



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
 - Repetition is difference between have and have nots
- **7 types of learners** & compressed learning
 - 14 short reinforcing webcasts [25-35 minutes, Q&A]
 - After 14 weeks? Repeat the cycle for you & your teams
 - **Designed to help every type of learner get 100%**
 - Additional reinforcing components in members area
 - Use the workbooks, practice and improve or repeat your history

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; compressed learning
 - 80-95% 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

The Experience What Changed?

- How did you go from Bankrupt in Boston to beachfront in Kauai?
 - Discovery of 3 simple things
 - Breaking away from what has been traditionally taught [we're different, best]



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 learn some _____

What Changed?

- Hey... you said 3 simple things
 - Bankrupt in Boston to beachfront in Kauai?
 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 networking
 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

My Multi-Million \$ Discovery

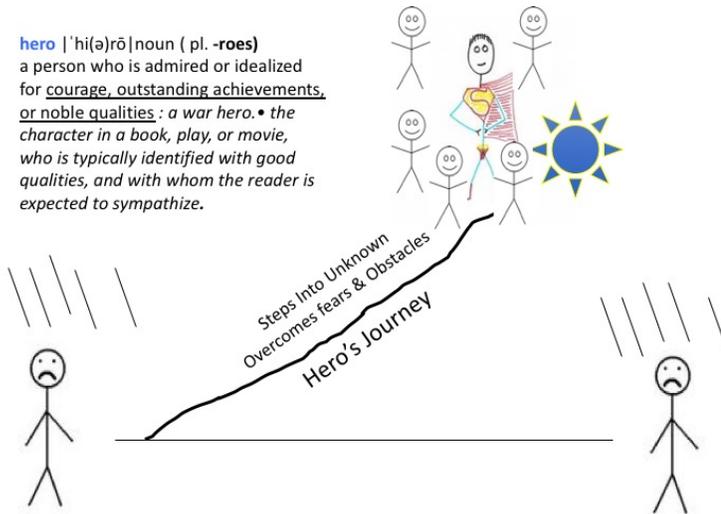
1st Tiny Bit of Info solves Recruiting Mystery

- 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
 - Already set up in the members area for you 😊
- **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 ... ughh ... 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... to know how & teach it
- Crucial is an understatement
 - Direct correlation between success and ability to build effective, self-perpetuating teams
 - Always true
 - If we're bringing in people and they aren't producing
 - Is sponsoring more the answer
 - Sorry, 99.6% failing did not cut it
 - We took responsibility, 4 options

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

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 model
- **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 _____ is
2. How to _____
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 [700+]
 - **“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?

Agenda

The Secret Language of Prospects & Distributors

- *How It Really Is
 - Not 4 who get 4 who get 4 → 700+ overnight
 - What actually happens in real life
 - The 2 C's create success
- *We'll cover
 - The actual objective of a network marketing business
 - Easier to hit bull's eye if you know the target
 - He said, with just a few words it becomes...
 - *Easier ...* to get them to look
 - *Easier ...* to get them into their Hero's Journey
 - *Easier ...* to get them in
 - *Easier ..* to get them into production
 - *Easier ..* to improve all your relationships
 - → Exaggeration? I sure thought so ←
- The Secret Language of Prospects and Distributors?
 - You're just few words and 60 days away from exploding yourself and your group into momentum

Three Impossible Things

→ A Quantum Leap ←

- ***ONE:** This day changes your life
 - WE help you change your mind → Catching a BFO ←
 - You see things differently
 - You become 100 times more powerful [true confidence]
- ***TWO:** You know EXACTLY what to say
 - So... You understand what drives relationships
 - So... You instantly improve communication skills
 - So... Your business creates and harness momentum in 60 Days
 - And You can Use & Teach this skill RIGHT NOW
- ***THREE:** You participate instead of “evaluating” [aka judging]
 - We are your coaches today, not your friends...
 - You keep your mind open
 - Some of these ideas seem counterintuitive; they are
 - Take some risks by letting go of ideas by being honest about your results

Barn Raising KEY

- It's all about The Hero's Journey
 - Raising their barn
 - Is the “call to adventure”
 - Finding their bliss
 - You are the “_____”
- We all join for the same reason
 - The hope of a different outcome
 - While those outcomes are as different as people
 - Attaining their barn makes them a hero

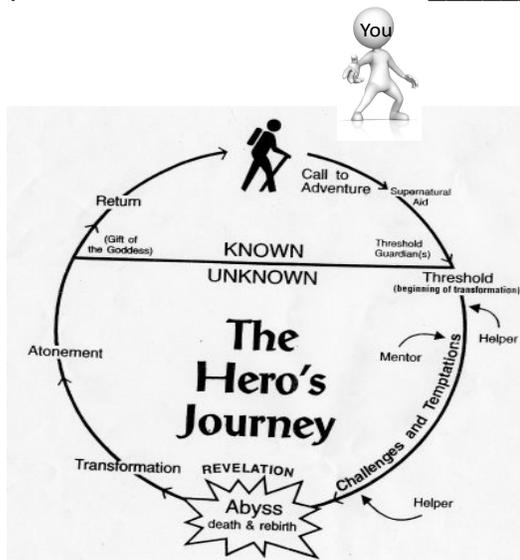
The Hero's Journey*

Assuming You Did The Homework

- As you discovered... Each myths common story?
 - The Hero's Journey
 - 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 [think invitation to Barnage; heralding]
 - 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
 - It's not that winners do certain things...
 - It's that they do things in a **CERTAIN WAY**

Networking success?
A person 'transforms'
Your presence here?
Transformation, yes?

Campbell Charts It... You Are The _____



Joseph Campbell

- Who is Joseph Campbell?
 - And why should you care?
 - Scholar who studied myths spanning 4000 years
 - He discovered the Hero's Journey [did your homework?]
- Every movie, book, metaphor in the bible
 - Kids books, Green Eggs and Ham, all story tellers
 - The "shaman" ... Giedion, Johna, Moses, Noah
 - From Lassie to Gone with the Wind, Harry Met Sally
 - All these stories have the same story in them
 - And, it's your story and the key to the vault in building
 - Stunned more leaders and companies "miss this"
 - They have heard this story in a story their entire live
 - Make what you do "familiar" ... sports, movies, living vicariously
 - The felling of a life of "significance" enrolls and engages

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 ituntil
 - 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
 - The skills in the course prospects [heroes] sense "collaboration"
 - ... aka connection... trust skyrockets and engagements → exponentially

Campbell or Lucas?

Who's Responsible for Star Wars Appeal?

- In the end?
 - Skywalker had to face his demons alone
 - Like your teammates, lists, call reluctance, time, unsupportive spouse
 - But _____ he's mentored... given tools... by...
 - Obi Wan, Yoda... _____!
- This resolution becomes the **transformation** point
 - Then, the return; finds higher values, courage and shares with tribe
 - **Just like what you're wanting to do for others**

The Case and The Proof

- Why did you join Barnaje?
 - Why did you decide to come to this training?
- The reason I joined my MLM and want to improve is
 - a) Our concept of networking beats all models
 - b) Our pay plan is the best on the planet
 - c) I want a different outcome time and money wise



Ever Happen to You?



They have a barn they want to raise..
They need the money..
They say "NO"
Ever wonder why?

The Culture of Communication

- We leverage an effective standardized system of communicating so everyone can copy it from day one, easily heralding want to be heroes
 - That system? COLOR CODE
 - It becomes part of your 'culture'
 - This creates community
 - Community and culture trump product price
 - **Every time single time**
- *As communication improves, the 3 R's improve, Recruiting, Retention, Raising leaders
 - We appreciate different teams and methods..
 - Yet everybody knows better communication helps improve the understanding and execution of both "what to do and how to do it"

The Key To Vault

- The truth about "relationships"
 - **Everybody says, "It's all about relationships"**
 - The word "Relationship"
 - Really defines what currently exists... like a big door; open or closed?
 - How did it get good or not so good?
 - How did it become trusting or not?
- The little hinges that open big doors?
 - If relationships with lists and your team are the big door
 - Communication skills are the **little hinges**
 - That **open big doors**
 - To improve in the home
 - To improve in your community
 - To Diamond & 7th Level



is it

**Building
A Strong
Productive
Team of
Heroes**

COLORCODE Personality



Facts on Relationships

- 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
- Can you afford?
 - 3 hours week out of every 10 hours resolving conflicts?
 - With a team of 100 you'd lose 300 hours a week with conflicts
- More than _____ hours in a year [with just 100 people]
- More with Full timers!
- *What would happen if all that time was spent on sharing Barnaje?*

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

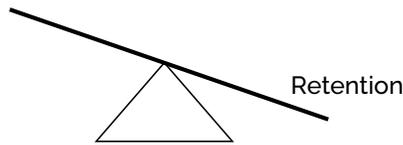
1. **Identify** - driving core motive
 - You were born with it
2. **Take** - 100% responsibility for all relationships
3. **Understand** - the four personality types
4. **Discover** - specific ways to improve all relationships



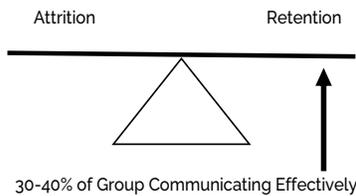
Paradigm Shifts



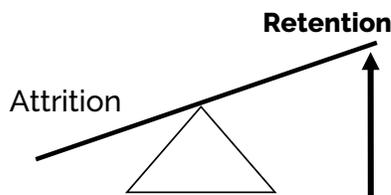
Attrition



10% of Group Communicating Effectively



30-40% of Group Communicating Effectively



60-100% of Group Communicating Effectively

Let's Mini-Review

- To build a big team to the 7th level?
 - Understand industry does not get duplication, break free
 - Essential to build a REAL team that will DTST, core mantras identical
 - Teach my team why we need to be on same system
 - [You got this!... The numbers page we did with you]
 - Leverage human nature - compulsion to copy group behavior
- Recruiting and Team Building
 - All revolves around the *Hero's Journey*
 - It's everyone's story who wants different outcome
 - Lives of quiet desperation and living vicariously
 - Role - *helper and mentor*, 80-20 so make it familiar
 - Skill - *Influence* - Reward right behaviors
- **# 1 TakeAway?** From today on – _____ recruiting without thinking duplicating & vice versa

I Get The 'team' Concept But....Step-by-step?

- Mark was definitely playing a different game
 - I had a different sponsor
 - Gung Ho....yada, yada, yada
 - Mimicking the leaders and having same problems
- Trust what you've just learned
 - Compressed learning & concepts
 - I did better but sensed Mark's discontent
 - 'Something's missing'
- We jump to light speed
 - It goes from easy to ridiculously easy, fun and a lot faster

The Simple 4 Part Plan It Forever Set Us Apart

1. The mind
 - Think and Grow Rich success formula → Hero's Journey
 - Breaks us from the MLM "pack" mentality – grandma's ham
 2. The Skills
 - Framed Firelighters, etc., for recruiting cycle
 - Presentations that have IMPACT & Convert
 3. Ancient wisdom
 - Hero's Journey integrated into the core of recruiting cycle
 4. Profiles
 - We hit the mother-lode, communication, discontent vanishes
 - Think "Influencer" and turning the "undesirable" to "desirable"
 - We can now help anybody who will do some work
- ✓ Great news for you now that you've got the concept you get leverage
- In the weekly webcast we'll lay it out for all challenges networkers face
 - You'll have concept and the skills to execute **mastered**
 - **And, as new members join, we'll teach it... You just show; simple**
 - The one thing all great networkers identify and utilize is LEVERAGE

Profound Difference

- We could now take the skills & team concept
 - Convert it so anyone could understand it
 - Influence skyrockets
 - Our message reaches their head or touches heart or both
- Started in 1995 with Brooks Group Profiles
 - This is how worked for me
 - Then Peter and Mark's other leaders
 - The communication improved
 - The results improved faster, people felt heard and valued and it's fun!
 - Then, a stroke of genius or a BFO, no matter – we jump to light speed



Name **Mark Januszewski** **Hero's Ultimate Cheat Sheet**
Influence your Hero's with 100% Accuracy

(Stop at each Descriptor's section. In the areas below, list statements that are most relevant and important to you.)

Key Statements to Share with Others	
General Characteristics	1. Forward looking - can be considered daring, bold, gutsy
	2. Confident - direct - may present information in a form not understood (so confront)
	3. Sees visions others may not see. Big picture thinking, creative
Value to the Organization	4. Pioneering
	5. Change Agent
	6. Accomplishes goals through people
Checks for Communicating	7. Be clear - specific - to the point - Confront when in disagreement**
	8. Appeal the benefits he will receive (Define in problem/plan in writing when possible)
	9. Provide solutions - not opinions - offer options, provide options and probability of success
Don'ts on Communicating	10. Ramble on or waste time - Hesitate when confronted
	11. Forget/lose things, be disorganized or messy, confuse/mix ideas, don't complete things
Communication Style	12. Lets disagreement reflect on him personally, make decisions for him
	13. Provide friendly environment
	14. Don't deal with a lot of details (put them in writing)
	15. Ask leading questions that draw opinions or comments
Ideal Environment	16. Work with a result oriented team
	17. Evaluation based on results, not the process
	18. Forum to express ideas and viewpoints.
Perceptions	19. Mark sees himself as Pioneering, positive, assertive, competitive
	20. Others can see Mark as Demanding, Egotistical, aggressive, nasty
	21. Under stress Mark may become cold and outright

Turn to the "Style Insights Graph" section of your General Behavior Coaching Report. This section describes:

* Your adapted behaviors (Graph 1) - how you behave on the job. Many people modify their natural behaviors in response to what they perceive is important on the job.

Core Motives & Natural Talents

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

Core Motives & Natural Talents

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



**“Healthy Reds 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
 - Visionary thinkers, always see the big picture
 - Great delegators



Reds

- ROI thinking ~ all of the time
 - Logical
 - Facts, not emotions
 - Competitive
 - Decisive
- Make the Most Money
 - For themselves and the team... IF*
 - So let's go get **Reds**? Tough to coach, THEY KNOW EVERYTHING 😊
 - Some reds you may know
- All Reds think they're Blues

Keys to Relating to a Red

- **DO:**
 - Present logically; with facts and figures
 - Be direct, brief and specific
- **DO NOT:**
 - Argue from an _____ perspective
 - Be slow and indecisive

Strengths

- Decisive
- Confident
- Assertive
- Responsible
- Proactive

Limitations

- Selfish
- Insensitive
- Argumentative
- Impatient
- Always Right

REDS

Driving Core Motive: POWER / PROGRESS

Natural Gifts/Talents: Vision, Leadership

Value to group
Circle 3

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	Confident	Impatient	Intimidating
Leader		Argumentative	

Coach 'em up
Circle 3

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

When communicating w/ Reds – DO: (circle top 3)	When communicating w/ Reds – DON'T: (circle top 3)
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

Not your color?

While the Reds do

See page 18

Fill out Top half and rate 1-10

My Big Dream

1. _____

2. _____

3. _____

BLUES
 Divine Core Motive: INTIMACY
 Natural Gifts/Talents: Quality, Service

Strengths (Circle top 3)	Limitations (Circle top 3)
<ul style="list-style-type: none"> Nurturing Careful Intimate Analytical Thoughtful Compassionate Respectful 	<ul style="list-style-type: none"> Low self-esteem Superstitious Judgmental Self-critical Emotionally intense Hard to please Unforgiving Self-righteous Unrealistic expectations

Needs (Circle top 2)	Wants (Circle top 2)
<ul style="list-style-type: none"> To be good enough To be understood To be appreciated To be accepted 	<ul style="list-style-type: none"> To reveal themselves To attain quality To be authentic To have security

When communicating w/ Blues - DO (Circle top 3)

- Allow time for them to collect their thoughts
- Take a sensitive approach
- Demonstrate your sincerity
- Be well-mannered & behave appropriately
- Limit their perceived exposure to risk
- Help them feel secure in the relationship
- Promote their creative efforts and ambitions
- Appreciate them
- Be loyal
- Do a thorough analysis and present with all the details

When communicating w/ Blues - DON'T (Circle top 3)

- Make them feel guilty
- Be rude or abrupt
- Frame too much change
- Expect spontaneity
- Abandon them
- Expect them to bounce back easily/quickly from depression
- Demand perfection
- Push them too quickly into making decisions
- Expect them to forgive quickly when crossed
- Demand immediate action or quick verbal bantering

Use 3 Behaviors of Blues Operating Under Stress:

1. _____
2. _____
3. _____

Name 1 or 2 **BLUES** that you know: _____

Circle 3 of each

YELLOWS
 Divine Core Motive: FUN
 Natural Gifts/Talents: Unfettered, Optimism

Strengths (Circle top 3)	Limitations (Circle top 3)
<ul style="list-style-type: none"> Creative Charismatic Creative thinker Engaging of others Enthusiastic Flexible Engaging Fun-loving 	<ul style="list-style-type: none"> Impulsive Disorganized Prone to burn-out Over-enthusiasm Impatient Inconsistent Impulsive Interruptive Impersonal Naive

Needs (Circle top 2)	Wants (Circle top 2)
<ul style="list-style-type: none"> To look good socially To be noticed To be praised To receive approval from the masses 	<ul style="list-style-type: none"> To have excitement To achieve happiness To be free To enjoy playful adventure

When communicating w/ Yellows - DO (Circle top 3)

- Take a positive upbeat approach
- Offer praise and appreciation
- Accept some playful teasing or joking
- Maximize the opportunity for them to shine with
- Recognize publicly the value of their participation
- Thanking their verbal self-expression
- Reinforce trust with appropriate physical gestures
- Remember they are more sensitive than they appear
- Value their social interaction skills and people connections
- Promote creativity and fun activities with them

When communicating w/ Yellows - DON'T (Circle top 3)

- Be too serious or sober in activities
- Push them too intensely
- Ignore them
- Forget that they have "dumb" side also
- Demand perfection
- Expect them to deal on problems
- Give them too much rope or they might hang themselves
- Classify them as just lightweight social butterflies
- Attack their sensitivity of the upbringing
- Control their schedule or totally consume their time

Use 3 Behaviors of Yellows Operating Under Stress:

1. _____
2. _____
3. _____

Name 1 or 2 **YELLOWS** that you know: _____

WHITES
 Divine Core Motive: PEACE
 Natural Gifts/Talents: Ongoing, Tolerance

Strengths (Circle top 3)	Limitations (Circle top 3)
<ul style="list-style-type: none"> Modest Kind Peaceful Non-competitive Low risk taker Good listener Cooperator Patience 	<ul style="list-style-type: none"> Indifference Timid Identify emotions Unintended Defensive Unresponsive Uncommunicative Reluctant

Needs (Circle top 2)	Wants (Circle top 2)
<ul style="list-style-type: none"> To keep good friends To give space To be respected To be accepted 	<ul style="list-style-type: none"> To withdraw themselves To please self and others To be understood Contentment

When communicating w/ Whites - DO (Circle top 3)

- Accept and support their independence
- Control a relaxed atmosphere
- Provide comfortable, non-threatening structure
- Combine kindness with boundaries
- Be kind gently
- Show patience, try not to rush them
- Show them you care
- Be open and direct when possible
- Look for potential gaps in their feelings
- Meet them out and listen quietly and carefully

When communicating w/ Whites - DON'T (Circle top 3)

- Be loud or abrasive
- Expect them to lead much social interaction
- Force immediate verbal expression
- Be demanding or too intense
- Overwhelm them with too much social
- Force communication
- Speak too fast
- Take away all their options
- Demand leadership

Use 3 Behaviors of Whites Operating Under Stress:

1. _____
2. _____
3. _____

Name 1 or 2 **WHITES** that you know: _____

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

Strengths (Circle top 3)	Limitations (Circle top 3)
<ul style="list-style-type: none"> Proactive Productive Assertive Action-oriented Determined Responsive Leader 	<ul style="list-style-type: none"> Arrogant Impulsive Overly Obsessive Always-right Selfish Control others Demanding Impatient Argumentative

Needs (Circle top 2)	Wants (Circle top 2)
<ul style="list-style-type: none"> Look good intellectually Be right Be respected Gain approval from a select few 	<ul style="list-style-type: none"> Have intellectual dignity Be noticed Be in a leadership position Experience challenging adventure

When communicating w/ Reds - DO (Circle top 3)

- Engage with facts and figures
- Present issues logically
- Be direct, brief and specific
- Emphasize productivity and efficiency
- Initiate leading change
- Demand attention and respect
- Support their leadership instincts
- Support their current decisions
- Build on the top of their arguments and ideas
- Offer them leadership responsibilities

When communicating w/ Reds - DON'T (Circle top 3)

- Argue from emotion
- Use an authoritarian approach
- Use physical punishments
- Be slow and indecisive
- Feign a personal and intimate relationship
- Attack them personally
- Wait for them to solidify your opinion
- Take their arguments personally
- Demand constant social interaction

Use 3 Behaviors of Reds Operating Under Stress:

1. _____
2. _____
3. _____

Name 1 or 2 **REDS** that you know: _____

Professional Communication Tip #1

- 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 win
 - 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**

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	Confident	Impatient	Intimidating
Leader		Argumentative	

Needs (circle top 2)	Wants (circle top 2)
Look good technically Be right Be respected Attain approval from a select few	Hide insecurities (tightly) Be productive 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"> 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 	<ul style="list-style-type: none"> 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 Talk their arguments personally Demand constant social interaction

List 3 Behaviors of Reds Operating Under Stress:

- _____
- _____
- _____

My Big Dream _____

BLUES

Driving Core Motive: **INTRINSIC**

Natural Gifts/Talents: **Quality, Service**

Strengths (circle top 3)		Limitations (circle top 3)	
Nurturing	Dependable	Perfectionist	Low self-esteem
Caring	Collaborative	Overly sensitive	Long-termist
Likeable	Detail-oriented	Self-critical	Self-critical
Intuitive	Well-mannered	Overly private	Emotionally intense
Analytical	Self-motivated	Overly sensitive	Hard to please
Thoughtful	Sincere	Unforgiving	Self-righteous
Compassionate	Quality-oriented	Morose	Unrealistic expectations
Respectful	Intuitive	Judicious	

Needs (circle top 2)	Wants (circle top 2)
To be good monthly To be confident To be appreciated To be allowed	To avoid insecurities To avoid stress To be autonomous 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"> Allow time for them to collect their thoughts Take a sensitive approach Demonstrate your sincerity Be well-mannered & behave appropriately Lead their personal exposure to risk Help them feel secure in the relationship Promote their creative efforts and ambitions Appreciate them Be brief Be a thorough analyst and present with all details 	<ul style="list-style-type: none"> Make them feel guilty Be snide or aloof Promote too much change Expect spontaneity Expect them to bounce back readily/quickly from depression Demand perfection Push them too quickly into making decisions Expect them to forgive quickly when crossed Demand immediate action or quit verbal bantering

List 3 Behaviors of Blues Operating Under Stress:

- _____
- _____
- _____

Name 1 or 2 **BLUES** that you know:

COLORCOD

WHITES

Driving Core Motive: **PEACE**

Natural Gifts/Talents: **Clarity, Fairness**

Strengths (circle top 3)		Limitations (circle top 3)	
Kind	Easy-going	Indifferent	Stoic
Helpful	Intuitive	Selfish	Unfriendly
Non-competitive	Team player	Overly sensitive	Unfriendly
Wise	Accommodating	Arrogant	Detached
Wise	Detail-oriented	Overly sensitive	Self-righteous
Wise	Self-motivated	Overly sensitive	Unfriendly
Wise	Self-motivated	Overly sensitive	Unfriendly

Needs (circle top 2)	Wants (circle top 2)
To be good monthly To be confident To be appreciated To be allowed	To avoid insecurities To avoid stress To be autonomous To have security

When communicating w/ Whites - DO (circle top 3)	When communicating w/ Whites - DON'T (circle top 3)
<ul style="list-style-type: none"> Be direct and avoid their emotions Control a sensitive relationship Provide confidentiality, then drawing structure Examine decisions with kindness Be brief Be open and direct when possible Look for successful aspects to their feelings Offer them our and their quality and clarity 	<ul style="list-style-type: none"> Be snide or aloof Force inordinate verbal expression Be demanding or too intense Overwhelm them with too much of detail Force qualifications Speak too fast Take away all their capabilities Overly leadership

List 3 Behaviors of Whites Operating Under Stress:

- _____
- _____
- _____

Name 1 or 2 **WHITES** that you know:

COLORCOD

YELLOWS

Driving Core Motive: **WIN**

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

Strengths (circle top 3)		Limitations (circle top 3)	
Enthusiastic	Happy	Overly sensitive	Self-centered
Charismatic	Insightful	Overly sensitive	Self-centered
Creative thinker	Resourceful	Overly sensitive	Self-centered
Engaging of others	Positive	Overly sensitive	Self-centered
Enthusiastic	Social	Overly sensitive	Self-centered
Flexible	Spontaneous	Overly sensitive	Self-centered
Engaging	Inclusive	Overly sensitive	Self-centered
Fun-loving		Overly sensitive	Self-centered

Needs (circle top 2)	Wants (circle top 2)
To look good monthly To be confident To be appreciated To be allowed	To hide insecurities (tightly) To be happy 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"> Take a sensitive verbal approach Offer praise and appreciation Accept some playful teasing or joking Maximize the opportunity for them to enjoy work Recognize publicly the value of their participation Encourage their verbal self-expression Respectively trade with appropriate physical gestures Remember they are more sensitive than they appear Value their social interaction skills and people Communicate Promote creativity and fun activities with them 	<ul style="list-style-type: none"> Be too serious or when necessary Push them too intensely Ignore them Forget that they have "flow" time also Demand perfection Expect them to dwell on problems Give them too much type of their right hand Overwhelm Classify them as just lightweight social butterflies Make them secondary or the supporting Control their schedules or totally consume their time

List 3 Behaviors of Yellows Operating Under Stress:

- _____
- _____
- _____

Name 1 or 2 **YELLOWS** that you know:

COLORCOD

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	Relentless	Insensitive
Decisive	Visionary	Obsessive	Always right
Assertive	Pragmatic	Bossy	Selfish
Detail-oriented	Motivated	Critical of others	Tactless
Responsible	Articulate	Demanding	Calculating
Leader	Confident	Impatient	Intimidating
		Argumentative	

Needs (circle top 2)	Wants (circle top 2)
Look good monthly Be right Be respected Attain approval from a select few	Hide insecurities (tightly) Be productive 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"> 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 	<ul style="list-style-type: none"> 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 Talk their arguments personally Demand constant social interaction

List 3 Behaviors of Reds Operating Under Stress:

- _____
- _____
- _____

Name 1 or 2 **REDS** that you know:

COLORCOD

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

Blues



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



Strengths

- Caring
- Sincere
- _____
- Loyal
- Thoughtful

Limitations

- Self-righteous
- Overly _____
- Perfectionist
- Worry prone
- Unrealistic expectations

Keys to Relating to a Blue

- **DO:**
 - Show Appreciation
 - Seek to _____ them
- **DO NOT:**
 - Make them feel _____
 - Expect spontaneity

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”**
 - **My** 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, always 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**
 - **Helps them** "get 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

"Whites 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**
- 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

Strengths

- Kind
- Even-tempered
- _____
- Diplomatic
- Inventive

Limitations

- Indecisive
- Silently stubborn
- Avoids conflict
- _____
- Detached

Keys to Relating to a White

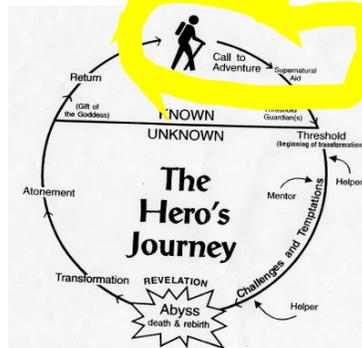
- DO:
 - Accept their individuality
 - Create an _____, relaxed setting
- DO NOT:
 - Be cruel and insensitive
 - Force immediate verbal expression

“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
- Very social
- Mostly Yellows love meeting new people
- Yellows are ALWAYS talking
- Always



Yellows

- **Yellows** like having fun
- A quick question? Yeah, right!
- Poor organizational skills
- Make lots on contacts!!
 - UT-OH – no follow-ups booked

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

Strengths

- _____
- Sociable
- Spontaneous
- Charismatic
- Inclusive

Limitations

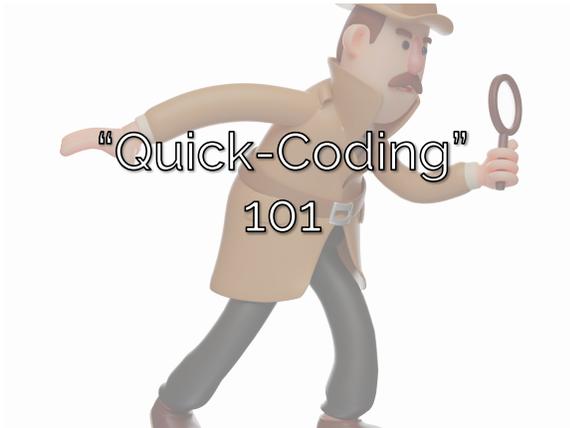
- Uncommitted
- _____
- Afraid to face facts
- Unfocused
- Impulsive

Keys to Relating to a Yellow

- **DO:**
 - Take a _____ , upbeat approach
 - Offer praise and appreciation
- **DO NOT:**
 - Ignore them
 - Expect them to dwell on problems

Why is This So Important?

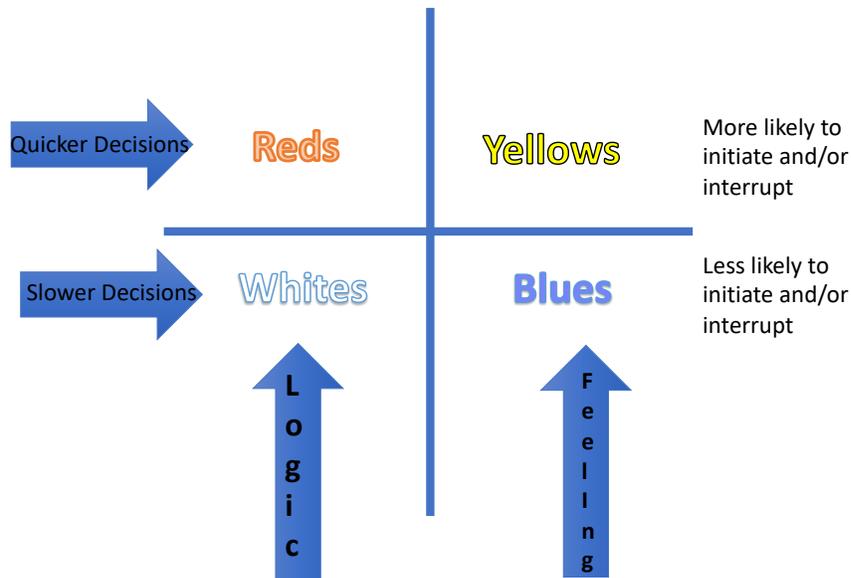
- Team, always think team
 - We're always presenting
 - To build great teams, you need great communication
- No matter how bad they want it
 - No matter how much you want to give it
 - Does it matter if the communication is poor?
 - Let's look deeper... and make a discovery
 - Why this makes OR costs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



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?
 - Initiator or passive?
 - Interrupter or non-interrupter?





Leverage

- There are virtually infinite applications
 - Your life involves people
 - As far as Barnaje goes, there are some basic areas
 - 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
 - All included in the course, FREE; thank you, Lynford



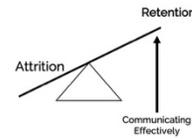
Compressed Learning ROCKS

Proof? Let's Review

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

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. Use Color Code [their language] basics to invite
 2. Use Color Code [their language] basics to present
 3. Use Color Code [their language] to close
 4. Use Color Code [their language] to enroll
 5. Use Color Code [their language] to coach
 6. **It gets more people sponsoring & pushes you up the steps to diamond**



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]

Words Matter

- Talk in the color of their core motive
 - Diamonds are everywhere
 - It all depends on what we say and do
 - OK if we give you social proof?
 - Same exact thought expressed with different words
- The thought? Stopping time

“Because accuracy in building words and sentences is the highest form of architecture in civilization and is a passport to success...”

It's Not Fair

- Fast thinking and slow thinking 🧠
- The prospects decision is made in the first 12-17 seconds
 - It isn't fair
 - Telemarketer
 - A date request
 - When did they make the decision?

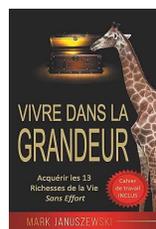
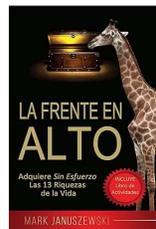
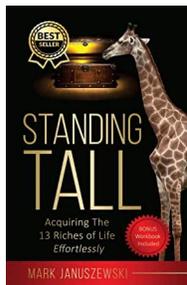
The Key To The Success Vault The Mindset

- 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 _____
 - 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

Back To The Agenda



- The 2 C's that create success?
 - Communication
 - Character
- In our 55 years of experience
 - Successful entrepreneurs
 - Work harder on themselves than their business
 - Are deeply and daily – self development
 - Daily rituals to draw out best version of themselves
 - 27-week program, included



The Best Advice I Ever Got?

- Best advice I ever got
 - Philosophically; You don't get what you want, you get what you are...
 - Practically; Work harder on _____ 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?
 - **More importantly, how can I help others grow personally?**
- 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 _____
 - 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** setting goals
 - Huh?
 - Blasphemy [especially in networking]
 - 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
 - Included is a vision workshop to help you find that "one thing"

Goals Do Not Work

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

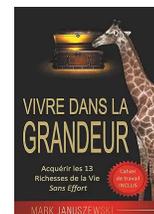
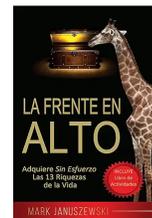
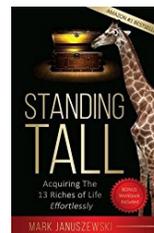
The Solution to Both

- 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 [\$300, also included]
 - It altered my life
 - Found my hearts desire
 - Excuses and procrastination died
 - Pssst... your heart's desire prevails over fear & kills procrastination

A Whole New Level

Wallace & Lynford

- Now being taught in 3 languages*
 - 7 Principle Based NEW Habits
 - From "the certain way" 😊
 - Proven method to influence subby 😊
- Private members area
 - Worksheets to track daily progress
 - Outlines
- 2 monthly zooms [30 minutes]
 - Alternating with Color Code zooms
 - Hands-on support daily
- Proven to develop community
 - We Start June 3rd
 - **Savings \$495 + 300 vision workshop**
 - Free to you; Thank you, Lynford



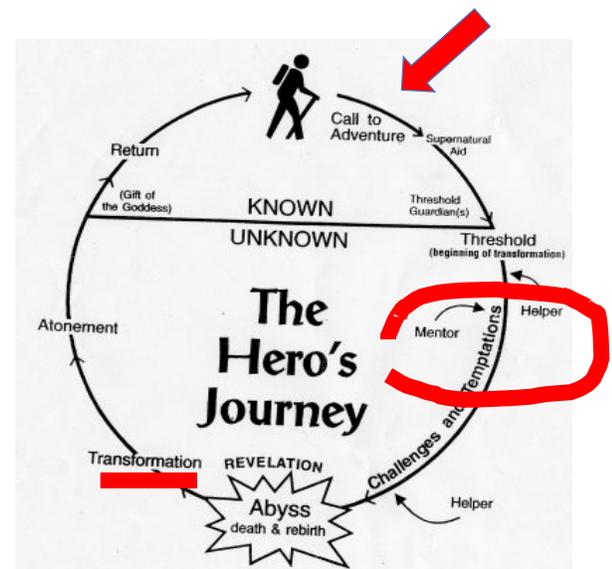
Let's Review, You "Got This"

1/1,000,000,000th

- Study at MIT
 - Takes 1/1,000,000,000th of a volt
 - To change a mind
 - Successful networkers & leaders 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**
 - *How?*
 - **Their Presentations Impact and Convert**
 - **Skills + Speaking in a language they understand**

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...
 - Speaking in the prospects language
- 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



Can You Handle This Surprise?

- You get full Color Code training
 - Standing Tall for personal development
 - Both supported with 2 webbies each monthly
 - Hero Journey cheat-sheets for coaching people up
 - <https://themarkjway.com>
- How about unlimited leads?
 - Their color, likes and strategies
 - And, the intro is written for you in your style
 - Start with

