



THE AUTOMATIC CLIENT
ENROLLMENT SUPER SYSTEM
MODULE 9

Module 9:

SPEAKING YOUR WAY TO SUCCESS

In this section, you're going to learn how to generate tons of leads by utilizing the power of public speaking. This step is essential to becoming an expert at the enrollment process. If you want to get your name out into the world and help a lot more people, mastering the art of public speaking is one of the best ways in which to do that.

Get leads through public speaking

In this section, we're going to explore another one of the above-mentioned marketing strategies: public speaking. More specifically, we'll look at how you can use this tool to sign up lots of people for your enrollment sessions at one time.

Public speaking is a great way to generate leads. In fact, it's one of the most powerful methods that we service professionals have at our disposal today for getting new clients. This is also a great way to get yourself known; in your community, your industry, and the world at large. Many people aren't very confident in their ability to speak publicly, and so they only market themselves through the internet, social media, and print advertising where they never have to stand up in front of a crowd.

These mediums can definitely do a lot to increase your business. They are very useful for pursuing and achieving certain objectives. However, speaking publicly enables you to form a closer, more intimate connection with your audience. In a very short amount of time, people can come to know, like, and trust you. You can get others to see you as an authority; to feel confident with your expertise and to become comfortable with the idea of hiring you.

Also, public speaking allows you to connect with many people at one time. Instead of conducting one consultation per hour, you can interact with ten, twenty, even fifty or more times as many people within the same sixty-minute period.

Maybe public speaking is placed high on your list of things to be afraid of. But that doesn't necessarily mean it's something you should avoid. Many people fear public speaking more than death, but think about it. How likely are you to really suffer any type of physical harm as a result of talking to a group of people? It's very unlikely, isn't it?

When you consider the potential for you to dramatically increase your business through public speaking, it might turn out to be that you simply can't afford **not** to do it. Remember, public speaking is just a behavior, and we can all learn new behaviors. Numerous techniques and strategies for public speaking have been developed that will enable virtually anyone to prepare effectively and perform with confidence, all while remaining calm and poised.

Here is a very useful, step-by-step structure for delivering an excellent public speech. After this, we'll give you a scripted example of exactly how to put this strategy into action.

Ten steps to creating and delivering a great speech

1. Understand the communication context. In every speaking situation you put yourself into, a certain dynamic will be taking place. That dynamic is the *communication context*. The first part of this

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dynamic involves you taking an idea that's in your mind and encoding it into words. Next, those words are expressed in a certain manner to the people in attendance. This isn't to where the communication context stops. There's also communication coming back at you from the audience, which contains feedback about how they are receiving and processing your message. Also, within the context, are intangible factors that affect how people hear what you are saying, including their culture, background, beliefs, the environment, and so on.

2. Choose a topic that has meaning for you. No matter who you may be speaking to, you can always find something to talk about that has meaning to you. This will give you an edge in expressing yourself concurrently; where your thoughts and feelings, verbal and nonverbal communication, are all in alignment. This is important, because audiences can read incongruence and it diminishes your credibility in their eyes. For instance, let's say that you are a financial planner speaking to a group of factory workers. You might talk about how there's no longer any job security for the common man or woman; how you feel that blue-collar employees deserve to enjoy financial freedom; how you go about helping average people create security for themselves, their children and their grandchildren? You see, this way, you're tapping into the hearts and minds of the audience while speaking about an issue that you can personally connect with.

3. Decide on your communication goals. Is it your intention to persuade or inform the audience, to make them laugh, to move them toward thinking in a certain direction? Knowing these things is important, as your reasons for speaking will determine how you craft and formulate your message. In fact, your talk may include all of these elements placed strategically at different times and in different places. But put some thought into how you want things to start, how you want them to proceed, and how you want them to end.

4. Research your topic. Yes, it's important that you research your topic, even if you already know a great deal about it. Research and preparation separates the truly great performers and speakers for those who are average at best. The thing is that you must strive to know your topic inside and out to have more information than you could ever need for one engagement. That way, you'll be more prepared to answer anything that comes up and you'll never run out of things to say. Also, taking the time to explore your topic thoroughly will enable you to make many uncommon associations between related ideas, expanding your mind and increasing your understanding of the subject. Make sure you always quote people accurately and give appropriate credit to outside resources.

5. Remember that people in the audience are concerned about themselves and their own lives. You may be passionate about the mechanics of what you do; the credentials behind your name, places you have studied, and techniques you've learned. But, let's face it, it is very unlikely that your audience will be impressed by such things. They want to know what you can do for them – how what you say can benefit them, or help them get what they want. This is one of the keys to public speaking – focus on what the audience needs to hear as opposed to what you want to say. Therefore, the key is to focus on benefits. Even when you disperse a little informative piece of data, immediately translate it into something that people in the audience will get. People at public speaking events are typically in a highly egocentric frame of mind, meaning that they are trying to make a decision as to whether or not what is being said will affect their own lives. And why shouldn't they be this way? When all of us have so much information coming at us on a daily basis, we have to be very selective about what comes into our sphere of attention.

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6. Utilize the *rule of 3's*. People generally compact ideas into groups of three, such as beginning, middle and end; introduction, body and conclusion; morning, afternoon and night; even bronze, silver and gold; or breakfast, lunch, and dinner. Because people are accustomed to remembering things in a three-part format, you want to create a speech that works with this tendency rather than against it. In other words, concentrate on supporting three main ideas or themes in your talk. You can separate the time you have to speak into three sections and utilize each one to reinforce a single idea that you repeat several times. In reality, the audience will probably forget most of what you've said once the talk is over, but they will be able to recall those three most powerful ideas and use them as anchor points for some of the other things that you talked about.

7. Create a logical order for your speech. At this point, you'll have acquired a lot of information about your chosen topic; you'll have a lot of things to speak about. However, some work still needs to be done with structuring your presentation. Even though you have your three main ideas, those ideas will best be presented to the audience in a certain order. Taking into account the information you've gathered about the communication context, determine what the people listening to you will need to hear first, second, and last in order for you to accomplish the communication goals that you established earlier.

8. Come up with a compelling introduction. At the outset of your talk, your goal is to not only to grab your audience's attention right away but also make them want to hear more about what you have to say. You have to keep both intentions in mind when creating your introduction. You could grab the attention of your listeners by being brash, offensive, or confrontational, but would they likely be open to hearing more from you after that? Probably not.

9. Create some smooth segues to connect different ideas. You don't want to abruptly jump from idea 1 to idea 2, or from idea 2 straight into idea 2. You want to execute easy and natural transitions so different concepts flow together seamlessly. Although you understand how the different points you make tie in to one another, your audience may not connect the dots so easily. That's why it's important to lead them by the hand through a smooth transition that takes them into the next step of your presentation.

10. Create a nice conclusion that ties everything together. Your conclusion is the coup de grâce; the final blow that seals your message into the hearts and minds of your audience. At the end, you want to make sure to close in a way that makes clear the relationship between the three major points you focused on throughout the talk. It can help if this is done in a way that gives your listeners an *aha!* moment, a mental breakthrough that creates a spontaneous expansion of awareness.

There you have it. The ten steps to creating and delivering a compelling talk, one that establishes your credibility, educates the audience, and leaves people wanting to know more. Now let's look at an example of how you might conduct such a presentation in real time.

Script - Presentation to promote an enrollment session

Good morning and hello to everybody. I want to thank you for coming out today and, especially, for giving me a few moments of your time so I can share with you some information I believe will be very

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valuable to you. And what I'm going to share with you today is a simple strategy I use to recruit fifteen or more new representatives into my business each and every month.

I believe that after hearing what I have to say today, you will not only understand the concepts of my system inside and out you will also know – with absolute certainty – that the very same steps I'm about to show you will work just as well for you and your ability to build your business as they do for me – maybe even better.

My name is Robert Lewis and welcome to a little presentation that I like to call “Millionaire-Maker Recruiting 101.” As the name suggests, you're about to learn some insights that will supercharge your ability to make money – and I mean LOTS of money. But Millionaire-Maker Recruiting 101 is a lot more than just a step-by-step structure for exploding your income to astronomical proportions.

It's also about enjoying life, getting more of what you want, helping other people, contributing to the world, and drawing all the fulfillment and happiness out of this existence that you possibly can. Beyond that, it's about challenging yourself to take your life to the next level. It's about going through the process of becoming the kind of person who has done what you've never done before, who has what you've never had before.

It's really important to make these distinctions about what really matters in life; about why all of us got into this industry in the first place. Let's face it, when you first started your business – and correct me if I'm wrong – your goal for getting into it wasn't simply to spend your after-work hours going to networking event after networking event, or to take up more of your weekends to write marketing campaigns and do paperwork. You didn't get into this business to make the process of filling out your taxes each year much more complex.

No – you didn't want those things. That's not why I got into the industry and I'm sure it isn't why you did either. In fact, I didn't even start my business to make more money and if you'll hear me out for just a moment, I'll explain to you why money isn't your real goal either.

Money is just a symbol. It's an idea that we represent with little pieces of paper. Without the idea of value we place on money, it reverts back to what it really is – a series of arbitrary notes written in ink.

I'll bet anything that not one person in this room grew up thinking:

One day, when I get older, what I really want to do, what I want to spend my whole life working for, is to have a room filled with stacks of these little paper squares piled all the way up to the ceiling. And I can spend all day sitting alone with my stacks of paper. I can look at them any time I want, or I can put them in a special building where I can go and visit them from time to time.

No – we're not interested in stacks of paper. What we're really after are the experiences that we believe those stacks of paper can give us. So it's never been about money; it's about experiencing life, living with purpose, spending time with those we love, and having personal freedom to go, do, be, and have we want.

That being said, I want to go ahead and get right into the meat of the subject of millionaire-maker recruiting, because it's so important and such a powerful concept for transforming your life rapidly. But before I get into all of that, let me tell you a bit about myself, what my journey has been in this industry, and how that brings me to where I am today talking to you.

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First, let me get a quick show of hands. Who here believes that with the methods that you are currently using to recruit people into your business, you will, realistically, be able to increase your income by twenty percent this year?

Okay. Now how many of you believe that-with the methods you are using now-you will be able to increase your income by at least thirty percent this year? All right, how about fifty percent – realistically, with what you've already been doing? Seventy-five percent? Okay, now who here believes that you should be able to double your income this year, that you'll be able to experience a hundred percent increase in revenue due to the methods you're now using?

★ Personal story

Okay, good. Thanks for that. Now, without any further delay, onto my story and how I got here today. As I said at the beginning, my name is Robert Lewis. I grew up in a small little town about twenty miles outside Melbourne. Growing up, my family was very poor. We didn't have much, although we did the best with what we had.

Both my mother and father were extremely hard workers – they worked from sunup to sundown at one of the few factories nearby, because that's where all the jobs were. You know, it was a rural town with a lot of open space for companies to build their factories and acquire cheap labor – mass-produced merchandise – and then ship it out to the larger cities.

The thing that I remember most about my parents was how hard they worked. You know, they were always tired. Although we did have a little money to go out and do something together, they could never really get into the activity fully and really enjoy it, because they didn't have any energy left.

At a young age, I decided that I didn't want to live like that. I made a commitment to myself that I was going to make it out of that town and break the cycle of poverty that had been running in my family for so long. After high school, however, I didn't really know how I wanted to make my way in the world. Because I had limited access to resources and information, I did what almost every other young man in my town did, and I went to work at the same factory as my father.

I went along with the status quo for a while, although always keeping the idea in the back of my mind that someday I would get out. After a few months of working at the factory, I finally got exposed to another way of life. And I just want to emphasize the point that exposure is such a big and influential element of our personal development. Once you're exposed to something different, once you know there is a better life out there available for you, for most people, that's the point where everything starts to change.

It happened that way with me. I was grabbing a little early dinner at the cafe down the street from the factory at which I worked – I was just too tired and hungry to make it all the way home. And I was sitting at the counter and I looked down at the other end of it and there I saw a young man about my age sitting there drinking his coffee.

The thing about this guy was that he just seemed different from what I was accustomed to. First, he wore really nice clothes, and they were clean as well. His hair was neat and trimmed to perfection; he had on a very nice and stylish watch. And he also had this kind of cavalier and confident attitude, as though he didn't have anything in the world to worry about. All I could think about looking at that stranger was, "I want that! I want whatever he has that allows him to be the kind of person who is not only successful but also that confident about his place in the world."

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After a while; after I thought long and hard about what I wanted to say. I got up enough courage to turn towards this guy and speak. What I said was simply, "I haven't seen you in these parts. My name's Robert. Where do you come from?" Then I simply stretched out my hand to shake his and waited.

After what seemed like forever, the stranger turned to me and said, "Hi Robert, I'm John. I came in from New York this morning. I'm in town for a few days to visit some family."

Having never met anyone who lived so far away, I immediately said, "Oh wow. You were born in New York, huh? What was it like growing up there?"

And then he said, "Oh, no – I was born in another little town, just about fifteen miles down the main road. But I moved to New York a couple of years ago when I was nineteen, about a year after I started my own business."

I was absolutely shocked. Not only was this person around my same age, he had also started his own business when he was even younger and, apparently, had made enough money to not only get out of his town, but to move to one of the most expensive cities in the world. I just had to know what this guy did; what kind of business was he in and if there were opportunities for people like me to achieve the same kind of success that he'd had. So I immediately started asking questions. To tell the truth, I was probably a little overbearing at first.

But I could tell that this guy understood where I was coming from. After all, he'd probably been in my shoes just a few years back. He was really gracious and generous about helping me out and giving me some advice. In fact, he gave me his card and invited me to get together with him the next day at his hotel.

I went to the hotel, sat down with the man and that's the first time that I was ever introduced to our industry, the business model, the way it works. From that point on, I was hooked. I was absolutely determined to make a name for myself in this business. So I started working around the clock – half of the day at my regular job, and the other half on my business. I barely slept for probably the next nine months.

During that time, I didn't make any money at all. I was taking all the marketing courses, reading all the sales books, and spending money on promotional materials. It was probably the hardest time that I'd ever gone through in my life. In fact, that was the first and only time when, at the end of the year, my balance sheet showed that I'd made only about \$12 in net profit.

Needless to say, I was almost at my wits' end. But that was also one of the greatest turning points in my life, because it was when I discovered the strategy that I'm about to share with you today – a simple way of shifting just a few of my behaviors. It started producing incredible results for me in an instant.

If you fast forward to today – less than six short years after that low point in my life – things are totally different. In the first couple of years after I started applying the strategies I am about to show you, I went from having no money to making \$67,000 the first year and about \$94,000 during year two. Since then, I've consistently earned multiple six-figures in personal sales revenue in each of the last four years. On each annual report, my income has increased by an average of fifty percent, and sometimes even more. Next year, I plan on building a million dollar business and things are only going to go upward from there.

★ Segue Into main message

Now we get to the good part. You may be asking yourself, “How can I make this kind of turnaround in my life? How can such a dramatic change be possible for me?” To answer that question, I want to start out by having you take a good look at the nature of our industry.

There’s no other business I know of that allows an average person to generate such an extraordinary income for themselves – often, very quickly and requiring absolutely no previous experience. As you make money, you get to help other people create wealth for themselves and build the kind of lifestyle that they want. So that the more money that you make, the more good you’re doing. Does that make sense?

When you adopt that belief as your own – that our business is really about helping others achieve the freedom they truly want and deserve – you’ll discover that the only way to thrive in this industry is by creating win-win scenarios for everybody. And that’s really a big part of the game, because success is a mindset. Are you with me?

During this presentation, I’m going to teach you how to master your own inner game; by engaging in the process that dozens of my reps use today to recruit ten, fifteen, twenty, or more new people into their businesses every month. And you can do this too.

At the end of this presentation, I’m going to tell you where you can go online to grab over \$200 of resources for your business absolutely free – that includes professionally designed graphics and templates for your promotions, scripts and free bonuses to give away to your prospects, email campaigns, and a credibility package that also tells you how to get a free website that’s already set up for you. This package is basically plug and play; it’s just like your marketing system in a box and it will do wonders for supercharging your business.

But I want to go ahead and expand on the idea of helping others as being the primary driver of our individual businesses. This idea is encapsulated in a phrase that I heard once and it became my personal mantra; something I repeat to myself on a daily basis. In fact, I’ve even turned it into a poster that I hung up on my office wall. And that phrase is:

★ Theme 1

Stay ahead of the game by helping others win.

Okay, really quick, this is what I want you to do. I want all of you to just put your papers and pens or pencils down for a moment. Put down anything that you may have in your hands or on your lap and close your eyes. I want you to just imagine for me that you are both mentally and emotionally at a place where you feel completely calm and comfortable walking someone through your recruitment process.

You walk up to others and tell them about your business with total confidence and enthusiasm. And you speak with such clarity, such focus and commitment, such congruency that people automatically trust, like, and believe what you say.

You handle any concerns that the prospects bring up easily and effortlessly. You’re both elegant and eloquent in your speech. You know exactly what to say and when to say it. You are sharing, informing, educating, and feeling absolutely fantastic throughout the entire process. Take a few moments and imagine what that would be like.

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Okay, you can go ahead and come back to the room. So who had what you would call an uplifting experience during that exercise where you actually felt more confidence, more comfortable, more excited about your opportunity? Who felt that sort of thing?

(Pause)

Okay, great. What I've discovered during my interviews with hundreds of top performers in this industry was that all of them, every single person I interviewed, felt the way that I just described about themselves and their businesses going into each and every conversation with a prospect. Each person went in to the meeting believing – on every level – that what they were sharing was a fantastic opportunity that would change virtually everything about the other person's life for the better.

Because, you see, when you think in this way, you can't help but radiate that energy – that enthusiasm and excitement – to the other person. The funny thing about the people that I've interviewed is that none of them got into this state of mind by accident. They consciously chose the way they'd think and feel during a consultation before they arrived.

These states aren't just reserved for those times and occasions when we don't expect them to happen; when they arise within us spontaneously as a reaction to outside events. They're actually processes we create that are inside us – that we can control and utilize at any time we need. When you're in that kind of state of mind, you're able to emotionally detach from the outcome and put your focus on the relationship-building aspects of this business; getting into a good rapport, building trust, gaining credibility and respect.

*The most important part of learning how to recruit more people each month involves forming and nurturing mutually beneficial relationships. You have to see yourself as a problem solver, not a salesperson. If you go into a meeting thinking, "How am I going to convince this person to sign up for this?" or "How can I sell this person on the idea?" then you're going to end up losing a lot of possible sign-ups. No, instead, you go in with the attitude of "I'm helping this person solve a problem. This person is experiencing some pain in his or her life right now, and it's my **duty** to help them out of it." You see, you:*

Stay ahead of the game by helping others win.

★ Theme 2

That brings us to the second key to recruiting massive amounts of people on a consistent basis. And that is:

Use tools, resources, and the knowledge of other people to get ahead.

One of the biggest secrets to successful recruiting, one of the most important parts of this process, but something very few people utilize is leverage. Getting leverage doesn't mean exploiting, manipulating, or taking advantage of anybody. It simply means you should use every tool at your disposal to ethically streamline and improve your recruiting process.

For instance, say your company has a magnificent, professionally designed, very informative website that covers all the benefits one would receive by becoming a rep. When you think about it, most organizations do actually have this kind of website – something that's easily navigable, interactive, and appealing to the eye. But you'd be surprised to find out how many current reps who are trying to recruit others fail to make use of these tools.

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If you have someone who's interested but needs a little more convincing of your credibility, direct them to your website. Send them some free videos or audios if those kinds of things are available. Take them to events where they can see and hear the success stories of people who started out just like them but are now hugely successful. All these things play a major role in getting someone to take that first step.

If you don't think you're knowledgeable enough about your product or service to close the deal, get someone who is more experienced than you on the phone with both you and the prospect and have that more experienced colleague fill in the information gaps and close the deal. You don't have to do everything on your own.

Just think about this: that person who's higher up than you actually receives a benefit for helping you out as it furthers the organization and brings someone else into the group. And they would probably also get some kind of internal reward simply by giving back and sharing knowledge with one of the newbies. Remember – and this is very important and essential to your success:

Use tools, resources, and the knowledge of other people to get ahead.

★ Theme 3

Trust me, this is such a powerful concept and yet, still, a lot of people overlook it. But I don't want you to make that mistake. You can improve and grow ten times faster in this industry by taking what people before you have created, designed, or learned, and then plugging that right into your own business. Now, here's the final secret I want to share with you when it comes to millionaire-maker recruiting. And that is:

Always work on your list.

What do I mean by that? Well, I want you to create what I like to call a “champion list” of prospects; people you are going to commit yourself to reaching out to and telling them about your business. These can be people who expressed an interest at one time. They might be others who you perceive could really use an additional stream of income. Maybe it's someone you know or have met who seems to just have an entrepreneurial spirit, or maybe they simply don't fit into the mainstream worker bee model.

Your list could include people who seem to be naturals at selling or who really find it easy to connect with others and make them feel comfortable. You also want to include good communicators and people who are self-directed. I want you to add all these people up and write down their names on a list of ideally fifty people – no less than twenty-five.

Each week, you're going to commit yourself to contacting these people, starting at the top of your list and working all the way down to the bottom. You're going to have a set number of people to call on specific days and at specific times. For those with whom you can't get in touch right away, you're going to have a very detailed follow-up sheet that dictates exactly when you plan to call them back.

Here's the thing about your champions list – you never get to the end of it. Over time, you're going to cross some names off of the top. But here's the thing – you'll continue right on with living your life, you'll be going to different places and meeting new people. As you do that, you're going to continue adding names and contacting people. Essentially, you:

Always work on your list.

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What I want you to do first is schedule in an hour this week that you will use to compile your list. In fact, if you have some sort of phone with an alarm on it or a watch or some type of scheduler, go ahead and take a moment to set an appointment with yourself right now. I'll wait while you take a few moments to do that. Oftentimes, we hesitate on these things and they sink into the back of our minds and they never come out again. So this is very important – when you grab a good piece of information or an idea that would be useful to you, take some sort of action that commits you to executing that idea.

*To recap, one of the first things that we covered today is that the best way to go about achieving success in this business is to **stay ahead of the game by helping other people win**. I can't express how important this is. You simply have to take on the mindset that what you're doing is serving others or you'll always be struggling to make ends meet.*

*And as well as serving others, you want to **use tools, resources, and the knowledge of other people to get ahead**. This is very simple. Look, there's absolutely no reason for you to reinvent the wheel. Maximize your ability to serve others by using the brochures, the pamphlets, the products, the websites, and the knowledge of more experienced people. This is probably the quickest way to accelerate your learning curve and achieve success in this game.*

*And, finally, we talked about how you should **always work on your list**. But to work on your list, you have to have one. You've already taken the first step to getting there by taking just a moment to schedule in this very important activity. And I want to congratulate you on that.*

I want you to remember that success – in this business or any other – is not an accident, but a decision. When you really and truly make a decision to be successful, you're also making a decision to do what it is that successful people do. When you get comfortable applying the three millionaire-making recruiting strategies I've been speaking about today, you'll be able to customize it to fit your particular service organization.

You will get better at determining who you should and shouldn't put on your list. You will learn which tools, resources, and people will help you get the best results and why. You'll become a master at creating win-win scenarios for both your prospects and yourself. You'll sharpen the way you present your opportunity to others, so it becomes a practically irresistible offer.

Follow this simple system and you will be able to, realistically, recruit more people in the next sixty days or so than you probably have during the entire previous year. I want to thank all of you again for letting me stand up here and present this information to you. And, just for showing up, I'm going to throw you another added bonus in addition to the \$200 of business resources that you're already getting absolutely free.

This mystery gift is going to be a secret, but I promise that it's going to be something extraordinary, so you'll definitely want to get hold of it. I believe in supporting and investing in other leaders – other people who are committed to being successful and making this world a better place through serving others. That's why one of my trademarks is that I give away my best stuff. Some people think I'm crazy for doing so, but I really believe in people like you.

To get those free gifts and the extraordinary bonus I'm going to throw in, write your name and email address on one of the sheets in the back. I've got a bunch of pens back there if you need one. Either I

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or my assistant will be sure to send those gifts over to you sometime tonight, so make sure you look for them either in your inbox or spam.

And – just being up here in front of you and feeling the energy of the crowd and getting motivated to helping you make things happen – I've decided that I'm going to also offer you one more incredibly valuable resource to jumpstart your business to the next level and virtually guarantee that you're going to make this process start working for you right away.

What I'm going to offer you – all of you who've shown up today to learn some information that could further yourself and your business – is a complementary “Creating the Life of Your Dreams” one-on-one strategy session. This is where I set aside forty-five minutes to sit down with you and hold your hand as I walk you through a step-by-step plan for doubling or even tripling your business over the next twelve months.

Even if you don't use any of the strategies I've suggested here, the most valuable thing you could take away from this presentation would be the opportunity to draw from my years of first-hand experience and leveraging that knowledge to create massive growth in your business. And I'm making that available just for you guys today.

And, let's see, I'll make that available to you by – okay, as you sign up for all of the other extraordinary bonuses I'm giving away today – I'm going to also send you a link to sign up for your one-on-one strategy session and make that available to you at absolutely no charge. Trust me, you definitely don't want to pass up the opportunity to take advantage of this.

From this point moving forward, the goal is to focus on relationships instead of money, leverage whatever resources you have at your disposal, building that list, and continuing to work on it religiously.

Well, that's all I have for this presentation. I wish you all massive success in each of your individual industries, organizations, and professions. Take care and let's sign up some new recruits!

Live presentation template

Once again, we've done all the heavy lifting for you. Below is a template that you can use to create your own live presentations, designed to generate interest and promote your free consultations. This is so you can plug in information that's unique to your business and be ready to deliver one of these talks in a very short period of time.

Once you've filled out the template, all you have to do is rehearse what you've written over and over again. You can improvise in certain spots to make it sound more natural. Over time, you'll get a feel for how your presentation flows and will know how to deliver it very effectively.

★ Introduction

Hi everybody. I want to thank you all for coming out today. I'm really excited to be here and to explore some interesting and very important concepts with you, because today, I want to share with you a very simple strategy for _____ And my goal – after you've learned the techniques I'm about to go over with you today – is that you'll be able to immediately apply them to your own

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life, to radically improve your _____, your _____, and even the way that you _____

So let me go ahead and introduce myself. My name is _____ What I'm about to explore and uncover with you today is contained within a short presentation that I like to call _____ And what this is, is it's the unpacking of some time-tested and proven strategies that I've discovered during my years as a _____, for _____, in what I believe is one of the most effective ways that we now of today.

Because all of us are interested in _____, _____ and _____ right? But the concept that I want to explore with you today is that achieving _____ is not just about _____ or _____, but it actually has a lot to do is the way that you _____, the way you think about _____ and how you live your life.

So it's very important to consider these things when we are looking at the real the reasons behind why we're trying to _____ because you can always find out how to _____ There are countless books, training videos, and resources available on that subject. But, even more important than the *how* is the *why*. Why are you trying to _____? Why is it that you want to get up every morning and _____? What drives you? What's your why?

While you consider that, I want to take a quick survey by a show of hands. How many of you have been trying to _____ for more than, say, three months now and have yet to see notable results in your _____? [Show of hands.] Okay, how many of you have been at it for as many as six months and have yet to see the changes that you want? How many people have been at it for more than a year and are still trying to break through and make some progress?

★ Personal story

Okay, good. That's just some general information for me to get an idea of where we're all at. Before we go any further, I want to give you a little background story about me and my journey as it relates to _____

I'd have to say that the beginning of this journey started back when I was about _____ years old. I grew up in a household and in a community where achieving _____ wasn't something that a lot of people really talked about, or even thought of. People were much more concerned with things like _____, _____ and _____

Because of that, I was surrounded by individuals who basically led a _____ lifestyle. And, of course, there were all of the natural consequences that came along with that; like _____, _____, and even the occasional _____ or _____

But even in the midst of all this, I had a little nagging voice in the back of my mind which kept telling me that there was more to experience in life than the same kinds of circumstances that most of the people said I knew were settling for. Somehow, I could feel, on an instinctive level, that greater things were in store for me.

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This isn't to put down anyone for doing what is they've been taught to do. I mean, the main reason that everyone around me was so stuck in that _____ kind of mindset, the reason that they kept doing things like _____, _____ and _____ was that they'd never been shown how to do anything better. They were simply going along with the conditioning and programming that had been passed out by their parents and authority figures who were also repeating ideas handed down by **their** ancestors.

I made it a point to never tear down someone who is going through _____. After all, behaviors like _____, _____ and _____ aren't things that any of us are born with. They are learned, over time, in response to different situations we go through and the influence that people are around us have.

But back to the story. So there I am, going through my daily routine of _____ and _____. I wasn't satisfied with the ways that things were going; especially, in regard to my _____ and my _____. But, at the same time, I didn't know how to change. I didn't know what to actually **do** that would make the difference in my life I was after.

All that changed one day in _____. You see, what I discovered through a very synergistic series of events was that anyone could go from being _____, _____ and living a life of _____ to becoming someone who was _____, _____ and who felt _____ on a consistent basis.

Probably the most important part of my discovery was that this change could happen very rapidly as long as the person was willing to make a few simple shifts in the thinking and behavior. These small, yet very powerful, action steps are what I'm going to share with you tonight.

I'm going to explain exactly how you can go from being _____ to someone who is _____ and who is able to _____ easily and naturally; someone who people tend to automatically _____ and _____. Who thinks that knowing this information and having a skill set like that would enable you to better maximize your _____ and create the kind of _____ that you've always wanted would be useful? Anyone?

But I can almost hear what some of you may be thinking. You might be saying to yourself "But [PRESENTER'S NAME] I've been trying everything that I can to _____ for a long, long time now with no luck at all." And I can truly understand that. I, myself, once thought the very same thing and felt exactly as you do. And you're right. It can be very challenging to _____, especially when you've got _____, _____ or _____ working against you.

But just because something is challenging, doesn't make it impossible. And, in a few short moments, I'm going to show you exactly how you can become a _____ person, faster and easier than you may have ever thought humanly possible.

But, first, I want to let you know about a special treat that I have in store just for you. Everybody here is going to get a free copy of my _____ entitled "_____". This is going to revolutionize the way you view and think about the subject of _____.

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It's a _____ dollar value; really life-changing stuff. And I'm going to give a copy to each and every one of you in this room just for showing up.

The first thing that I want to talk about during the body of this presentation is why some people just seemed to naturally _____ while others find it very difficult to achieve any sort of _____ at all. Why are some people able to _____, _____ and _____ on a consistent basis, while a large majority of us continue to struggle with _____ over and over again?

The answer to this, I found out, is very different from what most people think. See, we've all been taught-by today's world-that achieving _____ is all about _____, _____ and _____. That's what we've been trained to believe. That's what the mainstream rationale tells us is true.

But I'm here to tell you today that this mainstream model of how _____ works and of what we need to _____ and what the process of _____ is all about is terribly flawed. At best, this structure for the way that we've been trying to _____ only scratches the surface of the real causes behind _____ and, in many cases, it's entirely wrong.

When you look at the data, the hard evidence, what you'll find is that the people who are getting the best results with _____ all have a few key characteristics in common. They all have some habitual ways of thinking and behaving that makes _____ a natural consequence of the way they are.

★ Theme 1

The first key habit is something that is very easy to overlook if you're not paying attention to it. But when you think about it, you can probably relate this to people whom you've known have achieved success with _____. This first quality that naturally _____ people exhibits, is:

(First principle)

One thing you may notice about this idea is that is very simple. I'm not saying that people who are successful at _____ need to go out and _____, or that they always have to _____, or that they just need to stop _____ and that will solve the problem.

No – I'm asking you to take a very different outlook on the entire concept; to focus on making a subtle shift in your routine by doing _____ and you'll start seeing the changes that you want in your life. Although this idea is simple, I want you to remember that it's often the simplest ideas that are also the most profound and powerful.

The reason that creating this habit of _____ is so effective for _____ is because when you change the way that you _____, when you start to _____ with the idea of _____ in mind, it also changes the way _____. You naturally start seeing more of _____ and _____ in your life as a result.

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★ Theme 2

The second key characteristic that _____ people possess, the second habit they form is that they:

(Second principle)

A lot of you can probably relate to why this one works, because it stands to reason that if you discipline yourself to _____ and you do that on a consistent basis, you're going to have less _____, your _____ is going to improve dramatically, and you'll feel _____ more of the time. And, of course, your _____ levels are going to improve as a result.

Can I just stop for a moment and point out the fact that we're still not talking about making any major changes here, only ones that have the most immediate impact on your _____. I mean all of these are fairly easy to do, aren't they?

★ Theme 3

Let's talk about the third thing that people who are successful at _____ form a habit of doing. This one is something you can start doing right now even while you're still in this room, because it's all about what you choose to do internally. The third thing that naturally _____ people do is that they:

(Third principle – something about mindset or attitude)

You see, people who are able to achieve _____ and keep it long-term see the process of _____ as _____, not _____. They believe that it's possible to _____. They tell themselves things like "_____", "_____", or "_____."

They almost never let the thought of _____ enter their minds. And, if it does pop up, from time to time, it's very fleeting; they let it fly right by and they immediately refocus their thoughts on _____ and _____.

You know, a lot of people forget about the power that the way we think, what we say and how we feel has over everything that comes about in our lives. And the thing is that even if you're doing things like _____ and _____, but you have a mindset of _____, or _____, you're going to sabotage all of your _____ goals from the start.

My point is that becoming _____ doesn't have to be a struggle or an uphill climb. It's really about doing things that streamline your _____ enabling you to _____ easier, faster and more effectively than before. And to do that, I want you to keep those three things in mind.

First, you can start out today by **(first principle)**. Make it a goal to commit yourself to that activity for at least the next thirty days and watch what happens. I promise you that you'll see dramatic changes in your ability to _____ by doing this alone.

Next, make it a priority to go ahead and **(second principle)**. Really give yourself the chance that you deserve to enjoy a life of _____, to experience what it's like to

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_____, and to become the type of person that _____. Just imagine the difference that would make in your life.

Finally, adopt the mindset of **(third principle)**. Believe in your ability to _____ and _____ Monitor the way you talk, and begin to use phrases that are more empowering and affirm your intentions. If you're in the habit of saying things like " _____ " or " _____ " to yourself, decide right now that you're going to break that pattern.

Everything starts in the mind. And what you think about and how you see yourself is what you will automatically bring into reality. Remember that the external world you see around you, is largely a reflection of your internal landscape. So it's very important, when you're thinking about _____ that you always choose the supportive thought; the one that moves you closer to what you want.

Well, everybody, that's it for my time here today. I want to thank you all again for coming. And to get your free bonus today, that life changing _____ valued at over _____ that I'm giving you at absolutely no charge, go ahead and fill out your contact details on one of the sign-up sheets that are being passed around and I'll be sure to get that to you later on today. You're going to really enjoy it.

Thank you again for showing up and for being generous enough to allow me a bit of your time. My goal is for you to all achieve the _____, the _____ and all the _____ you desire; to become happier and more fulfilled; to get more fun and more enjoyment out of life. I care about your success, and I have a personal investment in seeing each and every one of you become _____ and achieve a _____ that exceeds even your wildest dreams.

So take care, be sure to sign up for your free gifts, and if anyone has any kind of questions about the process I've just described and about how I work with people who are struggling with _____; how we're able to turn their entire lives around, very rapidly, using the principles and skill sets that I teach, I'll be walking around the room. Just reach out and grab me. I'll be happy to talk with you.

Thanks again. Have a wonderful evening (morning, afternoon, etc.).

Conclusion

You now have all the tools you need to become a master of converting prospects and interested onlookers into paying clients. You no longer have to be that person who is committed to their business, yet struggles to get it off the ground.

We hope that by now you've achieved a heightened understanding and sense of direction about your professional goals and that you have a sense of clarity about who your clients are and precisely what you can do for them.

You now have a detailed to system for giving people exactly what they want and presenting it in a way that compels your perfect clients to step forward and say, "I want to know more about what you do."

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If you're a relatively new coach, consultant, hypnotherapist NLP practitioner or some other type of service-oriented professional, one of the biggest hurdles you must learn to overcome is how to draw in new clients on a consistent basis. Perhaps you've been wrestling with the process of getting your very first client – and that's okay.

You now have a simple and straightforward set of tools that you can easily implement to start producing results right away. But remember that the most important factor to take into account when it comes to doing this successfully is your mindset. Your mindset and your attitude will allow you to achieve things that are, perhaps, beyond what your experience level dictates.

You can be doing all the right things – making phone calls, networking with others, sending out emails, advertising on radio and TV, etc. But if you don't feel like you're a valuable resource for new clients; if you don't feel like you deserve money, or are worthy of success, those beliefs about yourself will leak out your communications and sabotage your success.

Before you can get any of the strategies that we've talked about in this course to work for you, you must first make sure that your own psychology is in order. If you have some kind of internal barrier that says, "I can't make this work" or "I don't deserve this," that will create an invisible wall – outside of yourself – that pushes away the people who need what you have to offer.

A lot of things have been covered in this program, like different marketing strategies, how to create email campaigns, the art of public speaking, handling phone calls, creating free products, and utilizing new technology. All of this can seem like a lot for any one person to digest, let alone master. Don't worry. Everything comes together over time if you make the decision to get started and keep going.

The biggest thing that stops us from making progress in life is fear. Fear can take on a variety of shapes and forms, but if you do the work, you'll get results – it's as simple as that. These techniques have been tested, verified, and proved to pull in large numbers of prospects on an ongoing basis.

Shortly, we'll talk about something that you can do to become familiar with the thought of managing a large influx of potential clients and become comfortable making this change happen in your business. But first, we'd like to explore a very powerful idea with you.

Most of us know at least a little about something called the *reticular activating system*. This is an area of the human brain that (among other things) is responsible for determining what will and will not be allowed to enter a person's awareness.

You may have purchased something in the past that you thought was unique, because perhaps you'd never known anybody who owned one. However, you may have noticed that right after you bought that item, you began to see it everywhere – likely, in the same design, model, and even color as yours! If you've ever had this kind of thing happen to you, you have experienced the reticular activating system at work first-hand.

The brain tends to filter out anything it doesn't believe to be important, valuable, or dangerous to us. It has to do this, otherwise we'd be overwhelmed by the enormous ocean of incoming information that surrounds us every second.

However, it happens that you can also use your reticular activating system to tune in to whatever you want. You can train it to draw more opportunities into your awareness and attract new clients to you, almost like a magnet.

This final exercise is going to teach you how to do just that. I'm going to walk you through an internal process that will lock your mind onto the frequency of success.

Exercise - Visualizing success

First, take out a pen and a sheet of paper. Write out every aspect of what you would consider being the most ideal scenario that could be created with the information you've learned in this course. Leave nothing out. Write down exactly how many clients you'll have; their attitudes; their receptivity level to your ideas; the way that you talk to them and move around them; even the way that you breathe, hold your posture, and feel around potential clients.

As you do the previous step, be sure to include all senses in your ideal scenario – or at least as many as you can. Think about what it will feel like to shake the hands of new clients, as you congratulate them for signing up. Maybe you can imagine hearing the applause as you conclude another stellar presentation, or the voices of people talking back and forth about the ideas that you've exposed them to. You might hear the scrape of many pencils against paper as numerous people sign up for a free consultation.

Imagine what it would be like to turn on your computer first thing in the morning and see dozens of people added to your email list overnight and a schedule full of new consultation sign-ups on your website. You can even attempt to put smells and tastes into this scenario, if appropriate.

Now, look over your description to make sure that it's absolutely perfect and make any changes that are needed for it to be so. Edit it as many times as you like to make sure it really resonates with you; that you feel a physical rush of positive emotions just by looking at it.

Next, read what you've written out loud. Say it with feeling and place emphasis on the appropriate words. And, as you read, imagine that scenario taking shape around you – as though it's really happening in the present moment. If you have trouble imagining this with your eyes open, simply read over the scene several times until you get it locked into your memory. Then close your eyes and visualize. Imagined all the sensory information being there, the colors, objects, tastes, smells, sounds and feelings.

Play this scenario over in your mind, about three or four times in a row. And make it a point to repeat this sequence three times every day; once when you first get up, once at the midpoint of your day, and once just before going to sleep. Doing this will ingrain that imaginary situation into your mind. It will also train your reticular activating system to hone in on this idea, so it begins drawing your attention to the people, resources, and opportunities you need to make it reality.

What you're doing in this exercise is are breaking through that fear of the unknown; you are getting your mind comfortable with the idea of attracting clients. Beyond that, you're also getting used to hearing people say the word “yes” to the idea of converting prospects easily and naturally with this process.

The interesting thing about us is that on the subconscious level, our minds don't really distinguish the difference between what's real and what's imagined with emotion. When you picture what you want and get those good feelings, your mind perceives as a real event; something that's occurring in your physical reality. And what the mind believes is true, it seeks to create by default.

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Congratulations on taking the time to invest in yourself; to apply and discipline yourself in learning a skill set that will pay off in major dividends throughout your career. Very few entrepreneurs even know about all the things that you've learned in this program. And those who do know don't have the same system for putting it altogether that you do. This fact alone should give you every opportunity to reach the upper ranks of your profession.

Take this system and utilize it to jump way ahead of the learning curve and achieve the kind of success – in maybe just a few months – that it takes most people several years to build. We wish you all of the best that this world has to offer. Take care and go get some new clients!