

iDOMINATE



Speakers Magazine

JULY 2022

UNLOCKING THE
10 M SPEAKER
SUCCESS FORMULA

IS CUSTOMER
SERVICE A
LOST *Art?*

JIM ROHN
*MAN, MYTH,
SPEAKER LEGEND*

The Recipe
FOR EFFECTIVE
DECISION MAKING

BEHIND THE MIC
BILL WALSH

The POWER Behind
The Powerteam



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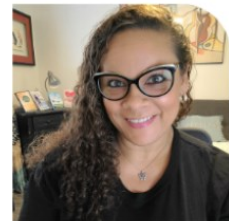
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Editor's Note

Recognizing Excellence in the Art of Speaking



If you are reading this magazine, you have most likely been inspired by, motivated by, or encouraged by a Professional Speaker. Whether that Speaker was a teacher, preacher, boss or your grandma, Speakers play a vital role in our society. As far back as you can go in human history, you will find the "Art of Speaking" as an integral part of life.

The study of public speaking can be traced back to around 2,500 years ago in ancient Athens. Men were required to give speeches as part of their civic duties. Almost all jobs today, require some form of public speaking. It is also said that, speaking in public forms is the most terrifying thing known to mankind.

For that reason, the individuals highlighted in this issue, have accepted the challenge, and overcome their fear, to become some of the most sought-after Speakers in their industry. The range from pastors to coaches and everywhere in between.

They challenge us, inspire us, and motivate us to be our best selves.

I'm excited to introduce many of these amazing Speakers to the world. Learn about each of them and see the impact they are having in the world. Some you may recognize by name, others will be new to you, but each of them is worthy to be named as an iDominate Speakers Magazine "Top 25 Speaker for 2022."

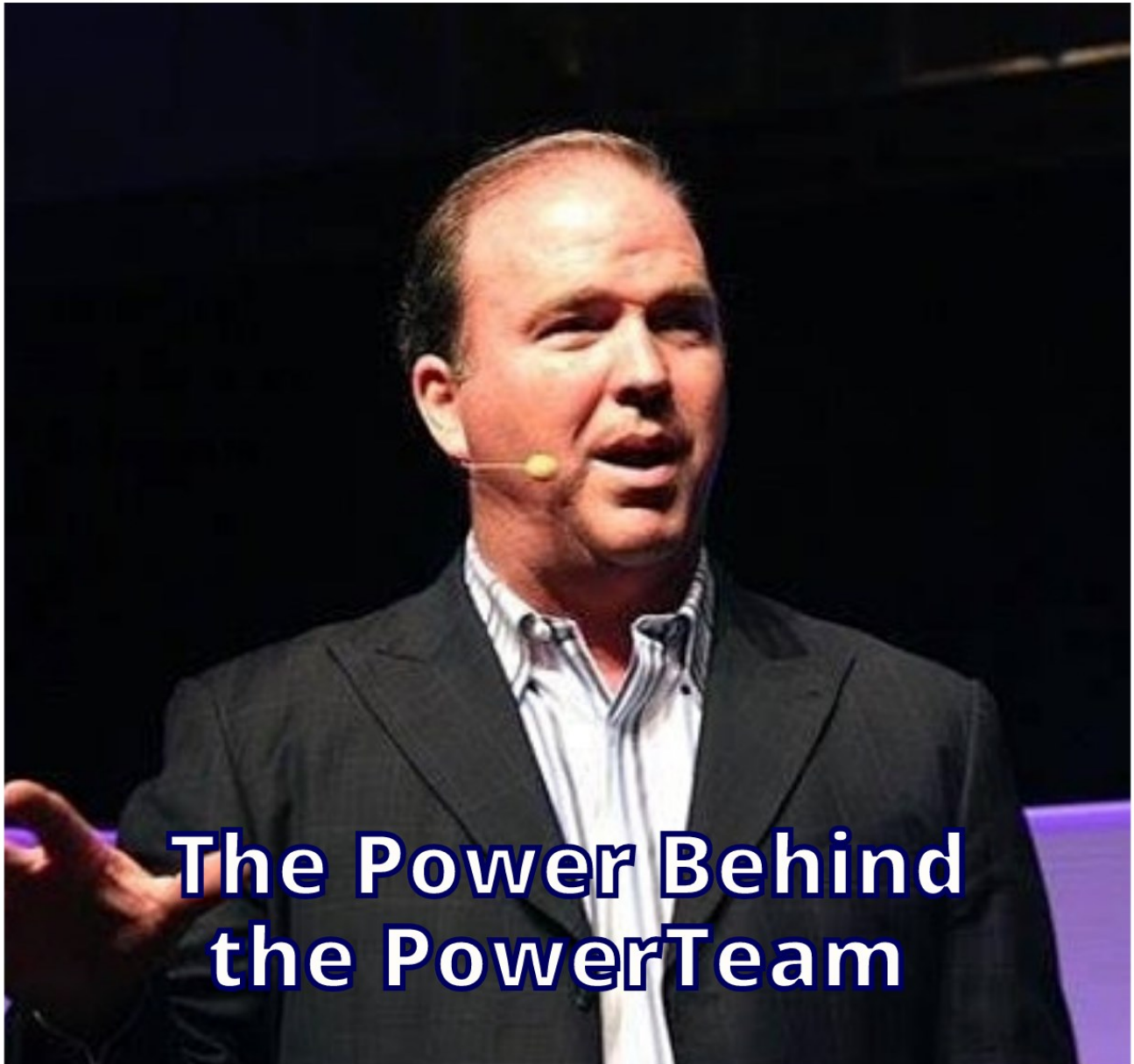
Dr. Will Moreland
DR. WILL MORELAND
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Dr. Will goes...

BEHIND THE MIC

With

BILL WALSH



**The Power Behind
the PowerTeam**

on Saturday nights. Anyone that stayed over, was recruited to help me on Sunday morning.

That led to my lawn more business, because my dad said I had to cut the grass, but I said, "The grass had to be cut, but not by me." My newspaper customers became my lawn service customers, so I had a pretty good thing going. I eventually started racing BMX bikes and got to really hang around some cool dads that were entrepreneurs and they were able to be at all the races. My dad was cool, but he had to work, and would work on the weekends, in order to get the time and a half pay. Early on I knew when I had a family, I wanted to build my life around "Family, Faith and Fun" a concept I teach to all our entrepreneurs.

After college I worked as a trader for almost a decade. Then as a consultant, where I would help turn companies around and make them profitable. I enjoyed helping business owners with their vision, systems and growing their businesses. Then in 2000, I was burnt out. I went into retirement, but it only lasted two years. I was back in business. I launched a company called Successfolio, partnered with two great companies, Godaddy and Franklin Covey. We were in 20 countries in 20 months supporting business owners and helping them

scale their business. From there we launched Rainmaker, our business incubator that meets four times a year. The model here was to not just earn money, but how could we really serve clients. When you chase money, that's hard, but when you serve, the money flows to you. For us to earn a million dollars, we only had to serve, 200 clients. That became our number one focus, serving clients. Within five years, we became one of the top ten seminar companies in the world.

So, that's a long story short.

DW: Bill what an amazing journey you have been on. I've been privileged to see a lot of this growth and speak at a few of your events. They are always Grade A. I know your company works with Speakers as well. Our magazine is geared toward Speakers, Authors, and Consultants. Can you talk a little about the importance of a personal brand?

BW: To really grow your business, you have to expand your brand. And your brand starts with your story. Who you are and why do you do what you do. What makes you come alive, what inspires you. You must understand this at the core. As the brand, what is the result you deliver for your customers. If your marketing and





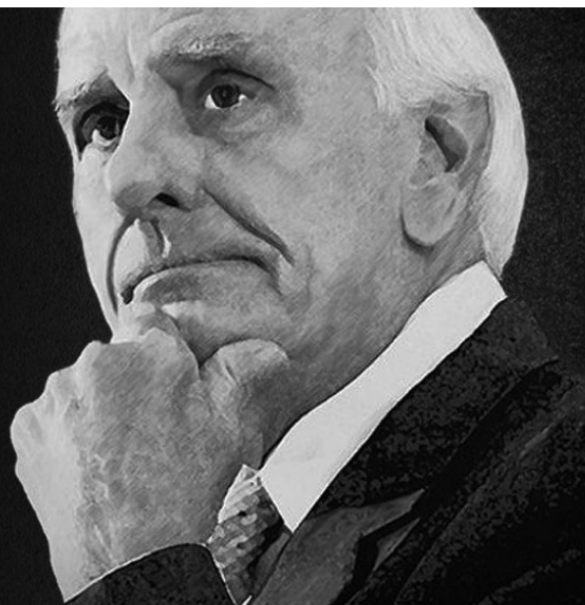
PHOTO CREDIT: Success.com

Jim Rohn

Man, Myth,
Speaker Legend

“If you **don't like**
how things are,
change it.
You are not a tree.”

Jim Rohn



DR. WILL MORELAND

Imagine hearing something that changes your life. Changes the way you see the world. Changes the way you see yourself.

That's exactly what happened to me over 20 years ago, when I heard Jim Rohn speak. I was introduced to Jim Rohn by Les Brown. In one of the audio books, I was listening to, Les made mention of Jim several times. When one of your mentors mentions someone that has had an impact on their life, you take notice.

I went on the hunt for some Jim Rohn content. The first audio I heard was called "Designing Your Life." I was hooked. I have listened to Jim almost every day for the last 20 years. I have listened to the "Designing Your Life" audio 3000 times by itself.

In fact, my daughter was recently visiting, and I asked

her, do you know who Jim Rohn is? And she said, "Is he the guy you always listen to with the funny stories." I said, "He sure is!"

Jim had a way of telling stories, sharing philosophies that made the listener lean forward in their chair to hear it. One of Jim's most famous philosophies was the idea that you can control your outcomes. You may not be able to control what happens to you, but you can control how you respond to what happens to you.

During those early years of listening to Jim, I had a lot of excuses. I had a lot of anger. I pointed the finger at so many people and things as the reason I wasn't experiencing the success I wanted in life. I blamed society. I blamed my parents. I blamed my neighborhood. The more I listened to Jim, he gave me tools to reframe my thinking.

He helped change my perspective on how I saw the world, myself, and my challenges.

As I began to allow this new information to transform my mind. I felt my attitude change. When my attitude changed, my thinking changed. When my thinking changed, my language began to change. I started to see different results in my life. Good things started to happen for me on a regular basis.

I no longer felt helpless or defeated. My outlook on life was now positive. My past was not a prison, it was a platform. My problems weren't just problems, they were potential.

While listening to that one audio, Jim shared that there were just a few things that changes a person's life and when you find it, just focus on those few things. I started to look for the few things in my life that would make all the

JUST GO FOR IT!!!!



KAMA BURTON

It's been said, "No pain, no gain!" Pain is not something we want to feel or experience, but for many, it's been their pain that's helped them gain their strength.

In my life I experience pain through a marriage that I wouldn't wish on anyone. From controlling behavior to physical abuse, I completely lost who I was. But during that time of pain, I would do things to better my life with hopes of change. Change doesn't always come in the form we'd expect or even desire. My desire was that my ex-husband would change if I would "better myself" for him. Little did I know, every move I made to better myself for him, I later

realized, I was creating a powerful and success future for myself.

Taking hold of my life by returning to school, during my marriage, to achieve my bachelor's degree in Business Management, later afforded me an Adjunct Professor at Moreno Valley Community College teaching my favorite subject, Real Estate. This has one of my biggest accomplishments. During my marriage, I was able to become a license REALTOR® which has allowed me to now become a Broker and with my experience, open my own Real Estate company, CMB Realty Services. It was through my pain and my struggle; I found my

strength and discovered my passion. It's important for one to reflect on their life and find their true passion and pursue it. Pain, whether through childhood trauma, a bad relationship or just being around the wrong people can be strengthen if one wants to create a stronger future.

Here's a few ways to build strength:

- Pray & meditate daily, ask the Lord to guide your footsteps
- Because Self-Care is not Selfish, find time for yourself. It could be a massage, a movie or spending time with friends or family.
- Affirm who you are often.

Every day, say affirmations to yourself by looking into a mirror, even if you don't believe it to be true at that time/ There is power in words, speak those things as though they were.

• Don't give up on yourself! Regardless of what comes your way, don't give up and keep pursuing your passion, despite the obstacles. Always keep in mind, you can always create the future of your dreams, if you take the time and just go for it!

DR. MICHELLE STURGIS

The Brains Behind the Kentucky Derby



Marc Johnson

Contract Director / Technical Director for ESPN, FOX SPORTS, CBS SPORTS, NBC SPORTS, , TVG, Del Mar Racetrack in San Diego, CA & Churchill Downs for the Kentucky Derby.

Marc Johnson, thank you very much for granting me this interview on behalf of iDOMINATE Magazine, I want to discuss leadership technology, which I call your team the "brains behind the Kentucky Derby".

The Kentucky Derby is an exciting time for Louisville, Kentucky; held yearly during the month of May, with many events leading up to the actual day, bringing in people and celebrities from all around the world. In attendance this year were Janet Jackson and former

NFL Denver Broncos running back Terrel Davis as speaker.

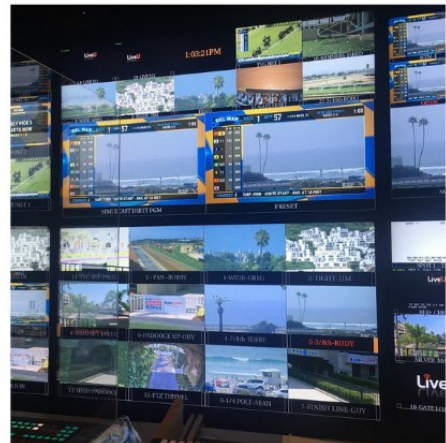
So that the readers get to know you, let's begin our interview:

Q: For our readers, share a little about yourself and what your leadership role is in preparing for the Kentucky Derby?

A: I'm the owner of "Thoroughbred Network LLC" (social media Blog providing news & information in the Thoroughbred industry along with providing handicapping

tips for major races). Also, Contract Director/Technical Director for ESPN, CBS Sports, FOX Sports, NBC Sports, TVG (The Leading Horseracing Network), Del Mar Racetrack in San Diego, CA & Churchill Downs for the Kentucky Derby.

I've worked in Broadcast Media for 32 years. (20 in News; 12 in Live Sports Broadcasting.)



I currently work a variety of news & sports events throughout the country. Being from Kentucky, Thoroughbred racing has been a passion of mine. I was first given the opportunity to work as Director/Technical Director for Churchill Downs Fall 2011.

Preparing for the Derby, I work with the Churchill Downs Engineering & Broadcast department to provide content on the World & Simulcast Feed for those wanting to wager & watch the Kentucky Derby & Oaks. I handle the set-up of production switcher making sure all cameras and sources within the control room used during the broadcast, are ready

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Speakers Magazine

Top 25
Speakers
of 2022

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Arel Moodie

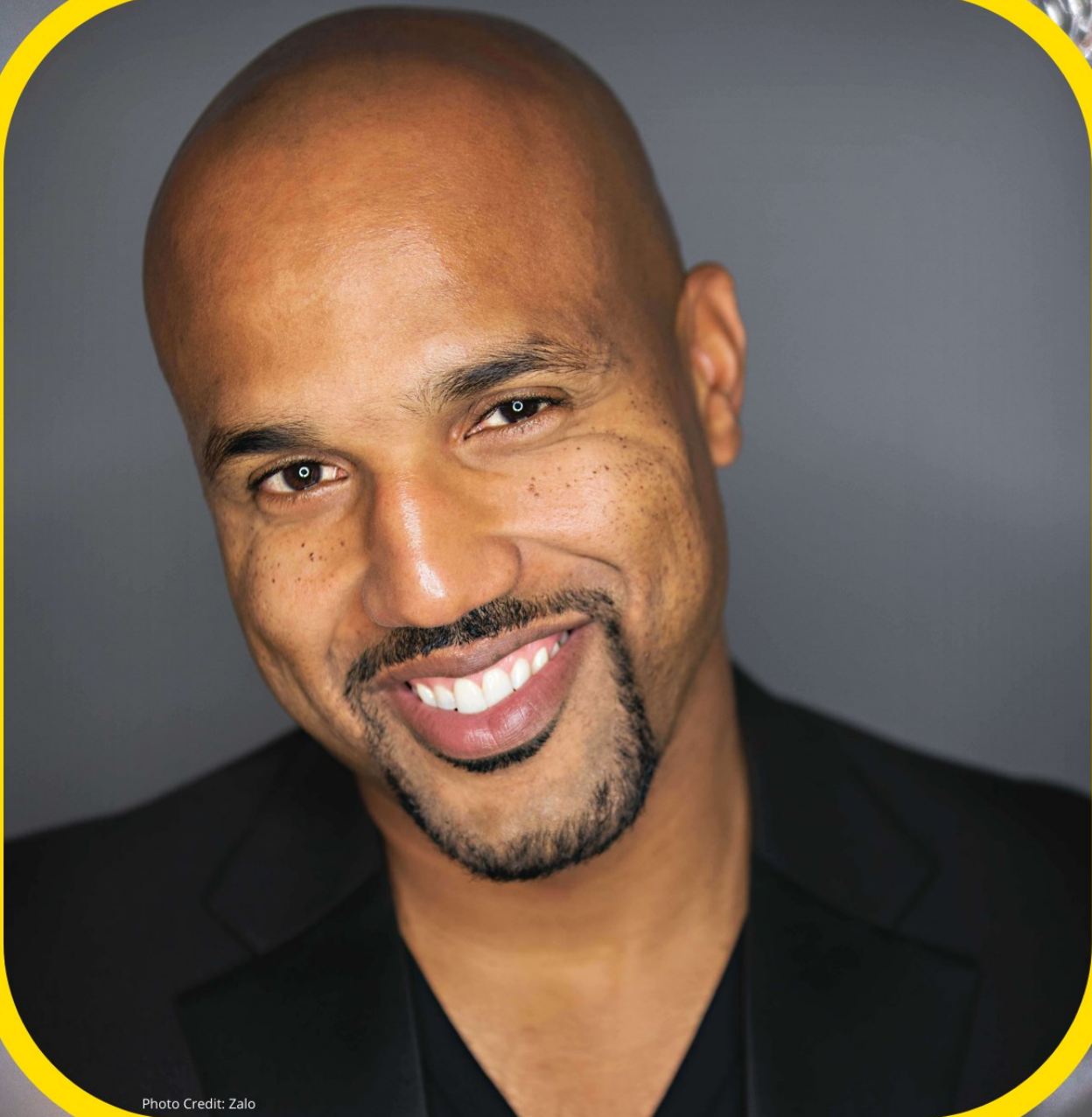


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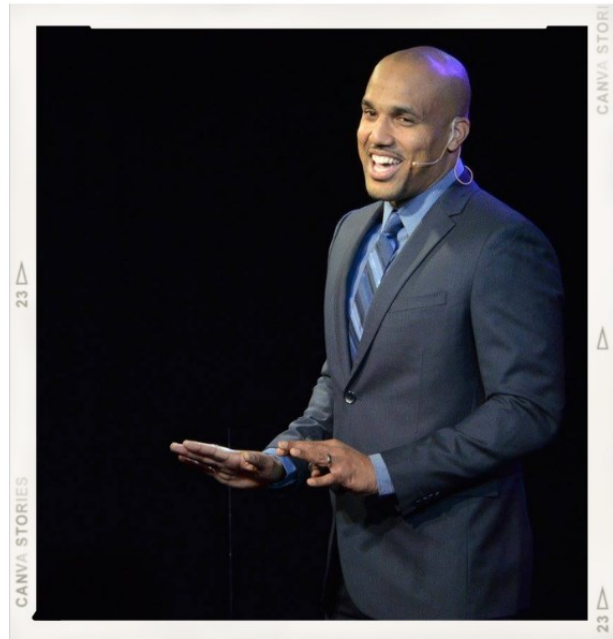
iDOMINATE *Speakers Magazine* *Top 25 Speakers* **of 2022**

Arel Moodie

Arel Moodie is a best-selling author and professional speaker who has spoken in 48 states and 5 countries to over 750,000+ people.

He is a leading authority on “Adult Development Theory” which helps explain why people make the choices they make and how to use this information to better ethically connect and influence those around you.

He has been invited to speak at the White House twice and to speak on the TEDx stage 3 times. He is the host of the Disney+ show “Family Reboot” and has been quoted in media outlets such as



The New York Times, USA Today, Forbes, Black Enterprise, Huffington Post, and contributor to TV shows like The Doctors.

Arel has built multiple 7-figure businesses including an education company and mastermind. Arel now is the co-founder of a survey software called “Talkadot” that helps professional speakers get objective data from their talks to prove the value of their message and effectively pull speaking leads from their audiences.

You can get a free Talkadot account by visiting www.talkadot.com

