

Author and Experts VIP Experience

Your Personal Strategies For Professional Success With Mary Giuseffi

Congratulations! You are ready to launch into the mega success you deserve! You have tirelessly prepared for this moment and worked diligently on the writing of your book and the building your career that has set the stage for your quantum leap to Expert Status.

Welcome to the bottom of the top!

Do you know what the number one reason authors and experts do not succeed? They do not invest in the one thing that will separate them from the masses and allow them to gain the celebrity status and the success they richly deserve- **IMAGE!** They forget about creating their own best Personal Brand and Image- the “Sound Bites and Site Bites” that will seal the deal and pave the way toward book sales, speaking gigs, TV and radio interviews, thousands of social media followers, on line programs and personal clients!

Your First impression, Image, Personal Branding, Media Savvy and Training will be a key factor in determining your book’s Best Seller success and gaining your expert status across all media platforms.

I have worked with thousands of authors to achieve their goals personally and professionally by creating dynamic visual images, brands, book covers, photo-shoots, videos, websites, messaging, pitches and hooks and interviews that prove they have what it takes to be prime time! These elements, combined with persistent

consistent effort, catapult them to success! Combine those with media training, a success strategy, an action plan and targeted marketing plan and my authors careers skyrocket, All it takes is a clear vision of who you can be in the market place, who is your perfect client and a deep understanding and articulation of your special gifts and talents and your mission statement. You see, dreams do come true.

In 2015-2016 My Clients Have Achieved

- Multiple Appearances on National Network TV ABC, NBC, CBS and FOX, CNN and more
- Number #1 Best Seller
- TV Reality Show Star
- Paid Speaking Engagements and Personal Appearances for the Oprah Network, with Jack Canfield and many others
- Full Funding for their Kick Starter Campaigns
- Movie Deal Proposals
- Award Winning Book Status
- National Magazines and Journal Articles
- National Days named in honor of their books, platforms and charities
- Thousands of social media followers
- Profitable coaching business
- Successful online programs
- Radio Interviews

Do these goals sound like something you would like to achieve?

So, what do they all have in common?

They are all Mary Giuseffi VIP's.

Each of these experts has worked with me personally to create dynamic brands, learn the crafts, acquire the skill sets and implement a solid strategy for success. Each of these people have made the commitment to do what it takes to shatter the glass ceiling

and become who they were born to be. Successful Authors and Experts. Excellence is in the details.

I am 100% committed to your success! The question is, are you?

Your investment is real! Don't cut yourself out of the equation. Don't stop short of doing everything possible to be the last person standing to best represent and communicate your brand to the world.

I recently appeared on The Today Show sharing my philosophy on branding. "How you look + How you speak+ How you act = Your personal Brand Equation". Your success relies upon your relatability, relevancy and rapport. Your success depends upon your audience immediately knowing that you alone are the one person who can solve their unsolvable problem.

Over the past 12 years, I have created a proprietary formula that has helped thousands of authors and experts reach and exceed their goals of becoming best selling authors, paid speakers and internationally recognized TV guests. I want to share these secrets with you. I have not only done this for my clients, I have achieved these goals for myself. Not only do I talk the talk, I actually walk the walk myself. I know how you feel. I felt the same way. I have found the answers to the questions that keep us all up at night. "How do I succeed? " The answer is right here.

Your VIP day will be totally customized to your needs, goals and commitment to success. Your VIP Day actually begins before we meet in person and extends beyond the day we share. Your VIP Day will be created exclusively for you, and will include the elements necessary for your growth and clarity, enhance your communication skills.

YOUR VIP EXPERIENCE RESULTS

Your will:

1. Gain confidence in your image and your ability to be your own best brand ambassador.
2. Have clarity on your message and focus your audience.
3. Learn how to act “on camera” and give a stellar performance whether you are on national TV, creating your own You Tube videos or teaching your online program.
4. Know exactly what to wear to get booked on TV, optimize your effectiveness, enhance your likability and increase sales at every public appearance and media interview.
5. Learn how your website, social media and marketing materials should look, feel and act like to keep your audience coming back for more.
6. Have a success strategy that will 100% increase your opportunities for success, profitability and even become a household name.
7. Discover the secrets of how to create winning pitches and hooks that catch producer’s eyes and land you gigs.
8. Learn how to pose for all your publicity photos and PR Events by learning about your body and how to present it the best way.
- 9 Discover how to become an A+ guest and learn insider information on working in the entertainment industry.
10. Create Sound Bite and Sites bites that your audience will find irresistible.

Why is your Image are Personal Brand Important? Here are the facts:

50 Milliseconds: The time it takes for your client to form a first impression of your value and ability

8 Seconds: the time you have to convince your client that you are unmistakably undeniably the answer to their prayer.

93%: The impact color and appearance has on a buying decision.

80% the increase in conversion rate by including video on a landing page

90% of users say that seeing a video about a product is helpful in the decision process.

100% The rise in YouTube mobile video consumption every year.

The Journal of Experimental Psychology showed that clothes with high social status can increase dominance and job performance in “high-stakes” competitive tasks. Well-dressed professionals give an air of confidence power and control, which provides a crucial advantage over others in sealing a profitable deal.

Forbes Magazine says that how you dress conveys to the world how you feel about yourself. Your self-expression also conveys your ability to be successful in the world. If you dress successfully you will exude the confidence and ability to be professionally successful. Your look determines your influence. Your influence determines your success.

These are just a few of the facts that prove your Image, Brand and On Camera Skill set are the difference in your success and failure.

Are you ready? Let’s talk about exactly how it works. Your VIP Day in LA will include selections form below created especially for you!

YOUR VIP EXPERIENCE OPTION 1

“Sight Bites”

Package Position and Promote to Perfection
\$4999.00

Discover and Articulate Your Unique Value Proposition
Refine Your Message
Identify Your Audience demographic
Create Your Personal Brand
Articulate “Sound Bites and Site Bites”
Develop Your Ultimate Color and Style Guide
Wardrobe Analysis
Personal Shopping

**Make Over
Posture and Poise
Marketing and Social Media Overview**

**YOUR VIP EXPERIENCE OPTION 2
“Sound Bites”**

**Media Training, On Camera and Video Shoot for the
Ultimate Sound Lights Camera Experience
\$5999.00**

**Wardrobe Selection
Hair and Make Up
Personal On Camera Workshop
Scripting
Video Shoot which includes 5-7 finished and edited tapes
Media Training
Marketing Strategies**

**Buy Both Packages \$8999.00
Save \$1999.00**

or

**YOUR CUSTOM PACKAGE OPTION 3
Create a Custom Package Starting a \$1999
Personal Branding and Shopping Packages are also
available in NYC, Florida or at Your Home
Travel not included**

Why work with Mary Giuseffi?

Mary Giuseffi is an internationally acclaimed Personal Brand Expert, Two Time Amazon #1 Best Selling Author, Speaker, Color Authority, Former Ford Model and Award Winning Humanitarian and Advocate for Women and Children. She is internationally recognized and respected, most recently appearing several times on The Today Show sharing her expertise on Personal Branding and Relationships. Mary Giuseffi appears across the broadcast platforms and speaks nation wide on Self Empowerment, Color, Women's inspiration, Personal Branding and Marketing recent appearances include the National Publicity Summit in NYC and Oprah's Belief Series Premier in Salt Lake City.

A former Ford Model and Producer, Mary's extensive experience in fashion and knowledge of beauty, on camera expertise and style sensibilities makes her a highly sought after consultant, confidante, and coach. She is the Coach's Coach. Her consulting business spans the globe having recently created exclusive personal brands and marketing strategies for several #1 Best Selling Authors, Experts, Entrepreneurs and Reality TV Stars.

Mary is passionate about successfully bringing her client's gifts and talents to the international platform. She purposefully and profoundly articulates their Unique message and Divine Purpose by creating "Sound Bites and Site Bites" which can be used to super charge their media presence and effectiveness as a dynamic persona and expert in their field. Having been on all sides of the camera for the past forty years, she is dedicated to utilizing her talents to capture and catalyze her client's talents and gifts. It is time for Mary to do the same for you. Are you ready to embrace your LivVivid Life.

TESTIMONIALS

"Mary, you're amazing! One consultation with you has paid for itself many times over. I had no idea I was wearing the wrong color all these years. Instead of wearing charcoal gray suits, I decided to follow your advice and wear a navy blue one for an upcoming speaking engagement. You assured me blue would resonate better with my audience and topic. Well, first of all, I felt a lot better. That's the kind of confidence you

instill. Then right before I went up to the stage to speak, a well-dressed man in the audience grabbed me by the arm, and said, 'Excuse me, can you tell me where you got that tie?' He then asked me for your number! But that's not all. I spoke for an hour and brought in \$42,000 in sales. Later that night, I asked one of the attendees why he signed up for my program. He said, 'I looked at you up there on the stage and I said to myself, 'That person shares my values!' You're right! People form impressions of us before we even speak. Thanks for showing me how to use the unspoken language of color, wardrobe and body language to persuade people to take action! I look forward to future consultations.'"
[Steve Harrison, *Bradley Communications*](#)

"Mary Giuseffi is a real gem! She has helped me tremendously to fine tune my image and brand. Her enthusiasm, expertise, and innate sense of what is right for each individual's unique personality makes her a joy to work with. I highly recommend her services for those wanting to take their career to the next level." [Teresa Anne Power, Children's Health and Fitness Expert and Author of the Multiple Award Winning Book *The ABCs of Yoga for Kids.*, #1 Best Selling Author, Expert and Founder of Kids Yoga Day](#)

I consider Mary Giuseffi largely responsible for the success I've had on this path! [Dr. Ish Major, Host, Marriage Boot Camp: Reality Stars, Psychiatrist and Author](#)

Words cannot describe how incredible my experience was working with Mary Giuseffi & her Assistant, Gina in preparation for a huge publicity event. They are not only the most kind & loving people to work with, but they are so talented & good at what they do! Mary provided me with such excellent guidance and advice. I felt so safe with her and more confident than ever! Thank you SO much again for all your help (and love) at the summit! I felt gorgeous because of you and I had so much success! Cannot wait to update you! I look so forward to working with her throughout my career for guidance, support, advice and a new wardrobe to look my best! Thank you Mary!!! [Kim Weiler, Author and Expert](#)

Thank you so much, Mary Giuseffi!!! Not only did I love my experience with you, I very much appreciate it!!! I came home full of excited energy... tried on my new cloths... LOVE them and feel wonderful!!! Thank you, thank you, thank you!!!! [Tina](#)

I have to give raving gratitude to Mary for her branding me with orange Levis jeans and Converse sneakers. Literally it is the site bite that is getting them in. the brand reviews keep rolling in so many of the 150 guests are coming up to me telling me the love the look, 'the sneakers slay me', and on and on. So many people came up to me both days saying how slayed they were over my brand. Of course I gave all credit to Mary. Mary's blend of her branding and her intuition makes her quite special — finding a look for a monk is, after all, is out of the ordinary and a challenge to say the least. She rose to the challenge and aced it! The 'sight-bite' attracted influencers to me like a magnet. People are so stoked by my brand many of these people, I am now beginning talks for strategic partnerships. [Swami Sadashiva Tirtha, Amazon #1 Best Selling Author, Speaker and Healer, TV and Radio Host](#)

I'm reading and re-reading your words of wisdom below, which resonate with me deeply. I thank you for your understanding, empathy, and support and helping me grow as a person as I grow my brand and spread my message. Your strategic advice, wholehearted support, and generous spirit have been instrumental to me on this journey. Thank you!

I honor you for sharing your valuable time, incredible talent, and positive support on this path. You made my video shoot in LA a most powerful experience. One of those videos I used to successfully raise \$15,255.00, fully funding my project on Kickstarter! You radiate so much love and energy in real life. [Master Phil Nguyen Amazon #1 Best Seller Author, TV Guest Expert, Speaker and Entrepreneur](#)

**Let's talk about working together for your success!
I cannot wait to meet you and create your personal
brand and success strategy!**

[Email me now to Reserve Your VIP EXPERIENCE](#)

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