

# FocalPoint CASE STUDY

**Mike Rayburn** — *Author, Musician & Entertainer*

## **Profile:**

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Mike Rayburn is a captivating keynote artist who has presented for many of the world's leading corporations. As an entertainer, Mr. Rayburn received a standing ovation at his Carnegie Hall debut and was immediately asked back for three return engagements. He was also voted "America's Campus Entertainer of the Year" three times. As an innovative business owner, he has been featured in *USA Today*, *Newsweek*, *Billboard*, and *Gig* magazines. He is also an author, adventurer, philanthropist, husband and father.

## **The Challenge:**

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Business had not always been booming! In college, Mr. Rayburn was pursuing a classical guitar and music business double major, while honing his act in college-town bars (one evening, for just seven people) and on the nightclub circuit. Mr. Rayburn says that playing for drunks every night and studying classical guitar during the day, the seed of his act took root. He had a great act, but was not getting the bookings he deserved.

## **The Solution:**

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Through the FocalPoint program, particularly Module 3: *Grow Your Business* Mr. Rayburn learned how to market and sell his unusual act. He identified his unique selling proposition and clarified exactly what his business is. He devised his "elevator pitch," a four-word phrase that spells out what he does. ("World's Funniest Guitar Virtuoso.")

## **The Results:**

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Before beginning the FocalPoint program, Mr. Rayburn's annual income was approximately \$156,000. After enrolling in the program, he went from college bars to standing ovations at Carnegie Hall, and saw his income jump to over \$327,000, which he earned working 35% fewer hours.

Part of his inspirational program is based on what he learned through FocalPoint, and he shows audiences how anything—from a business to one's life—can be transformed by applying these powerful principles.

