

*Would you like to attract more women as clients or employees?  
Are you launching a women's initiative in your company?*

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# *The Secrets are out...*

Finally, a simple, powerful way to connect  
with women clients and prospects.



BARBARA STANNY'S SEMINAR-IN-A-BOX:

## *The Secrets of Successful High Earners*

INNOVATIVE

INSPIRING

PROVEN

## THE SECRET TO CONNECTING WITH WOMEN IS EASIER THAN YOU THINK...

Titled *Secrets of Successful High Earners*, the Seminar-in-a-Box was created to help you *establish trust and understanding with women, resulting in a powerful relationship* with current and prospective clients. It's different from anything else on the market—it is about empowering women financially and inspiring them to take action. You'll receive everything you need—from training DVDs to marketing materials—to deliver *a life-changing presentation*.

*Secrets of Successful High Earners* helps women dig down to the heart of their personal financial issues. It pinpoints the techniques that thousands of women have used to better manage their money and *increase their earnings*. The seminar covers:

- ▶ **What women can learn from high earners,**
- ▶ **Five simple steps to increase earnings,**
- ▶ **The myths of financial success, and**
- ▶ **The signs of underearning.**

Based on the extensive research and work of best-selling author Barbara Stanny, the Seminar-in-a-Box approaches women's financial issues in a fresh, new way. This unique program gives you everything you need to *deliver a powerful presentation* for current and prospective women clients in one easy-to-use package. Designed specifically to *empower and motivate women* to take control of their finances, the program provides proven strategies to help women:

- ▶ **Address hidden emotional issues with money,**
- ▶ **Manage their money more effectively, and**
- ▶ **Take action to increase their earnings.**

With the Seminar-in-a-Box, you have the tools to *tap into an increasingly important market* and forge a lasting bond with attendees. Designed for busy professionals like you, it takes the guesswork out of giving a seminar and shows you exactly how to:

- ▶ **Promote and plan your event,**
- ▶ **Deliver a compelling and interactive presentation, and**
- ▶ **Follow up with attendees to help convert them into clients.**

*Best of all, participants leave the seminar with a specific, personal action plan.*

“I received an amazing response after delivering the *Secrets of Successful High Earners* seminar. Almost every attendee signed up for an appointment with me as they left the seminar. It was a total win-win for me, as the facilitator, and for the attendees.”

**Tamara Simmons**

Wealth By Design  
Capital Management, Inc.  
Fort Wayne, IN

“Barbara's seminar is the first one I've found and conducted that deals with women's unique emotional issues about money. The workshop presents easy-to-digest content and defined steps to help women take charge of their finances - be it earning or saving more.”

**Kristi Gray**

Achieve it All  
Issaquah, WA

*Barbara Stanny*  
Leading authority on  
women and money

## THE SEMINAR-IN-A-BOX ALLOWS YOU TO:

- ▶ Establish immediate rapport and credibility
- ▶ Get in front of many potential clients
- ▶ Offer a value-added program for existing clients
- ▶ Provide take-home resources for attendees
- ▶ Promote your services without a high pressure sales pitch
- ▶ Generate revenue by charging a registration fee

## WHAT MAKES THE SEMINAR-IN-A-BOX *SECRETS OF SUCCESSFUL HIGH EARNERS* SO POWERFUL?

- ▶ The intimacy of the exercises and the “ahas” they generate
- ▶ The high degree of attendee participation
- ▶ Innovative, thought provoking content
- ▶ Real world stories that bring the material to life
- ▶ Built in follow-up opportunities

## EVERYTHING YOU NEED IS INCLUDED:

- ▶ The Leader's Guide providing you with a complete script of the workshop
- ▶ The Leader's PowerPoint presentation with 64 slides
- ▶ A training DVD in which Barbara teaches you how to successfully deliver the workshop
- ▶ A full-length DVD of a live workshop presentation to view how Barbara delivers the seminar and to allow you to experience the seminar from an attendee's standpoint
- ▶ Twenty-four (24) participant workbooks and note cards
- ▶ Gifts for you to award during your presentation
- ▶ Online access to marketing materials including invitations, ad templates, press releases and follow-up letters

*“The content is terrific and participant reaction was incredible. I received several phone calls and e-mails after the event with thanks and acknowledgement.”*

**Vickie Austin**

CHOICES Worldwide  
Wheaton, IL

*“As a woman advisor interested in helping other women succeed financially, this has been the best workshop I have ever presented. I like it for many reasons, not the least of which the effect this material has had on my own life. People will not succeed financially until they know what is holding them back spiritually and emotionally. This material helps people do that.”*

**Susan K. Barlow**

Athena Financial Group  
Visalia, CA

*Barbara Stanny*  
Leading authority on  
women and money

## LEARN MORE

For information on how to license Seminar-in-a-Box to help build your individual business or to discuss a bulk license to provide access for your entire firm, please contact us.

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## ABOUT BARBARA STANNY

Barbara Stanny, founder and driving force behind Barbara Stanny, Inc., is America's leading authority on women and money, and a passionate advocate and role model for women's personal empowerment. She is a proponent of women doing both the psychological Inner Work of Wealth as well as the practical Outer Work of Wealth. Barbara grew up relying on her father (the "R" of H&R Block), then her husband, to manage her money. A devastating financial crisis became a personal wake-up call and the start of her journey to help all women become economically independent. A noted speaker and author, Stanny has written three best-selling books:



### **Prince Charming Isn't Coming:**

*How Women Get Smart About Money*

### **Secrets of Six Figure Women:**

*Surprising Strategies to Up Your Earnings & Change Your Life*

### **Overcoming Underearning®:**

*A Five-Step Plan to a Richer Life*

Stanny is a sought-after motivational speaker and spokesperson. She regularly appears in the media, including *CNN*, *The O'Reilly Report*, *Good Morning America*, *The View*, *Fox News*, *NPR* and *PBS* as well as *New York Times* and *USAToday*. A frequent and popular keynote speaker, her clients include: Allstate, Merrill Lynch, LaSalle Bank, H&R Block, NASD, American Express, Microsoft, Morgan Stanley, Smith Barney, Harvard Business School and Prudential Financial. To discuss her availability for speaking and ability to tailor a presentation for your audience, please contact us.

## “IN THEIR WORDS

The workshop leaves a powerful impact on attendees. Past participants have commented on the experience and content, such as:

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*“Enlightening—opened my eyes to past beliefs”*

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*“As a woman, it will give you a feeling of empowerment and hope”*

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*“I have attended many workshops on topics similar to this, but this is the first one that has really put it all together”*

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*“Thought provoking and a good use of time”*

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*“Critical to financial success”*

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*“Pertinent and useful booklet and information”*

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*“Peaked my interest again to take another step”*”

*Barbara Stanny*  
Leading authority on  
women and money

# Women and Money: By the Numbers

**\$12.5**  
TRILLION

The amount of wealth U.S. women are expected to control by 2010 –  
**60%** of the country's wealth (*Business Week/Gallup, 2005*)

**53**

The percentage of investment decisions that are  
made by women (*Securities Industry Association, 1998*)

**NEARLY**  
**half**

The number of adult women who are **solely responsible**  
for saving money for their households (*Prudential Financial, 2004*)

**63%**

The median income increase  
for women from 1970-1998

**0.6%**

The increase for men during the  
same period (*U.S. Census, 2004*)

**OVER**  
**90%**

of women who expect their financial advisor to provide **education** and  
**guidance**, not just investment advice (*Deloitte and Touche, 1999*)

**93%**

of women say saving for  
retirement is their primary goal

**BUT**  
**47%**

of women are not contributing  
to a retirement plan

**AND**  
**55%**

of women say they are not very or not at all prepared for retirement  
(*Women and Investment survey by Oppenheimer Funds, Inc. 2005*)

**1**

The percentage of women who gave themselves an "A" in financial knowledge  
**62%** have graded themselves at C or lower (*Prudential Financial survey, 2006*)

**19**

The average number of years that Baby Boomer women will live into  
retirement (*National Council of Women's Organizations, 2005*)

For more information on women and money, please contact us.

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