



**WELDON LONG**  
THINK BETTER | SELL BETTER

# MEDIA KIT

**ENTREPRENEUR | MINDSET & SALES EXPERT | SPEAKER | AUTHOR**





**Weldon Long is one of the nation's most in-demand speakers, whose incredible story and powerful message has inspired millions to thrive and succeed in the face of adversity.**

# BIO

## SHORT

Bestselling author Weldon Long is one of the nation's most powerful speakers and an inspiring motivator who teaches the mindset philosophies that catapulted him from desperation and poverty into a life of wealth and prosperity.

## LONG

Bestselling author, entrepreneur and mindset expert Weldon Long built his business from the ground up, but his story doesn't reflect the typical path of the average business owner you would expect to hear.

In 2003, Weldon walked out of a homeless shelter after serving 13 years in prison. A 9th grade dropout and three-time convicted felon, he found himself broke and unable to gain employment. Despite his bleak history, in five short years he had built a company that was selected by Inc Magazine as one of the fastest growing privately held companies in America.

Weldon is the epitome of how mindset can lift one out of seemingly insurmountable circumstances and make it possible to not just thrive but prosper in the face of adversity.

Weldon has enjoyed massive success because of the philosophies that he has developed over time and today, he is one of the nation's most powerful and sought-after speakers and motivators. He enjoys sharing and teaching his Prosperity Mindset and Consistency Selling principles, the very same that catapulted him out of desperation and into phenomenal success.



“ EVERYTHING THAT YOU NEED TO DO TO BUILD A LIFE OF SUCCESS, WEALTH AND PROSPERITY, IS EASY. IT’S JUST A LITTLE BIT EASIER NOT TO.

- WELDON LONG



WELDON HAS WORKED WITH LEADING GLOBAL BRANDS ON HUNDREDS OF PROSPERITY MINDSET, SALES AND LEADERSHIP DEVELOPMENT CUSTOM KEYNOTES AND PROGRAMS.

# TOPICS OF EXPERTISE

- PROSPERITY MINDSET
- SALES
- EXECUTIVE LEADERSHIP
- OVERCOMING ADVERSITY
- MANAGING CHANGE

“

I HAVE NEVER SEEN ONE PERSON HOLD THE UNDIVIDED ATTENTION OF THOUSANDS OF PEOPLE AT ONE TIME. IT WAS TRULY A ONCE-IN-A-LIFETIME INSPIRATIONAL EVENT... WELDON'S POWER OF CONSISTENCY SALES PROGRAM GAVE ALL OF OUR ATTENDEES SPECIFIC TOOLS TO USE IMMEDIATELY IN THE FIELD. COMBINING HIS MOTIVATIONAL SPEAKING AND POWERFUL SALES TRAINING PROGRAM WAS THE PERFECT MIXTURE FOR OUR ANNUAL SALES CONVENTION.

- JAMES SCHWARTZ

*Senior Marketing Director, World Financial Group*



# BENEFITS TO YOUR ORGANIZATION

Weldon's powerful message and motivating system will transform the way your people engage, commit and take action on behalf of your company, resulting in a major impact on your bottom line. With Weldon's time-tested sales process and renewed mindset, you and your organization will experience:

- **INCREASED PRODUCTIVITY**
- **A REENGAGED, FOCUSED AND COMMITTED WORKFORCE**
- **BETTER CUSTOMER RELATIONSHIPS THAT GENERATE MORE BUSINESS**
- **SALES PROFESSIONALS THAT EXECUTE AND DELIVER CONSISTENTLY PROFITABLE RESULTS**

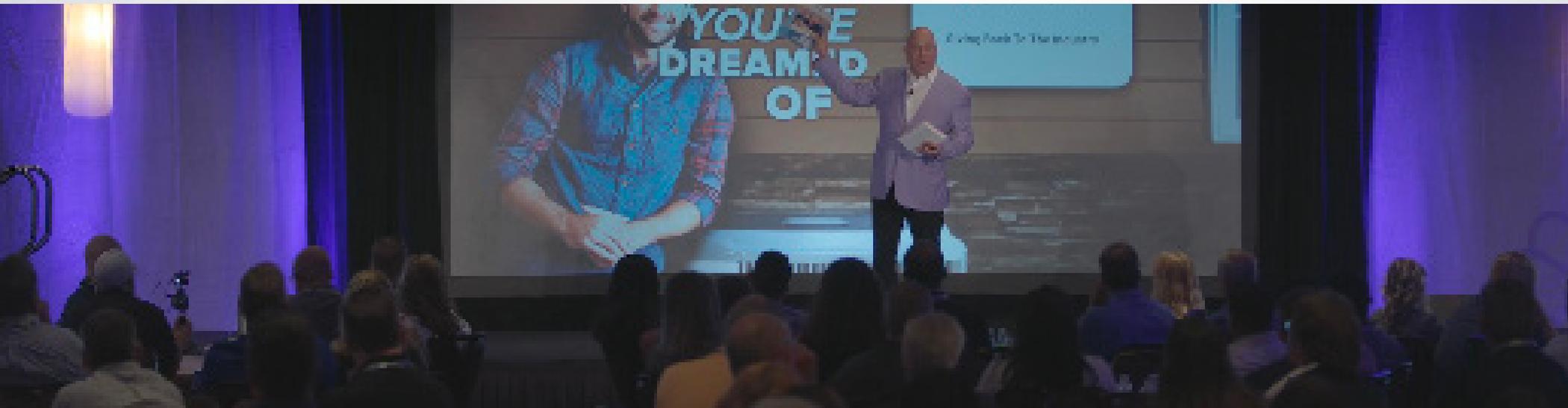


# KEYNOTE TOPICS

## CONSISTENCY SELLING

POWERFUL SALES RESULTS. EVERY LEAD. EVERY TIME.

Consistent sales results come from consistent sales activities. Random sales results come from random sales activities. It's not rocket science. Generating powerful sales results is about using a sales PROCESS to produce consistent sales results.



## THE POWER OF CONSISTENCY

HOW TO ACHIEVE PERSONAL AND PROFESSIONAL GREATNESS IN THE FACE OF ANY ADVERSITY.

Achieving greatness in the face of adversity requires creating a Personal Prosperity Mindset that is designed to thrive in the face of adversity and succeed in the face of any challenge(s). Let's face it, every individual and every organizations faces difficulties. The key to greatness is learning to prosper in the face of those difficulties.



***“Quite a story, Weldon! Congratulations on your turnaround from prison to contribution.”***

***– TONY ROBBINS,  
Bestselling Author and World’s Foremost  
Life Transformation Coach***



***“I was inspired and thrilled to meet Weldon Long. I am convinced he has a very special mission in life.”***

***– DR. STEPHEN R. COVEY,  
Author, The 7 Habits of Highly Effective People***



***“Everyone should hear his powerful message.”***

***– TOM HOPKINS,  
Author, How to Master the Art of Selling***

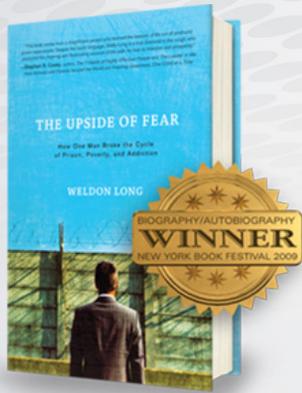


***“To become the person of your dreams, read, absorb, and take the ownership of Weldon’s ideas.”***

***– MARK VICTOR HANSEN,  
Author, Chicken Soup for the Soul***

# BOOKS

## THE UPSIDE OF FEAR



- *Writers Digest Grand Prize Winner for Best Self-Published Book*
- *Winner of the 2009 New York Book Festival's award in the Biography/Autobiography category*
- *Runner-up for the 2009 Hollywood Book Festival's award in the Biography/Autobiography category*

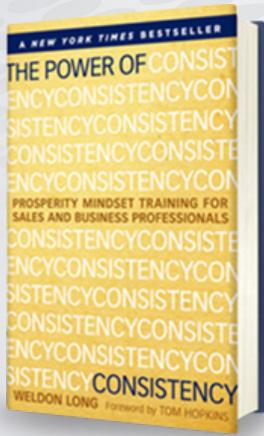
From the brutality of violent street crime to the compassion of a loving father for his son, this powerful memoir takes you from desperation to inspiration through the transformation of a drug-addled criminal into a fully realized, successful man.

The Upside of Fear exposes you to the harsh reality of a criminal life and creates a riveting portrait of true crime at its fundamental level--from buying the duct tape for an armed robbery to saving the life of a prison guard. Long recounts his harrowing journey of self-discovery and how he went from being a drunk in a jail cell to the CEO of a multimillion dollar business. Twenty years of drinking, drugging, robbing, and lying led him to more than a decade of time spent in prisons, jails, and halfway houses--and a strained relationship with a son he barely knew.

Through the revealing perspective of an eloquent criminal, you will learn how to change fear into a positive motivating force and use the mind to strengthen the will, even in the bleakest of circumstances. Long's story demonstrates that love can redeem even the most hopeless criminal, and that there can be no emotions stronger than the desire for redemption and the love of a father separated from his son by prison bars.

# BOOKS

## THE POWER OF CONSISTENCY



### *A NEW YORK TIMES BESTSELLER*

The Power of Consistency, a New York Times Bestseller, is based on the fundamental premise that private declarations dictate future actions. In other words, we tend to take actions with the thoughts and beliefs we consistently have, and the cumulative results of those actions eventually create the quality and circumstances of our lives and businesses; therefore, transformative change in life and business is possible when we reconstruct our minds and take responsibility for its content.

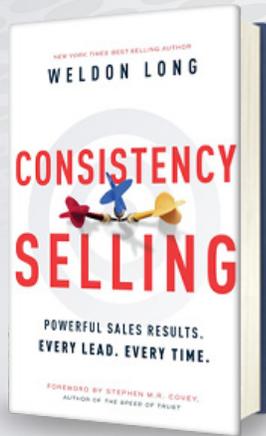
### *The Power of Consistency*

- Lays out a simple process—the Personal Prosperity Plan—to create powerful results in your life and business
- Explains the power of focus and your subconscious mind
- Outlines a four step process: focus, emotional connection, action, responsibility

The Power of Consistency teaches you how to create a Personal Prosperity Plan, get deeply emotionally committed to the plan, and take consistent action toward implementing the plan for improved sales and business performance.

# BOOKS

## CONSISTENCY SELLING



### *AMAZON BESTSELLER IN LEADERSHIP TRAINING*

One of the most difficult parts of being a professional salesperson is managing the emotional peaks and valleys that accompany the ups and downs of sales. But according to Weldon Long, there is no challenge you can't overcome, and he shows how salespeople can thrive in the face of adversity if they are just willing to create the right mindset and implement the right sales process--consistently.

Unreliable performance and unpredictable results are likely, says Long, because you aren't doing the same thing consistently on every sales call. If sales activities are random, results will be random. And random sales activities will never accidentally start producing consistent sales results, just as consistent sales activities will never start producing random results. It just can't happen.

Whether it's a bad economy, a cheap competitor, bad leads, or a personal challenge, Weldon Long provides step-by-step advice on how you can make committed, consistent activities part of your daily sales routine so you will consistently be rewarded with the sales you deserve.

# 5 FUN FACTS ABOUT WELDON

1. Born in Louisiana, Weldon is the biggest New Orleans Saints fan!



2. Weldon and his wife Taryn like to take their RV out and enjoy the mountains of Colorado

3. When Weldon isn't on the road he could be found on the links.



4. Weldon had a custom drum set made for him, and if you are lucky, you might hear him perform at one of his speaking gigs!

5. Weldon's cat's name is Bronzie, he is somewhat of a character. He is Internet famous.





**WELDON LONG**

THINK BETTER | SELL BETTER

(949) 370-8106

[WWW.WELDONLONG.COM](http://WWW.WELDONLONG.COM)