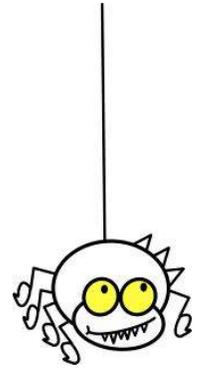


## Session 1

## Risk and Trust

### DuplicatingSchool © LIVE! Workshop

- There are only 2 types of people in the world
  - Spectators and players
  - Players get paid
  - Spectators \_\_\_\_\_ to watch players play
  - Use the workbook & **review** before afternoon session
    - Go over what we covered, not what's coming; progression
- 7 types of learners & compressed learning
  - 30 Day follow-through workbook
  - **Designed to help every type of learner get 100%**
  - Additional reinforcing components
  - References in workbook to get more detail, step-by-step



### Seminars\*

- DuplicatingSchool© ... methodology
  - Superior systems are based on “real life”
  - Rooted in human nature, corroborated by science
  - Seminars do not work, so we don't do them
- Why seminars do not work
  - People forget \_\_\_\_\_ % within 24 hours
  - They forget another \_\_\_\_\_ % by weeks end
  - No one gets 100% - Ut-oh!

### \*DuplicatingSchool© LIVE! Workshop

- How much content is learned at seminars?
  - 20% of what they hear, 40% of what they hear & see
  - At best 40% and they forget 90% within a week
  - Grand total? They learn \_\_\_\_\_ % of content
  - You have just made a major discovery, eh?
- DuplicatingSchool© LIVE! is a workshop
  - Superior adult learning method
  - \_\_\_\_\_ % of what they hear, see and do
  - You'll be working out real life challenges here
  - Leaving as a highly skilled masters in these common challenges

## DuplicatingSchool© LIVE! Workshop

### The Experience

- Compressed learning
  - It will be different
  - It will seem really fast at times, slow at others
  - Relax, let the experience wash over you
  - If you work at this workshop, you'll be stunned @ retention
- Old blueprint & questions
  - Big crowds, high excitement and it yielded?
  - **Frustrated there wasn't time to ask questions**
  - Question? Raise your hand! Time factored in
  - Take no offense if we tell you it's coming up
  - We've set aside time for Q&A end of day
    - Index cards, cool for the chat, jot 'em down, hand 'em in

### The Experience What Changed?

- How did you go from Bankrupt in Boston to beachfront in Kauai?
  - Discovery of 3 simple things
  - Breaking away from



### AI & Nancy

- \*Same System\* - Price, Meetings
- Same Product, Belief
- Same Comp Plan
- Same Hours, Commitment
- Same Upline, Same City
- Same Sponsor
- Difference?



- \_\_\_\_\_
- The first discovery ... If we are going to make money, we'll need to...

## What Changed?

- How did you go from Bankrupt in Boston to beachfront in Kauai?
  - **Hey... you said 3 simple things**
    1. The mindset
      - ✓ The ancestor of everything is thought
      - ✓ Abracadabra is no cartoon fantasy; ebrah k'dabri
    2. Discovery of two tiny pieces of information [ancient wisdoms]
      - ✓ These are not secrets, 1000s of years old
      - ✓ There are no "secrets" in MLM
    3. Skills
      - ✓ If we're going to make some money, we need to learn some skills
      - ✓ Discovered "HOW" to convert that information to skills for average person like myself
  - Not only has Lori earned in the top 1% of MLM for over 15 years, she figured out how to turn those ancient wisdoms into "skills" so average peeps like us could use them instantly.

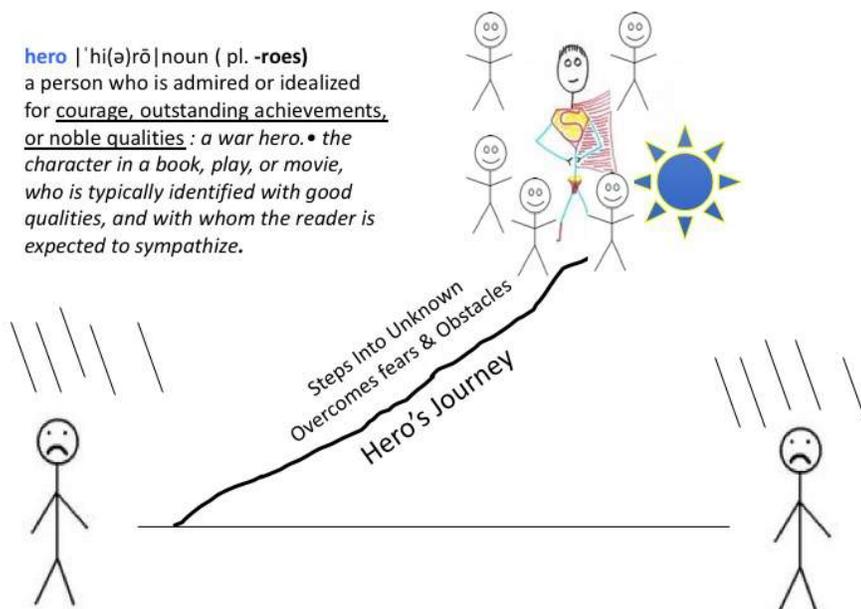
## My Multi-Million \$ Discovery

### 1st Tiny Bit of Info solves Recruiting Mystery, MLM

- 4000+ years old
- Story within all stories
- Movies, books etc.
- How does it apply?
- It's \_\_\_\_\_ story!
- Has them on edge of seat
- BTW, it's your story
- It's the "**secret**" to recruiting



**hero** | 'hi(ə)rō | noun ( pl. -roes)  
 a person who is admired or idealized for courage, outstanding achievements, or noble qualities : a war hero. • the character in a book, play, or movie, who is typically identified with good qualities, and with whom the reader is expected to sympathize.



## What To Expect From The Experience

- **EXPECT:** A shift in focus
  - If your target is wrong, does hitting the bulls-eye matter?
  - We've always built faster, in less time
  - Not better, smarter or more talented just shooting at right target
  - Expect to 'learn' where to focus
- **EXPECT:** Mechanisms
  - "How" to hit the correct target
  - We'll move from the esoteric to specific step-by-step skills
  - **How to present your ideas so they impact & convert**
  - Written plan for the next 30 days & a \*slam dunk annual strategy
- **EXPECT:** An Idea
  - Guarantees your success in all ventures and what REALLY separates winners
  - The combination of mechanisms & this simple, 4000 yr. thought creates the confidence and mental environment for transformation
  - Initiation – **Transformation** – Return as higher self

## Let's Go To Work - The Great Release!

- Why people don't dial & build big groups
  - \_\_\_\_\_
  - In our hearts we know we don't know
- \_\_\_\_\_ **has held you back**
  - **Feel tremendously proud of this**
- If you knew you knew that you knew you could...
  - Help anyone build a big team...
  - Would you have more confidence?
  - Talk to more people?
  - Transmit a compelling conviction non-verbally?

## Business 101

- "Fashion comes and goes, only principles endure"
  - Turns out our "non-dialers" integrity confirms a principle
  - **Begin with the \_\_\_\_\_ in mind**
- You probably came here
  - Hoping to learn to sponsor people
  - That is fear and hype... affected me too ... ugh ... And violates Business 101
  - We are beginning with the end in mind
  - **Theory** : Time leverage is the promise
  - **Manifestation**: Teams that build self-perpetuating teams without you...

## Teams? It's Bigger Than We Can Think\*

- "Building teams"
  - People toss the phrase around
  - It's not what they really mean, it's just a phrase
  - Heartbreaking to see so many say it yet not know how crucial it really is
- Crucial is an understatement
  - Direct correlation between success and ability to build teams
  - Always true
  - Internet has made it even more significant

## Business – Hobby\*

- Everybody says....
  - Treat it like a business, it will pay you like.....
  - Treat it like a hobby.....
  - Great words but empty for the most part
- What do 'good' business people do?
  - Understand their INDUSTRY
  - Know the weaknesses, plan and chart different course
  - Think this might help?
  - Bad business peeps? The ham and grandma
  - **We can learn from history or ignore** it and, of course, repeat it

## A BFO

- Where are we going?
  - Excitement and fear puts focus on personal recruiting
  - This, in turn, leads to a 'sponsoring more' mindset
- If leverage is the objective
  - a) Do you want to '**sponsor more people**'?
  - b) Do you want to have '**more people sponsoring**'?
- The BFO? How do I get 'more people sponsoring?'
  - BEGIN WITH THE END IN MIND! A team that all reps DTST - all the time
  - Since duplication is a by-product of education
  - **\*\*If Education is standardized\*\***
  - I build 'TEAMS' that all teach the **same thing**, leverage human nature

## The Targets

- There are 2 targets...
  - 2 things everyone must know to build a big biz...
  - I'm not blaming anyone, but I was never taught the targets
  - 5 failures rooted, like so many other people
  - In well-meaning people copying the wrong teaching modeling
- **Do we agree that it's easier to hit the target**
  - If we know what it is?
  - And what if someone is teaching us who knows it?
  - Easier?



## Training and Recruiting Are The Same

### Why You Are Here & Your Teammate[s]

- Think Team, if you know you can build a team...
    - **KEY- When recruiting you are training, when training you are recruiting**
  - American Corporations Spend
    - *More money on education* than all public & private schools
    - Kindergarten – Graduate School
  - They spent over 95% of that on 4 things
    - Care to take a guess?
1. What the \_\_\_\_\_
  2. How to do the \_\_\_\_\_
  3. How to \_\_\_\_\_ PP&Ts from interfering with job

## A Bewildering Experience

### Crucial Information – Think Team

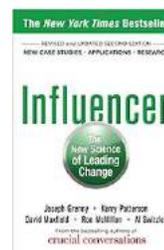
- Remember... if you want to build teams
  - Your training and recruiting should focus on
    1. What the job is
    2. How to do the job
    3. How to prevent PP&Ts from interfering with job
- Sat in on trainings, 14 different companies over 4 years plus mine
  - Heard great speakers. Poured their hearts out. Audience loved 'em
  - Asked dozens and dozens of people at dozens of trainings
    - **“Can you tell me what your job is?”**
    - **“Can you tell me the objective of your business?”**
- Want to guess, in 4+ years, how many knew either?

### No one wants to be criticized or embarrassed

- Build all recruiting and trainings & 1:1 coaching from reps point of view
  - Add colors with 1:1s? Kill-ah
- If it feels “safe” to the rep to move forward with your suggestions?
  - You get them to engage in the building behavior
- If we do that, we build teams, yes?
  - OK, I’m buying it, HOW did I do it?

## And, We’re Into My Bible For Team Building

- But first...
  - Back to the Hero’s Journey



## The Hero's Journey\*

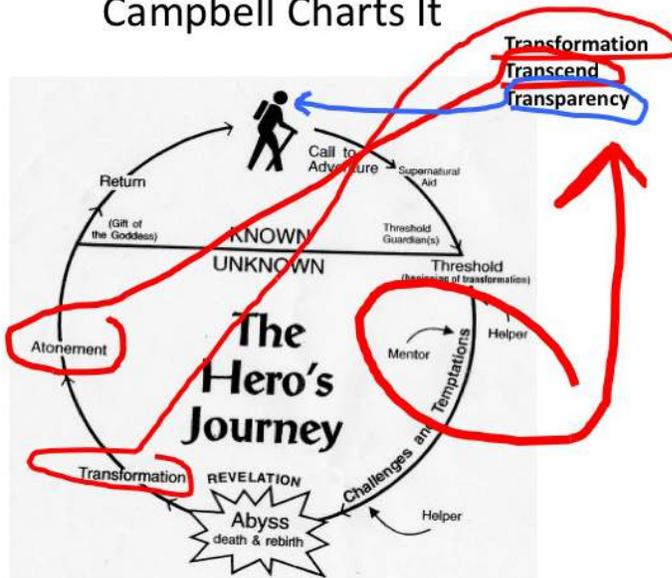
- Each myths common story?
  - The Hero's Journey
  - We can't connect either place without self discovery
  - Release social reactive life, find higher self within
  - It's scary in there! Easier to struggle without instead look within
- In each story the 'hero' hears a call
  - Will s/he hear it? Most are, at best, reluctant
  - Will s/he take it?
  - Will s/he make it?
  - Hero goes through it alone, transforms
  - Returns as authentic higher self
    - We're talking 4000+/- years here folks, same conflict, exactly

## Fascinating...

### But What's It Got To Do With MLM Teams?

- Every story, from Shakespeare to Star Wars
  - Bible stories to Avengers
  - All tap this simple call to action
  - Billions spent on sports and movies – Why?
  - Living vicariously through 'heroes'
- There are 6 basic themes
  - Reluctant hero ←
  - Loss and Redemption
  - Underdog
  - Discovery
  - Revenge
  - Ascension

## Campbell Charts It



## Campbell or Lucas?

### Who's Responsible for Star Wars Appeal?

- Lucas inspired by Campbell
  - Star Wars is an amalgam of the central themes
  - Lucas constantly checked with Campbell
- Most of us hear the call but ignore it ....until
  - Something happens, big, not usually great
  - Skywalker's family killed-burned- answers the call
  - Reluctant, struggled, mentors & helpers, temptations
  - The 'force' is Universal mind, friends, mankind – connection
  - And in Go90Grow© HJ Skills, we talk "collaboration" ... aka connection
  -

### Campbell or Lucas? Who's Responsible for Star Wars Appeal?

- In the end?
  - Sky Walker had to face his demons alone
  - But **after** he's mentored... given tools [Obi Wan, Yoda... you!]
  - This resolution becomes the \_\_\_\_\_ point
  - Then, the return... finds higher values, courage and shares with tribe
  - **Just like what you're trying to do** \_\_\_\_\_
- KEY: Was a boy, became a man → child to adult
  - In spiritual sense, that's the metaphor
  - Heroic actions, facing fears, trials and tribulations
  - \*Discovery, revenge, Loss & Redemption etc.

## And This Morphs In Current Culture

- The Matrix is the same story
  - Comic books 50's & 60's
  - Let's go over a few of yours
- What's Alfred Hitchcock got to do with all this?
  - Figure this out and hit a few of our suggestions, World Class Trainer
  - World Class Trainers build World Class Teams
  - Figure this out and you'll understand the 'appeal' of MLM
    - Despite all the bad press, stories and poor reputation
  - More importantly, you'll have the key to the Team Building Vault
- What set Hitchcock apart?
  - It's what sets MLM apart
  - It's what makes 2 people with same content either ho-hum or great
  - BTW, it will help increase your SQ

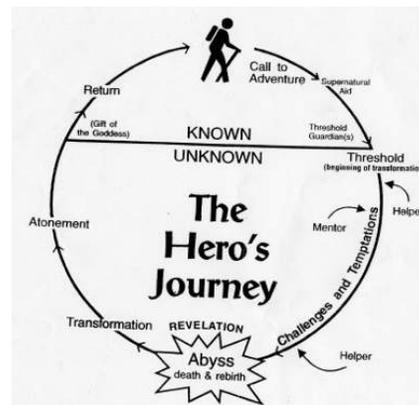
## The Case and The Proof

- Why did you join your MLM?
  - Why did you decide to come to this training?
- The reason I joined my MLM and want to improve is
  - a) I love the product
  - b) Our scientists can beat up the scientists at other companies
  - c) Our pay plan is the best on the planet
  - d) I want a different outcome time and money wise

## You're participating, but are you paying attention?

### Vitalize Building a Team

- For prospects....enrolling is
  - The call to adventure
  - Known → Unknown
- For you? ....enrolling is both a
  - **Responsibility**
  - **Opportunity** build team
- Answering call not enough
  - Understand Hero type
  - **Helper & Mentor role**



### Successful Team Contingencies

1. Do it right
  - Helper role
  - Mentor role
2. Do it \_\_\_\_\_
  - Understanding Pareto
  - Master art of Influence
3. Do it faster
  - Improving knowledge of your Hero
  - Improving how you communicate
4. Do it with Leverage – EXACTLY same with prospects

*Your new people are your best prospects*

*Until they are making \_\_\_\_\_,*  
*reps are premium prospects*

## Your Role

1. Do it right
  - Helper role
  - Mentor role
- Know the 6 Hero types ~ Let's discuss
  - ★ 1. Reluctant
  2. Ascension
  3. Loss and Redemption
  4. Underdog
  5. Revenge
  6. Discovery

## Common Sense & Research

2. Do it better
  - Understanding Pareto
  - Master Art of Influence
- Pareto properly understood is a gold mine
  - 20% of your clothes 80% of the time
  - 20% of restaurants 80% of the time
  - How does this help you 'do it better?'
- People are more likely to move forward with familiar
  - Little kids, same book, every night
  - No jargon or make it 'simple' and take time to explain it
  - Get confirmation they understand it

## Influence

### Turning the Undesirable into Desirable

- Reluctant Heroes
  - Probably see recruiting as 'undesirable'
  - Finding the 'time' is not true
  - It's a clear signal that 'undesirable' is in play
- Getting them to take action
  - Focus on behaviors, not results [it will make you rich]
  - Find their core values & motives
    - Mini-DMP & Color [coming today]
  - **KEY:** Link the behavior to core values and motives

## Influence vs. Persuasion

- **Persuasion** is trying to find the right combination of verbal tricks and phrases ... usually based on fear of loss
  - Next billion dollar company
  - So-and-so hit diamond already...yada, yada
  - It's about EXERTING your \_\_\_\_\_ over others [careful Reds]
- **Influence** is identifying critical behavior[s] to desired objective
  - Working with people to modify their behavior
  - And rewarding their effort
  - You'll know something about your teammates other's don't
  - Their core motive – BAM!
  - Simply “link” their core motive to the behavior **then** \_\_\_\_\_

## Seem Like a Lot? Relax

- We're talking about building a team
  - **Stay in the learning moment**
  - Learning how to influence people is a behavior winners engage in
  - You 'get it' that we need to build real teams
  - That takes 'real coaching behaviors' not 'chanting' about teams
- If we can learn to 'influence' our teammates we succeed
  - What am I doing right now?
  - a) Encouraging **a behavior** & linking to something you **value** [team]
  - b) Making you feel you've got to **get results to succeed**

## Influence Is That Simple

- Awareness & Rewards
  - You'll improve quickly
  - Be aware of 'type'
  - We've got a dandy simplifier
- Once you've got mini-DMP
  - Link their 'wants' to behavior
  - Their wants are? Their HJ!!
  - Reward the behavior
  - If behavior is right, rewards come
  - What Behaviors?
  - Skills in 3-Step Plan, 3-ways

You Now Have [The Edge](#)  
Most People Are Aiming at Wrong Target

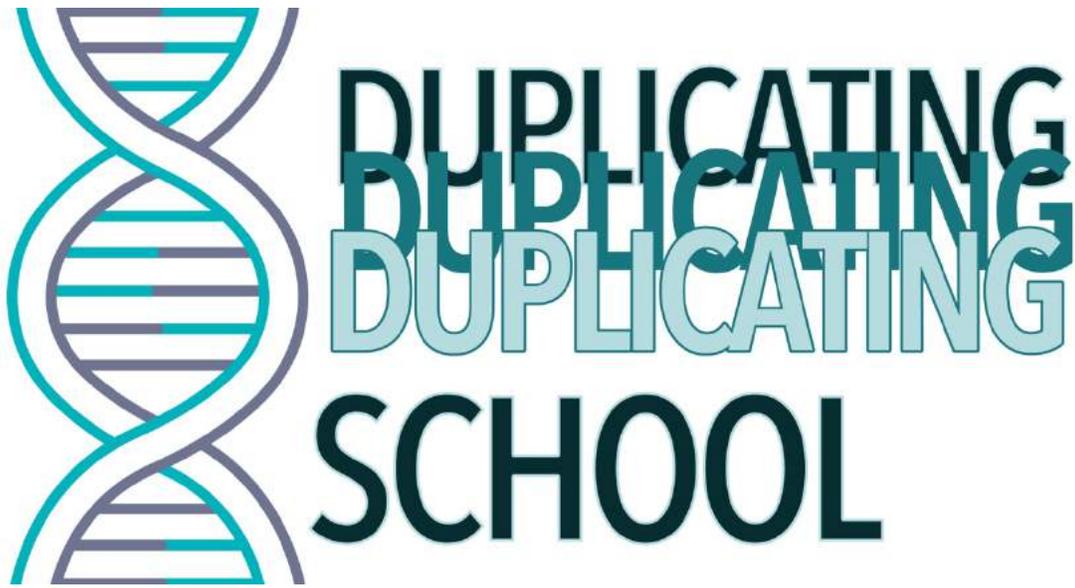
Team, Always Think Team

## Let's Get Busy



## Pulling It All Together

- To build teams that build teams without you
  - a) Keep hyping lines like, “no I in team” etc. and teach sponsor more to get results... and teach them to DTST
  - b) Use the Influencer skills so they engage in income producing behaviors together and teach others to DTST
- So how do we build a team of productive heroes?
  - Everybody says it's all about relationships... then nothing!
  - The little hinges that turns the big door in relationships?



## **Session 2**

**Go To Color Code Tab**

# Building a Strong Productive Team of Heroes



## The 3 Things for Building Teams

- How do we build big, productive teams?
  1. The Mindset
    - 7 Laws + Correct knowledge of objective
  2. The Skills ←
  3. The “Coaches” Code
    - Profiles – What they mean
    - Converting Profiles into Hero’s “Ultimate Cheat Sheet”
    - Once you GUTS; sponsoring is easy
    - The big money? Getting people in to produce
    - You’ll leave here knowing EXACTLY how to make that happen

## What to Expect to Learn in This Module

- How to use these profiles
  - Everybody says communication is key
  - Sounds great, no one tells us “how”
- You’ll learn “how” and we’ll **practice**
  - Practice what?
  - The things that come up in real life
    - \*Getting reps to engage in successful behaviors
    - Moving suspects through the pipeline
    - Training your teams, presenting your business
    - If you can do it with “strangers” here? BAM!
- This module is the key to successful outcomes
  - As we progress through workshop, **we’ll practice**
  - Beginning shortly ... yippee; This is a workshop, not a lecture
  - You’ll work with individuals and on teams
  - We’ll explain what to do, then you’ll do it, right here, do it over and over
  - Leave as an expert

## Keep This In Mind

### Influence vs. Persuasion

- **Persuasion** is trying to find the right combination of verbal tricks and phrases ... **usually based on fear of loss**
  - Next billion dollar company
  - So-and-so hit diamond already...yada, yada
  - It's about **EXERTING your WILL** over others [careful Reds]
- **Influence** is identifying critical behavior[s] to desired objective
  - Working with people to help them modify their **behavior**
  - And rewarding their effort [**behavior**, not results]
  - You know something others don't
  - Their core motive – BAM!
  - Simply “**link**” their core motive to the **behavior** then “show and tell”

### Remember this slide?

#### Al & Nancy

- \*Same System\* - Price, Meetings
- Same Product, Belief
- Same Comp Plan
- Same Hours, Commitment
- Same Upline, Same City
- Same Sponsor
- Difference?
- **Skills**
- **The #1 Skill is learning the “\_\_\_\_\_”**



\_\_\_\_\_” of Prospects and Distributors

### Facts on Relationships – Pg. 4

- 85% of the people fired last year were fired because of relationship problems
- The average manager spends 19-29% of his/her time resolving personality conflicts
- Divorce Statistics
  - 40% percent of first marriages
  - 67% percent of second marriages
  - 74% percent of third marriages

## Core Motives & Natural Talents

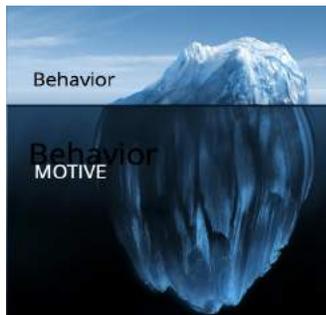
	Red	Blue	White	Yellow
Core Motive	Power	Intimacy	Peace	Fun
Natural Talents	Leadership Vision	Quality Service	Clarity Tolerance	Enthusiasm Optimism

### Training Objectives – Pg. 6

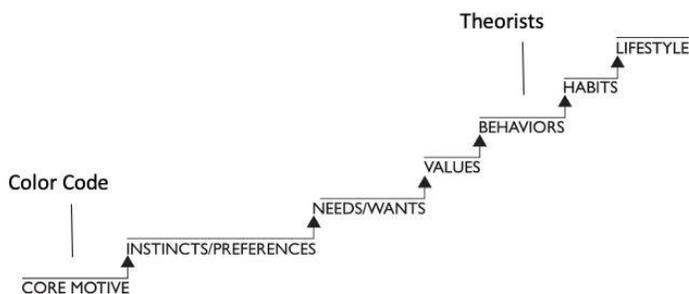
1. Identify - driving core motive
  - You were born with it
2. Take - 100% responsibility for all relationships
3. Understand - the four personality types
4. Discover - specific ways to improve all relationships



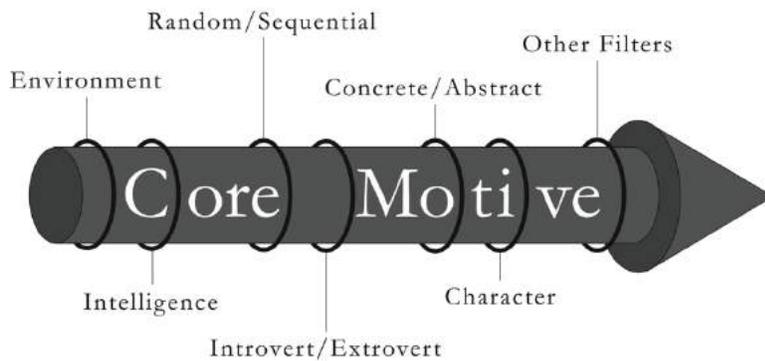
### Paradigm Shifts – Pg. 7



### Model of Theories – Pg. 9



## Personality Filters – Pg. 10



## Pathway to Your Personal Kauai?

Starting point for teams that build teams... without you?

## 100% Responsibility Pg. 11

### 100% Seem Unreasonable?

#### Are You Prejudiced?

- Color Bias...
  - It isn't unusual to have some measure of color bias.
  - Normal yet no billion-dollar brand w/o solution
- Normal tendencies; biases
  - **Reds** are annoyed with Blue's tendency to over-articulate.
  - A Blue is frustrated by a **Red's** insensitivity.
  - A **Yellow** might find Whites to be boring.
  - **Whites**? Well...they prefer their own company

## Ever Happen to You?



They need the product...  
They need the money...  
They say **"NO"**  
Ever wonder why?

They need the product...  
They need the money...  
They say **"NO"**  
Ever wonder why?  
A few join but quickly vanish  
Ever wonder why?  
This **"wuzzle"** is the answer  
R U thinking... Huh?  
What's a wuzzle

# LANNNGUAGE



#1 Skill = Secret Language of the prospects & dists.



## Core Motives & Natural Talents

	Red		
Core Motive	Power		Everyone, especially REDS, please remember...  Your COLOR does not matter when speaking with others.
Natural Talents	Leadership Vision		

**“Healthy \_\_\_\_\_ are the lifeblood of humanity.  
They are the movers and shakers of society.”**



## Reds

- Like to be in charge
- **Like** telling others what to do; **like** to be the boss
- Great organizers in thought
  - Think systemically
  - Managers
  - Politicians
- **Reds** are ALL ABOUT THE MONEY
  - Bottom line
  - They'll make the most money for you and your teams
  - So let's go get reds? LOL
  - They do not listen because they **KNOW IT ALL** already



## Reds

- ROI Thinking ~ all of the time
  - Logical
  - Facts, not emotions
  - Competitive
  - Decisive
  - All **Reds** Think They're **Blues**
- Make the \*\* Most money for themselves and the team... IF\*
  - \*\*If we can guide and coach them...
  - Color Code is the only way we've found in 35 years...
  - It starts here and grows or it dies here

## Red Personalities You May Know





# Professionals Tip #1 – Page 15

- The needs and wants of **Reds?**
- Great guides, coaches, mentors are in service
  - To coach Reds [any color] up, be aware of their **needs and wants**
- “Every **battle** is won or lost before it’s fought” Sun Tzu
  - **Battle?** For their best
  - Color Code™ material gives you the tools, mastering them wina
  - Learning how to talk to each color
  - Coach Belichick...
  - **Star your 2 needs and 2 wants**

## REDS

Driving Core Motive: POWER / PROGRESS  
 Natural Gifts/Talents: Vision, Leadership

Page 15

Strengths (circle top 3)		Limitations (circle top 3)	
Proactive	Focused	Arrogant	Overly aggressive
Productive	Powerful	Relentless	Insensitive
Decisive	Visionary	Obsessive	Always right
Assertive	Pragmatic	Bossy	Selfish
Action-oriented	Motivated	Critical of others	Tactless
Determined	Articulate	Demanding	Calculating
Responsible	Impatient	Intimidating	
Leader	Confident	Argumentative	

Needs (circle top 2)		Wants (circle top 2)	
Look good technically	Be right	Hide insecurities (EIGHT)	Be productive
Be respected	Attain approval from a select few	Be in a leadership position	Experience challenging adventure

When communicating w/ Reds – DO: (circle top 3)	When communicating w/ Reds – DON'T: (circle top 3)
<ul style="list-style-type: none"> <li>• Prepare with facts and figures</li> <li>• Present issues logically</li> <li>• Be direct, brief and specific</li> <li>• Emphasize productivity and efficiency</li> <li>• Articulate feelings clearly</li> <li>• Demand attention and respect</li> <li>• Support their leadership instincts</li> <li>• Support their correct decisions</li> <li>• Build on the logic of their arguments and ideas</li> <li>• Offer them leadership responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Embarrass in front of others</li> <li>• Argue from emotions</li> <li>• Use an authoritative approach</li> <li>• Use physical punishments</li> <li>• Be slow and indecisive</li> <li>• Expect a personal and intimate relationship</li> <li>• Attack them personally</li> <li>• Wait for them to solicit your opinion</li> <li>• Tale their arguments personally</li> <li>• Demand constant social interaction</li> </ul>

List 3 Behaviors of Reds Operating Under Stress:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## My Big Dream

### BLUES

Driving Core Motive: WINNERSHIP  
Natural Gifts/Talents: Quality, Service

Strengths (circle top 3)	Limitations (circle top 3)
Working hard	Detail-oriented
Organized	Methodical
Reliable	Responsible
Committed	Quality-oriented
Respectful	Team player

Needs (circle top 2):

- \_\_\_\_\_
- \_\_\_\_\_

Wants (circle top 2):

- \_\_\_\_\_
- \_\_\_\_\_

When communicating w/ Blues – DO: (circle top 3)

- Be direct and concise
- Be organized
- Be respectful

When communicating w/ Blues – DON'T: (circle top 3)

- Be over-the-top
- Be overbearing
- Be over-protective

List 3 Behaviors of Blues Operating Under Stress:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### YELLOWS

Driving Core Motive: PROGRESS  
Natural Gifts/Talents: Vision, Leadership

Strengths (circle top 3)	Limitations (circle top 3)
Proactive	Overly aggressive
Productive	Insensitive
Decisive	Always right
Assertive	Selfish
Action-oriented	Tactless
Determined	Calculating
Responsible	Intimidating
Leader	Argumentative

Needs (circle top 2):

- \_\_\_\_\_
- \_\_\_\_\_

Wants (circle top 2):

- \_\_\_\_\_
- \_\_\_\_\_

When communicating w/ Yellows – DO: (circle top 3)

- Prepare with facts and figures
- Present issues logically
- Be direct, brief and specific
- Emphasize productivity and efficiency
- Articulate feelings clearly
- Demand attention and respect
- Support their leadership instincts
- Support their correct decisions
- Build on the logic of their arguments and ideas
- Offer them leadership responsibilities

When communicating w/ Yellows – DON'T: (circle top 3)

- Embarrass in front of others
- Argue from emotions
- Use an authoritative approach
- Use physical punishments
- Be slow and indecisive
- Expect a personal and intimate relationship
- Attack them personally
- Wait for them to solicit your opinion
- Tale their arguments personally
- Demand constant social interaction

List 3 Behaviors of Yellows Operating Under Stress:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Circle 2 needs 2 wants

# World Class Coaching? Communication – Page 16

- How can I improve my communications with **Reds**?
  - With all colors?
- What do great depart. heads, mentors and teammates...
  - Who facilitates discovery and brings the best out in others?
  - **Adjust** so they are speaking the **language** of the other person
- Now we know what we want to do [draw out their best]
  - We know their needs, wants and core motive...
  - The **“how”** is crucial, it is the key to the vault
  - **Star 3 do's and 3 don'ts**

## REDS

Driving Core Motive: **POWER / PROGRESS**  
 Natural Gifts/Talents: **Vision, Leadership**

Page 16

Strengths (circle top 3)		Limitations (circle top 3)	
Productive	Focused	Arrogant	Overly aggressive
Decisive	Powerful	Intuitive	Always right
Assertive	Visionary	Obsessive	Selfish
Action-oriented	Pragmatic	Critical of others	Tactless
Determined	Motivated	Demanding	Calculating
Responsible	Articulate	Impatient	Intimidating
Leader	Confident	Argumentative	

Needs (circle top 2)	Wants (circle top 2)
Look good technically	Hide insecurities (rightly)
Be right	Be productive
Be respected	Be in a leadership position
Attain approval from a select few	Experience challenging adventure

When communicating w/ Reds – DO (circle top 3)	When communicating w/ Reds – DON'T (circle top 3)
<ul style="list-style-type: none"> <li>• Prepare with facts and figures</li> <li>• Present issues logically</li> <li>• Be direct, brief and specific</li> <li>• Emphasize productivity and efficiency</li> <li>• Articulate feelings clearly</li> <li>• Demand attention and respect</li> <li>• Support their leadership instincts</li> <li>• Support their correct decisions</li> <li>• Build on the logic of their arguments and ideas</li> <li>• Offer them leadership responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Embarrass in front of others</li> <li>• Argue from emotions</li> <li>• Use an authoritative approach</li> <li>• Use physical punishments</li> <li>• Be slow and indecisive</li> <li>• Expect a personal and intimate relationship</li> <li>• Attack them personally</li> <li>• Wait for them to solicit your opinion</li> <li>• Take their arguments personally</li> <li>• Demand constant social interaction</li> </ul>

List 3 Behaviors of Reds Operating Under Stress:
1. _____
2. _____
3. _____

Let's all assume no one wants physical punishment

My Big Dream \_\_\_\_\_

The diagram illustrates communication profiles for three personality types: Blues, Whites, and Reds. Each profile consists of a table with the following sections:

- Strengths (circle top 3)** and **Limitations (circle top 3)**
- Needs (circle top 2)** and **Wants (circle top 2)**
- When communicating w/ [Color] – DO (circle top 3)** and **When communicating w/ [Color] – DON'T (circle top 3)**
- List 3 Behaviors of [Color] Operating Under Stress:**

A central circle labeled "Circle 3 Do's 3 Don'ts" is connected to the communication guidelines of the three profiles by blue arrows, indicating that these guidelines are the key to effective communication with these types.

## When It Is Tough...

- Everybody knows...
  - Under stress
  - People, all 4 colors, are not at their best
- Everybody says...
  - Conflicts amplify under stress
  - These “conflicts” turn out to make or break relationships\*\*
  - When they break, we cooperate at best, ut-oh; factions
  - Carnegie's vision.. to be the top maker and seller of steel
    - Carnegie created → Harmony, not merely cooperation

This will help everybody make more money

### REDS

Driving Core Motive: POWER / PROGRESS

Natural Gifts/Talents: Vision, Leadership

Strengths (circle top 3)		Limitations (circle top 3)	
Proactive	Focused	Arrogant	Overly aggressive
Productive	Powerful	Reckless	Insensitive
Decisive	Visionary	Obsessive	Always right
Assertive	Pragmatic	Bossy	Selfish
Action-oriented	Motivated	Critical of others	Tactless
Determined	Articulate	Demanding	Calculating
Responsible	Confident	Impatient	Intimidating
Leader		Argumentative	



Needs (circle top 2)	Wants (circle top 2)
Look good technically	Hide insecurities (tightly)
Be right	Be productive
Be respected	Be in a leadership position
Attain approval from a select few	Experience challenging adventure

The “cheat sheet”

When communicating w/ Reds - DO: (circle top 3)	When communicating w/ Reds - DON'T: (circle top 3)
<ul style="list-style-type: none"> <li>Prepare with facts and figures</li> <li>Present issues logically</li> <li>Be direct, brief and specific</li> <li>Emphasize productivity and efficiency</li> <li>Articulate feelings clearly</li> <li>Demand attention and respect</li> <li>Support their leadership instincts</li> <li>Support their correct decisions</li> <li>Build on the logic of their arguments and ideas</li> <li>Offer them leadership responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>Embarrass in front of others</li> <li>Argue from emotions</li> <li>Use an authoritative approach</li> <li>Use physical punishments</li> <li>Be slow and indecisive</li> <li>Expect a personal and intimate relationship</li> <li>Attack them personally</li> <li>Wait for them to solicit your opinion</li> <li>Talk their arguments personally</li> <li>Demand constant social interaction</li> </ul>

Copies shared

Use this “CC”, to defuse stress, lift others up, to hear and to be heard

List 3 Behaviors of Reds Operating Under Stress:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Your name \_\_\_\_\_

### My Big Dream

A Treasure For Everyone

- Communicating better...

- Knowledge does not apply itself
- A bit of practice
- Ask for feedback and be the observer
- AI helps us help others specifically
- We're reducing the 27-page report
  - To one functional page ...
  - Colors becomes the currency of communication; trust accelerates
  - Sharing copies and bracelets make it stick, develops culture
  - Yet, there is so much more in that report

**WORK**

---

**Start:**

- Being more sensitive to others you work with
- Asking for opinions of your peers and team members
- Being more approachable and welcoming of feedback

**Stop:**

- Being right at the expense of a relationship
- Being critical of those around you
- Intimidating others to see results

**Continue:**

- Delegating well to others
- Seeing the big picture
- Helping others focus their efforts

**Specific directions**

---

**PERSONAL**

**Start:**

- Enjoying living in the moment
- Being more introspective about how you impact friends and family
- Inviting people who live life differently into your life

**Stop:**

- Making all the decisions about how your friends should live their life
- Being so rigid about completing tasks on your days off
- Getting mad at your family when they disrupt your focus

**Continue:**

- Juggling a variety of interests in your life, which you do so well
- Sharing your gifts of vision with the community
- Challenging the status quo

**If you do it, they will**

**Improvement in all relationships**

**Good, better, best**

---

**LOVE**

**Start:**

- Laughing more about insignificant things
- Paying attention to the needs of your family
- Instigating creative ways to engage significant others

**Stop:**

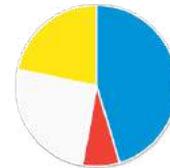
- Being so selfish with meeting your needs over those of your significant other
- Thinking you know what is best without asking
- Trying to fix your significant other's life

**Continue:**

- Making decisions about places to go (e.g. to dinner, on dates, for vacation)
- Sharing your vision of how your relationship will be
- Remembering why you fell in love in the first place

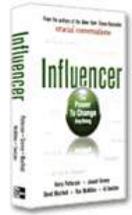
## More Gifts Than You Know

- Color Code breaks down everything
  - Uncovers blind spots
  - And more than half are gifts
- Davene, an **emoting blue**...
  - Used gifts identified in her **white**
  - To season emotions with logic
  - Specific steps, leveraging hidden gifts
    - Inspiring others, accelerating trust, improving production



## This Is Massive Teams That Build Teams Without You

- Works for all colors
  - Just tiny tweaks
  - **Think** and Grow Rich
- If you have
  - A distributors **NEEDS** and **WANTS**
  - Know their **CORE MOTIVE** [motivation is “motive-in-action”]
  - 3 best ways to communicate and 3 best ways to avoid
  - And their Purpose [HJ1] ...
  - How difficult will it be to **INFLUENCE** them to engage?



This is “how” we hit top pins everywhere we built

## Core Motives & Natural Talents

	Blue		
Core Motive	Intimacy		
Natural Talents	Quality Service		

**“Life cannot bestow on anyone a more gratifying reward than the sincere appreciation and trust of a Blue friend, employer or family member”**

## Blues

- Supportive by nature
  - Professional helpers
  - Nurses – teachers – moms
- Do more for others than for themselves
- Blues love helping others – they choose
- KEY: Have high credibility
- Most folks think Blues are nice



## Blues

- Integrity Driven
- Help out at meetings
- Well organized
  - Emotional
  - Facts won't do it, not about the money
  - Indecisive
  - Not competitive, great teammates
- Great Leaders
  - People appreciate missionary spirit
    - Never in Front but a great leader by example, helpful

### Blues and Lunch



### Blue Personalities You May Know



**BLUES**

Driving Core Motive: INTIMACY  
Natural Gifts/Talents: Quality, Service

Value to group  
Circle 3

Coach 'em up  
Circle 3

Strengths (circle top 3)		Limitations (circle top 3)	
Nurturing	Dependable	Perfectionist	Low self-esteem
Caring	Deliberate	Suspicious	Judgmental
Loyal	Detail-conscious	Worry-prone	Guilt prone
Intimate	Well-mannered	Self-critical	Emotionally intense
Analytical	Sincere	Overly sensitive	Hard to please
Thoughtful	Quality-oriented	Unforgiving	Self-righteous
Compassionate	Intuitive	Moody	Unrealistic expectations
Respectful		Jealous	

Needs (circle top 2)	Wants (circle top 2)
To be good morally	To reveal insecurities
To be understood	To attain quality
To be appreciated	To be autonomous
To be accepted	To have security

When communicating w/ Blues – DO: (circle top 3)	When communicating w/ Blues – DON'T: (circle top 3)
<ul style="list-style-type: none"> <li>Allow time for them to collect their thoughts</li> <li>Take a sensitive approach</li> <li>Demonstrate your sincerity</li> <li>Be well-mannered &amp; behave appropriately</li> <li>Limit their perceived exposure to risk</li> <li>Help them feel secure in the relationship</li> <li>Promote their creative efforts and ambitions</li> <li>Appreciate them</li> <li>Be loyal</li> <li>Do a thorough analysis and present with all the details</li> </ul>	<ul style="list-style-type: none"> <li>Make them feel guilty</li> <li>Be rude or abrupt</li> <li>Promote too much change</li> <li>Expect spontaneity</li> <li>Abandon them</li> <li>Expect them to bounce back easily/quickly from depression</li> <li>Demand perfection</li> <li>Push them too quickly into making decisions</li> <li>Expect them to forgive quickly when crossed</li> <li>Demand immediate action or quick verbal bantering</li> </ul>

List 3 Behaviors of Blues Operating Under Stress:
1. _____
2. _____
3. _____

Not your color?

While the Blues do

See page 24

Fill out Top half and rate 1-10

Name 1 or 2 BLUES that you know: \_\_\_\_\_

**Professionals Tip**

- The Needs and Wants of **Blues**?
- Leaders & Team Builders are in service –
  - Be aware of the **needs and wants** to really be in service
  - Review if this is your color and **Star 2 of each**
  - List some Blues you know and/or will be working with
  - Your color? Does not matter, their motive does

**BLUES**

Driving Core Motive: INTIMACY  
Natural Gifts/Talents: Quality, Service

Check 2

Check 2

Strengths (circle top 3)		Limitations (circle top 3)	
Nurturing	Dependable	Perfectionist	Low self-esteem
Caring	Deliberate	Suspicious	Judgmental
Loyal	Detail-conscious	Worry-prone	Guilt prone
Intimate	Well-mannered	Self-critical	Emotionally intense
Analytical	Sincere	Overly sensitive	Hard to please
Thoughtful	Quality-oriented	Unforgiving	Self-righteous
Compassionate	Intuitive	Moody	Unrealistic expectations
Respectful		Jealous	

Needs (circle top 2)	Wants (circle top 2)
To be good morally	To reveal insecurities
To be understood	To attain quality
To be appreciated	To be autonomous
To be accepted	To have security

When communicating w/ Blues – DO: (circle top 3)	When communicating w/ Blues – DON'T: (circle top 3)
<ul style="list-style-type: none"> <li>Allow time for them to collect their thoughts</li> <li>Take a sensitive approach</li> <li>Demonstrate your sincerity</li> <li>Be well-mannered &amp; behave appropriately</li> <li>Limit their perceived exposure to risk</li> <li>Help them feel secure in the relationship</li> <li>Promote their creative efforts and ambitions</li> <li>Appreciate them</li> <li>Be loyal</li> <li>Do a thorough analysis and present with all the details</li> </ul>	<ul style="list-style-type: none"> <li>Make them feel guilty</li> <li>Be rude or abrupt</li> <li>Promote too much change</li> <li>Expect spontaneity</li> <li>Abandon them</li> <li>Expect them to bounce back easily/quickly from depression</li> <li>Demand perfection</li> <li>Push them too quickly into making decisions</li> <li>Expect them to forgive quickly when crossed</li> <li>Demand immediate action or quick verbal bantering</li> </ul>

List 3 Behaviors of Blues Operating Under Stress:
1. _____
2. _____
3. _____

Name 1 or 2 BLUES that you know: \_\_\_\_\_

## World Class Coaching? Communication – Page 22

- How Can I Improve My Relationship with Blues?
- What do teammates do to support a Billion-dollar brand?
  - **Adjust** so they are speaking the language of the other person
- **How** do we do that?
  - Read the cheat sheet they filled out 😊
  - If you are a Blue, **Star the top 3 Do's & Top 3 Don'ts**
  - Let's take a look

**BLUES**

Driving Core Motive: **INTIMACY**

Natural Gifts/Talents: Quality, Service

Strengths (circle top 3)		Limitations (circle top 3)	
Nurturing	Dependable	Perfectionist	Low self-esteem
Caring	Deliberate	Suspicious	Judgmental
Loyal	Detail-conscious	Worry-prone	Guilt prone
Intimate	Well-mannered	Self-critical	Emotionally intense
Analytical	Sincere	Overly sensitive	Hard to please
Thoughtful	Quality-oriented	Unforgiving	Self-righteous
Compassionate	Intuitive	Moody	Unrealistic expectations
Respectful		Jealous	

Needs (circle top 2)	Wants (circle top 2)
To be good morally	To reveal insecurities
To be understood	To attain quality
To be appreciated	To be autonomous
To be accepted	To have security

When communicating w/ Blues – DO: (circle top 3)	When communicating w/ Blues - DON'T: (circle top 3)
<ul style="list-style-type: none"> <li>• Allow time for them to collect their thoughts</li> <li>• Take a sensitive approach</li> <li>• Demonstrate your sincerity</li> <li>• Be well-mannered &amp; behave appropriately</li> <li>• Limit their perceived exposure to risk</li> <li>• Help them feel secure in the relationship</li> <li>• Promote their creative efforts and ambitions</li> <li>• Appreciate them</li> <li>• Be loyal</li> <li>• Do a thorough analysis and present with all the details</li> </ul>	<ul style="list-style-type: none"> <li>• Make them feel guilty</li> <li>• Be rude or abrupt</li> <li>• Promote too much change</li> <li>• Expect spontaneity</li> <li>• Abandon them</li> <li>• Expect them to bounce back easily/quickly from depression</li> <li>• Demand perfection</li> <li>• Push them too quickly into making decisions</li> <li>• Expect them to forgive quickly when crossed</li> <li>• Demand immediate action or quick verbal bantering</li> </ul>

List 3 Behaviors of Blues Operating Under Stress:
1. _____
2. _____
3. _____

Name 1 or 2 BLUES that you know: \_\_\_\_\_

## When It Is Tough...

- Everybody knows...
  - Under stress
  - People, all 4 colors, are not at their best
- Everybody says...
  - Conflicts amplify under stress
  - These “conflicts” turn out to make or break relationships\*\*
  - When they break, we cooperate at best, ut-oh; factions
- Knowing when people are under stress matters
  - Defusing is simple; apply the cheat sheet they filled out

## BLUES

Driving Core Motive: INTIMACY

Natural Gifts/Talents: Quality, Service

Filling this out would be so helpful

Stress makes us all a 1 note concert

Strengths (circle top 3)		Limitations (circle top 3)	
Nurturing	Dependable	Perfectionist	Low self-esteem
Caring	Deliberate	Suspicious	Judgmental
Loyal	Detail-conscious	Worry-prone	Guilt prone
Intimate	Well-mannered	Self-critical	Emotionally intense
Analytical	Sincere	Overly sensitive	Hard to please
Thoughtful	Quality-oriented	Unforgiving	Self-righteous
Compassionate	Intuitive	Moody	Unrealistic expectations
Respectful		Jealous	



Needs (circle top 2)	Wants (circle top 2)
To be good morally	To reveal insecurities
To be understood	To attain quality
To be appreciated	To be autonomous
To be accepted	To have security

When communicating w/ Blues – DO (circle top 3)	When communicating w/ Blues – DON'T (circle top 3)
<ul style="list-style-type: none"> <li>Allow time for them to collect their thoughts</li> <li>Take a sensitive approach</li> <li>Demonstrate your sincerity</li> <li>Be well-mannered &amp; behave appropriately</li> <li>Limit their perceived exposure to risk</li> <li>Help them feel secure in the relationship</li> <li>Promote their creative efforts and ambitions</li> <li>Appreciate them</li> <li>Be loyal</li> <li>Do a thorough analysis and present with all the details</li> </ul>	<ul style="list-style-type: none"> <li>Make them feel guilty</li> <li>Be rude or abrupt</li> <li>Promote too much change</li> <li>Expect spontaneity</li> <li>Abandon them</li> <li>Expect them to bounce back easily/quickly from depression</li> <li>Demand perfection</li> <li>Push them too quickly into making decisions</li> <li>Expect them to forgive quickly when crossed</li> <li>Demand immediate action or quick verbal bantering</li> </ul>



List 3 Behaviors of Blues Operating Under Stress:
1. _____
2. _____
3. _____

Your name \_\_\_\_\_

Name 1 or 2 BLUES that you know: \_\_\_\_\_

## Two Types of People

- Important discovery
  - It was a “massive” BFO
  - **Builders and connectors**
- **Blues** won't “drive” an organization like a **Red**
  - But, because of high credibility, great list
  - **Blues are amazing “connectors”**
  - **I** frustration with **Blues** [& **Yellows** ] ends, **I** build big thru **Blues**
  - They, in turn, help so much, I can do what I do best
  - Think team, leverage their strengths especially with your limitations

## Mark and Davene

### Think Team, Always Think Team

- **I** pushed, **she** backs off
  - People really like her
  - **She's** got a burning desire
  - **I** “discover” builders-connectors idea
- I get them in
  - **She** gets them started, list, 3-way calling set up, how-to log-in etc.
  - All the things that make **me** nuts
  - Gets them “ready,” gets them “set” then back to me – “GO”
- Payoff bigger than I could have imagined
  - Davene morphs into a stunning Step 1, 2 and 3 rep
  - Why? Once she decided, without pressure, those things would help? BAM!



## Core Motives & Natural Talents Lightweights and Heavyweights

Core Motive	Wants	Wants	Does Not	Does Not
Natural Talents	To Control	To Control	Want to Be Controlled	Want to Be Controlled

### Prospecting Tip



• # 1 Reason for job dissatisfaction

- a) Boss is mean
- b) Not enough money
- c) Not enough good looking peeps to date
- d) Mismatch of occupation AND core motives & talents

## Core Motives & Natural Talents

			White	
Core Motive			Peace	
Natural Talents			Clarity Tolerance	

“\_\_\_\_\_ offer us a model for gentle, human dignity.”

## Whites

- Well Organized
  - Engineers, CPAs, Computer nerds
- Quiet Gentle Folk, Contented Agreeable
- They are all about **Facts and Logic** – Jimmy Carter, Yoda, Albert Einstein
- Whites are not emotional outwardly, they are logical
  - Encourage camaraderie, don't misread their controlled nature as being aloof or unapproachable
- Whites Ask for more information – again and again
- They are not “a pain”, they just want accuracy

## Whites

- **Great Leaders** - other people depend on **Whites** and with good reason - they **are** dependable
- They are going to join on their own research
  - But a true **White** will do the research, very patient
- Whites really Like to be RIGHT
  - Logical, facts not emotions
  - Indecisive
  - Not competitive, tremendous supportive teammates on information
- Do not be mean to them – they are not mean

## White Personalities



WHITES

Driving Core Motive: PEACE

Natural Gifts/Talents: Clarity, Tolerance

Strengths (circle top 3)		Limitations (circle top 3)	
Objective	Even-tempered	Indecisive	Ambivalent
Kind	Balanced	Indifferent	Timid
Peaceful	Clear perspective	Silently stubborn	Uninvolved
Non-discriminate	Accepting	Avoids conflict	Detached
Voice of reason	Diplomatic	Disinterested	Boring
Good listener	Centered	Unmotivated	Unexpressive
Inventive	Self-regulated	Indirect communicator	Unproductive
Patient		Reluctant	

Needs (circle top 2)	Wants (circle top 2)
To feel good inside	To withhold insecurities
To be given space	To please self and others
To be respected	To be independent
To be accepted	Contentment

When communicating w/ Whites – DO: (circle top 3)	When communicating w/ Whites – DON'T: (circle top 3)
<ul style="list-style-type: none"> <li>Accept and support their individuality</li> <li>Create a relaxed atmosphere</li> <li>Provide comfortable, non-threatening structure</li> <li>Combine firmness with kindness</li> <li>React gently</li> <li>Show patience, try not to rush them</li> <li>Share ideas with them</li> <li>Be open and direct when possible</li> <li>Look for nonverbal cues to their feelings</li> <li>Hear them out and listen quietly and carefully</li> </ul>	<ul style="list-style-type: none"> <li>Be cruel or insensitive</li> <li>Expect them to need much social interaction</li> <li>Force immediate verbal expression</li> <li>Be domineering or too intense</li> <li>Demand conformity to unrealistic expectations</li> <li>Overwhelm them with too much at once</li> <li>Force confrontation</li> <li>Speak too fast</li> <li>Take away all their daydreams</li> <li>Demand leadership</li> </ul>

List 3 Behaviors of Whites Operating Under Stress:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Not your color?

While the Whites do

See page 30

Fill out Top half and rate 1-10

Name 1 or 2 WHITES that you know: \_\_\_\_\_

Professionals Tip – Page 27

- The Needs and Wants of whites?
- Leaders & Team Builders are in service –
  - Be aware of the needs and wants to really be in service
  - Review if this is your color
  - **Star 2 needs and 2 wants**
  - Your color? It does not matter, their motive does

WHITES

Driving Core Motive: PEACE

Natural Gifts/Talents: Clarity, Tolerance

Strengths (circle top 3)		Limitations (circle top 3)	
Objective	Even-tempered	Indecisive	Ambivalent
Kind	Balanced	Indifferent	Timid
Peaceful	Clear perspective	Silently stubborn	Uninvolved
Non-discriminate	Accepting	Avoids conflict	Detached
Voice of reason	Diplomatic	Disinterested	Boring
Good listener	Centered	Unmotivated	Unexpressive
Inventive	Self-regulated	Indirect communicator	Unproductive
Patient		Reluctant	

Needs (circle top 2)	Wants (circle top 2)
To feel good inside	To withhold insecurities
To be given space	To please self and others
To be respected	To be independent
To be accepted	Contentment

When communicating w/ Whites – DO: (circle top 3)	When communicating w/ Whites – DON'T: (circle top 3)
<ul style="list-style-type: none"> <li>Accept and support their individuality</li> <li>Create a relaxed atmosphere</li> <li>Provide comfortable, non-threatening structure</li> <li>Combine firmness with kindness</li> <li>React gently</li> <li>Show patience, try not to rush them</li> <li>Share ideas with them</li> <li>Be open and direct when possible</li> <li>Look for nonverbal cues to their feelings</li> <li>Hear them out and listen quietly and carefully</li> </ul>	<ul style="list-style-type: none"> <li>Be cruel or insensitive</li> <li>Expect them to need much social interaction</li> <li>Force immediate verbal expression</li> <li>Be domineering or too intense</li> <li>Demand conformity to unrealistic expectations</li> <li>Overwhelm them with too much at once</li> <li>Force confrontation</li> <li>Speak too fast</li> <li>Take away all their daydreams</li> <li>Demand leadership</li> </ul>

List 3 Behaviors of Whites Operating Under Stress:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Name 1 or 2 WHITES that you know: \_\_\_\_\_

# World Class Coaching? Communication – Page 28

- How Can I Improve My Relationship with Whites?
- This is what teammates, mgrs., who build real teams do
  - Adjust so they are speaking the language of the other person
  - Whites please **Star the top 3 Do's & Top 3 Don'ts**
  - Let's take a look



## WHITES

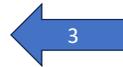
Driving Core Motive: PEACE

Natural Gifts/Talents: Clarity, Tolerance

Strengths (circle top 3)		Limitations (circle top 3)	
Objective	Even-tempered	Indecisive	Ambivalent
Kind	Balanced	Indifferent	Timid
Peaceful	Clear perspective	Silently stubborn	Uninvolved
Non-discriminate	Accepting	Avoids conflict	Detached
Voice of reason	Diplomatic	Disinterested	Boring
Good listener	Centered	Unmotivated	Unexpressive
Inventive	Self-regulated	Indirect communicator	Unproductive
Patient		Reluctant	

Needs (circle top 2)	Wants (circle top 2)
To feel good inside	To withhold insecurities
To be given space	To please self and others
To be respected	To be independent
To be accepted	Contentment

When communicating w/ Whites – DO: (circle top 3)	When communicating w/ Whites - DON'T: (circle top 3)
<ul style="list-style-type: none"> <li>• Accept and support their individuality</li> <li>• Create a relaxed atmosphere</li> <li>• Provide comfortable, non-threatening structure</li> <li>• Combine firmness with kindness</li> <li>• React gently</li> <li>• Show patience, try not to rush them</li> <li>• Share ideas with them</li> <li>• Be open and direct when possible</li> <li>• Look for nonverbal cues to their feelings</li> <li>• Hear them out and listen quietly and carefully</li> </ul>	<ul style="list-style-type: none"> <li>• Be cruel or insensitive</li> <li>• Expect them to need much social interaction</li> <li>• Force immediate verbal expression</li> <li>• Be domineering or too intense</li> <li>• Demand conformity to unrealistic expectations</li> <li>• Overwhelm them with too much at once</li> <li>• Force confrontation</li> <li>• Speak too fast</li> <li>• Take away all their daydreams</li> <li>• Demand leadership</li> </ul>



List 3 Behaviors of Whites Operating Under Stress:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Name 1 or 2 WHITES that you know: \_\_\_\_\_



## WHITES

Driving Core Motive: PEACE

Natural Gifts/Talents: Clarity, Tolerance

Strengths (circle top 3)		Limitations (circle top 3)	
Objective	Even-tempered	Indecisive	Ambivalent
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List 3 Behaviors of Whites Operating Under Stress:

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- \_\_\_\_\_
- \_\_\_\_\_

Your name \_\_\_\_\_

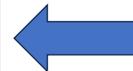
Name 1 or 2 WHITES that you know: \_\_\_\_\_

To bring more peace... would you please

1] pick 3 you seem to experience under stress [limitations]

2] write them in

3] print name



**This Your Massive Edge  
Repeating This; It's Critical**



- What would be easier for you...
  - A. To know...
    - A distributor's **NEEDS** and **WANTS**
    - Their **CORE MOTIVE** [motivation is "motive-in-action"]
    - 3 best ways to communicate and 3 best ways to avoid
    - And their Purpose [HJ1] ...
  - B. To wing it with...
    - "Best plan, product and company?"

**Core Motives & Natural Talents**

				Yellow
Core Motive				Fun
Natural Talents				Enthusiasm Optimism

**"Happy is as happy does. Yellow people love themselves because they know exactly what they love to do and always find the time to do it."**

**Yellows**

- Love Adventure
- Yellows love to travel
- Mostly Yellows love meeting new people
- Yellows are ALWAYS talking
- Always

## Yellows

- **Yellows** like having fun
- A quick question? Yeah, right!
- Poor Organizational Skills
- Robin Williams, Julie Roberts, Will Farrell
- Reps...
  - Make lots on contacts!!
  - UT-OH – no follow-ups booked
  - In offices, can be late, easily distracted

## Yellows

- Great Multi-tasking? NOT!
- Will talk to 10 while others make plans to call 1
  - Emotion, want to feel good
  - Decisive and impulsive
  - Like to compete but not driven by winning, it's fun!
- **Great Leaders** --- talk to everyone
  - Will talk to anyone for teammates
  - They do NOT KNOW the meaning of chicken list

## Yellow Personalities



**YELLOW**  
Driving Core Motive: FUN  
Natural Gifts/Talents: Enthusiasm, Optimism

Strengths (circle top 3)	Limitations (circle top 3)
Carefree Charismatic Creative thinker Engaging of others Enthusiastic Flexible Forgiving Fun-loving	Happy Insightful Persuasive Positive Sociable Spontaneous Inclusive
	Afraid to face facts Disorganized Poor follow-through Impulsive Inconsistent Interrupter Irresponsible Naive
	Obnoxious Self-centered Uncommitted Undisciplined Unfocused Vain Forgetful

Needs (circle top 2)	Wants (circle top 2)
To look good socially To be noticed To be praised To receive approval from the masses	To hide insecurities (loosely) To achieve happiness To be free To enjoy playful adventure

When communicating w/ Yellows - DO: (circle top 3)	When communicating w/ Yellows - DON'T: (circle top 3)
<ul style="list-style-type: none"> <li>• Take a positive upbeat approach</li> <li>• Offer praise and appreciation</li> <li>• Accept some playful teasing or joking</li> <li>• Maximize the opportunity for them to enjoy work</li> <li>• Recognize publicly the value of their participation</li> <li>• Encourage their verbal self-expression</li> <li>• Reinforce trust with appropriate physical gestures</li> <li>• Remember they are more sensitive than they appear</li> <li>• Value their social interaction skills and people connections</li> <li>• Promote creativity and fun activities with them</li> </ul>	<ul style="list-style-type: none"> <li>• Be too serious or sober in criticism</li> <li>• Push them too intensely</li> <li>• Ignore them</li> <li>• Forget that they have "down" time also</li> <li>• Demand perfection</li> <li>• Expect them to dwell on problems</li> <li>• Give them too much rope or they might hang themselves</li> <li>• Classify them as just lightweight social butterflies.</li> <li>• Attack their sensitivity of being unforgiving</li> <li>• Control their schedules or totally consume their time</li> </ul>

**List 3 Behaviors of Yellows Operating Under Stress:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Name 1 or 2 **YELLOW**s that you know: \_\_\_\_\_

Not your color?

While the **yellows** do

See page 36

Fill out Top half and rate 1-10

## Professionals Tip

- The Needs and Wants of **Yellows**?
- Leaders & Team Builders are in service –
  - Be aware of the needs and wants to really be in service
  - Review if this is your color
  - **Star 2. needs and 2 wants**
  - Your color? Does not matter, their motive does

**YELLOW**

Driving Core Motive: FUN

Natural Gifts/Talents: Enthusiasm, Optimism

Page 33

Strengths (circle top 3)		Limitations (circle top 3)	
Carefree	Happy	Afraid to face facts	Obnoxious
Charismatic	Insightful	Disorganized	Self-centered
Creative thinker	Persuasive	Poor follow-through	Uncommitted
Engaging of others	Positive	Impulsive	Undisciplined
Enthusiastic	Sociable	Inconsistent	Unfocused
Flexible	Spontaneous	Interrupter	Vain
Forgiving	Inclusive	Irresponsible	Forgetful
Fun-loving		Naive	

Needs (circle top 2)	Wants (circle top 2)
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List 3 Behaviors of Yellows Operating Under Stress:
1. _____
2. _____
3. _____

Name 1 or 2 **YELLOW**s that you know: \_\_\_\_\_

## World Class Coaching? Communication – Page 34

- How Can I Improve My Relationship with **Yellows**?
- This is what teammates, leaders and department heads do who...
  - are in harmony with the Billion-dollar brand
  - Adjust so they are speaking the language of the other person
  - **Yellows** please **Star the top 3 Do's & Top 3 Don'ts**
  - Let's take a look

**YELLOWs**

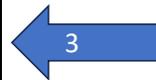
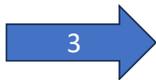
**Driving Core Motive:** FUN

**Natural Gifts/Talents:** Enthusiasm, Optimism

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List 3 Behaviors of Yellow's Operating Under Stress:
1. _____
2. _____
3. _____

Under stress...  
What happens, see  
limitations... same?  
Different?

**YELLOWs**

**Driving Core Motive:** FUN

**Natural Gifts/Talents:** Enthusiasm, Optimism

Strengths (circle top 3)		Limitations (circle top 3)	
Carefree	Happy	Afraid to face facts	Obnoxious
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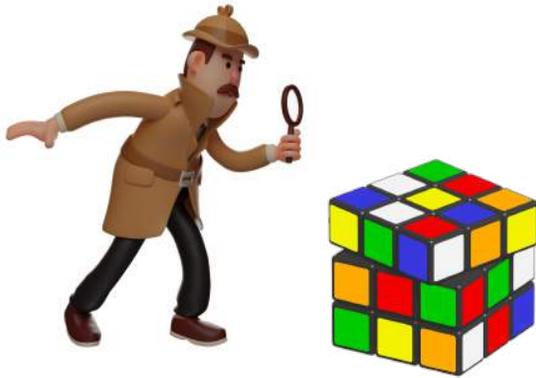


List 3 Behaviors of Yellow's Operating Under Stress:
1. _____
2. _____
3. _____

Your name

Name 1 or 2 YELLOWs that you know: \_\_\_\_\_

## Exercise



Critical ... 3 minutes then we blow the whistle...

1. Meet with some who you do not know their color
2. Don't share your colors, try to figure it out each others color in conversation
3. When we blow the whistle you both guess then reveal your color to each other.

Have fun, it makes money

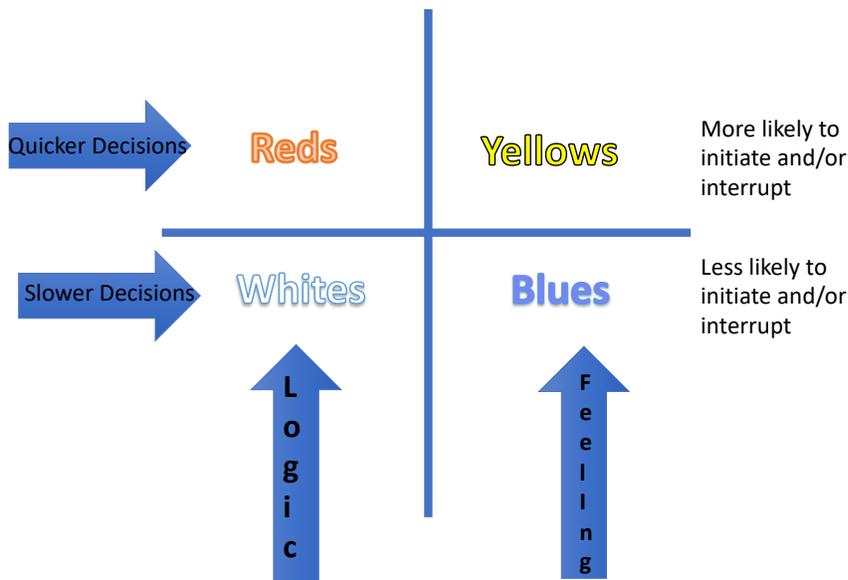
### Why Is This Important?

- Why most people come to see us
  - Want to get more people in
  - Remember? If they are not producing, does it matter?
  - Does begin with the end in mind strike a familiar note? 😊
  - And, I am not heartless, improve prospecting ...
- Color Code can really help do WAY better prospecting
  - Knowing their color makes it easier to
    - Strike interest, sort and book a follow up



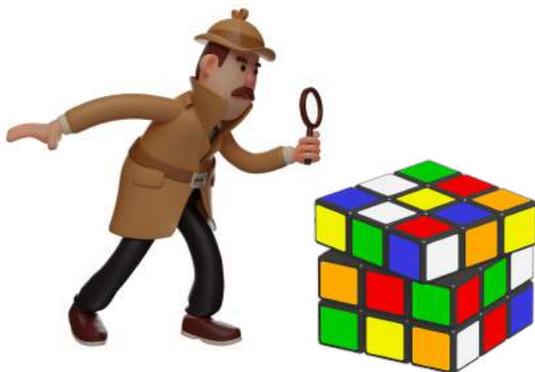
## A Simplified Helping Hand

- Quick-coding someone
  - Worst outcome? Better listener
  - Help you zoom in
  - Increases the yes's, open-mindedness
  - They feel heard, you're 80% closed
- Let's look at a diagram
  - Logic or Feelings?
  - Rapid-fire or deliberate speech?
  - Extrovert or introvert?
  - Interrupter or non-interrupter?



## Let's Learn & Improve

**Critical ... back in seat on 2nd whistle blow**



1. You've got 3 minutes.. find someone who you do NOT know their color

2. At the 2:30 second mark we'll blow the whistle, share what you believe is the other persons color

3. NEW; Use the cues you just learned in quick-coding

4. So you both guess then reveal your color to each other.

With someone and you know their color? Use what you've learned to "invite" to look at the video

Have fun ♥

## Why is This So So So Important?

- Team, always think team
  - We're always presenting
  - To build great teams, you need great communication
- No matter how bad they want it
  - No matter how much you want to give it
  - Does it matter if the communication is poor?
  - Let's look deeper... and make a discovery
  - Why this **makes or costs** you 100s of \$1000s

## Let's Get Ugly

- A Red Coaching to a Blue
- A Yellow Coaching to a Red
- A White Coaching to a Yellow
- Starting to "feel" the World-Class Edge?
  1. The Mindset; Think and Grow Rich; Standing Tall, 7 Laws
  2. The Skills; Go90Grow© Skill Sets
  3. The "Coaches" Code



## A Reminder

- Everything improves, and your team
  - When communication improves
- Colors help you coach better
  - Edge? Massive, with HJ ABC, start phrasing in color
  - Wow – it's what's set us apart
- Think it's brilliant but...
  - Challenging to create "action plan?"
  - To pick the correct words?

## Coaching Colors

- While knowing their Color is extremely **valuable** in recruiting
  - **Priceless** in Coaching
  - Let's Focus on Coaching
- You're quickly earning their trust
  - Colors knock "Influence" to a whole new level
  - Why?
  - Combining the *Influencer* techniques and using them in a *language they understand*

## Coaching Exercise

### You've Got 2 Minutes To Get Them To Make 3-Way Calls

Remember this experience

Lock it in

By 4:00 PM today?

You'll nail this, every time and they will love you 😊

The BIG BIG \$\$\$ ?

Teams... that... w/o you

This skill is the \$\$\$\$

This skill works with list, calls, tickets and training...



Leverage

## How's You Do? Want To Do A Little Better?

- Let's look at the "Hero's Ultimate Cheat Sheet"

- Would it be easier to see where Lori fits on your team? To make 3-ways?



- How to use her strengths?
- How to communicate with Lori and to coach her?
- Once you know "how" for any color, BAM!

**COLORCODE**  
Personality solutions

**YELLOW**

Driving Core Motive: FUN

Natural Gifts/Talents: Enthusiasm, Optimism

Strengths (circle 3 of each)		Limitations (circle 3 of each)	
Carefree	Happy	Afraid to face facts	Obnoxious
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List 3 Behaviors of Yellows Operating Under Stress

- Disorganized
- Impulsive
- Unfocused

Bocelli in Tuscany, 6 weeks Italy

## The Critical Behavior? MT

### Applying The Knowledge

### Like an Example To Get Them To Make 3-Way Calls?



## The Influencer

### \$100,000 A Year Difference

- X-treme motivation? Fuggatabowtit! **Be an Influencer**
  - Two types of people who want to XXXX [their goal]
  - One gets it, the other doesn't
  - Would it be ok if I shared the difference between those who get their kids education paid for and those who don't?
- Tell the objective [teams→teams w/you]
  - Everybody knows we can't build teams
  - If we won't be part of a team
  - Let them know the next goal advancing **BEHAVIOR** and show them how to do it...**linking to their motive!**
  - The "colors" just make it 10X more powerful
  - How? Read their cheat sheet
  - **KEY!** Give them control
    - Which of the two groups do you see yourself in Harry?
- ***Please relax, there are several great applications; this afternoon, you'll have this nailed because you will learn, practice and master presentations***

## Leverage

- There are virtually infinite applications
  - Your life involves people
  - Let's look at 5, practice and improve
    1. Inviting people to a meeting, to look @ co. video
    2. Presenting
    3. Closing
    4. Motivating
    5. Coaching
- 5? YIKES!! How fast are you guys going to go?
  - Relax... All great networkers have 1 thing in common
  - They identify leverage
  - You're learning ONE skill that works in all 5 areas
  - That is massive leverage
  - And, you've been subjected to "compressed learning"



## Tactile Compressed Learning

- **IF** you can work out real-life MLM problems with strangers
  - **THEN** you can with new reps, old reps, your team... your new teammates
- **Compressed Learning: Tactile Learning and Leverage**
  1. Learn “how to” use the Color Code [Tactile Learning]
  2. Learn “how to” solve those challenges we all face [Leverage]
  3. Learn “how to” solve them as a team [Objective]
- That’s 5 -way Leverage and defines Compressed Learning
  - Think it might help if we all knew each other’s color?
  - Think it might help if you had live examples of “practical experience?”
  - Learning the art solving several real NWM problems in teams

## PPPPP

- We’ve got a lot of work to do **together**
  - Building presentations
  - Solving coaching challenges
  - Why together?
- It always drove me NUTS that “team-building” seminars...
  - Were all theory
  - And some unrelated “team-building exercises”
- **The key** to “compressed learning” is “tactile” learning
  - On real challenges, ones you have
  - With real people who have different core motives and values
  - I don’t want to impress you, it will vanish
  - I want you walking out masters of the BIGGEST challenge we all face
  - Getting new people productive NOW, the 6-month window is gone

## Winners Practice; Let’s Do That You’ve Learned & Retained So Much, So Fast



## Compressed Learning ROCKS

### Proof? Let's Review

- **Inviting Blues**
- **Inviting Reds**
- **Inviting Yellows**
- **Inviting Whites**

### Up For Grabs



#### PPPPP - Coaching Exercise

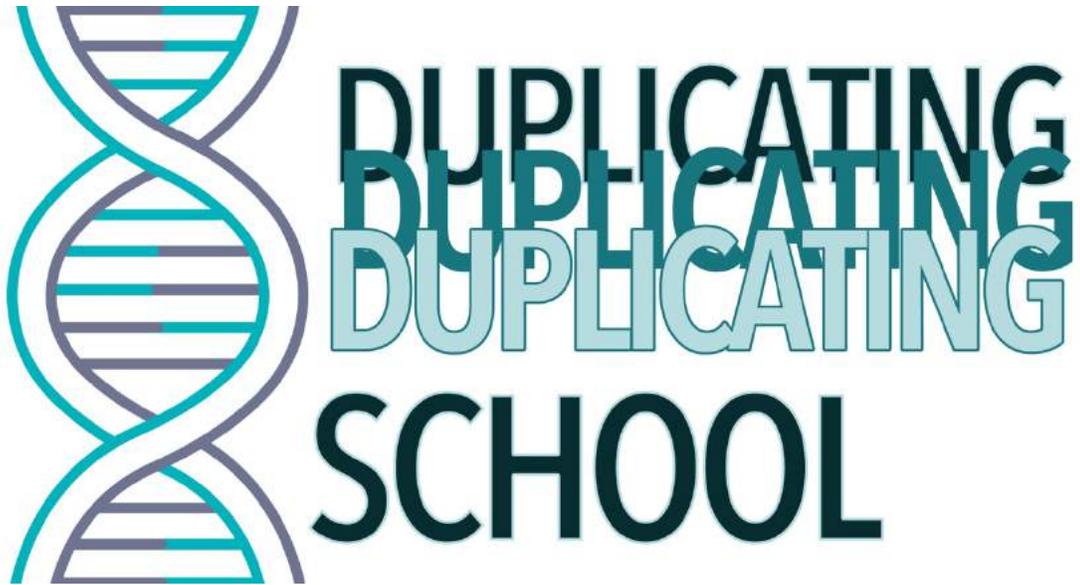
Look @ bracelet and their Cheat Sheet  
Invite a "rep" to the Afternoon Session  
Then, take a seat if you'd like \$50.00 bucks

Color, DMP, Influencer



### We're Back At \_\_\_\_\_ -

- Want to make 20 bucks?
  - Grab the lunch quiz
  - Get it to Lori or Lucinda
  - Must have 100% correct



## Session 3

## Let's Review

- Hands on coaching is where the money lives
  - Increasing production in producers
  - Increasing production of team
- The best way to improve team? Improve



- 
- Talk in a language they understand, to their motive & needs
  - Accelerates trust faster, increases your influence
  - You are a better “helper & mentor”

## Would It Be OK If...

- You had 100% accuracy on every teammate?
  - Knew their motives
  - Could fill out ultimate cheat sheet for coaching?
  - Do you think that would help?
  - And now you know my “secret”
- Would it be OK if...
  - You and your teammates could get it free?

## Would It Be OK If...

- Here's the deal
  - They take the same test, they'll get Primary Color
  - They will not get the 27-page full profile
- You'll have what you need to fill in the Ultimate Cheat Sheet with them
  - You just got trained with the Cheat Sheet
  - They can upgrade for only \$40 – Highly recommended, get full profile

Team Building  
Edge



## Real Life Team

### Make Color Code the Currency of Your Team

- Make it the currency, same code, not cheapies
  - Your team bonds and turns into listeners
- 2 Situations
  - **In recruiting**, take your best guess – Quick Code
  - **In coaching**, you can be dead-center accurate
  - Have your team take profile
- Together you construct “Key Statement”
  - This will turn into the “Hero's Ultimate Cheat Sheet”
  - This makes you the “Ultimate Coach”
  - You have a “blueprint” to their language & **CORE MOTIVE**



## Imagine

- You're meeting with your team
  - To plan an event
  - To make a big "push" for convention
  - To put together a training
- And you knew, 100%
  - Each other's value to the team
  - How to talk to each other's motives and leverage their strengths
  - How to meet each other's needs and wants
  - **Think that might help?**
- **Think it might be a good idea to experience that?**
  - **We've arranged that for you**
  - **You'll experience that several more times**
  - Everybody knows repetition is the mother of skill [Be Al or Nancy]

## Let's Review A Bit More

- **You are the Shaman**
  - Encouraging people, helping them find the courage with actual "encouragement"
    - How?
  - In making yourself a better communicator, you are of greater service
  - The KEY? It is in seeking to understand others, rather being understood
  - When we do, we reclaim a *remarkable gift that guarantees life success*

## Binding

- **Think team**, always think team
- **Hero's Journey**
  - Know your role: You are the mentor and helper
  - Learn the "type" of Hero they are, could be combo, it's all good
- Leverage the brilliance of "**The Influencer**"
  - Engage your Heroes in effective
- Link the behaviors to their core **motive** & reward behaviors
- Leverage the **Color Code**
  - ✓ Use Hero's Ultimate Cheat Sheet
  - ✓ Talk to your Hero and Teammates in a language they understand
  - ✓ Color Code, Influencer & Hero's Journey? fughetaboutit



## Best Way to “Bring It?”

- Hero’s Journey!
  - Think inside that story, always
  - Remember the 6 Archetypes?
  - Does “Discovery” ring a bell?
- You took a journey into the unknown, yes?
  - And made a “discovery”
  - And, you’re returning to your “tribe” with that discovery
  - To help everyone improve
- Can you stand any more good news?
  - This afternoon you’ll learn, step-by-step, how to present your ideas
  - And they will have **“Impact”** and they **“convert”**



## One More Exercise

You’ve Learned & Retained So Much, So Fast



## Refreshing

- Let’s refresh
  - A distributors job is to **collect** \_\_\_\_\_
  - The objective **teams that build teams** \_\_\_\_\_
  - Pareto’s real 80/20 rule?
    - 20% of your team driving the business
    - Spending 80% of their time on the MT
- So the top priority [solidifying your integrity]
  - Is not sponsoring more but getting more people sponsoring
  - MTMTMTMT
  - We’ve got to get them in income producing situations 80% time

## Beginning With The End In Mind

- Did you notice?
  - We **started** on the **objective of the business**
  - **Then what rep's job** is so we can hit objective
  - 3 important words explains why your confidence is growing
- The 3 words?
  - Objective
  - Strategy
  - Tactics
- **Because the presentation was put together properly, it's impacting you**

## Objective – Strategy - Tactics

- Objective
  - What we \_\_\_\_\_
  - Example – your big dream
- Strategy
  - \_\_\_\_\_ to get it
  - Example – you joined an MLM to create funding for dream
- Tactics
  - \_\_\_\_\_ we do daily to deploy strategy and obtain objective
  - Example – Contact people daily for self and team not in biz

## Objective – Strategy - Tactics

- **Objective**
  - What we want
  - Example – **Teams that build teams**
- **Strategy**
  - Plan to get it
  - Example – **Learn the skills that build the biz/recruit'n'duplicate**
- **Tactics**
  - Tasks we do daily to deploy strategy and obtain objective
  - Example – **Get self and others to execute the skills 80% time**



## Leverage

- Again, if you're anything like I was...
  - You may be thinking, this is great Mark ... But...
  - How do I get people in?
  - How can I build a team if I can't sponsor people?
- Leverage
  - **ALL** great NWMers have **one thing** in common
  - Presenters? Trainers? Closers? Prospectors?
  - Leverage... this simple formula works in all 5 areas
  - Including recruiting

## Objective – Strategy - Tactics

- **Objective**
  - What we want
  - Example – **Sponsor people**
- **Strategy**
  - Plan to get it
  - Example – **Put them in their own Hero's Journey**
- **Tactics**
  - Tasks we do daily to deploy strategy and obtain objective
  - Example – **Use 2 simple skills, talk in their color**



## Execute Tactics and Make Big Bucks

### And Yet...

- As simple as it sounds
  - The same concerns came up...
  - Over and over
- Concerns [ie; the normal cover up/excuses]
  - Need to build confidence in product first
  - I don't want to talk to my list till I'm making some money
  - I'm not comfortable calling together, can I set appts up?
  - Once my daughter's wedding is over, I'll kill this
  - People don't have the money to get started
  - People don't have the time

## Risk? To Change? Defy Upline?

- Accept my 24 years of evidence
  - Or Argue for your Concern
  - It's all about cause & effect
- Obsessed with Cause
  - Why the same concerns, always
  - **If** I can find the cause
  - **Then** the concerns should vanish
- 23-year inescapable Conclusion?



Concerns

Cause?

- **Fear of** \_\_\_\_\_
- **If you knew that you knew that you knew**
- **Your presentation would convert**
- **Then** concerns vanish; **you can't wait to share**
- And what do you believe would happen if your teammates KNEW people would enroll w/your pitch?
- Become an effective presenter ... if you keep your head in the game and engage in the exercises
- You'll have more people enroll, **more production**; that increase leads to teams→teams without you

## So...

- If we start with the end in mind
  - What do we really need to do well
  - What skill becomes critical?

## It All Comes Down To

- What skill makes these 4 groups engage and execute?
  - **What skill can I learn with**
    - **Suspects**; so they'll look with open mind
    - **Prospects**; so they'll enroll
    - **Reps**; so they'll engage in correct behaviors & improve
    - **Incubating leaders**; so they'll lead and teach hands-on
      - News Flash... if no one told you, "show and tell" is key to vault
- It perplexed me but...
  - I realized solving this riddle would manifest dreams

## Before or After?

- A fly solves the BIG question... setting up impactful presentations
  - He had a Purpose, Persistence, a Plan in Continuous Action
- We are always making presentations
  - I know transactions never happen before a presentation

## 1/1,000,000,000<sup>th</sup>

- Highest paid people on the planet
  - As occupational group
  - Ever wonder why?
- When we change people's minds
  - More **suspects** look
  - More **prospects** enroll
  - More **reps** engage in goal advancing **behaviors**
  - **More leaders** emerge
  - **Groups** increase their performance
- How?
  - We create a \_\_\_\_\_ of a volt **when we present our ideas**
  - **IFF – If and only if we present in a way that impacts and converts**

## Present With Impact & Convert

- Prospecting, Presenting and Training? Skill, same!
  - This skill creates the greatest growth in those 4 areas
- **You are always** \_\_\_\_\_
  - Suspects
  - Prospects
  - Reps
  - Incubating leaders
- 9 Simple Steps to Impactful Presentations
  - Set environment conducive for that billionth of a volt
- Let's get busy



## 7 Things Every \*Audience Knows

1. How You Feel
2. If You Don't Like Them
3. When You're Lying
4. When It's a Sales Pitch
5. When You've Given Up
6. **When You Haven't Prepared**
7. **If it's coming from your heart**

\*Audience is 1 to 10,000+

## Building Confidence, Coming From Heart

- Where do we start building confidence?
  - Stage presence?
  - Emulating others?
  - Presentation?
  - Outline?
  - Introduction?
- **START HERE** → Understanding why you are there
  - Remember?
  - Never do anything unless you know why you're doing it
- Presentations are not for you
  - You are there to \_\_\_\_\_
  - You are prospecting, training, enrolling & inspiring adults

## Types of Presentations

- Which is most important?
- If you could pick 1 you delivered World Class? Why?
  1. Presenting the biz? [Step 2]
  2. Training groups
  3. Presenting to Suspects/possibilities [Step 1]
  4. Presenting to individual reps [coaching]
- You'll be tremendous at all 4 - Leverage
  - This format will become 2<sup>nd</sup> nature



## Remember This Slide? Coaching Exercise You've Got 2 Minutes To Get Them To Make 3-Way Calls

Remember this experience

**I asked you to "Lock it in"**

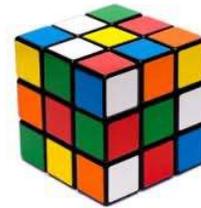
By 4:00 PM today?

You'll nail this, every time  
and they will love you 😊

The BIG BIG \$\$\$ ?

Teams... that... w/o you  
This skill is the \$\$\$\$

This skill works with list,  
calls, tickets and training...



Let's try it again

## The Influencer

### \$100,000 A Year Difference

- X-treme motivation? Fuggatabowtit! **Be an Influencer**
  - Two types of people who want to XXXX [their goal]
  - One gets it, the other doesn't
  - Would it be ok if I shared the difference between those who get their kids education paid for and those who don't?
- Tell the objective [teams→teams w/you]
  - Everybody knows we can't build teams
  - If we won't be part of a team
  - Let them know the next goal advancing **BEHAVIOR** and show them how to do it... linking to their motive!
  - The "colors" just make it 10X more powerful
  - How? Read their cheat sheet
  - **KEY!** Give them control
    - Which of the two groups do you see yourself in Harry?
- **Please relax, there are several great applications; this afternoon, you'll have this nailed because you will learn, practice and master 1:1 & 2:1 presentations**

## It Gets Back To Morning Session

- You learned way more than you thought you did
  - You learned “how to” ... so you can impact and convert
  - You just don’t know that you know it ☺
- With Suspects, prospects and reps
  1. Put them **IN** \_\_\_\_\_ **Hero’s Journey** [purpose]
  2. **Focus on** \_\_\_\_\_ not results [Influencer]
  3. Talk in a \_\_\_\_\_ **they understand** [color]
    - You just need to tie it together when Presenting

## Coaching Exercise

### You’ve Got 2 Minutes To Get Them To Make 3-Way Calls

So let’s try this again with a cheat sheet [next page]...

Look at their cheat sheet

Then work off **\$100,000 Difference** cheat sheet



Let’s try it again

## The Influencer

\$100,000 A Year Difference

- Two types of people who want to XXXX [their goal]
- One gets it, the other doesn’t
- **Would it be ok if** I shared the difference between those who get their kids education paid for and those who don’t?
- Tell the objective [teams→teams w/you]
  - **Everybody knows** we can’t build teams
  - If we won’t be part of a team...
    - Let them know the next goal advancing **BEHAVIOR** and show them how to do it....**linking to their motive!**
  - So the ones that got XXXXX made 3-ways with their upteam and the ones that did not get xxxxx did it their way
  - **KEY! Close** ... Give them control, shut up
    - Which of the two groups do you see yourself in Harry?

[The “colors” just make it 10X more powerful. Insert **Colors** on the next round]... Laid out on next page

- Two types of people who want to XXXX [their goal].
- One gets it, the other doesn't
- **Would it be ok if** I shared the difference between those who get XXXXXXXXXXXX for and those who don't? Think Colors
- **Everybody knows** the objective of the biz to to build teams that build teams without you... so a team of 20 that goes to 30 and a team of 30 that goes to 40 ; those 20 new reps all came in without you means your checks go up with no help from us.... Pretty cool, yes?
- **Everybody says** we can't build teams if we won't be part of a team...
- So the ones that got XXXXX made 3-ways with their upteam and the ones that did not get xxxxx did it their way
- Which of the two groups do you see yourself in Harry?

## Coaching Exercise

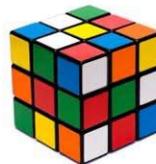
### You've Got 2 Minutes To Get Them To Make 3-Way Calls

So let's try this again with a cheat sheet

But this time add "color"

**AND**

Be aware you're putting them in their hero's journey



Dialog next slide

Let's try it again

- Two types of people who want to XXXX [their goal].
- One gets it, the other doesn't
- **Would it be ok if** I shared the difference between those who get XXXXXXXXXXXX for and those who don't? Think Colors
- **Everybody knows** the objective of the biz to to build teams that build teams without you... so a team of 20 that goes to 30 and a team of 30 that goes to 40 ; those 20 new reps all came in without you means your checks go up with no help from us.... Pretty cool, yes?
- **Everybody says** we can't build teams if we won't be part of a team...
- So the ones that got XXXXX made 3-ways with their upteam and the ones that did not get xxxxx did it their way
- Which of the two groups do you see yourself in Harry?

## Master The Strategy

- They will look, enroll, engage and eventually lead if...
  - Your presentations
    - Put them in **THEIR** Hero's Journey
    - "Influence" them to focus on **behavior, not results**
    - And the presentation talks to **their core motive**
- **So the 9 Steps to presentations that impact and convert**
  - Are the **tactics** that deploy the **strategy**
  - So you hit your **objective**
    - Teams that build teams without you
    - And have distributors who know job & collect decisions
  - And do the job well because you're a master of creating that 1/billionth of volt

## Let's Really Break This Down

- You are learning a simple skill
  - You can use in all 5 situations
  - Suspects/prospects/closing/training/coaching
  - The skill? Putting them in their own Hero's Journey
- Trust or example?
  - Prospecting and recruiting work exactly the same
  - Remember the key point? Begin with the end in mind
  - Want an example of recruiting with Hero's Journey?
    - FF → HJ 1 Skill [HJ = Hero's Journey]

## Yeah, I'm Spectacular

- Are you thinking
  - Mark is so talented...
  - You can never do what he does
  - Remember the objective? Teams that ...
  - So doing something others can't is biz suicide
- All you saw was a presentation pattern
  - In fact, all the ones you've done today
  - Are based on the same pattern
  - So simple and easy and... drumroll... it duplicates!
  - Did you notice the prospect presented to me? 😊

## Ya Thinkin' What's The Pattern?

- See how good this works?
- You want people "curious" 😊



## 9 Simple Steps To Impactful, Converting Presentations

- It's a Puzzle
- Relax
- It's Easy
- You know how...
  - Magic Trick Baffles You?



### Steps 1-4

- Outline?
- Close?
- Opening?
- Purpose?
- Rank These 4 in order



### Surprised?

- Most people start with the outline
  - Step 1 – \_\_\_\_\_
  - Step 2 – \_\_\_\_\_
  - Step 3 – \_\_\_\_\_
  - Step 4 – \_\_\_\_\_
- Let's revisit getting reps to make prospecting 3-way\$
  - It's not magic and I'm not gifted
  - It's all about the sequence

### The Influencer

#### \$100,000 A Year Difference

- **Be an Influencer**
  - Two types of people who want to pay for their kids ed. [their goal – putting them IN THEIR HERO's JOURNEY]
    - One gets it, the other doesn't
    - **Would it be ok if** I shared the difference between those who get their kids education paid for and those who don't?
- Tell the objective [teams → teams w/you]
  - **Everybody knows** we can't build teams
  - If we won't be part of a team
  - Let them know the next goal advancing **BEHAVIOR** and show them how to do it... **linking to their motive!**
  - The "colors" just make it 10X more powerful
  - How? Read their cheat sheet
  - **KEY!** Give them control
    - Which of the two groups do you see yourself in Harry?
    -

#### The Pattern

1. Purpose – get them to make 3 ways
2. Close – Karma choice on their desire giving them control
3. Opening – permission to talk about their desire [2 types of people, would it be OK if... ?]
4. Outline – teams that build teams, 2 types of people, 3 ways, wrap desire around choice [karma]

## 9 Steps

- Impactful, converting presentations break into 2 parts
  - 1-4 is the presentation
  - 5-9 make it great
    - Biz op
    - Training
    - Prospecting
    - Reps engaging
- There's an old saying
  - Well begun is half done
  - Everything revolves around Step 1

## Let's Build It Two Step 1's [Biz Op]

- One for a biz op
- One for those precious 1:1's, 2:1's
- The First of the 9 Steps is...

## The Sequence Is The Magic

1. Know Your \_\_\_\_\_



## Step 1 – Know Your Purpose

- **Strategy:**
  - Why Am I Here?
  - Why Is The Audience Here?

## Step 1 – Why Am I Here?

### Often a Combo But...World Class? Not

- a) Inform
  - b) Demonstrate
  - c) Inspire
  - d) Influence
- You gotta have a game plan going in
    - Make a decision
  - Engage... Use worksheets
    1. Biz Op/AKA Step 2 meeting [showing your biz]



## Step 1 – Why Is Audience Here?

- **CRUCIAL:** Pros get this
- When it is over what do you want \*audience to
  - Think?
  - Say?
  - Feel?
  - Do?
- **WRONG:** Amateurs start with outline
- **RIGHT:** Pros start here
  - 4 Questions & audience’s perspective
  - \* **An audience can be 1... HUGE you get that [it usually is]**

## Let’s Do Step 1 For A Biz Op

- You’ve got “Step 2 Meeting Worksheets”
  - One for your joint-effort in this community
  - One for your own Step 2 we’re going to build out
  - It’s cool to “appropriate”

## Step 1 – Why is Audience Here?

Let’s Exercise!! **Application [Step 2 Biz ]**

- When it’s over what do you want audience to
- **Think?**
- **Say?**
- **Feel?**
- **Do?**
- These all need to be one short simple sentence or phrase

**ACME**  
CORPORATION



## Step 1 – Why is Audience Here?

Let’s Do It Again – This time work **Your Step 2** [Appropriate]

**Application [Step 2 Biz ]**

- **When it’s over what do you want audience [could be 1 or 500] to**
- **Think?**
- **Say?**
- **Feel?**
- **Do?**
- **These all need to be one short simple sentence or phrase**



## Why So Many Great Presentations... Fail

- Ever notice there are certain presenters you like
  - Yeah, me too in the early days
  - And we love their presentation but...
  - Conversion is awful... and, we blame prospects! LOL
- Here is why they don't convert
  - They rarely, if ever, address the 3 things in a prospects head

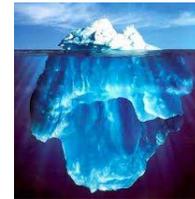
1. **Can I make any \_\_\_\_\_?**

2. **What would I have \_\_\_\_\_?**

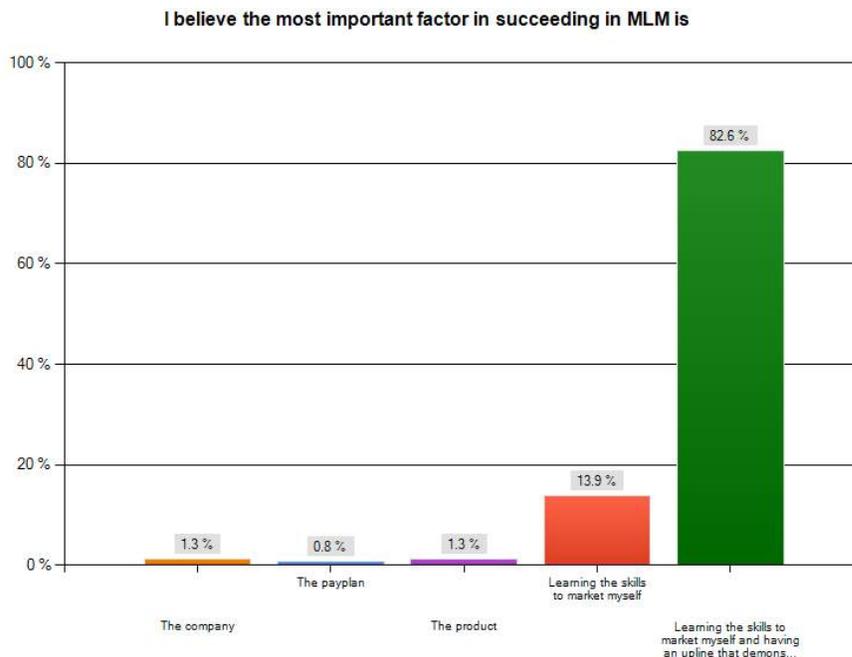
3. **Can I \_\_\_\_\_?**

## Does It Matter How Good?

- You can fight this [thus the "risk" and "iceberg" metaphor]
  - Or you can embrace it
  - Trusting my 5 years of failing and 25+ years of succeeding
- Here is why they don't convert
  - If these questions are **not answered** in the presentation...
    1. **Can I make any money?**
    2. **What would I have to do?**
    3. **Can I do it?**
  - Instead of a check or credit card, **you'll get excuses**
  - **Repeat these 3 things over and over to yourself** 😊
  - This slide should seal the deal... 10,000+ surveyed



## Prospects Want Teams



## Step 1 – Why is Audience Here? Application [Step 2 Biz ]

- When it's over what do you want audience to
- **Think?**
  - “I’ve been doing this \_\_\_\_\_.”
- **Say?**
  - “Can I tell my \_\_\_\_\_?”
- **Feel?**
  - Confident, Familiar w/NWM, I \_\_\_\_\_ **what to do**
- **Do?**
  - Join

What is more effective when presenting?

PPC or 3 things in prospects head

Notice how prospect does this for me

Making it BELIEVEABLE and BELIEVED

## Enrolling Is Simple

- If you promise not to think we're great
  - Raise your right hand ☺
  - I'll show you how the prospects closes for me
  - Notice the “pattern is the same” one you've practiced
- Little pop-quiz next
  - Would it be ok if I showed you the invisible close?
  - Remember your promise...

## Crucial To Your Success

### Why The “Invisible Close” Works

- There are only 3 things in a prospects mind
  1. Can I make money?
  2. What would I have to do?
  3. Can I do it?
    - ✓ Think Limbic System [part of your brain]
    - ✓ Reward potential of judgment calls
- As we go through the word-4-word... listen & notice
  - ✓ Where the ‘**what would I have to do**’ is **defined** to the prospect
  - ✓ When She ‘**decides**’ she can do it
  - ✓ When She ‘**confirms**’ she can do it



## The Invisible Close Blueprint

### Remember The 3 Things In Prospects Head?

#### KEY: Notice When “*What would I have to do?*” Is Define and Confirmed

- “*What’s Tommy Done On Call?*”
  - They always say: “Nothing” or “Listened”
- “*Is that something you feel you could do?*”
  - Always yes, sometimes with a chuckle
- “*Would it be OK if Tommy and I did for you what I am doing for Tommy tonight?*”
  - Always yes, sometimes with glee!



### Prospect Executes The Invisible Close

- “*Tommy, myself and Rob, who’ll also work with you, have 4 years combined successful experience with this system.*” [don’t worry, the time frame doesn’t matter]
- “*And, there are only 2 possible outcomes.*”
  1. “*You join our team and turn all of us into failures*”
  2. “*You join our team and we turn you into a hopeless success*”
    - “*Sally, which of those 2 things do YOU believe will happen?*”
- This is a **close** meaning we **close** our \_\_\_\_\_
  1. Do I really have to tell you what they always say?



### Enrollment Is Easy

#### 1 simple sentence

- Make a positive statement & ask positive question
  - Enroll Sally
  - **Knowing how to enroll Sally w/1 Sentence will feel great, Yes?**
  - Want to know what that sentence is?
- It’s fun, it’s easy, it’s no pressure on you or your prospect
  - Where did I get that one sentence? Step 1
  - Who told me? Sally
  - How?
  - Sally presented to us “why” she should look; Possibility Presents

### Wait A Minute!

- What just happened?
  - Anybody?
  - Anybody?
  - Bueller?

• \_\_\_\_\_

## Incoming BFO

### Brilliant Flash of the Obvious

- Let's look at how many times your prospect said 'yes'.
  1. Yes to 3-way
  2. Yes to 2 minutes
  3. Yes to looking at information..... [FF + Most people Skills – 30-40 seconds]
  4. Yes to extension so we could execute the Possibility Presents

---

  5. \*Yes 3 times in first HJ Skill [**the possibility presents, not you!**]
  6. \*Yes again to reviewing the information
  7. \*Yes to a follow-up
  8. \*Yes to the "confirm hero's integrity" Skill
  9. \*Yes to 'homework' of jotting down more about what they want
  10. \*Yes – when she goes and looks that is a yes, right?
  11. \*Yes – she showed up for the follow-up, her action is a yes
  12. \*Yes to request for 'ground rules'
  13. \*Yes to agreeing to say 'yes or no'
  14. \*Yes to not saying 'maybe' [**Average go90grower hears "yes" 15-25x before enroll**]



- ✓ **HUGE** → All these 'yeses' after #4 is your prospects saying "YES" to their own Hero's Journey, not PPC
- ✓ **go90grower's know how to 'get out' of the way and let Hero's close themselves**

## Nope

- This is not...
  - Magic
  - Talent
  - Genius
- It is skill
  - Al and Nancy
  - Al keeps hyping the PPC
  - Nancy learns the skills, keeping improving
  - And, she knows something Al does not
- People don't care what you know until they know you care
  - Takes an authentic interest in their dreams
  - Prospects believe met a collaborator for their dreams
  - The Hero Journey Skill Set is included in Go90Grow™
  - All 21 MLM skills

## Prospect Enrolled, Now What?

### Same Exact Pattern

- Just enrolled a new rep...
  - What's next so they engage
  - Same exact pattern
  - Steps 1-4 of Presentations That Impact and
- Step 1
  - What do I want them to
    1. Think
    2. Feel
    3. Say
    4. Do



Convert

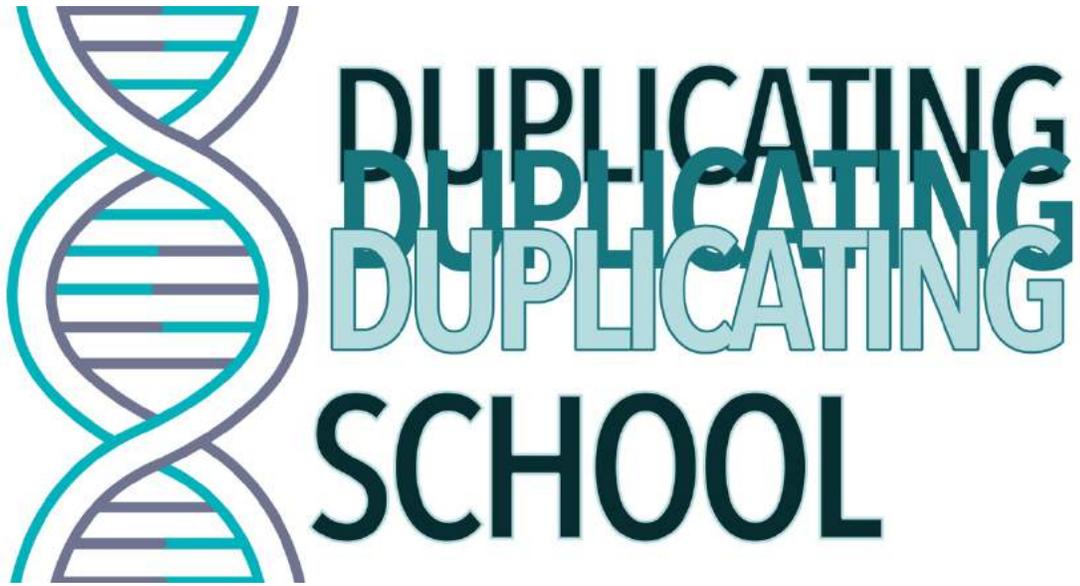
### It's Worked Pretty Well for Us

- Think? - If I follow the directions, I'll \_\_\_\_\_
- Say? – I know what to \_\_\_\_\_
- Feel? – Confident and supported! Hands on help
- Do? – Build the list [Tix? Come to event? Contact more people?]
- The “do” is the variable
  - **The pattern is the same**
  - **WHAT DO YOU WANT THEM TO DO!??**

### Mark's Magic

#### Exactly What Did I Do?

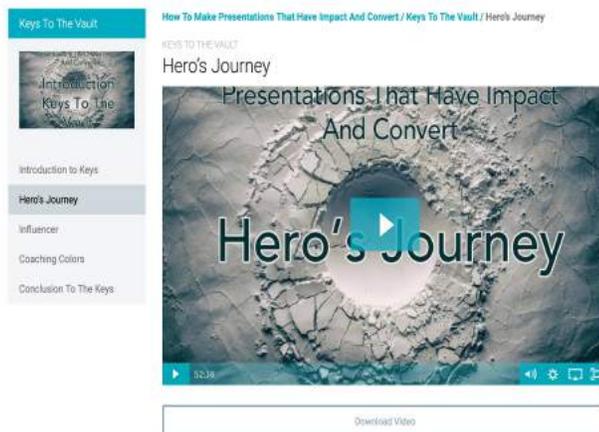
- At enrollment
  - Set first coach session within 12-24 hours
  - Sent them link to <http://lazynetworkercolorcode.com>
  - Taught them 1 thing... **never get off phone with next activity scheduled**
- On first coaching session
  - Got color [helps you coach far, far better] talk to their core
  - Built list with them, never assign ... never, never, never
    - **HUGE KEY** Learn 5 stories in List Building Skill
    - Phones have 303 contacts on average[AT&T]
  - Scheduled time to make 3-ways
    - Reteach **never get off phone with next activity scheduled**
    - **And each subsequent session until they are teaching it**
- What should you do?
  - Study “3 Deep Pattern” [resources]
  - Study list building skill [resources]



## Session 4

## There Are 9 Steps

- We are always presenting to...
  - Suspects
  - Prospects
  - A rep
  - Groups
  - Incubating leaders
- We've lightly touched on Step 1
  - We've got your back
  - Davene and I got paid \$15,000 for 4 days in SLC
  - In February MLM paid us \$20,000 for training
    - Teaching "Presentations That Impact and Convert"
    - Special offer and the "keys" to presenting



## You Get

\*The 9 Steps That Impact and Convert ... PLUS The Keys to Vault in Story Telling

\*Workbooks, my outlines and 16 videos [two 50-page workbooks, all my slides]

And, of course, hands-on-support [and exclusive webcasts about presenting]

And save \$300 bucks [thank you for coming]

## Introduction to 9 Steps

### Getting Started Right

- You'll find 90 exercises
  - This is to improve retention
  - And serve as a model for doing trainings
- 9 Steps! That's a lot!
  - Relax. You'll build it in the first 4 steps
  - Steps 5-8 bring it from good to better to best
  - Repetition in practice and live make everything world class

### \*How To Be A Champion\*

#### Getting Started Right With The Truth

- Quix's, social media, tricks and tips won't build your business
- You wonder how they do it?
  - You Look to See the Knack,
  - You Watch the Feet in Action,
  - On the Shoulder or the Back,
  - But When You Spot the Answer
  - Where the Higher Schemata Lurk,
  - You'll First in Moving Higher
  - Up the Laurel-Crowned Spine,
  - That Most of us Practice,
  - And the That of It is \_\_\_\_\_
- No traffic on sets mile
  - Do your job during business hours
  - Build presentations and practice before 9 AM and/or after 5 PM

### Risk?

- Accept my 24 years of evidence
  - Or Argue for your Concern
  - It's all about cause & effect
- Obsessed with Cause
  - Why the same concerns, always
  - If I can find the cause
  - Then the concerns should vanish
- 25-year reasonable Conclusion?
  - Fear of presenting effectively
  - If you know that you know that you know
  - Your presentation would convert
  - Concerns vanish, you can't wait to share
  - And what do you believe would happen if your trainee (NOT people you'd enroll) who'd pitch?
  - You'll be an effective presenter if you keep your head in the game and engage in the exercises
  - You'll have more people enroll, more productivity that increase leads to trains → teams without you



## What Changed? Remember this slide?

- How did you go from Bankrupt in Boston to beachfront in Kauai?
  - Hey... you said 3 simple things**
  - The mindset**
    - ✓ The ancestor of everything is thought
    - ✓ Abracadabra is no cartoon fantasy; ebrah k'dabri
  - Discovery of two tiny pieces of information [ancient wisdoms]
    - ✓ These are not secrets, 1000s of years old - Hero's Journey & Limbic System
    - ✓ There are no "secrets" in MLM
  - Skills
    - ✓ If we're going to make some money, we need to learn some skills
    - ✓ Discovered "HOW" convert that information to skills for average person like myself

## The Key To The Success Vault

### The Mindset

- With all the skills learned and applied
  - And a full understanding of the Hero's Journey
    - Failure still happened in massively disappointing numbers**
- Why?
  - The Mindset
  - The ancestor of everything is thought
  - Our subconscious [limbic] as it is, still makes all the decisions
  - We DO NOT determine our lives, our habits do
  - What is a habit? A pattern of behavior repeated, automatic

## Best Advice I Ever Got

- Best advice I ever got
  - Philosophically; You don't get what you want, you get what \_\_\_\_\_
  - \_\_\_\_\_
  - Practically; Work harder on yourself than your business
- The search began
  - Self help books... [average person buys 1 → 7]
  - Tapes [yeah, I am old], CDs...
  - And nothing changed



## The Quest Begins

- While it was great advice...
  - Where was the “how” ?
  - How do I modify my behavior? Create new habits?
  - [BTW- you've learned today how to help others modify]
- A 17-year study & discovery became my life's work
  - Into the subconscious ... OMG
  - How do we influence it?
  - How do we replace self-sabotaging habits with...
  - Positive habits that bring success, manifestations

## Eureka

### 2 Simple Things

- **FIRST... STOP** making resolutions
  - That's like self-help nonsense; sounds great, samo-samo
  - It's just sitting in the conscious mind, [subby calls shots!]
  - **START** to influence the subconscious mind
    - Did you do your homework? Lipton video
- **SECOND... STOP** \_\_\_\_\_
  - Huh?
  - Blasphemy [especially in MLM]
  - KEY: If you are not working like your hair is on fire
    - You may have worthy goals BUT they are not really yours
  - **START** getting loyal to your heart's desire
    - When you find that “one thing” no motivation is needed

## Goals Do Not Work

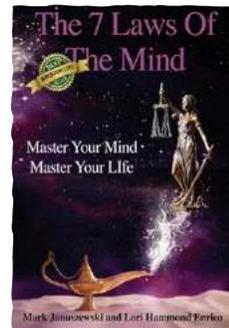
- Certainty will destroy your future
  - Open up to this idea
  - Goals are the last thing added
- Now six more years of study revealed what winners do
  - It's not that winners do certain things...
    1. Find your core motive [you got this!, CC]
    2. Find your personal pivotal needs
    3. Determine your dharma
    4. Then add goals that are markers to purpose or rewards

## The Solution To Both

- We've created 2 courses to help you
  - Learn how to influence your subconscious
  - Find your dharma
  - All with hands on help
- The Vision Workshop
  - It altered my life
  - Found my hearts desire
  - Excuses and procrastination died
  - Pssst... your heart's desire prevails over fear

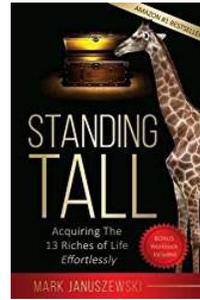
## The Vision Workshop

- Vision workshop finds your heart's desire
  - Procrastination vanishes
  - Fear dies
  - Authentic purpose is found
  - New habits formed as we work with you
  - 20 weeks so the new habits STICK
  - 10 Private Webcasts, Outlines, worksheets
  - Private members area
  - \*Signed copy Best Seller 7 Laws of the Mind
  - Includes Wattles' Science of Getting Rich
  - Savings \$750.00



## A Whole New Level

- **B - Standing Tall \***
- Signed book, 15 videos
- *Now being taught in 3 languages\**
- *7 Principle Based NEW Habits*
  - *From “the certain way” ☺*
- Private members area
  - Worksheets
  - Outlines
- *14 Private Webcasts*
- *27 weeks*
- *Hands-on support daily*
- Savings \$300



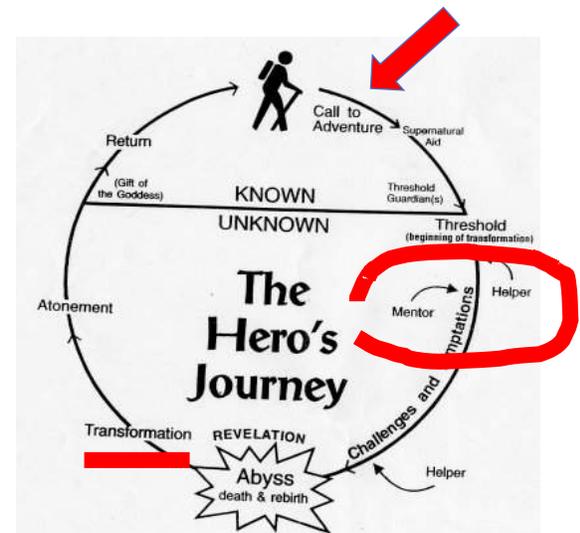
## Let's Review, You “Got This”

1/1,000,000,000<sup>th</sup>

- Study at MIT
  - Takes 1/1,000,000,000<sup>th</sup> of a volt
  - To change a mind
  - Successful MLMers long term?
  - **What 1 thing characterizes them?**
- They Are Master’s of “The Volt” ...creating the Billionth of a Volt
  - Get suspects to [Look](#)
  - Get customers to [Upgrade](#)
  - Get Teammates to [Engage](#)
  - Get groups [DTSTing](#)
  - Get incubating leaders [to lead](#)

## Help Others Help Themselves Transform

- Master’s of the Volt are effective **Heralds**, calling others to adventure
  - Their message reaches the head
  - Or touches the heart...
- Master’s of the Volt are effective **mentors & helpers**
  - Help their reluctant Hero’s step into the unknown
  - Help our reluctant Hero’s transform themselves
- Master’s of the Volt have certain qualities in common
  - And they are already within you
  - Our offer educes them



The Greatest Show on Earth?  
To as many as receive...

