



Helping Entrepreneurs go
from Overworked,
Underpaid Employees in
Their *Own* Business to
Predictably Profitable
Entrepreneurs, while doing
LESS than they are
currently doing.

ERICA *ef* FERNs

Make your next event unforgettable by having Erica Ferns on your stage. World-class speaker and internationally recognized business strategist and transformational NeuroSuccess coach.

Using Brain Science and my Proprietary Profit Pathways Business Model, I help impact-driven entrepreneurs, coaches and service providers make more money, so they can grow predictably profitable businesses and FINALLY create the Impact, Income and Freedom they crave. -Erica Ferns

In today's economy, there is more online constriction and congestion than ever before. As a result, most entrepreneurs have been sucked into the marketing black hole and are operating from a faulty business model. This has only led to more wasted money, frustration, fear, stress and most importantly, despite doing and trying ALL the things, they are still unseen amongst the crowded sea of competitors and as a result, they've struggled to attract more of their ideal clients. I'm here to help businesses overcome this huge problem.





About Erica

Erica is certified PA-C, serial entrepreneur, and has been trained in NLP. With her medical background, entrepreneurial systems, and comprehension of brain based science and psychology, she has been able to help numerous businesses and entrepreneurs catapult their results through her proprietary training program called Profit Pathways. She teaches how you can shorten your sales cycle and increase your closing ratio easily, effortlessly, and ethically.

Erica has coached and mentored some extremely high performing businesses, entrepreneurs and coaches and has had the opportunity to speak and train entrepreneurs from around the world.

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SPEAKING TOPICS

Traditional Sales Strategies Don't Work

When it comes to sales, most don't like to sell or feel like they aren't good at selling, and as a result, they buy sales trainings, read sales books, use sales templates, etc. But the truth is that most sales trainings focus on selling features and benefits, however, buying is NOT based on features and benefits, buying is actually brain based.

In this training, it becomes clear why traditional selling strategies and sales scripts don't work and what you actually need to do in order to start attracting more clients and income into your business right now.



I really can't say enough about how the pieces just really came together for me. Erica explains in such a clear way and literally walks you through everything step-by-step. I now actually feel confident in talking to clients about my services and feeling like I can actually provide true value to clients. Erica even teaches you a way to differentiate yourself from others. - Emily Loftis

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SPEAKING TOPICS



Online Strategies, Launches and Tactics are Keeping you BROKE.

All the gurus preach that in order to succeed, you **MUST** deploy various online strategies and tactics, launch your products, post on social media, implement the latest and greatest funnels, etc. But the truth is that this is a broken, out-dated business model.

In this training, Erica provides a fresh **NEW** way of growing your business, increasing your profits, and improving your ROI.

Erica's coaching has been transformational. Since working with her, I've experienced a 1,000x ROI in my business. - Nathan Marchand



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SPEAKING TOPICS

The REAL Reason Your Business Isn't as Profitable as You'd Like

Most entrepreneurs and business owners believe that in order to increase your profits and ROI, you MUST work harder and do more. However, the truth is that money doesn't come from hard work and hustle.

In this training, your attendees will learn the truth about money and how to make more of it, they'll uncover the real reasons they've been struggling to grow their business, and learn the pathway to growing a predictably profitable business,



Erica is amazing! I've had the pleasure of working with Erica for several years now, and she has been a tremendous asset to the WESST organization. She is always extremely polished and professional in her interactions with our clients and delivers value whenever she's asked to present. In fact, she takes great pride in providing actionable concepts that encourage our clients to take immediate, specific action following her workshops. I would highly encourage anyone that has an opportunity to attend one of Erica's events to do so. - Brad Crowsen



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WHERE ERICA HAS BEEN SEEN



FortuneBuilders



UNIVERSITY OF

ST. FRANCIS

 WESST™

THE PLACE TO START & GROW YOUR BUSINESS



ERICA'S SPEAKING RATING
9.8 OUT OF 10

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