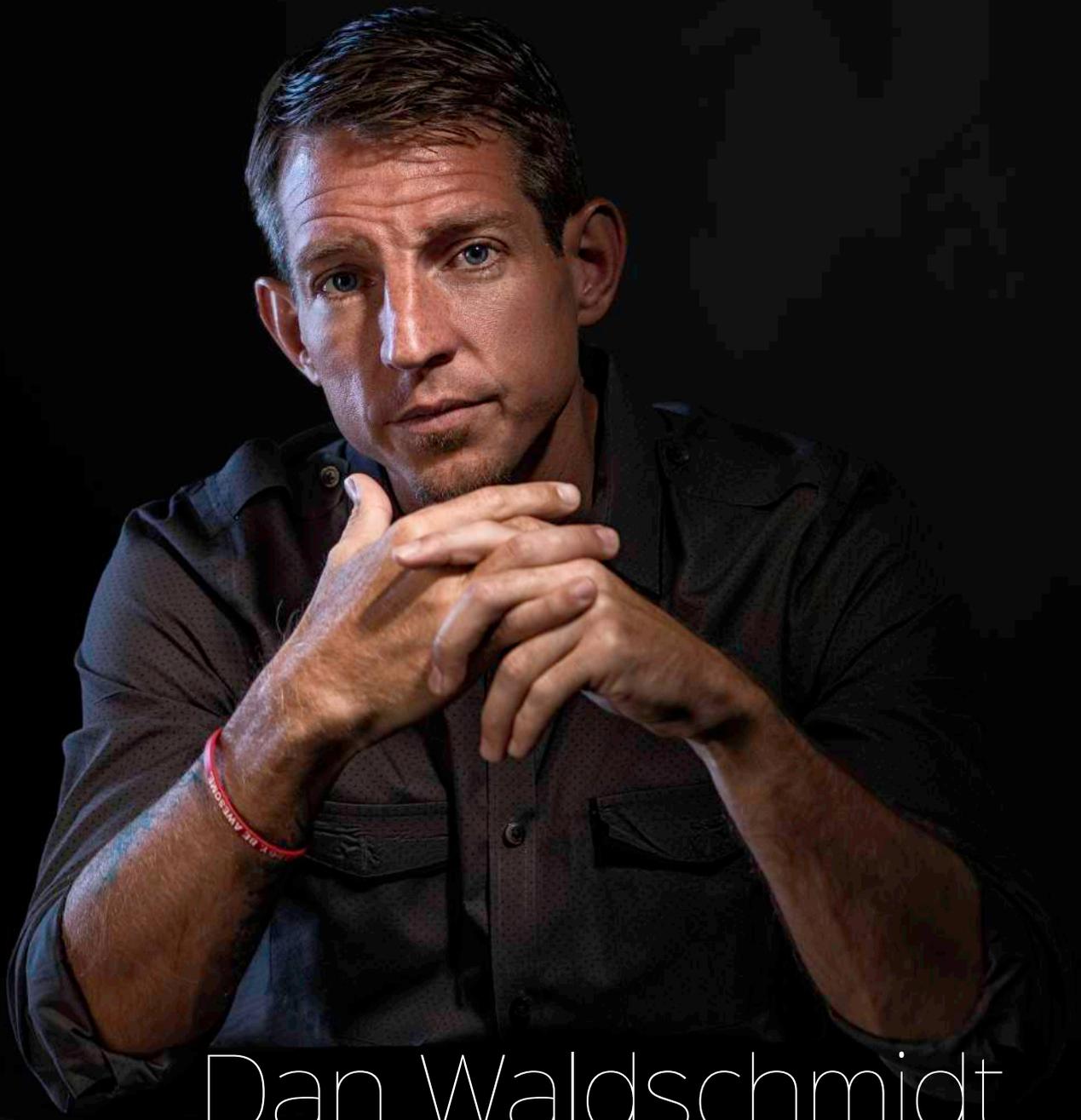


# EVERYTHING YOU NEED TO KNOW (ABOUT DAN WALDSCHMIDT)



Dan Waldschmidt

Billion-dollar business strategist

# WHY DAN?



Blog called one of the world's  
**TOP 7 SALES BLOGS**  
by the Wall Street Journal



Internationally recognized  
**AWARD WINNING**  
billion-dollar strategist



Champion ultrarunner,  
**EXTREME ATHLETE**  
and former MMA fighter

## INTERNATIONAL BEST-SELLING AUTHOR OF AWARD-WINNING BOOK

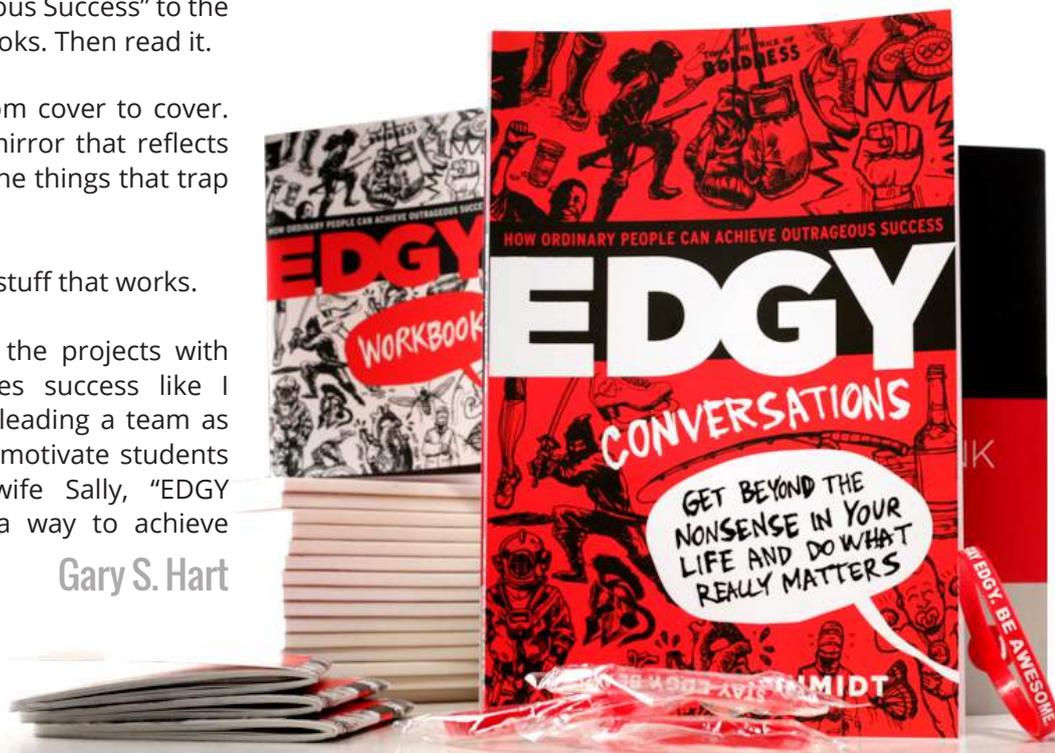
Add "EDGY Conversations: How Ordinary People Can Achieve Outrageous Success" to the list of classic motivational books. Then read it.

I was moved and stirred from cover to cover. "EDGY Conversations" is a mirror that reflects the stuff we all hide inside, the things that trap us from achieving success.

"EDGY Conversations" is the stuff that works.

Whether you're a kid from the projects with outrageous dreams of sales success like I was, an executive or coach leading a team as I did, or a teacher trying to motivate students and instructors like my wife Sally, "EDGY Conversations" offers you a way to achieve outrageous results.

**Gary S. Hart**



# WHO LISTENS TO DAN?



Dan influences senior leaders at some of the biggest companies and associations in the world. Here are a few of the organizations that have experienced massive growth following Dan's advice.



# THE MEDIA LOVES DAN TOO



# REAL TALK

Dan's spent his life attempting (and often achieving) the outrageous. He refuses to accept business as usual – making him an unconventional, yet highly effective, consultant to some of the world's largest companies.

Having devoted years to studying thousands of the world's most unlikely high performers, in his talks crafted especially for you, he'll share stories of ordinary humans achieving outrageous success that will enliven you to launch an extraordinary life.

You'll leave the experience understanding the strategies he uses to empower billion dollar businesses see big wins and feeling as though you've been gifted a map to the moon and the rocket to get you there.

“

THERE'S NO SUCH THING AS  
BURNOUT. IF THERE'S ENOUGH  
FUEL, THE FIRE ALWAYS BURNS.

Dan Waldschmidt

**Here are a few of Dan's past speeches that clients have raved about:**

**Everything You Think You Know About Success Is Wrong**

**28 Epic Strategies to Take Your Business to the Next Level**

**Creating an Internal Culture of Success**

**21 Reasons Why Your Global Growth Plans Still Aren't Working**

**Sales Secrets of Billion-dollar Companies**

**34 Killer Secrets of High Performance**



# EVERYTHING YOU THINK YOU KNOW ABOUT SUCCESS IS WRONG



## PURPOSE

Ultimately, success is not about what you do. It's about how you think. How you approach problems, how you fundamentally see the world determines your outcome.

## WHAT AUDIENCES LEARN

The four principles of "EDGY":

- Extreme Behavior – expand your perception of possibility
- Disciplined Activity – execute flawlessly and consistently
- Giving Mindset – stop trading, start giving
- (Y)Human Strategy – emotional intelligence regulates success

## APPLICATIONS

For senior leader retreats, company-wide events, kickoff meetings, and any audience you want to perform at an elite level.

The EDGY philosophy lends itself to solving life problems – all areas. It makes you better at what your audience is already good at. It is the gateway and guiding hand to high achievement.

- Growing sales
- Empowering teams
- Becoming physically fit, mentally fit, and financially fit



SUCCESS HAS A PRICE. IF YOU AREN'T PREPARED TO PAY IT, YOU  
SHOULDN'T EXPECT TO ACHIEVE IT.



Dan Waldschmidt

# CREATING AN INTERNAL CULTURE OF SUCCESS



## PURPOSE

Driving outrageous performance is less about the tools you use and the training you offer than the environment you create to inspire super-human performance.

The hard truth about business performance is that most of our training efforts are a waste of time and have almost no impact at all on long-term growth. Leaders teach new skills but fail to cultivate an environment where employees develop the will to apply what they learn and exceed expectations.

## WHAT AUDIENCES LEARN

7 Proven Strategies to Empower Outrageous Results from Ordinary Individuals:

- Perception of effort
- Living fit
- Importance of Morning Rituals
- Using Smart Tools
- "Awesome" is a tangible business goal
- Gratitude is a habit not an emotion
- Possibility is just someone's opinion

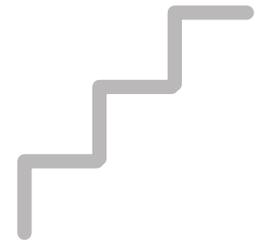
For senior leaders and associations who need to generate high performance out of themselves, their team, or their members.

If we apply the lessons learned by looking at how champion athletes train or the discipline behind scientific breakthrough, we begin to see the importance of nurturing a winning mindset.

Learn 7 proven strategies unlikely Olympic champions, billion-dollar business startups, and industry juggernauts employ to cultivate winning mindsets -- and ultimately become unstoppably successful.

## APPLICATIONS

# 28 EPIC STRATEGIES TO TAKE YOUR BUSINESS TO THE NEXT LEVEL



## PURPOSE

Your organization has already achieved some impressive metrics. But you've realized that to get to where you want to be, that's not going to be good enough. You understand that for your organization to achieve results you've never had, you have to do something (or "some things") you've never done before.

## WHAT AUDIENCES LEARN

That's where Dan comes in. He'll present 28 epic ideas including these:

- How to Craft a Winning Strategy
- Developing a Culture of Champions
- Why Battles Are Won on the Training Ground, not the Battlefield (the value of preparation)
- Why Hard Work Works (and how to work hard)

## APPLICATIONS

For senior leaders looking to dominate their industry and associations looking to grow their influence.

Dan Waldschmidt will provide valuable insight to help your team succeed in all areas - personal & professional - because business problems are really people problems.

- Developing the right tools to measure the right outcomes
- Hiring highly productive employees that will grow with (and help grow) your organization
- Running effective meetings (hint: don't have any)
- Implementing successful training programs & continuing education

# 21 REASONS WHY YOUR GLOBAL GROWTH PLANS STILL AREN'T WORKING



## PURPOSE

Dan Waldschmidt shares the secrets of his world-renowned consulting firm in such a way that you'll leave breathless—but inspired to create your own outrageous success story.

## WHAT AUDIENCES LEARN

If you want total world domination in your industry, your organization needs to follow a few unconventional ideas.

- The value of local relationships in the global battle for industry domination
- Why “trial balloons” will always burst -- and leave your whole company in shambles
- What to do when you (and your firm) don't know what to do

## APPLICATIONS

For international organizations & those looking to expand into international markets.

- Crafting an effective cross-cultural message
- Driving massive global growth despite local economic conditions
- How focusing on tactical excellence can help you win big - but fail bigger



BEING MORE PRODUCTIVE IN BUSINESS IS ABOUT HAVING BETTER  
CONVERSATIONS WITH YOUR CLIENTS.



Dan Waldschmidt

# SALES SECRETS OF BILLION-DOLLAR COMPANIES



## PURPOSE

Drawing on over a decade and a half of massive scaling both startups and Fortune 500 firms, Dan Waldschmidt shares 21 ideas to help you achieve the same level of success—everything from smothering your customers to using your humanity to your advantage.

## WHAT AUDIENCES LEARN

The hard truth about massive sales success is that conventional strategies no longer work.

- Why empathy is everything
- Honesty is more than just telling the truth (*it's about recognizing when a win was just plain luck*)
- How giving it all away can be a successful sales strategy

## APPLICATIONS

For sales leaders that want to drive massive results.

- Developing personal discipline that'll lead to company-wide growth
- Refuse to hold on to the past
- Crafting a winning mission statement



A RESOLUTION IS WHAT YOU TELL YOUR FRIENDS. RESOLVING IS WHAT MAKES YOU GET BACK UP AFTER YOU'VE FAILED A FEW TIMES.



Dan Waldschmidt

# KILLER SECRETS OF HIGH PERFORMANCE



## PURPOSE

Working with the largest organizations around the world, Dan Waldschmidt understands the keys to unlocking breakthrough success. He works with firms in over 30 different verticals in 13 different countries to market, message, and scale massive growth efforts across the enterprise.

The secrets he's learned and that he'll share have increased response rates by 520x and generated 900% revenue growth - and will help you drive the success you've been yearning for.

## WHAT AUDIENCES LEARN

Common strategies lead to common outcomes. Learn how to become extraordinary.

- How to deal with stupid people
- Framing up the message regardless of communication platform
- Emotions matter. Even when you think they don't.

## APPLICATIONS

For senior leaders and organization-wide events where the audience needs to achieve massive growth.

- Developing meaningful charity days
- Dealing with workplace disputes like champions
- Structuring your corporate finance strategy to facilitate high performance

# TESTIMONIALS



**DAN DOESN'T SUGAR COAT IT - GET OFF THE COUCH, QUIT MAKING EXCUSES, GET TO WORK, AND TAKE RESPONSIBILITY FOR YOUR OWN LIFE.**

**Kelly R.**

**...to say it was gripping would be an understatement.**

**Robert T.**

...it's an experience. I loved the messages and appreciated Dan opening up and sharing his story.

**Andrea W.**

Dan cuts like a battle-axe to the real truth and the monetized methods of getting bigger sales faster.

**Tom S.**

The business world needs Dan Waldschmidt's edgy ideas. He shakes the status quo and kills the sacred cows.

**Jill K.**

Dan Waldschmidt is a genius. His edgy conversations for business will make you think.

**Frank R.**

Dan has a compassionate ear, an innovative mind and a provocative style...

**Nancy S.**

**Dan has the mentality of a champion...**

**Evan T. C.**

I have been in business for almost 20 years and I have never met anyone with Dan's perspective. His insights are different, edgy and force you to think.

**Kelley R.**

He's a cross between Zig Ziglar, Gary Vaynerchuk and your favorite motivational speaker. He talks about business, but really talks about life.

**Matt H.**

# GET THE MOST OUT OF DAN



## FEE SCHEDULE

*(does not include reasonable travel accommodations)*

### CHARITY



Do you have big dreams but a small budget? Let's talk.

### KEYNOTE



\$20,000

### FULL-DAY



\$30,000

### INTERNATIONAL



\$35,000

**Want to get the most out of Dan when he's at your event?**

**Here are a few ways past events have used Dan (in addition to his speech).**

- Schedule one-on-one time with key business leaders
- Open up the question and answer session to the entire group
- Offer your VIPs an exclusive dinner with Dan the night before
- Have Dan deliver multiple keynotes, workshops, or breakout sessions



YOU'RE NOT AFRAID OF BEING SUCCESSFUL.  
YOU'RE AFRAID OF HOW HARD IT'S GOING  
TO BE UNTIL YOU GET THERE.

Dan Waldschmidt

IF YOU'RE LOOKING FOR PROVEN, IN-YOUR-FACE CONTENT THAT DELIVERS IN AN INSPIRED FORMAT WITH RICH STORIES, THEN YOU NEED DAN WALDSCHMIDT AT YOUR NEXT EVENT.



**LET'S TALK ABOUT DAN.**

