

 **Your Event, Elevated: A Timeline with George** — From the first call to the final follow-up, George Carroll isn't just a speaker—he's your strategic partner. Here's what you can expect:

## **17 Before the Event**

### ✓ **Prep Call #1: Vision Alignment**

- Collaborative call to clarify your event goals, audience needs, key topics and messaging.
- George begins organizing his content to your message.

### ✓ **Agreement & Booking**

- Speaking agreement issued and signed based on your conversation with George.
- 50% deposit due upon signing (balance due by event date).

### ✓ **Headshot, Bio, Program Description, Promotional Details, etc.**

- Request what you need to effectively prepare for and promote your event.

### ✓ **Intro Video Delivered**

- Custom pre-event video to help drive attendance and generate buzz.

### ✓ **Unlimited Prep Calls**

- Unlimited prep calls to ensure alignment.

### ✓ **Access & Flexibility**

- You'll have George's direct line for any last-minute changes or needs.

## **Event Day**

### ✓ **Early Arrival & Tech Check**

- George arrives early (evening prior or morning of) to ensure everything runs smoothly.

### ✓ **Audience Engagement**

- George connects with attendees before his session to build rapport and energy.

### ✓ **The Delivery**

- High-impact, interactive, energy-charged session—packed with practical tools, memorable stories and an unforgettable experience.

## **After the Event**

### ✓ **Implementation Video + Slide Deck**

- Post-event follow-up video and a downloadable PDF version of George's slide deck for ongoing reference and to support with implementing the tools to create positive change.

### ✓ **Feedback & Follow-Up**

- Quick debrief to gather feedback, and celebrate a job well done.



# Top 10 Reasons to Book George

1. **Happy Clients. Every Time.** George doesn't just show up—he shows out. From a personalized *pre-event hype video that boosts registrations*, to a post-event **Implementation Toolkit** packed with implementation tips, George goes the extra mile.
2. **Tailored to Your Message.** Have a key message you want driven home? George will artfully *weave your core themes into his talk*, making his message feel like an organic extension of your event's vision.
3. **Stories That Stick.** George's riveting, real-life storytelling doesn't *just entertain*; it creates *emotional connection* and **reinforces your most important takeaways**.
4. **High-Energy Delivery.** Need a **high energy kick-off**, or want to *close your event with a bang*? George's dynamic energy lights a fire in the audience—no matter the time of day.
5. **Relevant & Practical Tools.** George shares fresh, *research-backed tools* your audience can use immediately. His sessions bridge the gap between inspiration and real-world application.
6. **20 Years of Experience.** Since 2004, George has delivered over 2,000 presentations to audiences ranging from intimate executive retreats to massive conferences. His track record gives you peace of mind.
7. **Trained by the Greats.** George has worked closely with personal development legends like Tony Robbins, Jack Canfield, Brian Tracy, and John Assaraf. Your audience will benefit from wisdom shaped by the best in the business.
8. **Effortless to Work With.** Need accessibility, flexibility, and tech confidence? *George gives you all that and more*. You'll get **direct access to his phone and email**, plus a pro-level virtual setup if needed. Easy. Reliable. Ready.
9. **Meticulous Prep.** You'll have at least **2 calls with George**: One to *align on vision*, and another one week out to *fine-tune*. His prep game is strong, and his adaptability means you're covered—*even if things shift last-minute*.
10. **Powerful, Memorable Delivery.** With *over 2,000* sessions under his belt, George knows how to captivate a crowd, stir emotion, spark action—and make your event **unforgettable**. He's not there for the spotlight; *he's there for you and your audience*. His mission is simple: **Deliver an impactful & unforgettable experience to help make your event a home run**.