



Your Recipe for Success

www.theshef.com

Being the best at what you do does not guarantee success anymore. Your employees, customers, and connections must rave about your personal *Recipe for Success*! Your audience will discover why more than 559,000 people from 58 countries rave about Dave "The Shef" Sheffield's *custom tailored* motivational, interactive programs that are packed with great content. Whether your audience is 20 people or 15,000 people, they will be fired up and *given tools that they can use right away!*

The Shef's Most Requested Programs:



Business groups, Executives, and sales teams *love* The Shef's upcoming book and dynamic program, **Blabvertising-The Art of Word-of-Mouth Advertising**. Your audience will *discover* the following:

- **Everyone sells the *experience* of doing business with you**
- 3 Strategies that help your business stand out from the crowd instantly!
- **"Referral Magic"- Grow your business by using this *one word***
- Becoming the top of mind expert in the eyes of your target market

► **How to Keep Your Head On While Working Your Butt Off!**

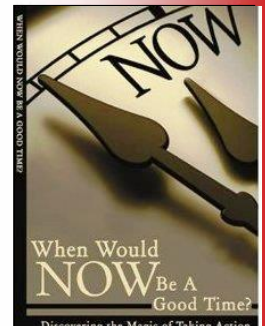
In today's crazy business and economic climate, does your team need to be reminded that the light at the end of the tunnel is *not* a train heading at them?

- **How to keep going when you want to give up**
- Secrets of communication (even with difficult people!)
- **How to embrace change, not fight it**
- Heavy doses of mental floss to inspire and motivate!

► **When Would NOW Be a Good Time?**

When it is all said and done...much more is said than done! This program will "light the fire" underneath your audience, compelling them to take action!

- **How to kill procrastination, and take immediate positive action**
- The #1 mistake people make when setting goals
- **How to create top of mind awareness within your target market**
- Creating the "Dream Team" necessary for your success



Partial List of Satisfied Clients:

Testimonials



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"Hiring you to speak to our group was the best investment in the future of our people and our Company that we have made in a long time."

Jim Nelson
Coldwell Banker

"Shef did a great job of firing our audience up! His customization and stories were the exact message we needed to hear!"

Bruce Gibbs
CEO
GFI Digital, YPO Member

"Shef knocked it out of the park for our employee meeting. He was engaging, motivating, and provided tips that our staff could use right away"

Tim Heim
Sr. VP, Innkeeper Hospitality
Services, LLC

"Shef's ideas were easy to implement, and created immediate results. Our sales jumped 35% within 60 days!"

Chris Glass
Terrostar Technologies, Inc.

"Shef's Recipes for Success are simply AMAZING!"

Rich Redmond
Drummer, Jason Aldean Band



For booking information, contact
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563-343-5412.