

WE BUILD POWERFUL PERSONAL
SPEAKING BRANDS FOR EXECUTIVES
AND ENTREPRENEURS

THE INFLUENCE EFFECT

Harness your X factor to become a speaker of influence.

FEBRUARY 2020

chiquita.com.au 1

CHIQUITA & CO



**“Don’t die with your
music still in you.”**

Wayne Dyer

What's it all about?

Have you ever envisioned yourself on stage in front of thousands of people? Imagined yourself standing behind the curtain, waiting to hear your name called. Running out on to the stage to thousands of people cheering your name?

Have you ever felt at a deep core level that you're meant for more than what you're currently doing? That you have untapped potential waiting to be unleashed? That your message will have a global impact and that you are, at heart, destined to be an influencer on an epic scale?

Do you ever imagine yourself in your future, nearing the end of your days, still with your message waiting within? Do you ever wonder what it will feel like to have lived your life not having chased your dreams? To have made excuses and procrastinated and let fear win?

You are at a crossroads.

Are you ready to level up and become a speaker of influence?

"If you want to stand out from the crowd, give people a reason not to forget you."

Richard Branson



influence

noun

1. The capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself.

The Influence Effect

Harness your X factor to become a speaker of influence

We believe that your experiences, insights and learnings are a rare and extraordinary combination that only you possess and from which your 'X factor' is built. Your 'X factor' is both your gift and your competitive advantage and we are here to help you establish a powerful platform from which you can impact the world.

The 'Influence Effect' package is most in demand by entrepreneurs and executives who are ready to level up and wish to position themselves as thought leaders and industry influencers within their fields through utilising speaking as a platform to build their profiles.

We 'harness your X factor' over three phases which can be done as a three-month project or individually as per your needs.

An overview:

Phase 1 - Impact: Personal Brand Identity Development

Phase 2 - Message: Refining Your Impact Points & Core Message

Phase 3 - Presence: Building a Powerful Online Platform



"I believe in
the power of
individuality.
Being who you
are *is* your
competitive
advantage."

Chiquita Searle

Phase One

Identity: Personal Brand Identity Development

This phase is the foundation for our future work together and the powerful presence you are about to create in your industry. In this phase we undertake a comprehensive Personal Brand Audit to uncover your story and true identity; the core of who you are and where your brilliance lies (your X factor). Then we create a compelling personal brand which fully communicates your individuality and unique insights.

This process includes:

- Personal Brand Identity Audit
- Personal Identity Strategy Session (1 hour)
- Creation of a branding brief + mood board for graphic designer
- Full brand identity development including logo, fonts, colour palette and email signature all delivered in a 'Brand Design Bible'.
- Creative direction of brand development to ensure client's vision is realised
- 1.5 hour photoshoot including hair and makeup, styling, creative direction and 20 retouched images (colour and black and white) in low and hi res formats

Phase Two

Message: Refining Your Impact Points & Core Message

In our third and final phase, we leverage the powerful brand and online presence we have created to uncover your impact points and core message, identifying the crux of what makes you unique and special. This phase is the culmination of our important work to date, where we tap into your inner brilliance, your unique insights and your uncommon experience to identify your 'mana'; the magic from which we build your message.

This process includes:

- Speaker Identity Audit to fully uncover your speaker 'personality'
- Development of a powerful and compelling biography
- Three comprehensive speaking topics including thought provoking titles, blurbs and key audience takeaways
- A branded speaking deck designed to pique interest in your impact points
- Tailored email introduction to event organisers
- A curated list of 10 events including the contact details of event organisers
- A 'speaker's kit' including AV & stage requirements, booking confirmation and feedback form branded with your logo
- Personalised introduction to 'Book Speakers Direct', a speaking platform to assist with future speaking bookings.



Phase Three

Presence: Building a Powerful Online Platform

This phase includes the development of a powerful online presence which will be utilised to communicate your position as an industry thought leader and influencer. Standing out in the technological space is paramount to raising your profile and conveying your unique messaging to your target audience.

This process includes:

- The design and development of a personalised and responsive website
- Compelling copywriting of five pages (home, about, speaking, blog and contact) communicating your extraordinary story
- One blog post (500 words) which has been search engine optimised to target your key audience.
- The selection and procurement of eye catching imagery
- Updating your LinkedIn, Facebook and Instagram profiles to reflect your new personal brand and role as an industry expert
- Establishing an email with fully branded email signature



Timeline

Overall the process takes three months with one month dedicated to one phase. To ensure that the process is completed by week 12, there may be some overlaps in the phase, with some activities from phase two or three being bought forward to ensure sufficient time is dedicated to each.

If you are working to a tighter timeframe, we can put expedite your project, however this will incur a 15% 'rush' fee as additional resources will need to be engaged to ensure your timeline is met.

We only work with a limited number of clients at a time to ensure complete client satisfaction so recommend securing your position asap to avoid joining the waiting list.

All phases can be done as a complete project or individually as per your needs.



Investment

Payment is accepted via bank transfer.

Three invoices will be sent on the 1st of each of the three months with payment of the Phase 1 invoice securing the project service and commencement date.

All invoices have 7-day payment terms.

The invoice will be labelled 'The Influence Effect: Harness your X factor to become a speaker of influence' for taxation purposes, as most of our clients are claiming the service as a tax expense.

A 10% discount is offered for payment of the full project upfront.

Please note, the above investment covers all services mentioned, including photography, hair and makeup, website design and build, brand development, graphic design and copywriting. No additional fees will be charged.

**You are your
own brand.
What is it
currently saying
about you?**

At the completion of the project, you will have...

Complete Personal Brand. A complete personal brand, including your own logo, brand guidelines, email signature and fonts which will be provided to you in all relevant formats.

Fully Customised Website. A professional and responsive website which positions you as a thought leader, industry expert and speaker which showcases your expertise and key achievements.

Speaker's Deck. A powerful personally branded speaking deck inclusive of your speaking topics, impact points, key messages, career achievements, media references and social media links which can be sent to event organisers to help secure speaking opportunities.

Professional Photos. A complete portfolio of 20 retouched professional images in both high and low-res format which can be utilised across your website, speaking deck and social media.

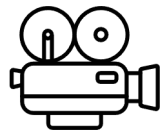
Speaker's Kit. A tailored email introduction to event organisers, personally introducing you as a person of influence from within your industry, a curated list of ten events along with event organisers contact details and speakers 'kit' with branded forms positioning you as a professional and practiced speaker.

Ongoing Talent Mgmt. There is also the option of ongoing talent management once the three phases have been completed to help you retain some speaking opportunities. If of interest please advise and we can discuss.

The Influence Effect

The Assets Collection

We also assist clients with the below assets as addendums to their work with us beyond the development of their brand and speaking collateral. We continue to work together to ensure the longevity of their brand and reputation in their field progresses long after we have established the foundation. We help with the following:



Speaker highlight reel



Blog creation (copy, title & image)



PR strategy & implementation



Talent management



Industry award nominations



Event management



What our clients are saying...

“Chiquita has been instrumental in raising the profile of myself and our organisation. Her passion, enthusiasm, drive and knowledge has been greatly valued. Chiquita is very much a part of our team and I am grateful for her professionalism and outstanding work ethic.”

Sue Karzis, Chief Executive Officer,
State Schools’ Relief

“Chiquita has worked tirelessly on building my companies brand. My company now has a firm online foundation for our current and future to research and feel confident in the history of my organisation.”

Louise Dever, Director,
NOTOX Surfboards

“We have been working with Chiquita for over 3 years now and she has created such a brand presence for us in the media, awards and speaking circuit. She has incredible ideas and is extremely driven to ensure not only your personal success but your brand success as well.”

Anna Thomas, COO,
Stockdale & Leggo

“Chiquita has been fantastic. We have found Chiquita to be very hard working, reliable and she has really helped us in increasing our profile for both the company and Adam and I personally. I cannot speak highly enough of her and the service she provides.”

Danelle Hunter, Managing Director,
Biggin & Scott Knox

Our clients
have secured
speaking
engagements
with the
following
brands...



EMPOWERED
WOMEN IN
REAL ESTATE

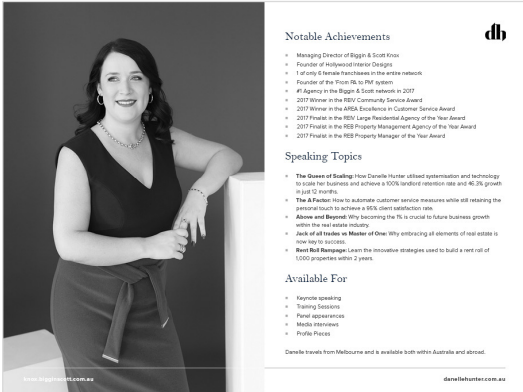
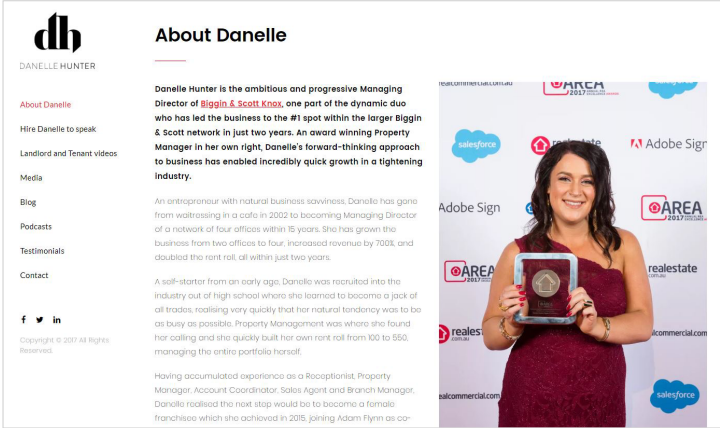
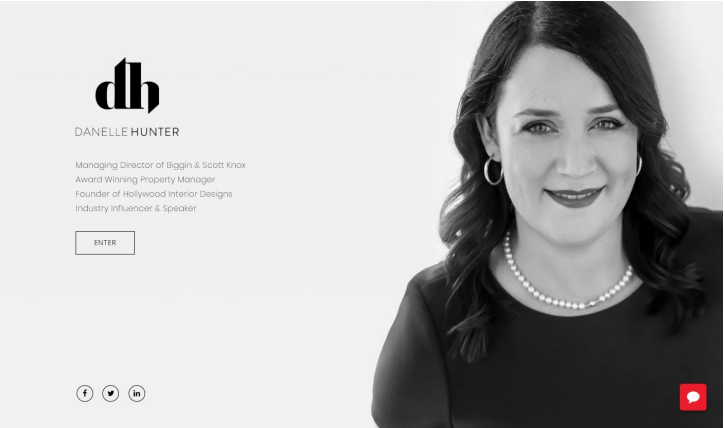


Domain

Examples of our work...

Danelle Hunter, Managing Director at Biggin & Scott Knox

Personal speaking brand, deck, logo and photography



Adam Flynn, Founder of \$1M Agent System & Award-Winning Sales Agent

Personal speaking brand, deck, logo and photography

af

\$1M AGENT SYSTEM

About Adam

\$1M Agent System

For Agents

For Franchisees

Hire Adam to Speak

Media

Contact

in f @

Copyright © 2017 All Rights Reserved.

\$1M Agent System


Adam Flynn is the dynamic, driven and visionary Founder of The \$1M Agent System, the innovative tour de force responsible for growing his business by 700% in just 5 years. An Award-Winning Sales Agent, Auctioneer, Property Investor and Property Developer, Adam is one of the most prolific figures within the Australian property industry, a proven leader and game changer who is unrelenting in his efforts to shake the industry up.

Adam learned very early on that the key to succeeding in this business is to win listings. He therefore built a system which he has followed for almost 20 years which has provided him with a 90% conversion rate in his listing presentations.

This system is called the \$1M Agent System.

From implementing it in his own business, testing, measuring and refining it over the years, Adam is now able to take an Agent with limited experience and earning approximately \$100,000 annually to an Agent who brings in anywhere between \$800,000 and \$900,000 per year within just 12 months.

The impact of the \$1M Agent System on his [Boggs & Scott](#) business has resulted in the business growing from one office to four, increasing sales by 700%, doubling the rent roll and expanding





\$1M AGENT SYSTEM

About Adam

\$1M Agent System

For Agents

For Franchisees

Hire Adam to Speak

Media

Contact

in f @

Copyright © 2017 All Rights Reserved.

Hire Adam to Speak


From high school dropout to real estate entrepreneur and industry influencer, Adam's story can motivate, inspire and empower your audience.

Adam speaks on the below topics:

- **From high school dropout to real estate entrepreneur:** How Adam Flynn built a multi-million-dollar real estate empire after being unceremoniously kicked out of school at 16.
- **The \$1M Agent System:** Learn about the innovative methodology which transforms an inexperienced agent into a \$1M lister within 12 months through achieving a 90% listing conversion rate.
- **Licence to Print Money:** Learn the Property development system which helped Adam Flynn build a portfolio worth \$7M within 5 years.
- **Cultivating a culture of Million Dollar Agents:** How to recruit attitude and train skill to build a high performing team and retain them.
- **Creating your own economy:** How real estate agents can future proof their business in a tightening market.

Client Testimonials

Adam Flynn takes no prisoners and makes no excuses when it



ADAM FLYNN

Founder of the \$1M Agent System | CEO
Award-Winning Sales Agent | Auctioneer
Speaker | Property Investor



know.boggsandscott.com.au





CONTACT

For speaking engagements, training sessions and media interviews, please contact:
Chiquita Scarce - Publicist, Boggs & Scott Group
chiquita@chiquita.com.au | +61 423 656 380

know.boggsandscott.com.au





Speaking

From high school dropout to real estate entrepreneur and industry influencer, Adam's story can motivate, inspire and empower your audience.

Editorial Content

As an innovator and thought leader in the real estate industry, Adam is available to produce regular editorial content.

Training Sessions

As an accomplished and effective trainer with over twenty years of real-world experience and success to draw from, Adam is adept at transforming audiences with his wit, knowledge and invaluable information.

Media Interview

Adam's extensive experience, knowledge and success translates to value and relevant commentary which is thought-provoking and compelling.

Contact with Adam on LinkedIn: www.linkedin.com/in/adam-flynn

know.boggsandscott.com.au

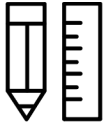


testimonials@agentssystem.com.au



Why Chiquita & Co?

Chiquita & Co. is a speaker influencer agency which builds powerful speaking brands for purpose driven entrepreneurs, thought leaders who are shaping their industry and established executives who want to increase their industry profile. We do the following:



Personal brand
audit & strategy



Brand creation &
implementation



Professional website
design & development



Personalised
speaker's deck



Bespoke
photography &
filmography



Personal styling &
creative direction



Who I am

Brand expert, TEDx Alumni, Publicist & Speaker

Chiquita Searle is the founder of Chiquita & Co, which she launched in 2015. Chiquita works with executives, founders and CEOs, thought leaders and entrepreneurs who are purpose driven, on a mission and ready to grow their profile through a powerful personal speaking brand.

Chiquita has worked with leaders from within the following brands:



She is also the Founder and Creative Designer of Chiquita.co, the modern woman's 'go to' sunglasses brand, former General Manager of the League of Extraordinary Women and a TEDx Alumni.

Chiquita is often invited to speak or MC at a number of events by a range of leading brands, including Run the World, Australian Women of Medicine, Pause Fest, ANZ, One Path and Empowered Women in Real Estate.





You're about to move mountains.
Shall we get started?

f FACEBOOK
@ INSTAGRAM
in LINKEDIN

CHIQUITA & CO

Contact

Phone 0423 686 380 | Email chiquita@chiquita.com.au | chiquita.com.au