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# Hot Seat Conversations ...: Get Noticed, Get Tips, Get Going



## Synopsis

Maximize your time on the Hot Seat! Hear first hand from amazing experts who are knocking it out of the park in their business after experiencing a Live Event Hot Seat. Each expert takes you through each phase of their Hot Seat: pre, during, and post. You'll hear details from the on stage experience and learn how implementing even just a few pieces of feedback made all the difference in their personal and professional lives. You'll hear the story of one man who had to borrow gas money to get there and then slept in his car during the event, while his wife and small children stayed at home in their house awaiting foreclosure. His business turned around dramatically after his Hot Seat, and he's now closing deals upwards of \$350K. When attending a Mike Koenigs Live Event, the competition for Hot Seat positions is fierce, so it's important to understand the entire process so you can be considered for one of these coveted positions! With the space availability limited for Live Event Hot Seat limited at Mike Koenigs Live Events, it's really important to understand the benefits of participating so you can properly apply and be chosen for one of these coveted positions.

## Book Information

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## Customer Reviews

This book is comprised of a number of interviews with past "hot seat" participants and is filled with great information on how to prepare for and receive maximum benefit from taking the plunge of being a participant. I loved that there was real feedback provided by the interviewees; they didn't hold back on their fear of placing themselves in a vulnerable position but was filled with nuggets on how they applied the feedback they received and how it changed their businesses and lives forever. The author did a great job on interviewing the participants and presenting it in an easy to read format for maximum benefit.

This is one of those little books that you wonder why it didn't get written before. Traveling to and from a live, multi-day training is a big investment. If you want to maximize the value, taking part in experiences referred to as a "hot seat" can be priceless since you get the undivided attention of the big guru or gurus. Carrie has done those of us who attend these types of trainings a great service by giving us insight into how others prepared for the hot seat and the impact it made on their business. If I was a guru I'd make this book required reading. While it's written referencing Mike Koenigs and his events the lessons learned apply to any other similar type of event. This book is time and money well spent.

For whatever reason, some marketers are secretive... they squirrel away their best tips and tactics for fear that others will copy them and see good results. It's so refreshing that in this book, some of the top marketers openly share their advice, ideas, successes, and lessons learned. As a marketer myself, I look for ways to skip straight to the good stuff and do what works. I'll be trying a long list of things from this book. Come join me - and we can all see success!

Great job with your content! The more people that get this book the more that will know how important it is to be able to sit in that hot seat whenever they get the opportunity! Congrats! Look forward to your next book! For anyone that has questions or are unsure about strategies in consulting and marketing need to read anything that this author publishes as she is genius and will do nothing but help you realize your successes.

Carrie's book should be required reading for every business owner looking to grow their business, increase their authority, and uniquely position themselves in the market using the power of a "hot seats". This book lays everything out for you in a clear, easy-to-follow, step-by-step blueprint. Highly

recommended.

Hot Seat, Hot Book. Perfect timing for me in a few days I am going to be on a hot seat. The information in this book will make my experience even better. Thank you Carrie for taking the time to help us Get Noticed, Get Tips, and Get Going. Highly recommend.

This is a great book! I have always wanted to be in the Hot Seat and get a business evaluation. I read this book and loved the ideas to help me get on the Hot Seat! I loved how Carrie introduced us to Hot Seat Successes!

How much would it cost to have four of the world's top business and marketing experts sit down with you and give you specific advice for your specific business? This book shows you how to get exactly that . . . for free! Immensely practical, and this brilliant book over-delivers on the promise of its subtitles! While you may be tempted to confine the golden nuggets contained within to the realm of the hot-seat experience, you will quickly discover that these gems will serve you in your everyday business and in life, as well. Carrie gets these former hot seat participants to let their guard down and share insights and stories that will surprise you. Her cozy style makes us feel like we are sitting in the room with them during these engaging conversations.

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