

Have an idea?
Go from concept to reality,
idea to product in just 90 days!



Pamela Fischer
Head coach

Join us for...

move it!TM turning ideas
into action collaborative

Webinar begins February 14!

Are you ready?

Take the concept you've been thinking about for months, the project you've started and never finished, the next step you've dreamed about in your career, or the product you've always wanted to create for your business and **make it happen!**

Learn what it takes to **convert your ideas into tangible outcomes** — a book, new job, new revenue stream, new product. Then make a commitment and do it — or not! At least you know you got the right help to guide you and you made it happen or, you freed yourself to move on without looking back.

This is a limited opportunity to work with three experts at a price you can't afford to pass up. Be your own sweetheart and **give yourself a gift to move your business or career forward.**

12-week
course begins
Monday,
Feb 14, 2011 —
Makes a great
Valentine's gift
to yourself!

Find out more! Join us for a free call,
Monday, February 7, 2011, 12 – 1 pm CST

Over the past three decades we've helped hundreds of entrepreneurs and business people like you move ideas into action, communicate the money-making concept, build marketable services, and create personal and business brands. You have an idea, a message and we can teach you to convert it into a money-making product or position. We'll give you the tools and support to make it happen.

Meet the Move It! Team

> Pamela Fischer facilitates change.

At work, in relationships, in life — Pamela, Founder and CEO of Motivity and the leader of the Move It! course, creatively combines science, intuition and marketplace savvy to guide her clients as they step outside self-limiting patterns and expand their careers. **A seasoned facilitator, mentor and coach with more than 30 years' experience**, Pamela inspires people to go after what they want, and expertly guides them on how to make it happen.



> Gail Rhodes keeps it real.

One of the top storytellers in her field, Gail has the unique ability to capture the essence of a story and tell it in a visually interesting way. **An Emmy® Award-winning broadcast journalist with more than 14 years of experience**, she has written, produced and anchored numerous news and feature shows and interviewed countless newsmakers. After spending her career in front of the camera, Gail is an expert in the art of video media and a no-nonsense communicator dedicated to getting to the heart of each story.

> Nancy Essex sees what you're saying.

A visual communicator and designer with more than 25 years of experience, Nancy works on both sides of the brain to create both visually compelling and strategically positioned design that connects clients to customers and customers to products, services and brands. Expert at synthesizing complex issues and translating them into integrated, audience-targeted visual messages, Nancy has helped to shape dozens of ideas into tangible and marketable products and services.

Each of us have had successes in building a business, landing the big account, story or career position; we've also had our share of failures. **In Move It!, you'll learn not only the best practices of proven methods for making money on your idea or advancing your career or business, you'll also learn how to avoid the failures we've experienced. And MOST IMPORTANTLY, you'll learn how to take an idea out in the marketplace in your own way.** This is not a cookie-cutter, linear approach, but a course designed to allow you to develop your own way of conceptualizing, designing, delivering, and selling your idea.

What you get from Move It!

Learn “best practices” of creative minds from people within and outside of your industry. • Learn to “millennialize” your approach to turning your idea into a tangible result — skills that are essential for any business leader or individual contributor in the new age of the entrepreneur. • Learn to overcome the personal limitations or doubts that hold you back. Stop suffering, get it done. • Learn to let your full creative power unfold, and your voice to be heard. • Obtain tools proven by others to take your concept to market, and adapt that to your unique style.

12 weekly intensive web conferences with Pamela Fischer, Nancy Essex and Gail Rhodes featuring “best practices,” a synthesis of creative tools to facilitate your process, guidelines for creating quality content and money-making strategies to assist you in converting your ideas into products.

12 learning guides and facilitation assignments that walk you through a structure to sequence the important components you need to complete to assemble your product, book, dream job or new service, ensuring you stay focused and results-oriented to prove your idea has market value.

12 weekly collaborative and connected feedback opportunities. We facilitate group collaborative feedback and accountability tasks as part of the weekly sessions to help you succeed.

12 hours of original recordings of every web conference with Pamela, Nancy and Gail so that you can review what was covered if you have to miss a session, reference ideas or concepts when you are ready for them, and have a record of resources we provide.

Session 1: February 14
Standing at the Candy Counter

Session 2: February 21
Mise en Place — Putting Things In Place

Session 3: February 28
Cookbook — Designing and Writing Delectable Content

Session 4: March 14
Tasting Menu — Coaching on Your First Serving

Session 5: March 21
Serving Dish — Designing Mouth-Watering Presentations

Session 6: March 28
Equipment — Using Technology to Enhance Your Menu

Session 7: April 4
Monetizing — Making Money From Your Idea

Session 8: April 11
Tasting Menu — Coaching on Your Second Course

Session 9: April 18
Invitation — Plan Your Event, Launch, or Presentation

Session 10: April 25
Promotion — Influencing Your Audience to Purchase

Session 11: May 2
Tasting Menu — Coaching on Your Main Course

Session 12: May 9
Festival — Presentations and Collaborative Recognition

move it!™ turning ideas into action collaborative

Move It! is about... bringing ideas to completion • supporting, motivating and committing • thinking bigger, digging deeper, embodying courage • combining inspiration and practicality • doing, not stewing • defining, designing and developing your life's work • smashing through inhibiting patterns.



We've collected the best practices from many experts and industries to help you launch your big idea. We've designed a structure and created quality content to give you the tools you need. We will provide resources and share a network to tap you into. We integrate expert coaching, skill development, group feedback and accountability — everything you need to help test your concepts and keep you committed to complete your project in 12 weeks.

Join us for this life-changing, fast-paced course designed to get your ideas off your mind and into the world. Let's Move It!

The price for Move It! Turning Ideas Into Action Collaborative 12-week product creation program is \$299.00.

I'm in!
Register now. Email:
pamela.fischer@motivity.com

More info!
Find out more on our free call!
Monday, February 7, 12 – 1 pm

In just a few weeks from the start of the program, you'll be astounded when you look back at what you've accomplished. You'll be truly amazed and so proud.

Best of Success,
Pamela Fischer
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