Understanding the 5 Primary Drivers of Paradigms
- Applying the Power of Decision
- How the World's Most Successful People Think
- Learning to Mind Shift for Personal Success

This program includes the following:

- Video lesson/presentation for each module
- Downloads, work sheets, tip sheets, examples
- Audio version of video lesson for each module
- Transcript of audio lesson for each module
- Weekly group consultation phone call with Donn
- Four 30-minute private phone consultations with Donn
- Private Facebook ELITE Mentoring Group

APPLY TODAY!

Contact Donn for an application for the next ELITE 8-week Small Group Mentoring/Strategy Session. Limited to 10 participants.

Program Tuition: \$7,500