

## **ASHLEE FAY & MARCUS BLACK**

JUNE 1-4TH

- WWW.EYAMBITION.COM -



2023

## this workbook belongs to:

#### **Partners:**

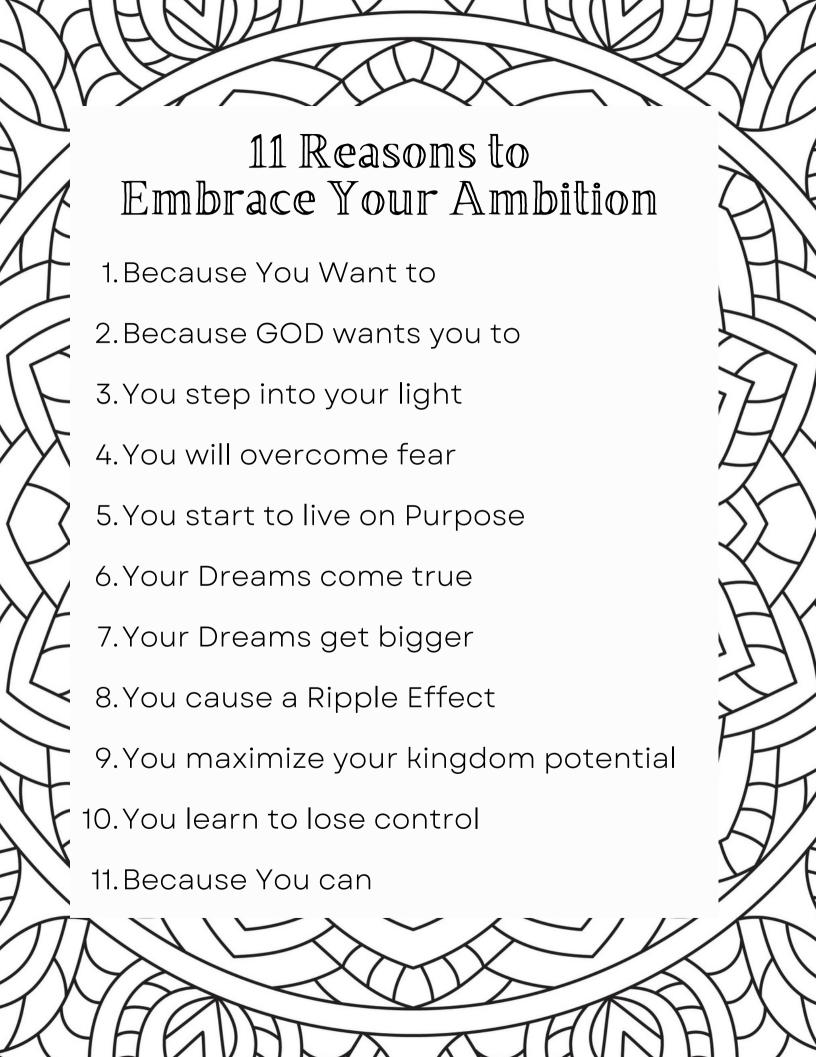












#### Welcome to DENVER!

We are thrilled to have you join us for this extraordinary event, where we will embark on a journey of personal and professional growth, guided by our shared values and aspirations. Over the next few days, we plan to challenge your perspectives, ignite your passion, and inspire you to step outside your comfort zones. Our aim is to create an environment that nurtures your faith, expands your mindset, and empowers you to unlock new possibilities in your business & personal endeavors.

As you immerse yourself in this event, we encourage you to approach each session and interaction with an open heart and mind. Remember, growth happens when we push beyond our limits and embrace the unknown. It is by stepping out of our comfort zones that we uncover untapped potential and discover the power within us.

Throughout the weekend, you will have the opportunity to connect with like-minded individuals, industry experts, and thought leaders who are all driven by the desire to make a positive impact. Take advantage of these networking opportunities to build meaningful relationships, exchange ideas, and collaborate on future projects. Remember, the connections you make here can be catalysts for your personal and professional growth long after the event concludes.

Embrace the diversity of perspectives and backgrounds represented among our attendees. Engage in conversations that challenge your assumptions and broaden your horizons. Be curious, ask questions, and listen actively to gain insights that can transform your mindset and approach to business.

We have handpicked a lineup of exceptional speakers who will share their wisdom, experiences, and strategies for success. Take advantage of their expertise and absorb their insights. Be ready to take copious notes, ask for clarity, and engage in thought-provoking discussions. Each speaker brings a unique perspective, and their collective wisdom will serve as a guiding light on your own journey.

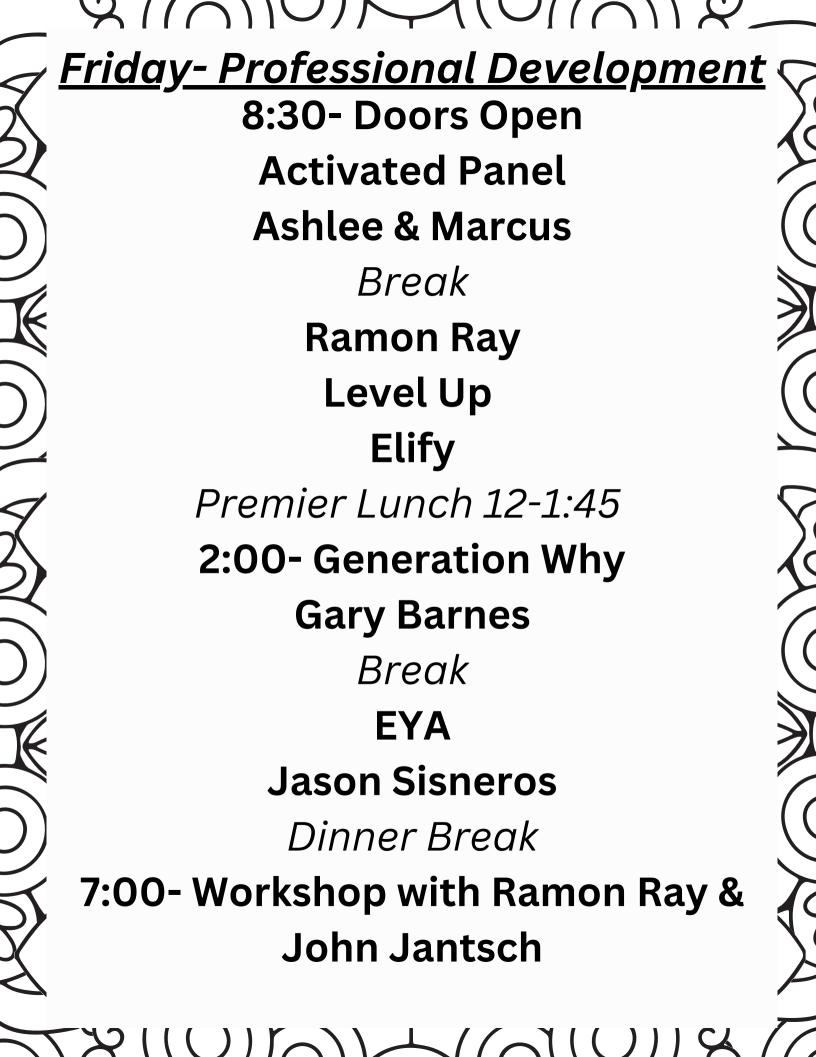
Lastly, remember to take care of yourself throughout the event. Engage in self-reflection, find moments of stillness, and nourish your mind, body, and soul. The power of faith, mindset, and business is amplified when we are in harmony with ourselves and attuned to our own needs. We genuinely believe that this weekend has the potential to be transformative for each and every one of you. Embrace the opportunities, embrace the challenges, and embrace the growth that awaits you.

Thank you once again for joining us. We look forward to sharing this remarkable journey with you and witnessing the incredible transformations that will unfold.

It's time to Embrace Your God-Given Ambition
Because You Can

Marcus & Ashlee





Satruday- Personal Growth 8:30-Doors Open **EYA Angela Bellar Ashlee Fay** Break **EYA Alexander Gonzalez Sponsors** Lunch **Generation Why** Influencer Panel **EYA** Break **Tom Coverly Marcus Black** 7pm-Rock Party-Dancing & Fun



## **MEET THE VISIONARIES:**



#### **Marcus Black**

Born in Memphis, Tennessee, and raised in Mississippi, Marcus Black is a true product of the "southern hospitality" culture of the Deep South in America. He is a former pastor and current urban missionary providing leadership and mentoring programs to several inner-city schools. He is a bestselling author, traveling speaker, Life Coach, host of the Vitalize Podcast & creative storyteller dedicated to spreading his message of love, hope, and positivity to the entire world. He has spoken to 10's of thousands all over the USA and several countries around the world. Ever since he nearly lost his life at age 18, he's been committed to making the most of every moment given to him on this earth! Not only does he want to live life to the fullest, but he also wants to give wisdom, love, life, and energy to you and all those he comes into contact with along his journey! Marcus has most recently been featured in USA Today Magazine. He also just won 2 Cheer Choice Awards!

#### **Ashlee Fay**

Ashlee Fay Branstetter is a best selling author, inspirational speaker, coach and a successful trailblazing serial entrepreneur who's extraordinary grit, drive, perseverance, and determination have helped her to not only transform the life of her own family, but also the lives of thousands of people all around the world. With more than 125k in her virtual community, she's since turned this mega influence into an entire movement through the Embrace Your Ambition Experience which she now co-owns. Her greatest passion is inspiring others to live their best life and she is available for both virtual and in person events via request.

All of her entrepreneurial accomplishments she has achieved while remaining a dedicated mother to three young daughters and managing the challenges that come with having a husband in the Special Forces. Knowing what it was like to feel stuck, broken, and at rock bottom, Ashlee made it her mission to inspire women to courageously step into the plan that God has for each of them. Ashlee strives to help female entrepreneurs start and evolve their businesses so they can find purpose, passion, and profits. And add GOD into businesses. She loves sharing her story as a guest to bring hope and courage to others. Ashlee has most recently been featured in USA Today Magazine.





#### **Tom Coverly**



Tom Coverly is a talk show host (NFLNCD), professional comedian, magician and motivational speaker. Tom has performed live on stage for over 4 millions people around the world headlining several tours. He is the most requested motivational entertainer in America and recently nominated for the motivational & inspirational award for the Cheer Choice Awards at the MGM Grand in Vegas. Tom has been seen on TV (NBC, CBS, ABC, FOX, Access Hollywood) and heard on numerous radio stations around the country sharing his story. He has entertained several celebrities, Jep & Jessica Robertson from the hit TV show, "Duck Dynasty", the cast of C.S.I. NY, Alec Mapa (Ugly Betty, Desperate Housewives), Rick The Reptile Guy (A&E TV Show "Wild Transport"), i-Shine (TBN), Amber Montana (Nickelodeon TV show "Haunted Hathaways"), Victoria Koloff (Lifetime TV show, "Preachers' Daughters") & the entire cast and producers for the "Batman Vs. Superman" Movie.

Tom has performed for major corporations like; Warner Brothers, Gerber, Amway, Sprint, Arby's & Burger King just to name a few. He has shared the stage speaking with many of the worlds most recognized speakers and bands; Paula Abdul, Toby Mac, Newsboys, Casting Crowns, Skillet, Brian "Head" of Korn, Thompson Square, Chris Tomlin, Building 429, NF, Lacrae, SwitchFoot, For King & Country, Colton Dixon (American Idol), Disciple, Danny Gokey (American Idol), Mercy Me, Pop Evil, Reggie Dabbs, Nick Vujicic (Life Without Limbs), William Paul Young (NY Best Seller "The Shack"), Bob Lenz (Life Promotions), and

many more!

Jason Sisneros is a hard-nosed, battle-tested CEO who has taken the science of performance and the art of leadership to the next level through his company, Anton Jae Global, Inc. He is widely regarded as one of the brightest minds in business and innovation. Among his past and current clients are Fortune 500 companies such as Nike, Comcast, and Microsoft, and he has turned around more than 100 small to mid-cap companies, earning him the moniker, "The Architect." From his best-selling book and his more than 3,000 presentations on leadership and business to his career as the top speaker in the Tony Robbins organization and his dozens of corporate turnarounds, Jason has always looked to identify needs, find solutions, and create competitive businesses for entrepreneurs who really want to change. As a result of his ability to engage an audience to elicit radical change, Jason speaks on stage to some of the highest-performing business leaders in the world. When he is not transforming companies and speaking on stages around the world, he spends his time as a philanthropist. He currently serves as CEO of Feed-a-Billion, a non-profit organization funding one billion nutritious meals to the underserved around the world, and supports organizations dedicated to protecting women from domestic violence.

Most frequently, Jason works as an operator on the SERT Ministries human trafficking rescue group (operating under The Slave Free Project), where he participates in highly sensitive covert missions to deliver trafficked children to safety. The vision of SERT is to rescue persons who are missing and/or held against their will or who think that it's impossible to get out of the trapped situations they have found themselves in. Jesus has a plan for their lives and His plan certainly isn't one of bondage. The SERT team performs domestic and international rescues of trafficking victims.

#### **Jason Sisneros**



#### **Alexander Gonzalez**



Alexander Gonzalez is a Social Audio Influencer, Love Aficionado, Ketopreneur and paid public speaker. As a husband and father of two, he faced past trauma and abuse that was holding him back and transformed his health, losing 84lbs and forever changing his life.

Today, Alexander has dedicated his life to helping others work through the same transformation he once faced. As a Ketopreneur, he went on to build \$6M+ annual revenue business. But his real superpower is helping others step into their greatness. As a Social Audio Influencer, Alexander lifts up those he connects with through Clubhouse - rising their spirit and the vibration of every room he is a part of.

Ramon Ray is unapologetically positive and passionate about making the world a better place. He's the publisher of BWCDaily.com and ZoneofGenius.com and an entrepreneur who has started 5 companies and sold three of them.

As the founder of CelebrityCEO.com, He's a leading expert in helping coaches and consultants get more attention for their businesses and be more known to their future customers.

Ramon is an in-demand expert on small business success and a sought-after motivational speaker and event host. He's interviewed all 5 Shark Tank sharks and President Obama. He's shared the stage with Simon Sinek, Seth Godin, Gary Vaynerchuk and other notable business leaders. Ramon's latest book, Celebrity CEO, is all about how entrepreneurs can leverage the power of personal branding. Get to know Ramon better at www.RamonRay.com

#### **Ramon Ray**



#### **Tamra Andress**



Tamra Andress is a 3x Best Selling Author, International Speaker, Top .3% Globally Seasoned Podcaster, and a recognized thought-leader in Spiritual Entrepreneurship. She is an Ordained Minister in the Marketplace and spends her time speaking, coaching, and hosting events, retreats, and conferences. She is also the founder of F.I.T.. in Faith Media, a business and broadcasting company that catalyzes mission-driven leaders through podcasting, publishing (F.I.T. Press) and promotion. The Founder Collective non-profit serves as a collaboration zone for other faith-driven entrepreneurs to be discipled, equipped and commune at an annual conference. Her and her husband and two children reside in Virginia Beach, VA but you'll likely see them traveling the globe.

Danielle Claudio is an entrepreneur with multiple successful business ventures under her belt and a single Mom of two who loves helping others. She started a non-profit on social media called Spread The Cheer USA which helps families in need during the holidays as her passion project. Her background is in marketing, real estate, event planning, and martial arts. She also has a love of interior design. Danielle loves a challenge and excels when she has the opportunity to get creative and even more so if she can inspire others to be the best versions of themselves along the way.

#### **Danielle Cladio**



Ryan Griffis. He is currently serving as a Soldier in the United States Army (Active Duty). Stationed at Fort Carson, Colorado. He started a TikTok Creator page following his return from Iraq in which has successfully created a platform with 1,500,000 + followers and rapidly growing. His YouTube channel surpassed 140K subscribers. Ryan struggled with his Mental Health and PTSD after his return and now is on a mission to help spread the word and help other in similar situations he found himself in.

Ryan creates relatable content and has the interest of followers in which they interact daily through videos and lives as well as motivational and inspirational videos. He prides himself with energy and motivation. Ryan pursues to inspire millions by being a mental health and suicide advocate. His message allows other to understand "It's okay NOT to be okay".

#### **Ryan Graffis**



#### **Gary Barnes**



Gary Barnes is a High-Performance Business and Sales Strategist, National and International Speaker (over 1000 talks). A #1 International Amazon Best-Selling Author and been featured on ABC, CBS, NBC, Fox, PBS & DX.

He's the founder of Gary Barnes International selling over \$300 million dollars in products and services.
In 1988 Gary was diagnosed with multiple sclerosis and told he would be in a wheelchair or dead within 10 years.
He has flown a World War II P-51 fighter, flown on a trapeze, driven in a Destruction Derby and climbed 14,000 foot mountains. He's a drummer & Police Academy Graduate.

#### **Chris Natzke**

Chris Natzke is not only a champion himself, but he has been training others to find their

own Inner Champion for over four decades. As an 8th Degree Black Belt/Master

Instructor and former national Taekwondo champion, Chris ranks in the top 1% of all martial artists in the world. Now as a life-leadership coach, keynote speaker and best-

selling author; his passion is sharing his unique brand of Black Belt Leadership so others may discover the most empowered version of themselves – leading to clarity of purpose, increased confidence, and the courage to take inspired action to make their dreams come true.



#### John Jantsch



John Jantsch is a marketing consultant, speaker and best selling author of Duct Tape Marketing, Duct Tape Selling, The Commitment Engine The Referral Engine, and SEO for Growth. He is the creator of the Duct Tape Marketing System and Duct Tape Marketing Consulting Network that trains and licenses small business marketing consultants around the world.

Angela Bellar is a top 100 leading industry marketer in the field of gut health and wellness, a certified John Maxwell coach, speaker and trainer, a registered nurse of 17 years and an overcomer of interpersonal violence, Chronic illness and trauma. She inspires and equips women to understand their worth and value at all stages of life. She is also a military spouse of 20+ years enduring both wartime and peace time deployments, a mother of 4 and a "Yaiyai" of 2 precious grandchildren. If you asked her husband to describe her in three words he'd say, "She loves big." Angela has been called to be a voice of truth and hope in the space of trauma, abuse, and illness. We were designed to THRIVE. Our healing brings glory to God, and He has made a way for us to enjoy our lives. What she believes, more than anything, is that NOTHING in life; No difficulty, no fear, no pain, had come to crush and destroy us. It haS come to teach us, to strengthen us for the BIGGER mission. Difficulties have come to prepare our hearts, minds and bodies for all Christ wants to deliver through us. This is a mission He wants to be ignited in others. The road map to being rescued, redeemed and restored is hidden from so many and He wants it to be revealed.

#### **Angela Bellar**



#### **Level Up Media**



Rachel Weaver and Becca Teruel can help you with all of your PR and Media Needs.

Our team of experts specializes in leveraging the power of press and social media marketing to help you achieve your business goals. With our proven strategies, we will help you increase your online visibility and reach new audiences. We will work closely with you to create and execute a tailor-made plan that will help you build your brand and establish yourself as a leading authority in your industry.

## **FEATURING:**

## GENERATION WHY

Generation Why was officially established as a 501(c) 3 by our founder, Jordan Miller, in 2017. Due to Jordan's personal story, he and all the members of Generation Why aim to motivate every generation by revealing their purpose and providing opportunities to pursue it.

Generation Why is a collective of creative artists of multiple mediums (dancing, rapping, and spoken word) and combats the topic of anti-bullying and brings awareness to the ever growing rates of suicide.

In 2017 there was a significant growth in deaths by suicide in Oklahoma City which is the base of Generation Why, and it has inspired the team to get heavily involved. Our passion is to reach every generation into discovering their WHY, and providing opportunities to pursue it.

Since launching in 2017, Generation Why has taken the message of hope and purpose to over 100 schools and variety of other special events. In 2019 Generation Why was booked for weekly events such Summer Camps, conferences, and STUCO/FCCLA conventions. In 2020 we faced issues that arised with the pandemic but found a way to still impact thousands of students. Producing a high quality Virtual Assembly, Generation Why met their goal of reaching 25 schools in the fall of 2020. Incorporating the virtual assembly alongside of social medial platforms, GNWY found a way to impact lives despite school closings and the global pandemic.

2021 Generation Why began being able to lead in person assemblies and be a part of various events such as Oklahoma Student Council State, Mid America Christian University student camps, and Dallas, Texas Embrace Your Ambition convention.

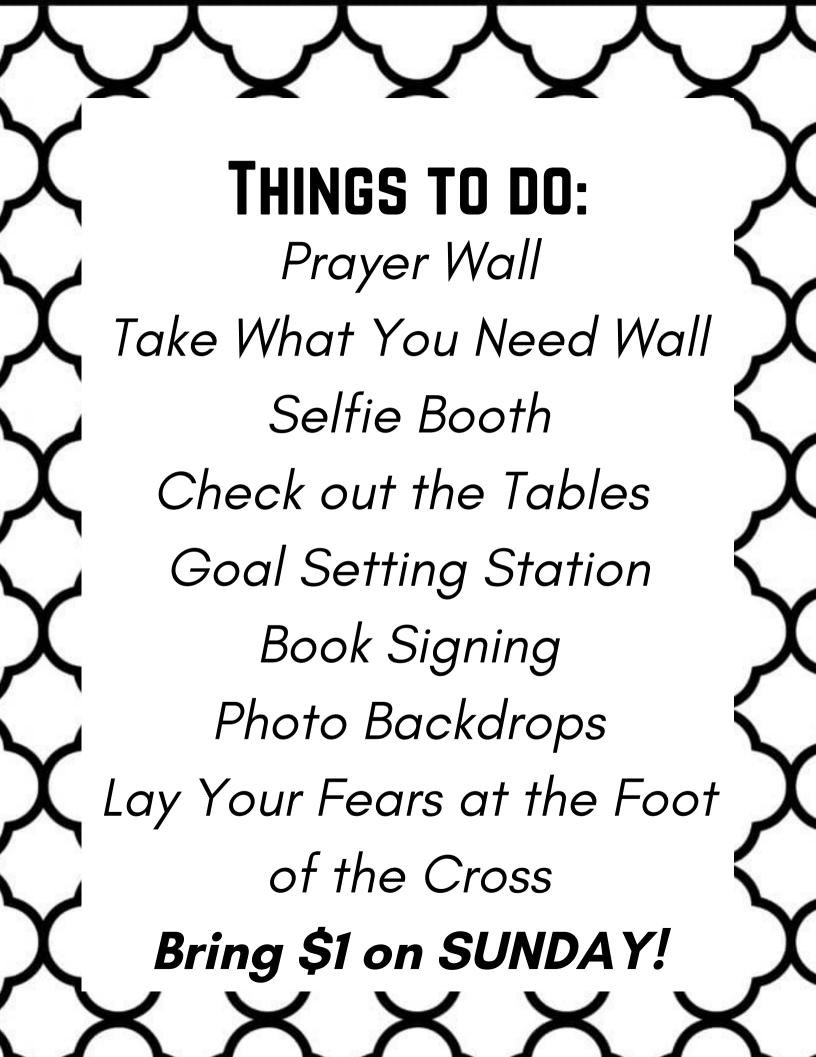
The beginning of 2022 has been a strong year for Generation Why. Visiting various schools such as Checotah Public Schools and Riverside Academy, our team is projected to reach over 15,000 students by Spring time. GNWY has also been selected for Philanthropy week at Edmond North High School (BALTO Week), and will be participating in assemblies and working hand in hand with the ENHS Student Council to help continue to help students lean into their purpose.

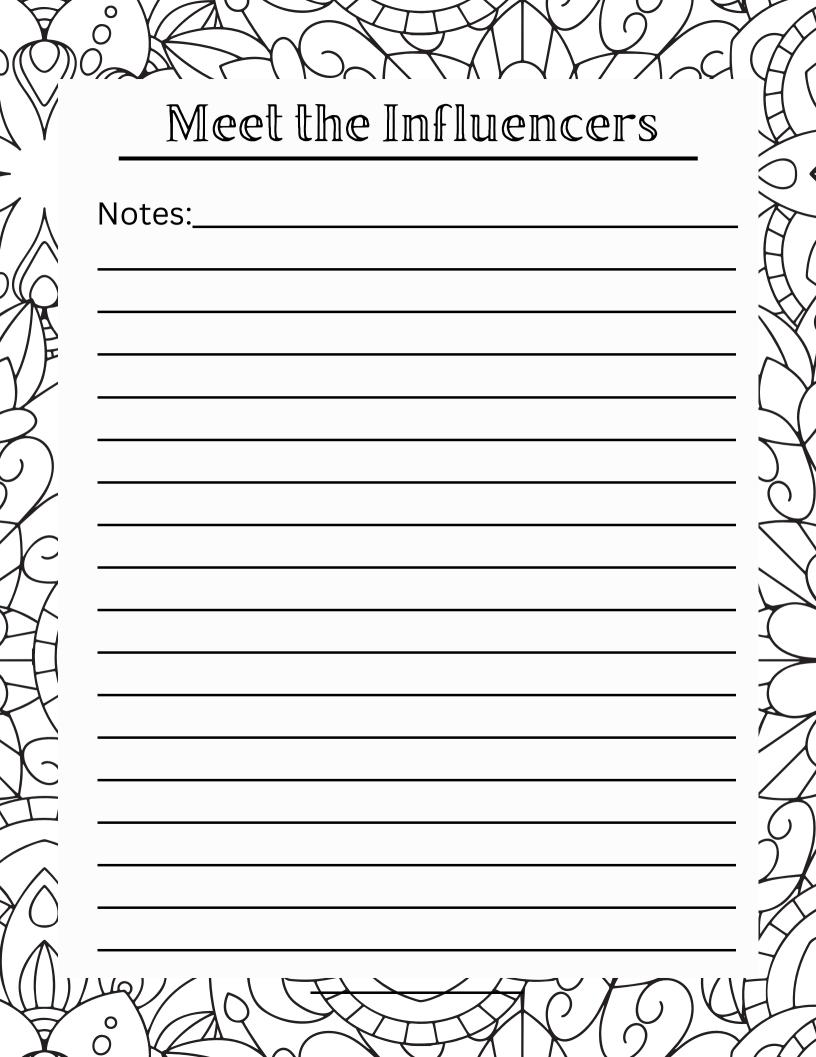












## CHRIS NATZKE

Top 10 Big Ideas to Create Breakthroughs

- 1) GET CLEAR ABOUT WHAT YOU REALLY WANT
- 2) CREATE A BIG WHY
- 3) DECIDE WHO YOU NEED TO BE
- 4) BEGIN WITH THE END IN MIND –
  THEN BREAK IT DOWN

5) GET SOMEONE TO HOLD YOU CAPABLE



## CHRIS NATZKE

Top 10 Big Ideas to Create Breakthroughs

- 6) PLAN FOR THE OBSTACLES
- 7) PLAN YOUR CELEBRATION
- 8) IDENTIFY AND IMPLEMENT YOUR DAILY TASKS
- 9) DO A WEELY REVIEW PROCESS
- 10) COMMIT TO ONGOING PRACTICES





## RAMONRAY

#### About The Celebrity CEO™ Blueprint

I remember the day I was fired from the United Nations. On one hand it was liberating. I felt free to fully launch my own business ventures, full-time, not as a side hustle. On the other hand, I had to quickly figure out how to make "full-time" money.

I got fired for having my own business - a long story - that ended well.

What did I do, to generate sales for my business and provide for my family? I quickly learned the art of personal branding.

I generated attention for my brand, which built trust and earned me sales.

This is the summary, of the Celebrity CEO™ blueprint.

In early editions of this concept, I referred to, two important principles:

- 1. Build a community of fans, and nurture to a sale.
- 2. Ask for a smile before you ask for a sale.

These two concepts are STILL important, but I'm now refining them even more.

It's about the actions you can do to generate ATTENTION (to the right customer) that you wish to serve. Using the power of content and other strategies to gain TRUST. The sale will then come, as you keep generating ATTENTION and building TRUST.



#### About The Celebrity CEO™ Blueprint

The Celebrity CEO™ blueprint suggests 9 pillars of gaining attention and building trust, these are:

- 1. Content marketing
- 2. Emaril marketing
- 3.Website / blog
- 4. Book publishing and marketing
- 5. Podcast / consistent show
- 6. Video marketing
- 7. Event hosting
- 8. Public speaking
- 9. Publicity through media coverage

Doing this 9 things, over and over again are an important part of building your personal branding. People often say to me, "Ramon, you're everywhere". It's because I do many of these things OVER and OVER again, so my "target customer" always sees me.

This is an update to the material you're about to dive into.

Let me know what you think - CelebrityCEO.com/contact

The Celebrity CEO™ framework includes specific pillars to help you get more attention, more trust and more sales from the right customer.







## ENTREPRENEURS LIKE OU NEED THE RIGHT



SGAN THE OR GODE FOR YOUR

FREE DIGITAL BUSINESS GARD



Always have the right materials on hand



Never let a lead fall through the cracks



strategies work

See proof that your

EMBRAGE YOUR AMBITION. ELEVATE YOUR BUSINESS. SIMPUFY YOUR UFE.

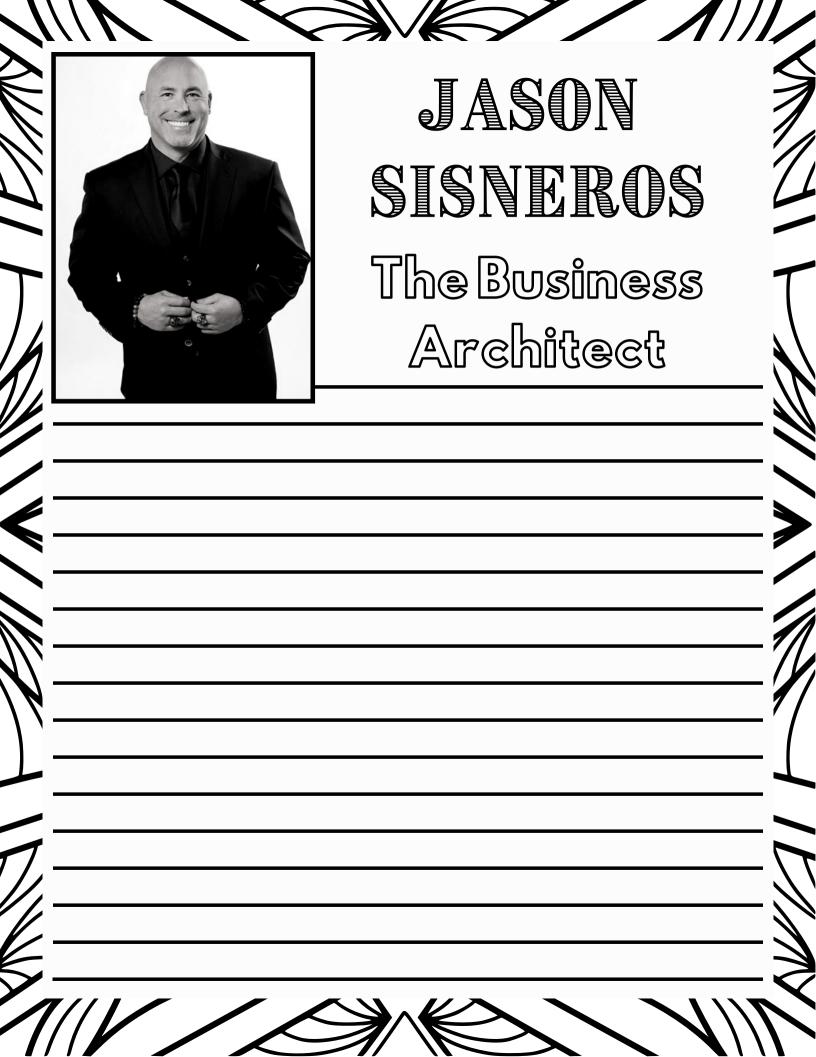




ElifyShuffle.com

# ABUNDANCE. The Power of YES GARY BARNES





## DUCT TAPE MARKETING

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WORKSHOP	

with 50	DHN 5/		ME!
notes:			
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() () #1- Hey babe!

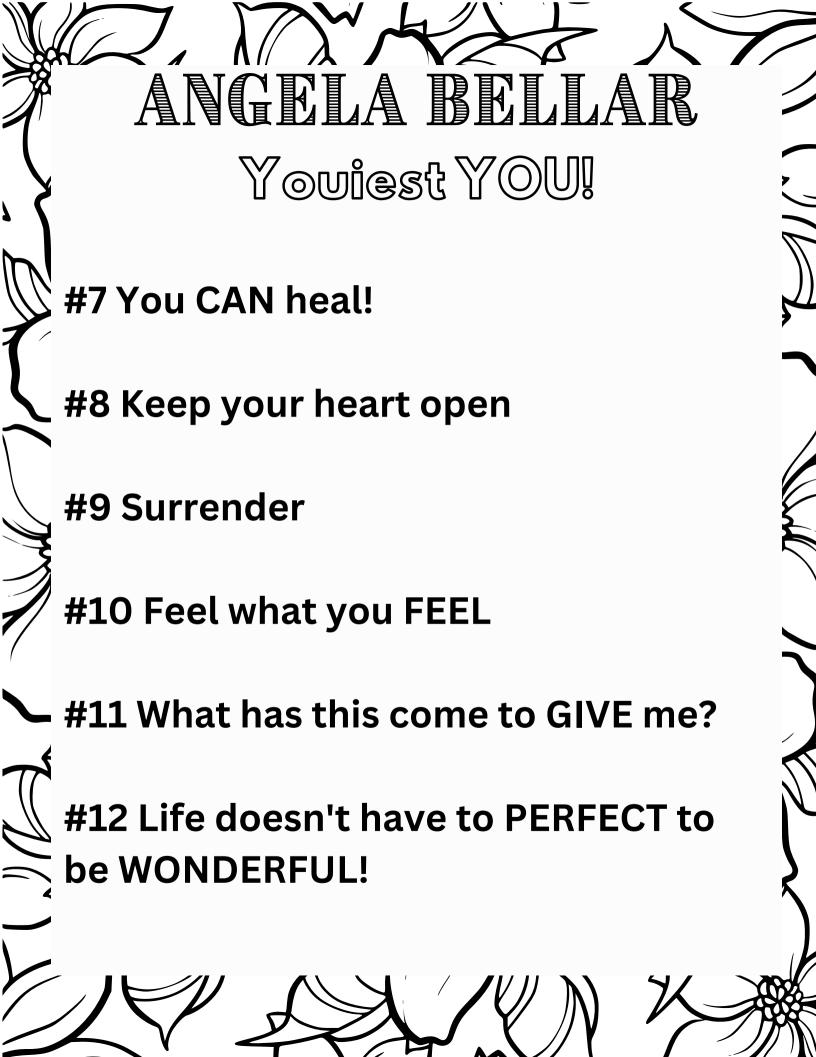
#2 Can we have THAT conversation?

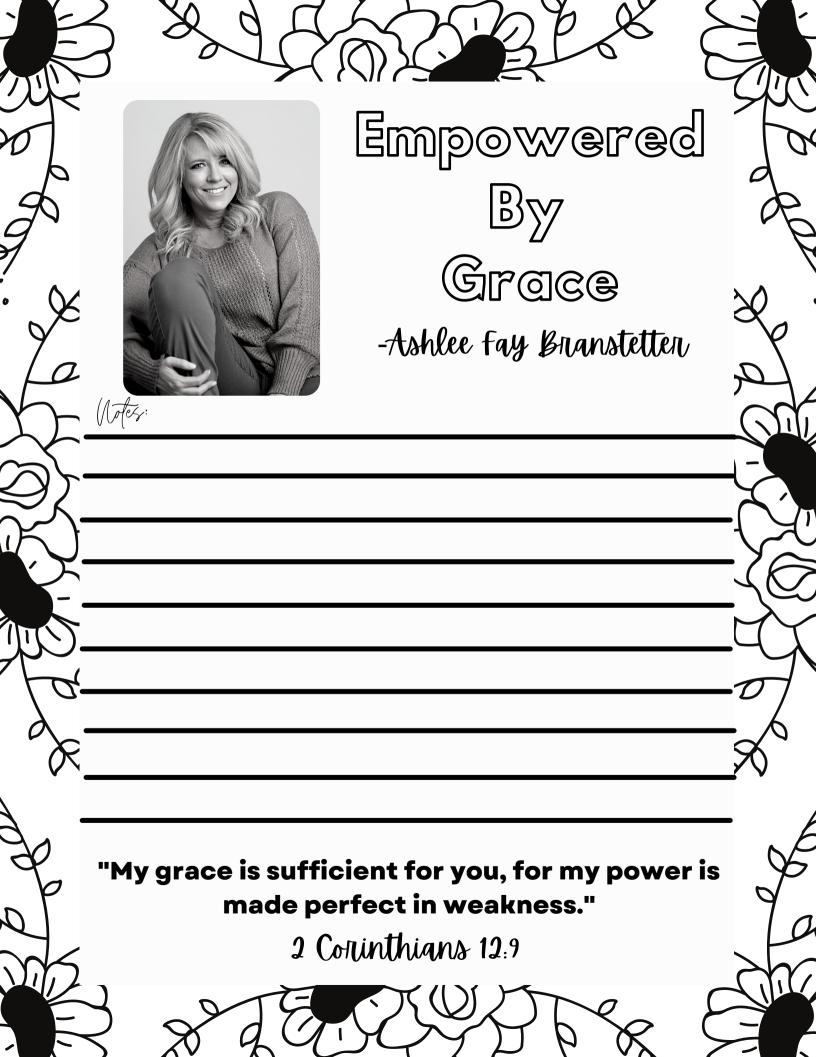
#3 Awareness

**#4 It's a PROCESS** 

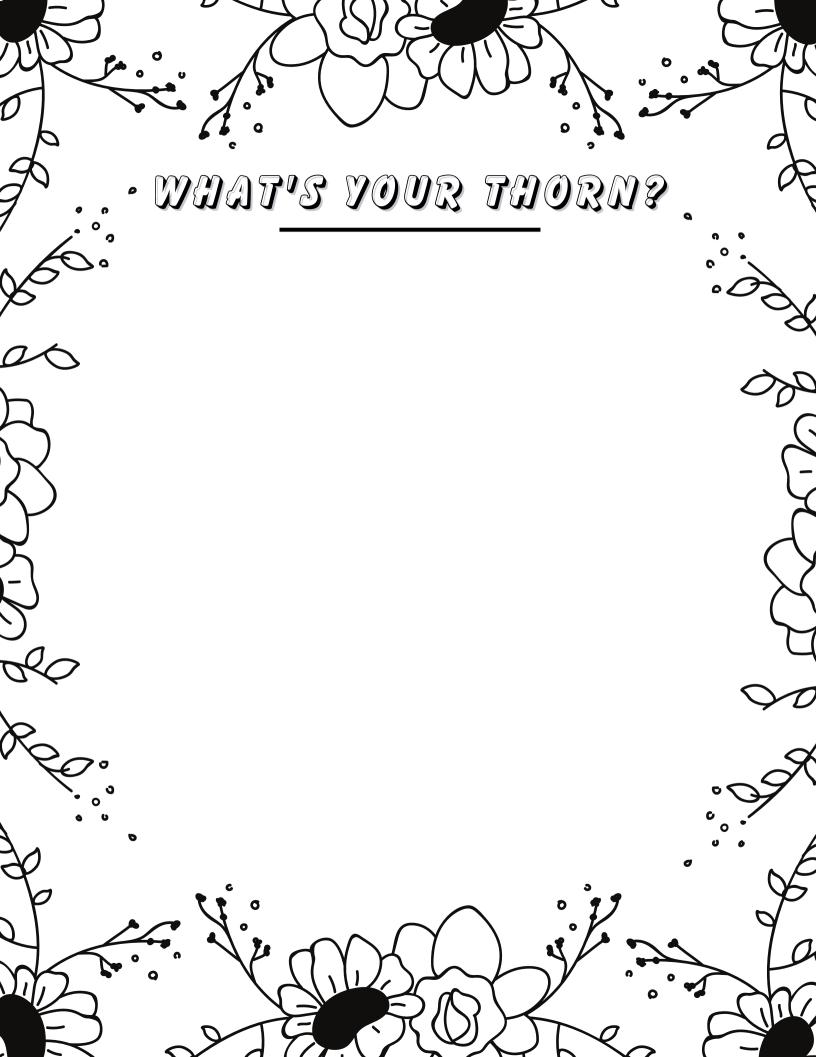
**#5 Perspective** 

#6 Youiest YOU





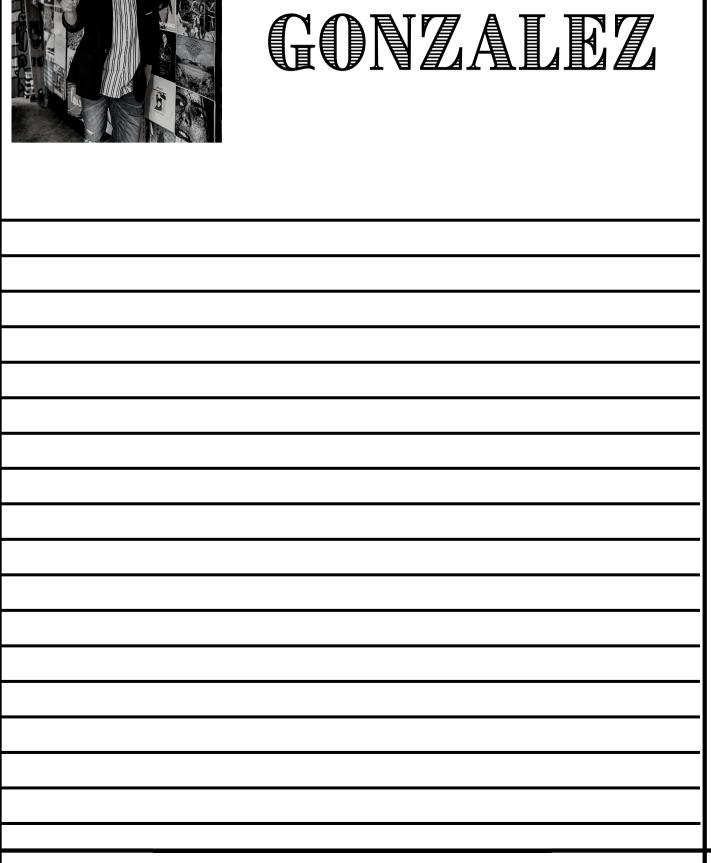








# ALEXANDER GONZALEZ

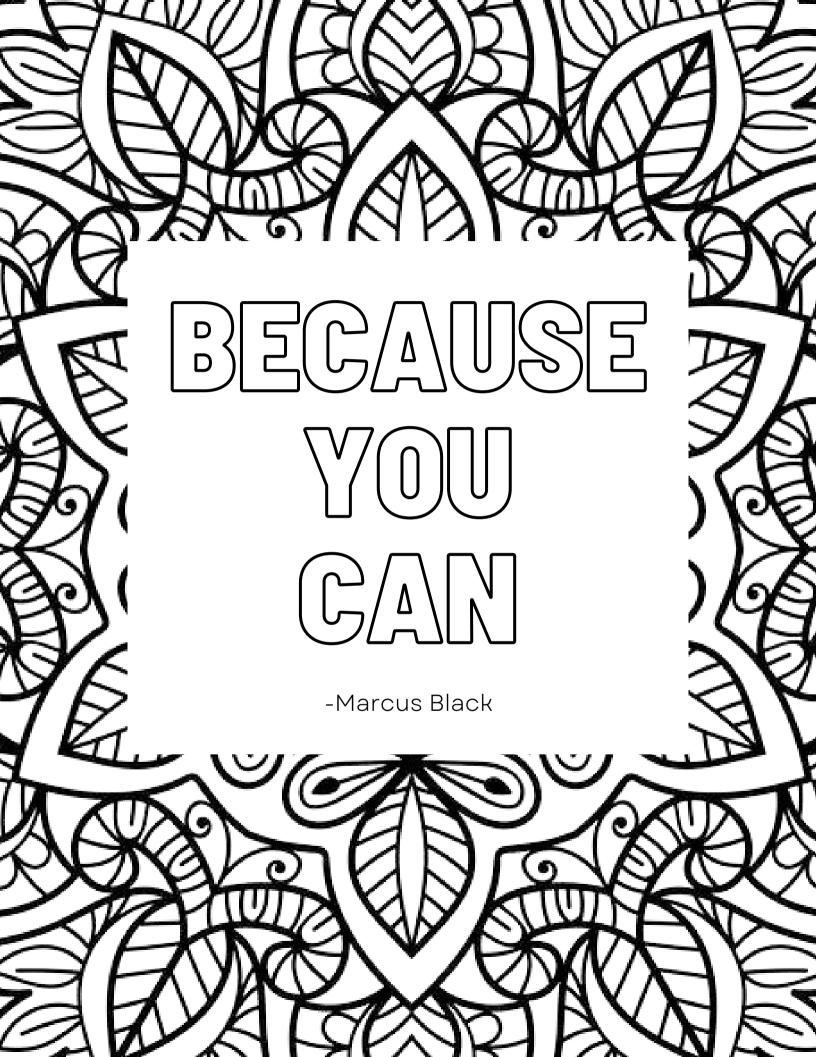


# Broken2 Beautiful TOM COVERLY



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# TRAINGING





MILITARY TRAINING CIVILIAN PROGRAMS GROUP MISSIONS CORPORATE EVENTS

Paramountguide.com brian@paramountguide.com 719-313-3890

# ANTHONY HART

notes:		
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# **CRAVE**

For the LORD your God is a consuming fire, a jealous God.
- Deuteronomy 4:24

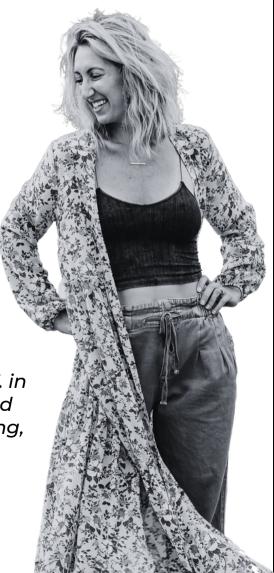
# TAMRA ANDRESS

Top Global Podcaster
Thought Leader in Spiritual
Entrepreneurship
3x Best Selling Author
Retreat/Conference Host
Marketplace Minister

Nicknames: A Human Sparkler , Pedaling Preacher and The Entrepreneurial Rabbi

Founder and Chief Evangelist of F.I.T. in Faith Media Company a business and broadcasting company for podcasting, publishing and platform building for Kingdom Entrepreneurs

Non-Profit - The Founder Collective



# **CRAVE**

# Re-write Your Cravings



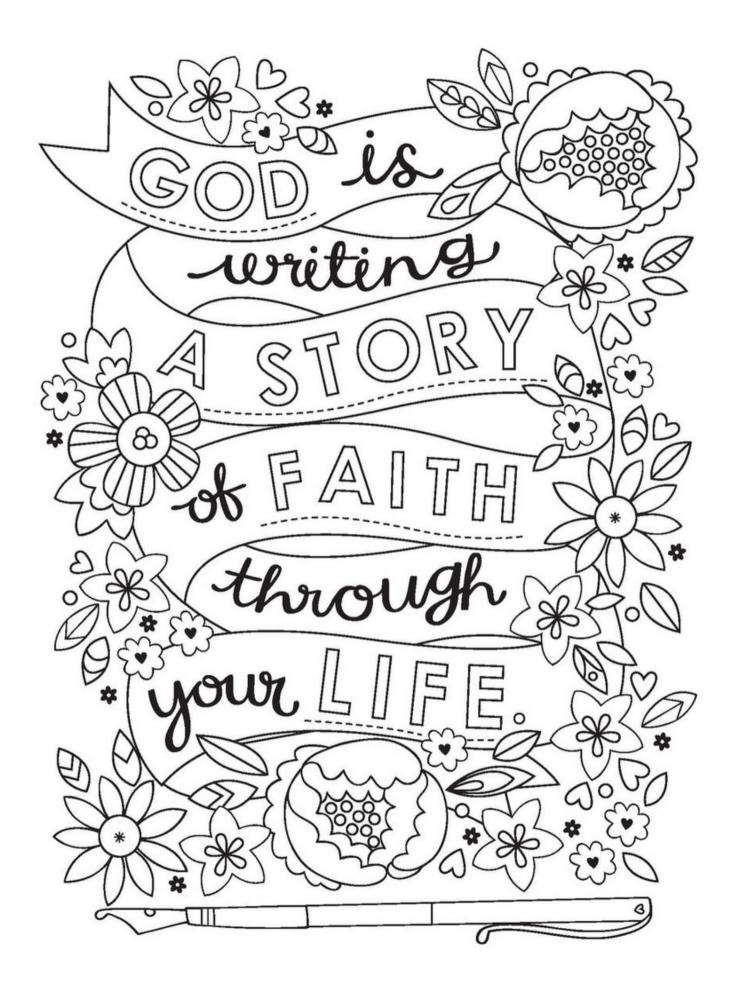
IT'S TIME TO ACTIVATE PURPOSE AND CRAVE CHRIST.

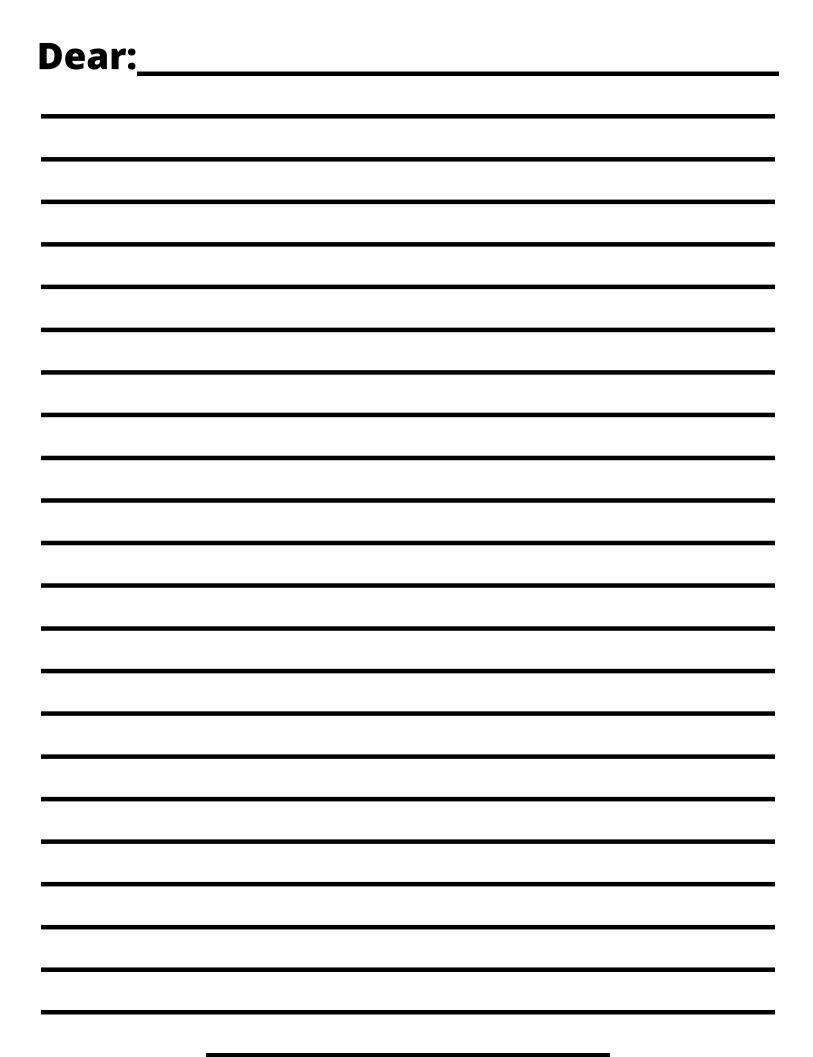
F.I.T. in FAITH MEDIA

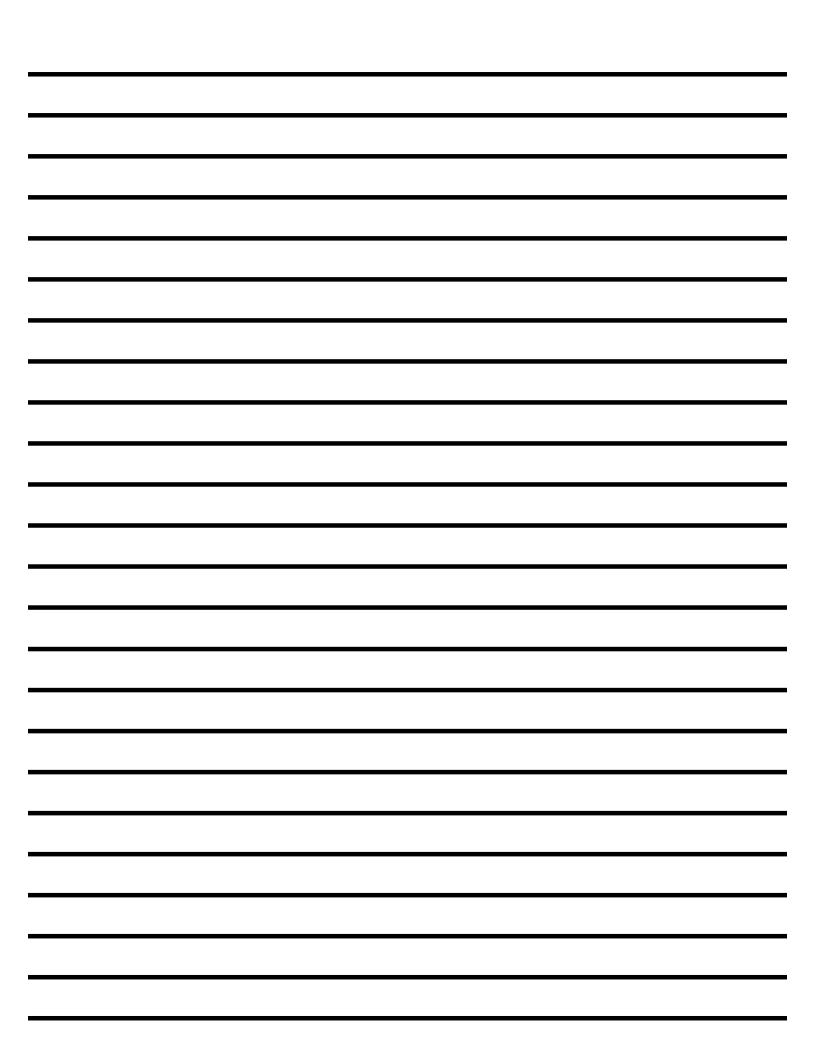
JOIN US FOR OUR WEEKLY DISCIPLESHIP CALL WITH FOUNDERS!













### Loving and Gracious God,

As this conference comes to a close and our paths diverge once again, we gather in prayer, grateful for the time we have spent together and the experiences we have shared. We lift up our hearts in gratitude for the transformation that has taken place within each of us during this remarkable gathering.

We pray for each attendee who has journeyed with us throughout these days of faith, mindset, and business. May their hearts be filled with inspiration, their minds enlightened with newfound wisdom, and their spirits ignited with a renewed sense of purpose.

Bless them, O Lord, as they step out of the familiar and into the realm of the unknown. Grant them courage to embrace the challenges that lie ahead and the resilience to persevere in the face of adversity. May they walk in faith, knowing that You are their guiding light, and that with You, all things are possible. Grant them the strength to break free from the confines of their comfort zones, venturing boldly into uncharted territories. Help them to recognize the potential that lies within them and empower them to unleash their unique gifts and talents upon the world. May they be agents of positive change, spreading love, compassion, and integrity in all their endeavors.

Lord, we pray for the relationships that have been formed and the connections that have been established during this conference. May these bonds continue to grow and flourish, fostering collaboration, support, and mutual encouragement among the attendees. Strengthen the network of like-minded individuals, that they may inspire and uplift one another long after this event concludes.

As our paths diverge, we entrust each attendee into Your loving care, O God. Surround them with Your divine protection, guidance, and provision. May they go forth with a renewed sense of purpose, equipped with the tools and insights gained throughout this conference.

May their steps be guided by wisdom, their decisions rooted in integrity, and their endeavors fueled by passion. Grant them the discernment to recognize opportunities and the audacity to seize them. May their businesses flourish, their dreams take flight, and their impact be far-reaching.

In closing, we give thanks for the profound experiences we have shared and the seeds of transformation that have been sown. May the lessons learned and the inspiration received continue to bear fruit in the lives of each attendee. We offer this prayer in deep gratitude and in the name of the One who calls us to walk in faith and pursue our highest potential.

Amen.

# Book EYA or Host an **EYA Event!**

# eyambition@gmail.com eyambition.com/book

Marcus Black & Ashlee Fay Branstetter



## **Our Mission**

Our Mission is to liberate people from the internal & external prisons that bind them to an unfulfilled life and awaken the fire within that fuels them on their path to purpose as they Embrace their God-Given Ambition!

# **Speaking Topics**

### Teamwork Makes The Dream Work

**Building Synergy Towards Common Goals** Collaboration Over Competition

### **Community Building**

Growing Your Online Community Organically Monetizing Your Social Influence

### **Embracing Your Ambition**

Walking Out Your God-Given Purpose **Unlocking & Achieving Your Wildest Dreams** 

### **Ideas Into Action**

**Turning Your Dreams Into Reality** Getting Unstuck & Creating Your Action Plan

# Featured In:





### <u>Testimonials</u>

"Marcus & Ashlee are both brilliant when it comes to their craft and then put them together and they are literally untouchable."

-Christine Capella

"Marcus & Ashlee

have a powerful kinetic magic between them." -Audrev Lawrence

# SPECIAL THANKS TO:







BWCDAILY

MOTIVATION, EDUCATION, INSPIRATION