**Scott Montgomery Meet the Author LIVE Planning Document**

**Publishing Date:**

**LIVE Date:**

**Target Time Zone: (PT, MT, CT, ET, CET)**

**Pricing: Recommend 25-75% ebook discount 5-7 days around LIVE event**

Want to stream to your social media pages too?

<https://support.streamyard.com/hc/en-us/articles/13305572734740-Guest-Destinations>

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Why did you write this book? What story or moment in your life captures your ‘why?’  Having been certified as leadership coach I grappled with how to apply what I experienced/learned- Combining that notion with lack of legacy my deceased brother left behind I began marrying the notion that undereducated people could benefit from education around leadership skills- I also wanted to leave business legacy for children.

What is your book about? (In 2-3 sentences)

The leadership skills that exceeded knowledge or degree knowledged supported my finding success beyond what was expected of me (as uneducated). Real life storys to help make them digestible. How ‘you’ too should apply these teachings/anecdotes to find your best result/success

What are your top 2-3 goals for your book?

1. Pay it forward- a degree doesn’t beget success, you cant do it alone, relationships/partnerships are foundational.
2. Inspire and even be engaged (as a coach/key note) young leaders/entrepenuers
3. Legacy for family

What is your BHAG for your book? Your moonshot goal. (Ted Talk? Oprah interview, Transform 10,000 leaders)

Today show- ivy league college series or course curriculum using book chapters for syllabus

What are your top 2-3 goals for this LIVE segment related to your book and/or business?

1. Today show coaching segment with celebrity anchor partaking in excersize
2. Invitation to share knowledge in executive settings
3. Get next generation engaged with the concepts through coaching, curriculum or coursework

What are the key book lessons/concepts to share LIVE, associated with your goals?

1. Everyone needs someone/mentor/ coach/advisor- you can’t do it alone
2. Workshop esque activities are simple and basic but can be powerful- The River of life example
3. Make your bed, take care of yourself, set goals, communicate well creates PEAK PERFORMANCE concept
4. Worldgate LLC is successful and our culture embraces book concepts- theres proof
5. Dont underestimate continuous learning - doesnt mean DEGREE
6. Controlled growth can be better than aggressive and the book defines ways to stay in control- dont generate beyond the process of capability….

Consider:

* How important it is to form and maintain your relationships – personal and professional
* How habits, routines, self-care and goal-setting enable peak performance
* How leadership coaching has benefited his career, and how it can benefit yours
* How the formation, history, and culture of Worldgate LLC influences his success
* How applying the lessons learned has made him a better partner, husband, and father

What are the corresponding stories that illustrate these lessons/concepts? (bullet points)

1. My relationships introduced where I focus my continuous learning - I evolve because of the people embracing change and growth in me
2. If I can do it anyone can- I come from not so pedigree’d background
3. I find structure even at the what I eat level impacts focus and peak performance- everyones different but certain things create structure; meditation, diet, fitness, make ur bed
4. I went and got my degree, i hold real estate license, im certified leadership coach- creates opportunity and keeps the thinking juices awake
5. If you take on more than you cna handle ALL implied- grow within accommodations/processes and embrace the journey is the goal!

What are 2-3 key quotes related to your book you want your audience to know?

1. I want to help any curious driven young person or budding entrepreneur in the same position I was in so many years ago. Perhaps you are unsure about where you are headed but certain you are destined to go somewhere….
   1. Your path Like mine, might be a winding one that will lead to your happiness. You can have a rich and fulfilling life without taking the traditional path, as long as you have curiosity, look for the tools you need, build your sills and attend to your relationships
2. Being aligned with my values, having empathy for myself and setting an example for those who look to me for leadership came into full view from the seat of my bike….
3. Young people who spend their childhoods escaping chaos by creating chaos must not count themselves out even those privileged often feel discouraged living in a society where they are told they must be the best at everything they do that they have to go to college in order to get a great nine to five job and thats how theyll be successful.

What are 2-3 key data points you want your audience to know related to your book?

1. They can use book to ask themselves how they embrace the notion of each chapter- since each chapter ends with 5 questions prompting them to think about what they do to enhance that chapters given topic (ie habits, goals, relatiuonships)
2. Business has very human elements (mine spelled out in anecdotes) and business is not all dollars and cents and skills there is nuance that I find is the secret sauce (even after many interviews with business owners)
3. Its digestible and easy to follow and will have workbook to enhance the personal interpretation for readers

What questions will the host ask to bring these stories & data points out?

1. How did a guy with no degree find himself owning and operating a multimillion (($12) business
2. How did leadership show up from the seat of your bike?  Children at the finish line of a triathlon seeing my reaction from being Dq’d.
3. How will reader know whats imporntnat to apply for themselves around topics of your books
4. How can one engage coaching well past this books introduction of it
5. Who were your mentors and what value did you glean from them if it wasn't specific skills
6. What personality type are you and how does “know thyself’ play into all these concepts

**Who:**

What industries, locations/cities, universities, and/or companies do you want to target?

[This will provide guidance for each of us to target our Linkedin LIVE invites]

Who are the 25+ high priority people you want to attend and can help create leverage to drive attendance to your event?

Hadnt thought who just yet but big name Universitys are a good start, Government agencies that embrace leadership dev work and executives who need polishing and are lookign for the heir apparents to get polished before they pass the baton. Ill think more….

<https://docs.google.com/spreadsheets/d/1-3icbNXoR7H7UqzJx47KzXgRZ6AG8lnsEJ7A9NQtLQU/edit?usp=sharing>

**Call To Action:**

What is your call to action during the LIVE segment? (i.e. Join my mail list. Order 5 copies of my book. Hire me to speak. Download my worksheet. Connect with me on linkedin. etc)

Yes to yours and add that Id like listeners to engage me in coaching, workshops and use my (spring 2024) workbook to help you focus on given areas you want to dive deeper into.  Stay connected of course- timing ebbs and flows in growth