

DECIDE TO BE WORLD CLASS

Step 1: Decide To Be World Class.

(I journal about it. I actively envisioned myself among other like minded superstars. I even did ScriptingForSuccess.com training to fast track!)

Step 2: I found a picture of the leaders in my industry speaking at an event.

A search bar with a magnifying glass icon on the left, a close button (X) on the right, and a microphone icon on the far right. The text "Tony Robbins Speaker events" is entered into the search bar.

Google Search

I'm Feeling Lucky

[Meet nonprofit leaders taking on the world's challenges with help from Google.org](#)

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I did this exercise over a decade ago, but if I did this exercise today, I'd put together this guide of a virtual event I attended. It checked many of the boxes of an amazing speaker line up. I filled up pages of notes during that one day event and my talk on manifesting, collaborating with industry experts, teaching leadership at a university, corporate level home and abroad would be an inspiring addition to this event.

TONY ROBBINS | DEAN GRAZIOSI
& THE GREATEST SPEAKER LINEUP IN HISTORY

READY TO LEARN THE SAME SECRETS
TONY ROBBINS, DEAN GRAZIOSI
& THIS WHOLE LINEUP USED
TO OWN THEIR FUTURES?

FREE 5-DAY LIVE CHALLENGE STARTS LIVE MAY 11TH

Surprise
Guests

The graphic features a central collage of speaker portraits. At the top, text identifies Tony Robbins and Dean Graziosi as part of 'the greatest speaker lineup in history'. Below this, a large group of six speakers is shown, including Tony Robbins and Dean Graziosi. Underneath are two rows of smaller portraits: the first row has five portraits, and the second row has four portraits, with the text 'Surprise Guests' written in a cursive font to the right. At the bottom, a dark grey bar contains the text 'FREE 5-DAY LIVE CHALLENGE STARTS LIVE MAY 11TH'.

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2. Next I added my headshot to the speaker announcement.

(I used the same colors and style of the previous or upcoming event.)

I didn't worry about having my picture and graphics look perfect. I just made the decision I belonged with my peers!

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Bonus Points: I found the speaker names, bios and event topics and inserted my name, short bio and punchy speaker topic for the event.

There was no way I could be in this event that passed, but I noticed many of the same speaker line up happening for a couple of events.

The first time I had the “what if” idea to do this this exercise I had never sat on expert panels for entrepreneurs. Yet a couple years earlier, I ended up interviewing dozens of industry leaders for my podcast, people that did 7 figure product launches and had been featured for years in mainstream media.

To kick things off rubbing elbows with some cool show guests and panelists I did a simple four hour workshop with friends at a workshop called Live Your Peace, which became the name of my podcast. It was inspired by the 2009 Nobel Peace Awards and I held my own mock ceremony. I had 16 attendees, and it was recorded by an Emmy award winning journalist then in his 80s.

Within a year of Deciding To Be World Class I had 160 guests that had appeared on my show. I also found myself traveling around the country; Atlanta, GA, San Diego, CA back near my home in Philadelphia, PA sitting on panels giving self-publishing book advice to someone who had won a business hot seat at my new best selling author friend, Ken McArthur’s event.

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Another ironic thing was when I scanned down the list of speakers where I inserted my name, bio, talk title, description and headshot, I would have never imagined I **had** to sit next to one of them at one of my first events I was asked to be a panelist. But there was only one empty seat on stage after lunch when the attendee hot seat was about to begin. I recognized Mike Koenins, the creator of Traffic Geyser who was one of the speakers in my mock/preplanned speaking gig!

I turned my eyes skyward and chuckled that my silent business partner/ that helps to orchestrate my reality had a sense of humor, putting me next to the very person on my speaker line up.

Now it's your turn.

1. What industry are you in?
2. What live or online event would you love to attend as a speaker?
3. Find an event or one in your same industry online unless you had promotional material snail mailed to you.
4. Go ahead and copy and past that event listing onto a blank Word document or slide.

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5. Cut and past your headshot and put it here or better yet the event listing:
6. Put your speaker topic crafted for the event here or among the other keynote or breakout sessions that you found listed.
7. Consider putting it on your screen saver, or a print out on your desk, notebook or wallet.
8. Jot down how you feel doing this exercise.
9. What other event opportunity would be most exciting to you?
10. Repeat the exercise in all areas of your life you want to be associated with inspiring people.

To really accelerate the results of this process check Ruth's tools and resources.

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RUTH ANNE WOOD

Founder of Scripting For Success, Ruth Anne Wood, helps founders and executives have laser focused influence with their team so they can have rapid growth mode without lots of meeting, trainings and costly communication setbacks using her Decision Making Conversation System.

Ruth is a beloved wife, daughter, sister, friend, adventurer, hang glider, acupressure practitioner, published author, produced playwright, exhibited artist, movie producer, stage and feature film actress, musical performer, and national charity board member for granting wishes to seniors.

Ruth has traveled with her beloved photographer/ computer programming husband for fun to over 20 countries. For two decades Ruth has facilitated leadership and creativity workshops at the university, corporate and group mentor level online and in person.

To transform your conversations and professional relationships email ruth@ScriptingForSuccess.com.