

# CERTAINTY INNOVATION DAY

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How to Achieve  
your goals faster,  
easier + sooner!

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*with*

Keith Abraham CSP

NAME

DATE



## Keith Abraham: Multi-Award Winning Keynote Speaker and Best-Selling Author

With over 25 years as a professional speaker, delivering to over 387 clients in 39 countries, Keith Abraham has been the recipient of multiple awards throughout his career. In 1999, Keith became a Certified Speaking Professional (CSP), which makes him in the **top 7% of all professional speakers in the world**. In 2002 he received the highest award given to a professional speaker—the *Nevin Award*, then in 2012 he was named *Keynote Speaker of the Year* and in 2019 was named *Educator of the Year*. Adding to his already impressive CV, Keith is a best-selling author of five books published in 12 languages covering the areas of passion, goals, customer loyalty and focus.

**“**Keith is a terrific professional speaker. He is passionate, energetic, highly engaging with the audience and most importantly, his message resonates and drives positive behaviour. I wouldn't hesitate to recommend him for any business or group looking for some great inspiration!

**Phil McNutt—President, Sunglasses Hut Asia Pacific**



# Creating Client Connections.—

03

## THE PURPOSE OF YOUR BUSINESS



## CONNECTION METHODS



## CONNECTING WITH YOUR CUSTOMERS ON 3 KEY LEVELS

**USP** UNIQUE SELLING PROPOSITION

**VSP** VISUAL SELLING PROPOSITION

**ESP** EMOTIONAL SELLING PROPOSITION

HOW DO YOU WANT YOUR CLIENTS TO FEEL ABOUT YOU WHEN THEY DO BUSINESS WITH YOU?

NOTES & IDEAS ...

Face your fear to explore your potential.



# Clarifying Your Value Questions.

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**How do you best add value to your clients?**

**What is your Genius or Superpower?**

**What else could you do to create a World Class Service Experience for your clients?**

**How would your clients best describe you?**

**What are you doing now to further build your profile as a Sensemaker with your clients?**

**What are you currently doing to enhance your skills, talent, expertise and service standards?**

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**Coming together is a beginning ... Keeping together is progress ...  
Working together is success.**

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# What Business Are You Really In? - Defining Your Purpose.

05



**CREATE LOYAL  
PROFITABLE CLIENTS**



**CREATE COLLABORATIVE  
PROACTIVE CLIENTS**



**CREATE A CONNECTION THAT WINS  
THEIR HEARTS & MINDS**



**CREATE GREAT REFERRAL  
AMBASSADORS**

**Set your sights and never doubt your possibilities.  
Instead, doubt the limits you put on yourself.**

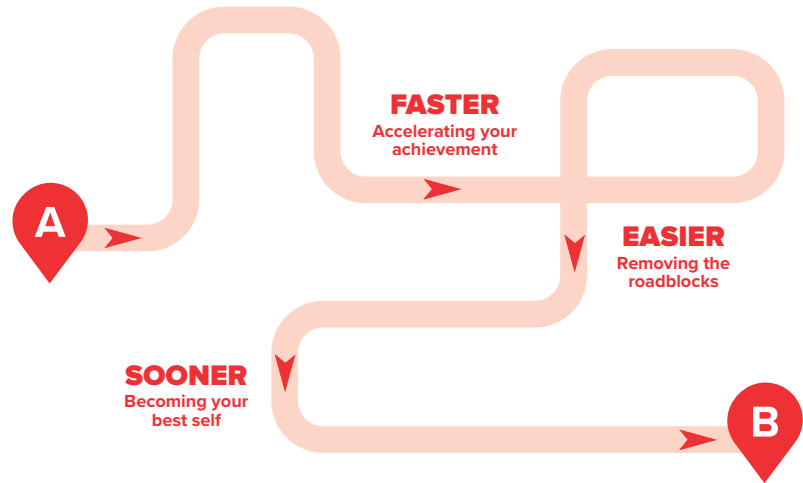


# GoalDriver Advantage!

## LET'S CUT TO THE CHASE

What would happen in your life personally and professionally, if you could go from where you are right now, to where you really want to be **FASTER, EASIER** and **SOONER**?

Most people don't know how to crack the code of accelerated achievement. They have never cracked the code and found the missing link that removes the roadblocks to elevate their successes.



What is **ONE GOAL** you would love to achieve this year?



What would happen in your life if you could achieve this goal **FASTER, EASIER** and **SOONER**?



**DRIVERS**  
Accelerate your achievement



**DESIRES**  
Formulate your plans



**DETERMINATION**  
Develop your mindset

Whatever your goal is you will never succeed unless you let go of your fears and fly.  
Sir Richard Branson





**FREE**  
Snapshot  
of your  
GoalDriver!

# Discover the 12 Performance Accelerator insights that drive you, the desires that inspire you & the roadblocks diminish your determination!

Your complimentary 4 page **GoalDriver Snapshot** will reveal the following personalised Goal Achievement Accelerators ...



<p>Your specific GoalDriver Profile</p>	<p>Goal Achievement Avatar</p>	<p>The 4 emotions that drive you</p>
<p>How others best describe you</p>	<p>The 4 desires that influence your thinking</p>	<p>What you most like in life</p>
<p>The best mindset for you to focus on</p>	<p>Your greatest fear</p>	<p>What happens when you are under pressure</p>
<p>One thing to stop doing now</p>	<p>What you least like doing in your life</p>	<p>The one roadblock you need to overcome</p>

**Take the 10 question assessment to get started!**

**5**  
minutes to complete!

Take the first step to achieving your goals faster, easier and sooner! Scan to the QR code to begin.



★★★★★  
My GoalDriver Profile nailed my Driver and clarified the blockages to help me increase my job and purpose fulfilment.

Kel  
NORTHERN TERRITORY, AUSTRALIA

[MyGoalDriver.com/snapshot](https://MyGoalDriver.com/snapshot)



# Continue the learning with Keith's Resource Centre

## KEITH'S BLOG

Join the the Passion Community! Each week Keith will send insights, information and inspiration straight to your inbox. As a welcome gift when you subscribe, Keith will also send you a few items (shown below) to assist you in your journey to finding your passion and living a passionate life.

[keithabraham.com/subscribe](https://keithabraham.com/subscribe)



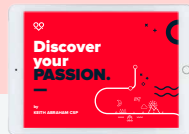
**100 LIFETIME DREAMS WORKSHEET**



**PASSIONATE PERFORMANCE AUDIO**



**DISCOVER YOUR PASSION EBOOK**

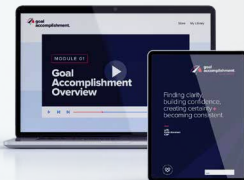


## ONLINE GOAL ACCOMPLISHMENT COURSE

You can access an online course specifically designed so you can achieve your goals faster, easier and sooner! This 14 module, interactive program has been designed to accelerate the achievement of your goals. Along with the 14 modules you will also receive a 52 page workbook and a free copy of my *Focus* audio book.

Valued at \$287, **today you can purchase for just \$97** with the code **THANKYOUNBONUS**. Save \$190!

[keithabraham.com/courses](https://keithabraham.com/courses)



## SOCIAL MEDIA

Follow Keith on your preferred social platform for regular insights and inspiration.



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[MYGOALDRIVER.COM](https://mygoaldriver.com)

