

How To Get There

Achievement, Relationships, Persuasion, and the Pursuit of Happiness

Gaining Happiness through;

- **Affection** (Love and or Attention),
- **Respect** (Prestige/Excellence/Esteem/Recognition/Fame),
- **Control:** Personal: (Privacy/Liberty) or Public: (Power/Influence)
- **Wealth**
and or
- **Security** (safety)

Especially by using; efficient planning and effective communication skills to gain agreement and commitment from others in which those 5 desires are empowered.

Dedication

To those who have brought us this far!

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Preface

Happiness

The dictionary defines happiness as feeling or showing pleasure or contentment.

It is by removing negators and advancing positively that we then gain happiness.

Most people in their old age state that they have not found happiness or were happier when they were younger. Many people regret opportunities they did not take.

Improving happiness is actually simple, it's not fate or luck. It is simply realising what you want; Love, affection/attention, success, wealth, fame, control, security and then using straightforward, successful methods to attain those. "The Pursuit of Happiness" includes the word "Pursuit" which means an action to get it.

Happiness is a choice, but only somewhat. If your circumstances are dire, it's more difficult to choose to be happy. Happiness more often, is the ability to put yourself into a position that has fewer negative circumstances and is gaining positive ones.

It is, in a sense, working on the weed-filled garden of your life. You need to pull the weeds out, plant flowers and fertilise them if you want a beautiful life.

You need to tend your 'garden' mentally as well as socially. Remove negative thoughts and people, replace them with positive ones, then nurture them by your actions. If they are thoughts, mould them by creating a personal mantra or leaving yourself notes.

If it is people, then by kindness, recognition and more, such as; helping, supporting, or spending time with them, or even asking for their support can grow the relationship. Seek advice from those who you know have had success.

What do you do when you meet new people?

You decide whether you like them, and then decide whether you would like to find out more about them and if you have time for them in the future. If the person is like a weed, pull them out; if they are a flower, cherish them.

You can't tell if it is a weed or a flower when you see a green shoot in your garden bed. It needs to grow somewhat larger before you can identify exactly what it is. Don't discontinue or foster your relationship until it has grown long enough, so that you are sure that it is positive or negative. Build relationships to help you get to where you want to go. If they take you away from the direction you want to go in life, remove them. If that is problematic or family, then your second choice is to mould them, in which case do it wisely. Many who try to mould others, often lack wisdom, and cause further damage.

Remember to deal with your unhappiness first, before you seek to increase happiness in other areas. Even in dealing with those problems first you are extending your happiness. More importantly you must change to be the person who gains that which makes them happy.

Success (attaining happiness) needs to be more than just a dream. The great majority of successful people get there through planning and effort, some had to fight through adversity and bad luck. What do you require, to reach your maximum potential?

Firstly, realise your potential, then discover and deal with the things that hold you back or you don't like, while accepting what is outside of your influence and that which is not worth the effort. **Discover** your desires and what motivates you then. **Believe, plan, learn** (through **effective** methodology), **memorise** it, **absorb** it (or become that), **live** it, and finally **teach** what you have learnt.

Don't tell me luck or fate have more than a 15% effect on an outcome and that successful people (in any aspect - financial, social, political, legal) were lucky, or were fated to their success. In most cases history shows luck and fate didn't appear, in fact many achieved against the odds. With successful sports people, luck is even less likely. How many Steven Bradbery's are there? (Gold medalist, whose competitors all collided)

I know this well, as it also rings true in my case. I have struggled to turn a poor life start and direction into success. I will attribute 15% to luck and fate, with the other 85% being a growth process - recognising my faults (what I needed to improve), a desire to learn how to improve, determination to do so, and the conviction to achieve and teach beyond my personal development (my development still grows, like anyone moving forward; I am learning every day).

Secondly, recognise that the ability to improve is within you, and you need to change, to gain a positive useful outcome in life. Having a purpose although, is a choice.

Don't have a purpose?

If you do not know what your purpose is or have no particular purpose in life at this moment, then let me ask a few questions?

If you are under forty imagine what you would like for your life by the age of fifty. Do you see a particular lifestyle you'd like, maybe a particular social life or work life? Who would you like to be and what would you like to have at 50? If you get an image for any of these then focus on attaining it. If you can't imagine any of these that's ok, I'll ask another way.

If you had the money to do anything in life right now, what would that be? Focus on achieving it, it's easier than most people think. Even if something may take years or even decades to complete, what would you do? (of course some things will be out of reach, we can't all go on the first manned mission to Mars).

Chase your passion and find those who love it too.

At this point I must mention that, I can't give you a purpose nor can I direct you specifically as I don't know what your desires are. If you don't already have a passion, a reason to be or do something in life, then what is it you would like out of life. We all want something, if you have no greater purpose, then attaining your desires is sufficient.

If you can make money from your interests, do so (people who like to read are paid to read). If not then make enough money through trade, and gain the freedom from a large income to dedicate your time to your interests, in which case you can learn some simple ways to make massive money later in this book.

I have no issues with those who have no purpose. I do however suggest to all people; why not have a purpose, a reason for living, and something to put on your gravestone. If on the other hand, you choose to continue without a purpose, you are free to do so. The material in this book will benefit anyone's life in general.

The winner in life is the one who is most satisfied at the end. It's not longevity or wealth, it's the laughs & smiles you have on the way (longevity or wealth can bring more, but occasionally bring despair). Achievement, Relationships, Persuasion (getting agreement) are the things that will get you there. Most successful people also discover and learn a similar skill set. You will discover them here.

I see happiness as having Attention/Affection, Finance, Control, Respect and or Security. So, the rest of the information is on gaining these things. I'll focus on attaining what makes you happy, especially via effective communication as it controls relationships & shapes achievement. So, I'll now expand on communication.

We communicate because we want a response; understanding, agreement, and sometimes commitment. When we do so, the results are often determined by how well we communicate. Improving these skills increases your results in everything where communication is involved and that is much of our lives.

Learn to communicate from the best.

Because much of what we do or want in life requires communication, the second half of this book is focused on effective communication skills to get your point across and increase your results, by gaining agreement and support from others.

Where do we find it being used at its best so as to learn how to gain maximised results in our lives? Sales people learn how to communicate effectively, to gain the results they desire. Their job is to gain understanding (of their position or offer) from others, as well as agreement and commitment from those prospects. Just like sales people we seek understanding from every communication, also agreement in the most part (sometimes we want differing opinions), and we often seek a level of commitment from others.

So, in any situation (maybe you want your kids to clean their rooms more often), use the optimal skills of sales people for better results. People applying for work and who know how to "sell" themselves are more likely to get the job! This course will use the words "sell" or "sale" at times, remember, they are simple words for **seeking or gaining agreement**.

Understand firstly that this material is for everyone who seeks to communicate and improve their lives, even though it speaks of sales a lot. You can use it in most aspects of your life; anytime you want to convince a person of anything or even suggest it to them. It will also help you avoid conflicts and assist in gaining support for whatever your life goal may be.

Many people don't like sales people because; there are pushy sales people out there, pushing things you don't want. Sure, but there are pushy religious people out there, pushy political people, health fanatics and more. Many people push things you don't like. I believe we all have things that we wish to promote or offer to other people even if it's just an idea.

Don't assume that a salesperson is pushy or a religious, political, fitness person or anyone in any other interest group is pushy. Do you dislike healthy people? No, just the pushy fanatics. Dislike pushy people if you must, but not any group because you think that all of them are pushy, they're not.

People who sell things are just like anyone else! In any conversation, you may find that some people are assertive even absolute, others may be Insistent or worse, demanding. Some worse again; forceful through to domineering, and in the extreme; overbearing. It's the people who aren't afraid to be assertive that enter sales and therefore define the industry. People who fear assertion not only miss out on the opportunity to sell but they're also being "pushed around" by any assertive person in the community. Stop being afraid of things, stop letting yourself be abused by learning to not be the victim. How? That information is here as well, as I've made a large turnaround in my life.

You can find very nice sales people out there that will do anything for anyone and truly believe that the product that they are selling will help the person they're selling it to.

Remember we are all salespeople; we all are presenting something in some way. If you still don't believe this then I challenge you to present everything tomorrow as a very nasty person, everything you say to people, everything you type, do so in a nasty fashion. Can you present yourself this way? I expect not because most of us want to promote ourselves as nice people. We are promoting ourselves; learn to promote well! Salespeople are paid to promote, so learn their skills and all your desires will be easier to attain! I will teach you to gain support to reach your goals if you remain open to the fact that you need to promote or sell your position to others.

If you're unhappy; choose to change, discover how to be understood, and utilise proven methods to attain happiness. Communication is required for this.

Sales skills advance any form of communication that you wish to undertake. Communication, like art, requires no training: However, the more you learn and practice the better you become. Use the best skills for gaining understanding, agreement, and results.

Persuasion is the art of promoting yourself, your ideas, and anything you wish to present. Any time you encourage a person to any outcome is persuasion. **It's all about the yes that you are seeking from them!** We also want people to like us and agree with us, so it's more than just getting a yes! These same skills will also build positive communication and relationships to help you achieve other goals. In this workbook you will learn; the theory, process, skills, and techniques of success, including persuasion to promote; yourself, your ideas or anything else, more effectively.

Never be ashamed if you desire to influence, persuade, lead, convince or sell to others, as such is merely human nature. We are all social creatures who wish others would heed our call, attend to our needs, and agree with our opinions. To do this, everybody in some way promotes their point of view. We all "sell", it's just another word for lead, influence, persuade, promote, or convince.

Having said that, there's a lot of harmful, swindling, con artists out there giving a bad name to sales. **Never con, lie or deceive; avoid fraud at all costs**, the jail time isn't worth it. Be honest about your position and in doing so you will gain more respect and far greater leverage. If you truly believe in what you promote because of its true evident value, then you will be far more able to convince others of it too. *"Most people buy not because they believe, but because the salesman believes."*- Ben Feldman

Beware of harassment and fraud, they are the worst aspects of sales so, avoid them in any case. For example, "Chuggers" (charity muggers – the people who target innocent pedestrians in busy streets) are certainly amongst the worst. They certainly harass and are fraudulent. A great majority of the money they raise goes to their pockets and the company that hires them (In some cases, the charity will get nothing at all). Door Knockers are higher on the scale of ethics. Not by much, as they too may harass and may also be fraudulent- but at least you have a door that you can slam in their face. Let's not forget the telemarketers who are higher again ethically but remain on the less favoured side as they also contact you. They are somewhat better than the other two as you may simply hang up on them. Then there are those you must approach (Retailers) if you have any interest in purchasing their goods or services. Retailers are positioned at differing levels on the ethics scale.

Many consider car sales people to be lower than telemarketers even though you can avoid them by not walking in their yard. Sales staff in clothing retailers will circle like sharks, and the moment you cross the entry, they are often more pleasant and usually display higher ethics. Real-estate agents are often considered higher again. Finally, a waiter eager for a tip is also a salesperson and probably in the purest form. The amount of money they take home at the end of the week is often mostly tips. Tips are not commission which is a percentage of goods sold. They are an amount given based on the appreciation of their service. In their industry, the food becomes almost irrelevant, as it may influence

the tip a little, but people tip waiters more when they like them more. When serving food, you are selling yourself by looking good and being likeable.

We also tend to reward similarity and punish the dissimilar; we reward those we like!

However, for the average salesperson, there is no “fine line” between harassment and reminding a person of the opportunity they’re offering four to five times. One person will want constant reassurance before they buy or agree to buy. They won’t buy without those multiple offers and others feel harassed on the very first time you mention it.

I no longer discuss religion, as it is a classical argument for the case of harassment. A person may merely bring up a religion, any religion, and if someone disagrees with that view, they often feel harassed. So, there is no fine line between promotion and harassment, there is no line at all! Do you give up promoting things because some people jump down your throat as soon as you mention something? No, as that is no different to becoming permanently mute. Just be smart enough to step back, to stop, when you see the signs that you are approaching an irreconcilable dispute. Move on to the next subject, person, or group. Don’t give up, just learn to use the effective skills, and become smart enough to know when continuing with anything will only make it worse.

You don’t have to be in sales, but everyone tries to use as much leverage as they can; few are wise enough to gear it by learning persuasion skills. Everyone needs to sell at some time, even if it’s just promoting yourself at an interview. Maybe you want to “sell” your personality to gain a friend. Some seek to do so by being nice, others know better ways.

If you are in sales, what can you make **without pushing** people?

Adnan Khashoggi (The world's richest man before the tech generation) first discovered the potential of sales while still in school. Where he arranged a sale of towels (earning US\$1,000). He later became the Saudi Arabia based agent for Kenworth Trucks Between 1970-1975. Later again Lockheed (a military aircraft builder), paid Khashoggi \$106 million in commissions. His commissions started at 2.5% and eventually rose to as much as 15%. His yacht, the Nabila, was the largest in the world at that time and his private jet was a Douglas DC-8-73. He made \$4 billion as a salesman.

Though, if you have another path, a passion to live for - use this material to get there. You will need to promote your ideas to someone at some stage. Don’t forget, there is also much information in this workbook that will assist you which is not related to communication.

We're all at different levels, you probably know some of this, extract what you require. Please treat any redo as a refresh. The more time you dedicate to this the more value it will impart to you, and thus naturally improve your happiness.

There will be things you will love and things you don’t. So, use what brings value to you and get over that which you may dislike! If you disagree, don't like my wording or some of the concepts, please use that positively by understanding that I too am not perfect and as a reminder that we're all different... No one's perfect. We gain little when we focus on faults (focusing on other people's faults was a large problem for me and I'm still overcoming it).

NOTE- This version still has some missing diagrams and minor information (I’m sorry for that, I’ve spent 1000s of hours on this one way or another, and it’s constantly being improved). Also, this workbook will use the words “sell” or “sale” at times, remember, as they are simple words for **seeking or gaining agreement**. We all need to sell; who we are, if nothing else.

(I apologise if you feel I'm being repetitive till this point. Half of those few who have read previous versions have found it so, the other half wanted me to expand more. It becomes a lot less repetitive)

Also, when you read this, why not highlight all the things that interest you in one colour and all the techniques you want to learn in another colour, maybe things you want to question in another colour again.

Introduction

From the moment we are born we seek to influence others. The first thing we learn to do is breathe (it's foreign in the womb). After that first breath, we immediately produce another first - crying. This simple act is so ingrained in human beings that it's become natural. Yet it is unique to human beings. Crying only has one purpose; to gain the attention and empathy of other human beings. A baby cries to influence its mother, to persuade her to feed them. No other creature cries, but we have a tear duct that draws attention to our physical and emotional pain (and occasionally our joys). We all seek to persuade, to have our needs met.

All people in civilized societies transport, trade or consume traded goods, meaning we require the cooperation of others to survive. Deals must be made for people to acquire everything they have; from the property they own to the food they eat. A deal is an agreement or a mutual undertaking. It is not limited to physical things. People constantly negotiate agreements or persuade others regarding politics, religion, relationships, and philosophy. We even try to influence the lifestyle of others consistently.

I propose to offer you an understanding of social interaction, a broad set of valuable communication skills, memory skills so you may recall useful methods to implement when required. As well as self belief and planning skills to steer you to those goals more efficiently. It doesn't matter what your life goal is, or even if you don't have one, this will help.

I am by no means an expert in all the individual components that I teach (some aspects are somewhat new to me also), however, I believe what I have compiled is more comprehensive and yet condensed, than any other material you will find. I've learnt many things that improve your life generally and now present anything that deserves inclusion to you.

Even a 10-year-old can easily control 9-10 adults. One time in a spa pool at a waterpark my daughter asked around 10 people their names, where they were from, their favourite things, a few general questions and played black magic (a "psychic" identification game). They were captivated. If a 10-year-old can lead a group by improvisation and if you are open to change, then you can learn to charm your way to success as well.

The benefit of using this to bring up your children

From Ds to As in one simple discussion.

My daughter was an A grade student in grade one, and D+ by grade 10. At which stage I listened to her teachers and talked to her about her goals, attaining them by these methods, and the memory skills that I had recently learnt, to improve her results. half an hour later she asserted to put some effort in and sought out a high grade 12 result (successfully).

Always be fair to your children, teach them these things and give them an advantage in life! The mind learns and memorises best up to 6 years old: It is highly important to teach kids self-esteem, memory skills and to be honorable, intelligent, wise, courageous, and disciplined by then. I suggest you start teaching them from the time they can speak in whole sentences: about the age of 2 to 3. You will need to be disciplined yourself to teach them. Set aside about 10 minutes a day (at first (say 2x 5 minutes)),

make it fun, encourage them with compliments and slowly expand till they are learning about 30 minutes a day and practicing skills (at least 10, preferably 20 minutes a day by the age of 6).

Now, I'd like to ask you a few quick questions at this point.

Please rate yourself from 1 to 10

How confident are you?

How persuasive are you?

How satisfied are you with your life?

How good are you at planning?

Do you complete tasks within the time you set?

Do you currently know and use persuasion tools when seeking agreement?

If you are currently in a sales role, where would you rank if there were 100 other people in that role in your organisation (if not take a guess)

Chapter 1- Memory

The more time & effort you put in the more you get out. Memorising the keys and tools of course will help far more than reading alone. Become involved, consumed, practice, and utilise all you can. Empower yourself. So, if I have anything of value for you then the first thing I want to do is show you a combination of memory skills to get this information to stick as well as anything you may wish to learn in life.

Read it- Reading this material will help you, but not by much

Learn it- Read it again and again, practice what you can. This will help a little more

Memorise it- (Especially the tools to use in daily life) this will enable you to recall it at will.

Committing things to memory silently reduces time, however, verbally it reinforces them more.

Absorb it- Continue to reinforce it into your memory regularly and it will become natural. Develop yourself at any chance! (e.g., try recalling the keys whilst waiting at the doctors or for coffee).

Live it- Constantly use it as you interact with people, make it part of your lifestyle and then you will see all the benefits.

Memory: Part I

Images: The brain remembers images (especially ridiculous ones) far easier than words, numbers, or sounds. To remember this (or any) information, we will use a technique where we associate crazy images to the details we wish to remember.

Part II - Rhyming can assist in creating an image to remember, especially where that thing has no image of its own. As an example; 10 minutes ago, a person approached a vehicle I have for sale outside, I went out, introduced myself and he likewise. Instantly I envisaged his cranium enlarging due to his enormous "brain". His name was Shane. Now that is a picture that comes to me when I meet a "Shane". The name Brian also relates to the brain as well, as it's a typo for brain. But Shane rhymes, so Brian becomes thick grey-water – brine. This is the basic version of the technique used by memory experts to remember the names of an entire audience at once, they expand it by picking an

image that rhymes or relates e.g., the name “Rose” needs no other image than a rose. However, though I pictured a brain growing where it should be, they would choose the most extraordinary feature of the person and mentally use an action attaching a comical image there, as the next time you see that feature it will draw out your picture. Don’t use clothing as they may not be wearing the same clothes the next time you meet.

The Journey Method

To remember many things, the best method is the journey method. Think of a journey you know well from your home to your work/school/shops etc. Picture ten different landmarks on the way, at each of those landmarks mentally look around, can you visualise five different points from that position. Great. Now you have the frame to remember fifty different images in order by placing them in those locations. If you make two or three journeys from your home in different directions then you can place 50 things or even more in your long-term memory. However, I would suggest you make sure they are totally different directions as passing one landmark twice can confuse that which you are attempting to remember. I use even more, as I for example, use one journey that has fifteen points and you may choose to use less than ten, although ten is a good figure. I also prefer to start my mental journey of memory in the home I grew up in; I start at the back door and have five points per room (mostly). I have over fifty things memorised before I even mentally leave the house and I have more around the front yard. I do the same with the house I have lived in for the past thirteen years then continuing that journey to my ex-wife’s family home, bringing my total positions to over 150. Each position has at least one image, though many have multiple images in a position. I have fourteen images in one position alone.

I also use portals in a journey to insert a large amount of new information into a position that already exists and doesn't allow a great deal of fresh data. I mentally jump to a new position where I can add lots of images and return to the position I left, to continue. Maybe you could also use a workplace or school you know well, if the rooms are not identical as this may confuse.

You can design your own mental house to put images in, it can be any design you like as long as you remember the design you create. In each room, if you have cupboards and shelves, you can create even more memory points inside them (be careful not to overload a shelf with images). It is better to use a house you have spent a lot of time in. Although why stop there, create a mental mansion, all the way up to a large mental palace, with many varied rooms. NOTE: You need the variation at this level to keep them separate and track your images better. If they look similar, they may cause confusion in the things you wish to remember.

To remember numbers see them as pictures that look or rhyme like those numbers. The lists of pegs below came from a website many years ago (sorry I didn’t record it for reference)

NUMBER-RHYME PEGS

1. One-Bun 2. Two-Shoe 3. Three-Tree 4. Four-Door 5. Five-Hive 6. Six-Sticks
7. Seven-Heaven 8. Eight-Gate 9. Nine-Wine 10, Ten-Hen

SAMPLES FOR 11-20

11. Leaven, Football 12. Shelf, Elf 13. Thirsting, Hurting 14. Fording, Courting 15. Fitting, Lifting 16. Sistine, Licking 17. Leavening, Deafening 18. Aiding, Waiting 19. Knighting, Pining 20. Plenty, Penny

NUMBER-SHAPE PEGS

The Number-Shape peg system use the actual *shape* of the numbers as pegs.

1 = Pencil, rocket, skyscraper, 2 = swan, duck 3= Love Heart (top of), crab, bra, bum crab, 4= sail, 5 = seahorse star, 6 = golf club, 7 = cliff Cliff Edge, menorah, 8 = snowman Hourglass, snowman, fat lady, 9 = balloon, cat 0 = 0-football doughnut 10. knife and Plate.

ALPHABET PEGS

SOUND ALIKE.

The sound-alike Alphabet peg words rhyme with the letter they are associated with.

A - Hay B - Bee C - See D - Deed E - Eve F-Effort G-Jeep H-Age I-Eye J-Jay K - Key L - El M - Hem N - Hen O- Hoe P-Pea Q-Cue R-Oar S-Sass T-Tea U - Ewe V - Veal W - Double You X - Axe Y - Wire Z – Zebra

CONCRETE ALPHAS.

Concrete words can also be used for alphabet pegs. The following is a list of pegs you could use.

A-Ape B-Boy C-Cat D-Dog E-Egg F-Fig G-Goat H-Hat I-Ice J-Jack K-Kite L-Log M-Man N-Nut O-Owl P - Pig Q - Quill R - Rock S - Sock T - Toy U - Umbrella V - Vane W - Wig X - X-Ray Y - Yak Z - Zoo

So, to memorize a list of up to 26 items, you could create a mental image of “hay” (a) interacting with the first item, a “bee” (b) stinging the second item, and so on. I recommend the journey method for greater simplicity.

Finally, in the realm of memory, I also use images and the journey via my current house to memorise, a shuffled deck of cards, another favoured trick of memory experts, it is this simple, memorise an image for each card, after someone shuffles, mentally place them in your 52 journey positions, it normally takes me just over a minute, so I ask for 2 minutes to be sure, then distract me for an hour and ask the order and I’ll tell you all of them. Here are the images I use. It’s my memory list so I’m not explaining all the abbreviations.

	spades	clubs	diamonds	hearts
A	As = Excalibur, [in v sm rock]	Ac = tree	Ad = Le bleu de France	Ah = heart
K	Ks Cerino Deversiac,	Kc = h.h giant w/ club,	Kd = Len hancock, piloting plane	Kh = Elvis
O	Qs = Joan/arc	Qc = QUEEN[band],[vacuum]	Qd = Liz II,	Qh = Princess Dianna
J	Js = Jack sparrow/Black Knight?	Jc = Jesus,	Jd = Jack Daniels,	Jh = Dad
10	10s = sword war,	10c = forest	10d = DeBeers,	10h = blood bank
9	9s = Aslan ,	9c = lion up tree [lion bigger]	9d = top cat,	9h = Hello Kitty/Garfield
8	8s = snowman sword in it, blood	8c = snowman under tree,	8d = snowman - diamond nose,	8h = frosty,
7	7s Black sea = ,	7c = club med,	7d = sea glistens like diamonds	7h = The Love Boat
6	6s = nigger w/ cotton bag,	6c = clubman[mini],	6d =Devil [offering diamonds]	6h = heart surgery on man
5	5s = Errol Flynn,	5c = Wayne Newton	5d = Alex Keaton	5h = Marilyn Monroe
4	4s = golf driver,	4c = 4L clover, giant	4d = ticking clock,	4h = Red Golf ball
3	3s = spanner crab,	3c = totem off Cash cowboys[3d = tricycle	3h = heart surgery on woman
2	2s = x swords,	2c = wooden duck[decoy],	2d = swan, glistening diamond lake	2h = m/bike

• LINK METHOD

A good method for memorising lists.

Use a memorable (maybe cartoon-like) picture of the first item in your list then have it do something to your next image (item) continue this for a list of up to 10 or 20 things.

Use mantras/affirmations (ideally with actions; If suitable), to help your memory and solidify your goals.

Affirmations are an exercise for your mind, which help us manage stress and overcome the challenges of low self-esteem by countering self-doubt and the negative thoughts that inhibit us, while bringing a more positive outlook and reinforcing your self-worth. They can raise your confidence before an important meeting or project, improve your productivity and help overcome bad habits.

Generally affirmations help you achieve your long-term goals, but I'd like to take them one step further. Some people think affirmations to be silly wishful thoughts and yes many are. Because, most people who have a set of affirmations say the things they want, but have no practical affirmations.

What's the use of saying "Money is coming to me daily"? It may be creating a belief, but how practical is that belief? It may help a little but I expect not much. Believing something doesn't make it true. In this case it is more so "wishful thinking". Don't base your affirmations on wishful thinking, make them practical, change that affirmation to: "Money is easy, I just make deals." Now the focus is far more practical, you're not believing that it comes magically, you're now taking personal responsibility for it happening and using the affirmation to reinforce the thing you need to know and do to attain that money. In the second example, you are reinforcing the fact that **you make it happen**.

Why not use them to memorise practical tools to use in daily life? One of mine is: "Crisis – breath, smile, focus, regain control, third party, think, plan" I say this to myself at least once a day, and in any situation getting out of control (mine or even other peoples) it comes into memory and I improve my breathing (this helps in multiple ways), I smile even if for a short moment and even if I have to force myself to do so (it does help), I focus and regain control, then I go into the third party (I think of the situation as my lawyer would *not from my own personal emotions), I think in the third party and then plan whatever is needed to resolve the situation. Or in the case of other people; when I see they are losing control due to the devastating thing they may be telling me about, I'll remember this and tell them (to help them calm down and get back on track).

So, at this point I'll ask you to start creating some affirmations and more importantly some tools to memorise, to bring the changes you want. Have a list of things you want to memorise. Get what you want to manifest in life, into your regular thoughts, but don't think of the result too much. You need to think about your plan, as well as its processes, procedures, and skills in regular enough thought that you can use them in action. Here are a few examples of practical affirmations.

- I am a successful (what you want to be proud of).
 - I plan and create what I want.
 - I visualize my ideal life and actively create it.
 - I draw people who support and help me get there.
 - Money is easy, I just make deals.
 - I am gaining creativity, wisdom, affection, and help from others.
 - I will plan and delegate more.
 - I Govern my life, guide others, and forgive mistakes and improve theirs and mine.
 - I will ask myself; do I need this, is there a better answer?
 - Bad things teach me better paths. I can appreciate them.
 - In crisis; breath, smile, focus, regain control, third party, think, plan.
 - I turn problems into benefits.
 - "I have a positive outlook and control"
 - I will meet needs, with Honour, Wisdom, Courage and Discipline
- *Use "will", until you feel you're doing it, then change it to:

- I meet needs with Honour, Wisdom, Courage and Discipline

Keep adding to your affirmations often.

Have a regular mental routine, expand it regularly, maybe including things like; answers for questions you may likely be asked. When you practice that routine and get something wrong, do not focus on attempting to get it right. Move on quickly as focusing too much may cause incorrect memories. On the other hand, if you move on quickly the great probability is that you will remember it correctly the next day

Maintain your routine! **Broken routines tend to be swamped by new routines or frivolity.**

When in a conversation you can take mental notes by placing images on your desk or where your workspace is, then add new images on top of each other till adding more to that pile makes it difficult, then place new images in a new pile beside it or on the chair etc.

If possible, I suggest repeating the things you are attempting to remember, aloud, as this will ingrain them more. However, if you are in public or lack time, do them in your head (It's quicker as there is no pause when breathing in)

You might also carry a reminder item and a card or piece of paper with items you are including in your mental routine. I have them in a photo keychain and read them while waiting for appointments (if I remember and if I'm not thinking about the appointment itself).

Create as much as you can a methodical life in the areas you wish to change. Create ways or things to remind yourself of that which you need to change (Maybe even post notes around the house). Spend time wisely developing yourself more often and seeking leisure a little less. It pays off in the long run. You get what you really want in life, not just temporary pleasure. Accomplishment brings satisfaction that can far outweigh temporary pleasure and often brings far more leisure time later (it can assist in early retirement if you so choose).

Task 1: Set up a mantra routine and start to fill it

Task 2: create a very large mental map to begin adding quotes, information, tools & procedures affirmations, whatever you wish to be, in mind.

“Following these tips and maintaining the lifestyle mentioned above will make your life much more sorted than it ever was. The clearer you are in life, the easier it becomes to focus on relevant parts of it. It will in turn help you remember everything significant to you which you otherwise used to skip in a messy lifestyle.” Himani Sharma

Chapter 2 - Know Life

I am not a Psychologist, Psychiatrist, self-development, management, or business Guru, nor even a persuasion genius. I am passing on information that I have gained through many sources and life experiences. Information I've discovered & I'm still discovering.

2.1 My life

First, I would like to explain who I am, where I came from, what I was and how I became what I am today which will show you that I am in no way superior to you, I may have even had an inferior start

to life compared to you. I had a lot of unfulfilled needs as a child, I felt incapable of even feeling capable! But in my journey through life, I have learnt to overcome these issues, you can too. You don't have to struggle and discover these keys for yourself. I have made all the mistakes for you! This is the story of my enlightenment, my life, from coward to forward, from needer to leader.

I don't know if I have ever met a person incapable of learning and using these methods, as far as the average person with average intelligence goes. I have not met an incapable person, I have only met quite a few people who felt incapable. If I had been taught this 50 years ago, then by 40 years ago I would have already become the person that I am still becoming today.

I was brought up by my mother after her divorce while I was in the first grade . Firstly, if divorce happens it's a failure on multiple levels.

1. Failure to identify the right partner in the first place.
2. Failure to resolve issues, which causes

3. Failure to impart wisdom and stability to their children. You can't impart wisdom to your kids until you have learnt it. My mother didn't make great choices or impart wisdom to me. She was a farm girl, who had not learnt social intricacies, how to cope and especially the wisdom not to make mistakes in the first place. Therefore, I began life with little training in wisdom, social skills, or resilience. My mother resorted to physical discipline, hitting. Teach your children well (authority without hitting): they gain less discipline from pain and maybe more disdain for you when hitting. It will certainly weaken your stance as they reach teenage years. If you do not discipline and give them their freedom appropriately, you lose control; not gain it.

The following examples show that through my life I was being set up to fail, I overcame those setbacks, I believe you can too. When I was a child there were no computers in the home, no internet, and no way to research information. As a child I didn't even know that the information was out there to be researched.

Children used to learn their father's trade, live in the same region, and were brought up in the ways of their social class. Their future was normally set out for them with little scope for other opportunities. Today, we have the opportunities to discover and attain things that we desire, we just need the right inspiration and the tools to maximise the probability of success (it can be for anything you'd like to be in life).

2.1.1 My life

About four to five years of age, from my few memories of kindergarten. I was a child with minor speech impediment. By memory I pronounced th as an f, I'd say wif like Pontius in the Life of Brian. I was already a loner; other kids were not really drawn to me. During this time in kindergarten or early in grade one, my face was scarred permanently, which was accompanied with the usual self-image, self-esteem, and self-belief damage.

In this picture you can see how my mother dressed my brother and me in Sailor suits (It was a Victorian trend). She was rather old-school. My brother is three years older than me. Please remember though; without my mother and my upbringing I would not have reached the point where I can bring this information to you. I love them for all these experiences I'm about to mention, as I needed every experience to become who I am.



As a five-year-old, I was too young for school. This set me up to be picked on and I was always trying to prove myself. I was taught to overcome the speech impediment by a

speech pathologist in grade one. However, no one helped with my self-image, self-esteem, or self-belief. Part of the cause was now hidden, but the damage remained. While writing this I looked in the mirror and noticed how hard it is to see those scars now. Time turns scars into wrinkles; they're still there, you just don't notice them any more.

Somewhere between 4 and 7 years old I went to the first cinema movie in my life, with my brother who I believe was meant to take care of me. I didn't know about intermissions, not knowing what to do I walked home from the movie theatre during intermission. I wasn't learning the rules before I needed to know them! I had walked about two or three kilometers when my mother on her way to or from the attempt to pick us up found me walking home.

About grade four, I used to throw some of my lunch money out to other kids, in order to make friends. Yes, I tried to buy friendship as a child. I didn't know how to make friends, being afraid of rejection already, I hoped they would come & say thank you or even just come up and say I was crazy. Any approach from them would have been good, as my earlier failed attempts stifled me.

From Grade Four onwards, I would ride to school, independent to get into my own trouble!

Trouble seemed to be the family story. This photo was taken by a professional photographer in our lounge room when I was about nine or ten. I remember him asking something to the regard of "what typifies your family" We all answered: "fighting" so this is the photo he arranged and took. I love my family, though It took me many years to learn to love them.



I was known as "hog wobble" due to "keepings off" a simple soccer like game with no real rules, he who kicks or 'keeps' the ball longest wins or is best. I was disliked for being good at it, I kept the ball a lot, hence 'hogs' and I was fat, I would 'wobble'. Children are cruel with nicknames if you don't teach them to be nice. These things don't help a child's future!

Also, about this time I was taken to a horse racing track for the first time, at that horse racing track I watched horses in the mounting yard and after a few races the people who took me, asked if I wanted to put a bet on, I said yes as I had been watching all the horses and, in that race, there was a big, strong, fit-looking horse I wanted to bet on. When I told them that, they told me that I was wrong, that this was the worst horse in the race (the highest odds) and they will put some money on the favourite for me. However, I watched the race and the horse that I wanted the money on, the long odds horse, won. I would have come out winning 30 or 40 to one by memory. I would have made nice money. I began to learn; 'people don't listen to you' but even more, 'people consider themselves to know more than you' and beyond those 'Maybe it is better to let someone make a mistake if it's their first experience'

As an eleven-year-old in grade seven, I asked to change schools. It was my first school change and didn't help. I just learnt to run away more. I needed someone to teach me to deal with problems instead, not run away. My mother just allowed me to make those changes as she didn't know it would enable me to run away even more. I sought the change as I was failing in friendship etc. and wanted a change, a new start. But a new start doesn't help if you have no direction or tools in which to develop strong valuable friendships. Unknown to me at that time was the fact that - I didn't need a new start. I needed a new process, so I failed again. I was afforded no respect, having more enemies than friends, I was bullied. I was not taught how to improve rather than run. All I learnt was the negative skill of retreating, which increased my probability of failure for my next year as I would have to start again in high school.

Then in high school During my Grade Eight and Nine days, my mother thought a better school produces better results. So, she sent me to a private school. I tried to win friends early as you do, but my untrained, ignorant, undeveloped methods lead to me attempting to promote myself as someone

valid and valuable, by exaggerating my abilities and knowledge. Quite simply I spewed Bullshit. I only had two others to talk with, who would put up with me.

I was delegated to the losers Rugby Union team (no wins for the whole two years). Our extremely biased coach killed our chances as forwards were not allowed to touch the ball bar line outs and scrums. This ignorant method made us the unwinnable side of the entire competition; we were fielding a whole team but only using half the team. More despondency to add to my poor self-esteem.

WARNING: The paragraph below will discuss suicide. The intent is only to provide information from my experiences. It does not encourage any such action.

Somewhere between the age of eleven and fourteen, I began to shake my foot when sitting with my ankle on my knee, especially at home. I didn't know it was showing my dismay. My brother and mother considered it as an attempt to be offensive to them. Also, about fourteen I first contemplated suicide. At one time I took a large amount of medication as a suicide attempt, but in reality, I hoped to get quite sick and draw attention to the fact that my life was stuffed up and I needed help and didn't know what to do. As a fourteen year old I knew nothing about how to find or get that help. I sought all I knew; to try and start fresh. I asked to leave and go to another school. My mother granted this as she also had no knowledge of how to fix the situation. I now know that running and trying to start again is only going to make the situation worse, as it just brings more failure and you learn to give up even quicker the next time. However, as I didn't know all the information in this book at the time, I changed schools again. This time, unknowingly set up to fail, my school work was affected too, I didn't put any homework in and only a few of my assignments.

So as a fourteen-year-old, I tried to start yet again in a new school. I didn't have a group of friends; the others had been at that school for two years and already had clicks. Again, I tried to impress by silly methods and took further abuse from bullies. Things grew worse, as this time I also attempted to impress the girls for the first time having been in a boy's school for the last two years and this was co-ed. Of course, my failing didn't teach me better ways, it merely reinforced methods that would only make things worse as I had begun to fear approaching women as well (this grew as I grew into adulthood and therefore never had a relationship till, I was 30 years old, far too late to get your first real girlfriend). I eventually made a few friends at that school. I also ran away from home for the first time at about thirteen or fourteen. I got about 10 or 15 km before I turned around and went back.

When I was fifteen-year-old, I left school and home, unhappy, with no direction or purpose, failure the only thing guaranteed. Having no skills, I took a job as a storeman and packer. At night I'd go into the city with hope to be entertained and maybe find some way to feel good about myself. Having little personal control, I got involved with the wrong people, as is almost guaranteed in a situation like this. I would steal cheap useless things and small amounts of money, as social failures often end up doing.

I was a foolish teenager who got stuck climbing a cliff face with someone behind me. I believe fate more than luck brought rescue. There are many circumstances in my life where I could have died: accidents, alcohol, and incredibly near misses. I was caught in my petty crimes at just the right time and was let off some (at the right time). So that even with negative experiences I gained the right experience at the right time and life has brought me to the point where I can have a real purpose and benefit the world in a real way. I was also returned home because the police arrested me and the court made me live with my mother again until I was 18. Without a knowledgeable positive influence, there was only further negative development during this time. I took a job as a kitchen hand working for a decent man till I was about 18 or so. I repaid him by breaking into the restaurant one time and stealing a few cheap items. I am ashamed of my past, though all my past was required to bring me to this point.

When I was twenty-two, I left home again and would return to my mother's house anytime I went broke, which was quite often as I was an aimless loser. I was not motivated to hold a job or pick a good one in the first place. I lived in misery.

The jobs I had during that period were basic labour until my turnaround began through circumstance.

It was when I was twenty-two through to twenty-five that my life began to change very slowly. It began with meeting another friend, who encouraged me down the wrong path also. However, he did get me a highly lucrative job selling hot dogs, good commission, and lots of sales. Being retail, I didn't learn any skills here. I was merely a dork in a bow tie (and not as part of a uniform), I wore them by choice, as I, like most dorks, considered them a positive fashion statement. However, this is also the period where I lost my dorkiness. I was drunk every night.

My trips to the Philippines increased my confidence greatly, as I was looked upon almost like a hero, there I was a giant to the locals. I went with that new friend. The first taxi driver that drove us around would make up stories that my friend and I were famous Australian wrestlers. We didn't even know this at first as he did so speaking Tagalog (their language). Being admired for the first time in my life improved my confidence greatly, almost as high as the confidence of an average person. I was still quite lacking in confidence at that point. Though I had gone from having one of the lowest self-images to almost being average. This was a miracle in my life and the beginning of my turn. I was still quite apprehensive around women and so forth, however, I was learning. In The Philippines, quite a few nightclubs have women dancing on a stage, who you could take home for about \$20 a night, which I did a few times. Until one night a dancer gestured for me to come up on stage and dance with them. When I did, they were so impressed that one of them said that she would pay me for the night. So, I took her money and gave it to the manager, which in turn paid her fee. She had thus paid her own fee to leave with me that night.

Starting to realise that I could impress other people, including women, I began to drop the attempt to impress through weird methods. I recall dating for the first time, but when I say that, I mean going out for one night, in my home city with someone I had as an occasional customer at the hot dog stand. I soon realised that I had no idea of what to say on that date. We just sat quietly in silence, myself, her, and her friend that she brought along as a chaperone. I was still quite poor at creating a relationship. I said nothing, they couldn't seem to start a conversation either. We just went our separate ways.

Between my trips to the Philippines, I had my teeth replaced with dentures in 1988, my oral hygiene & diet being quite poor. I hadn't learnt many minor yet important things as a child.

During this period, realising I needed help I read "How 2 Win Friends and Influence People" by Dale Carnegie, then "The magic of thinking big" Schwartz. These didn't help a great deal at first but helped to begin my long turnaround to becoming a more confident, competent, and wise person.

I stayed in Perth for a few months when I was 25. Soon after arriving I was asked to go next door and ask for some sugar from the girls that lived there. As I at that time had little confidence with women, I said I couldn't, which caused a problem. However, living there helped me gain confidence. One day I caught a train with that person who I was staying with. In his usual confident way, he began to talk to everyone in the carriage as a whole group, there were only a handful of people, but still it seemed a bold move that I learnt a lesson from, the ease at which confidence can flow. I began to take greater steps.

Twenty-seven to thirty-six were the church years. During this time, I went to bible college and gained my first ideas for some of the items in this book like "the equation of motivation" At this time I started to be able to communicate with people overall as an equal, enough so that I gained a girlfriend, whom I later married. A couple of years later we had a daughter, which in turn, caused the origin of this material. I also gained enough confidence to take my first jobs in "real" sales, telemarketing in 1998-9. In the year 2000 even though it was inbound in a call centre I learnt more sales skills. Still not knowing how to deal well with relationships, my wife asked for a divorce at the end of 2001, as I was not paying her enough attention. I then floundered for about three to four years.

At about the age of forty, around 2005, I began to work in outbound sales at a business called Equity Gear. This taught me quite a few of the skills that you will find here. Though I only knew how to utilise them in that work at that time. I didn't realise the benefit they brought in all communication.

At forty-three in 2007, I began to manage telemarketing. This improved my skills even more bringing the thought that there could be more here, that this could be applied to other aspects of society.

In 2009, I did a stint as an "OPC" (outside public contact – a timeshare role). My results during those sales years were high. I was usually in the top 20% in any of my sales roles via direct sales, "ups" (Someone you had booked 'sold to' an appointment with the timeshare sales team), or outs (Something sent to another, for them to produce money on your behalf. *Other industries: charity etcetera). But I was always number one, with returns on ups/outs and returns in other jobs (meaning: someone I'd booked with the sales team was far more likely to buy than those sent by others). So, I was always near the top with initial results, but usually at the top with finalised sales or results.

It wasn't until about 2011 that I began to think of how this would help my daughter and probably around 2013 I began to accumulate this for her sake, getting quite serious at about 50 years old in late 2014 (when I began to write this book).

Having read "How to Win Friends and Influence People" and "The Magic of Thinking Big" and a few others earlier in life, I now read a few other books to impart more to my daughter (I've read over 20). They didn't teach me as much as the sales training I had, but they assisted. Most importantly, I discovered the lack of a complete training course for life skills, attainment, or persuasion methodology.

These examples show that throughout my life I was being set up to fail, more than being set up; I was directed to fail, from the failure of direction. I started as a big coward and have learnt to overcome, to impress and how to pass that information on. Even though I grew in confidence and ability, my disdain for people due to my bitter experience in life had grown. So, at about forty-nine I chose to stop social interaction. In that time (about 7 years) I have received about 6 or 7 (15 minute) visits from old friends, and I've not visited or even called anyone socially at all, bar family. My attitude even in this regard has changed over the last few years, however, I still do not socialise as I merely do not have time now.

In 2015 while my daughter was in grade 10, I began to teach her a few of these things weekly as I drove her to her mother's every weekend. It was the memory skills that benefited her the most as this helped her grades increase highly. I only wish I knew these things and began to teach her before she was even in school. Her greatest desire became; achieving well and going to university, where she currently is while I type this. My goal was to train her in sales skills, as no matter what she did in life, she could easily fall back on a very good income in sales if she knew this material. As well as that, she could learn to improve friendships, influence people, and gain admiration in life.

By the time she began preparing for university in 2017, I had not actually taught her a great deal. I also realised that she did not have the time to deal with this so I asked her to commit to learning it once she leaves. I also considered it would be appropriate to teach her children i.e., my grandchildren, given the opportunity (If I'm able to and she has children at least 5 years before I die), as this would be ideal knowledge for them growing up.

Then in 2018 at the age of fifty-three, I started having ideas of using this information as a course to deliver publicly to salespeople. To people who want; achievement, agreement, admiration, respect, or even to just be liked more by others. So, I created a plan in 2018 to make this ready for you, for public launch in 2021. Covid hit, It and other issues changed my entire plan (I was going to be launching this using OPCs (Outside Public Contacts) to fill a classroom and charging them to do so).

Even though I still deal with personal setbacks yet unmentioned; such as an occasional stutter, bad back etc. I am now confident, happier. Rather than the mentally and emotionally scarred person, my upbringing would have destined me to be. Realise beforehand that you are going to have to deal with fear and imaginary things before you apply the later knowledge. Choose confidence, act confident even if you are not! And if you were to fail, do not set that up as a statistic for probable failure in the future. I am highly successful. I am not extremely rich or wealthy. I had to teach myself how to turn from failure to success. What I learnt, took me a lifetime to learn and it is what parents should teach in a couple of years. I changed my life.

Doctors and lawyers are often wealthy but not necessarily successful; they are mostly from families that had prior success and status, then taught their children to do likewise. They just did what they were brought up to do. Wealth is not a symbol of success; you would not say a lotto winner is successful as much as you would say that they are lucky. Nor is an heir to a fortune successful, they merely ride on the success of their forebears. The difference is a good reward from minimal change, which is closer to destiny versus any reward from wise change, which I see as success.

When I was young, I would make up things to impress people. I have since learnt to keep to the total truth and facts only without embellishing. I found this was an extremely difficult thing to do, however your honour will be rewarded.

2. Cont.... (NB when you see this, it means I've gone from my last thoughts in 2.1.1 back to the chapter generally)

Use Of This Material And Abuse

Benefit the world, don't try to force the world to benefit you. It's what you leave behind, not how big your headstone but what the mourners say; are they blowing smoke or being earnest. The greatest thing I can acquire is the knowledge that I left the world as a better place.

Some of you may even be further on your path of self-development than me or be better at planning or better at directing communication or closing or some other aspect. I'm sure even if you have some of these things down pat, there is still much here you can gain.

2.2 What do we leave behind?

A stone with your name on it, maybe some art or maybe a generation that remembers you? Maybe innovation to advance humanity or maybe nothing beyond that stone. I wish to leave the world as a better place.

Firstly, discover what you are here for, choose a happy outcome (even if it is simply early comfortable retirement), choose to be in control of your thought process and therefore your destiny. No one lives purely for benefit to themselves or for others. Where are you on that continuum? Many people think they are the most important thing on the planet; you are not. You can have a business or a financial goal. It shouldn't be your major goal. But doing something positive with that money should be. You could use it to advance technology, improve lives, people's attitudes, improve longevity, or other charitable outcomes. It doesn't have to benefit you alone. Still, if a person wants to keep all they have gained and not help others, then that's OK too, as long as they cause no damage.

Life isn't fair. Accept that, relax, and now calmly plan for its bias to lean in your favour. Don't see the glass as half full or half empty, see it as broken. Even while it is being filled, see it as consumed and being thrown into the fireplace as already broken. Look to and plan for your entire life, your retirement and why not, even your funeral. Almost everything has a good and bad, enjoy the good, overcome the bad. **Be a duck (smooth above water, paddling like crazy underneath)**. Don't spend

life dealing with emergencies, plan for the long haul. Money is attracted, what are you doing to lure it? Emulate those you admire, flee the negative, contrary, or disagreeable, the losers holding you back.

What is your reason for living? has three potential answers:

Firstly, one person may list their hopes or goals. Secondly, another may admit they have no purpose or reason to live and there is a third answer from those few who have no purpose yet are still quite intelligent, they might answer with my father had sex with my mother and that is the reason I am living, the implication, of course, is that they have no reason to continue living other than the fear of death.

Many people have never really felt or found a purpose in life. They're on a boat without a rudder allowing the wind to blow them wherever it goes, they will never get anywhere. They have no real substantive goals. They may have some minor goals like getting a job or buying a car. Most of them will not have the drive to plan beyond that. They usually don't even plan for their future beyond a week or two or consider things like saving for bills before they're due, they are more likely to spend that money on less necessary things, the things they want now rather than the things they need before that bill is due and therefore not have the money and are more likely to struggle when that bill arrives. They live for the now, what they want now, what they can get now and they don't live for, or really consider the future. They're not likely to have much substance in their life and they're certainly not likely to ever own their own home or even a business. They often still want these things, many of them realise beforehand that they won't get there as they never have enough money, many often wonder why the world is so unjust and only gives things to others, not them. It does not give those things to them; Those who have those things have them because they have a purpose but more so a plan. Those without plans will have no more than what a day-by-day lifestyle provides.

Unless of course they are successful in the major "plan" of this kind of mentality which seems to be; gamble and win it. If they fail, they can blame luck. It seems to me that this also is most likely to bring bitterness, hate and envy. This also causes the **broke lotto winner scenario** as many people who won millions of dollars end up often spending it all and living a lifestyle that their income can't maintain - so therefore often, a few years later, they go bankrupt.

Those who do have a purpose and a plan often do not go beyond the purpose of securing their own retirement and having a financially successful family. And then there are the extremely few who have discovered a greater purpose in life. These are the people who teach and give openly whatever they accomplish, whether it be sport, academia, business, governance, other areas where people excel and make a difference to this world.

2. cont...

Maslow's Hierarchy of Needs - Abraham Maslow

Self Actualisation
Esteem
Relationship
Safety
Physiological



*** I'll expand on the above in the next major version (v3.2). The quick rundown is: We need to get our basic needs met first and move up and most people never actualise their desires.

“A bride served a baked ham, and her husband asked why she cut the ends off. “Well, that’s the way mother always did it,” she replied. The next time his mother-in-law stopped by, he asked her why she cut the ends off the ham. “That’s the way my mother did it,” she replied. And when grandma visited, she too was asked why she sliced the ends off. She said, “I used to have a pot belly stove and that’s the only way I could fit it in”: Source Unknown - A story from the 1960s

Don’t rely on the way it has always been done, consider if there could be a better way to do it.

EXERCISE

Write your first goal, dream, or desired outcome list, including what you will do to get that. What you will need to work on within your being to make the appropriate changes. This is not a final list, just a mud map, to start with it should change & grow as you do.

2.3 Teaching Children

As a parent brushes the child's teeth and that child eventually takes over. Sometimes the child will stop, or forget, even in some cases fight about it.

DISCOVER THE CAUSE

Explain the importance, plan, and negotiate a way to overcome it via positive reinforcement, without bribery.

Expect adherence (without demands) at an early age. Too old too late! Do this well and most issues won’t come up in the first place.

As soon as the child can do something themselves, teach them to do it. When they can carry their own plate to the kitchen and put it in the dishwasher or wash it up themselves, show them how and encourage them to, because “that's what grown-ups do” they want to think of themselves as grown-ups too. So, if they ever forget, politely say, “you forgot your dishes”. It won't take them long to learn to automatically do it and even to teach their children to do the same in the future.

Please as much as you can, do not pander to your children. They are not; your babies who you will molly-coddle all your life. They are the people that you are training to be responsible adults. And I believe you are responsible to do this from the time they can speak in clear sentences. Don't pay them for the chores they do, they must realise that (even in a traditional family the father would go out to earn the rent and food they eat and the mother would do the cooking and much of the cleaning and then) the children must also expect to pay their way in life by doing chores that are suitable for their age. This is the base discipline that children need from an early age as you are teaching them how to live an effective life. To do anything else is negating their abilities as an adult, they’ll grow up expecting everyone to do everything for them and complain about anyone who doesn't go out of their way to help them.

Don’t try to teach the majority of things in this book to children before they are five. Before then teach them more by example and the occasional quick explanation of what you’re doing and why you’re doing so. From five onwards, teach them these skills, they will maximise their lives.

There are different kinds of dogs, a blue heeler wants to run, for you to throw the ball, others don’t want to bring it back, they rather chew it in the corner. They've been bred differently. Likewise, your children (and people you meet) will be different. Work with the breed of person you have, don’t try to take the ball from the dog that chews it so you can make them chase it again.

Don't try to force your desires on your children or others, it may just cause rebellion. Encourage them to do the things they like.

“Become a facilitator instead of a roadblock to their independence. Your children want to love and respect you, and forcing yourself on them will not make it any easier. Some parents want to choose every person that can come into their kid's life. They want to make sure that their kid is friends with only those kids that they allow. But you will have to understand that you cannot be around them all the time. You cannot be with them always.” Himani Sharma

Teach them by about five to reject friendships if they are wrong and seek new and good friends. So even when you are not there, your child still remembers what you taught them and chooses only the best people in life.

I have been in sales for years, and if you're in sales too but have no children or your children have grown up, parenting advice is still of use as you can utilise these skills with adults as well. Forcing can never work effectively on any human being, be it an adult or a child. Nobody likes a controlling, narcissistic person around them.

Please message me now at c3@howtogetthere.org as I want to know how many people have read this far (you can send it with no subject or message, or let me know what you'd like to suggest)

Chapter 3- Know Yourself

First understand yourself, then others. Don't treat them as you would be treated, treat them as they wish. Benefit them, and they will want to benefit you, take from them, and they will want to take from you.

3.1 The Brain

Experiences, feelings, and mental pictures are remembered as “neural engrams” on your gray matter (brain). The electrical patterns recorded by magnetic resonance imaging (MRI), like diffusion-weighted MRI (DW-MRI). Which change slightly, with each recollection, as they are influenced by our present mood, thinking and attitudes.

To make quicker and easier decisions the brain records large amounts of information using engrams, it then uses those engrams to make further decisions based on minimal information. Engrams change and deteriorate, more so with poor memory, the circumstance- (how it appears), its importance and relevance and less with eidetic memory, regular recall, or training, which cause synaptic connections to grow.

To simplify this, it will do four things; it will

1. Delete trivialities (disregarding minor issues and other things)
2. Distort inconsistencies according to its appearance, relevance, their Bias, their Self Image, Self Esteem and self-beliefs, or how it endorses them. They will seek or create evidence to support that bias in turn enhancing their opinion (exaggerating good as better and bad to be worse). Confirmation bias occurs when new information is assumed and distorted to align with previous information, driving a process of constantly correcting to confirm or prove earlier mistakes. (Could the earliest

actions have been a mistake in the first place? Admit mistakes! Overcome setbacks.) Minor bias may assume where there is little or no evidence, where major bias will argue it as a proven fact.

3. The brain will generalise all it can.

4. It compels you to zoom in magnetically to that which you focus on, overlooking other opportunities; unless you consciously zoom out to see the big picture.

The brain does many things at once. We all multi-task, driving while talking for example; the act of driving becomes almost subconscious. Your brain is telling your body what to do while thinking of where you are going is more conscious, what the traffic is doing on a higher level of consciousness & the conversation on a similar level (or possibly higher again when listening to directions).

Assumption fills the gaps; we all assume, whether we want to or not. Our brain will automatically distort inconsistencies and fill gaps. Many visual illusions have been made to show this. The brain has a need to make things understandable; it will transform what you hear or see to align with previous information. It happens to all of us, it's simply the way the human brain works. Assumption alone will create an engrammatic alteration.

As an example: Two simple facts. I went to the USA. I was awarded a doctorate in the USA.

Many people, having heard those facts, will assume; that I went to the USA and got a doctorate while I was there, merely because I mentioned the trip first and awarding the doctorate second. This is how I might say it, if I wanted it to appear that way. However, I was awarded my doctorate from the USA by mail, before I ever traveled there. So, you can speak the truth and still make things appear other than what they are. My issue is; that truth is intended to deceive. As true as it may be, don't deceive. Deception discovered destroys your support, honesty will gain support.

3.2 Cognitive Dissonance

“Sometimes people hold a core belief that is very strong. When they are presented with evidence that works against that belief, the new evidence cannot be accepted. It would create a feeling that is extremely uncomfortable, called cognitive dissonance. And because it is so important to protect the core belief, they will rationalize, ignore and even deny anything that doesn't fit in with the core belief.” - Frantz fanon

Cognitive Dissonance is also when someone insists that competitors are inferior or bad, and believes that fault or error must be someone else's fault. Justifies work as important even if it is not. Or is convincing yourself that something was a good purchase after discovering it can't be returned (Purchase justification).

When faced with contrary evidence, people are more likely to strengthen their argument more often than change their views, as it offers the least psychological resistance. It is easier to deny evidence than to change a core belief. The human being tends to fortify their beliefs even more if they are proven to be wrong. Their view is in a sense like this "look at all the things coming against me, it proves that I am right". We are less likely to abandon what we have given more effort to.

Cognitive dissonance also builds loyalty. The more effort required for status or membership in something, the more you'll convince yourself that the organisation is desirable

I believe cognitive dissonance to be primal, more emotional, coming more from the older parts of the brain more than the intellectual newer frontal lobes. It is more ingrained in us than our ability to recognise it and mould it or adapt it. So, therefore, I believe everyone starts with cognitive dissonance

as a natural base in their life and some have come to realise that the intellectual human being ought to overcome it and in doing so may overcome some cognitive dissonance, yet because it is so primal, I do not believe that we can overcome it entirely, we merely keep it in check as much as possible. Change comes firstly through acknowledgement, acceptance, then action.

At this point it's worth mentioning that motivation also comes from those primal regions of the brain. Motivation then is more emotional than intellectual. Emotion motivates not reason.

Your dominant thoughts move you towards their likelihood (positive planned thoughts improve you for all events and negative erratic thoughts turn you to more potential problems).

3.3 Proactive Reactive

In "The Seven Habits of Highly Successful People" Steven Covey informs us of two kinds of people: Proactive and Reactive (I'd like to add that we are not just proactive or reactive, as proactive people often have some reactive traits and vice versa).

"Proactive people focus their efforts on their Circle of Influence. They work on the things they can do something about: health, children, or problems at work. Reactive people focus their efforts in the Circle of Concern – things over which they have little or no control: the national debt, terrorism, or the weather." Stephen Covey, The 7 Habits of Highly Successful People.

Some traits of proactive people:

- They live for the future and plan, they invest in likely profitable possibilities with small risk as they know that profit comes from work and not because you believe you deserve it, they improve rather than complain.
- They are strategic thinkers; with long-term planning and involve others in the process. They take slow decisions because they anticipate potential problems and plan before trouble starts. They will keep their focus on solutions and the future.
- They accept responsibility for themselves to find answers
- They usually budget well and don't need financial support.
- They will unite people with varying skills and focus them on a common cause.
- They often find innovative approaches to business challenges.
- They go beyond the scope of their day-to-day tasks.
- They tend to be good at working with (or sometimes manipulating) other people to get the outcome they want.
- They usually accept and embrace truth even when it is painful or difficult.
- They improve their environment and feelings.
- They train by asking questions, rewarding good results and behavior rather than punish poor results and behaviour.
- They often encourage control and power-sharing.
- And they consider Principle over rules.

Some traits of reactive people:

- They expect a good future without planning it. They 'invest' in lotteries expecting that they are going to win because they believe they deserve to win and for no other reason.
- They complain rather than improve because they see the world as attacking them.
- They think that they have a right to money because they deserve it not because they have worked for it.
- They don't have initiative and plan beyond the week and they will let situations have control. They make quick decisions and want to quickly address things, finding themselves constantly playing catch-up, focusing on problems and the past.

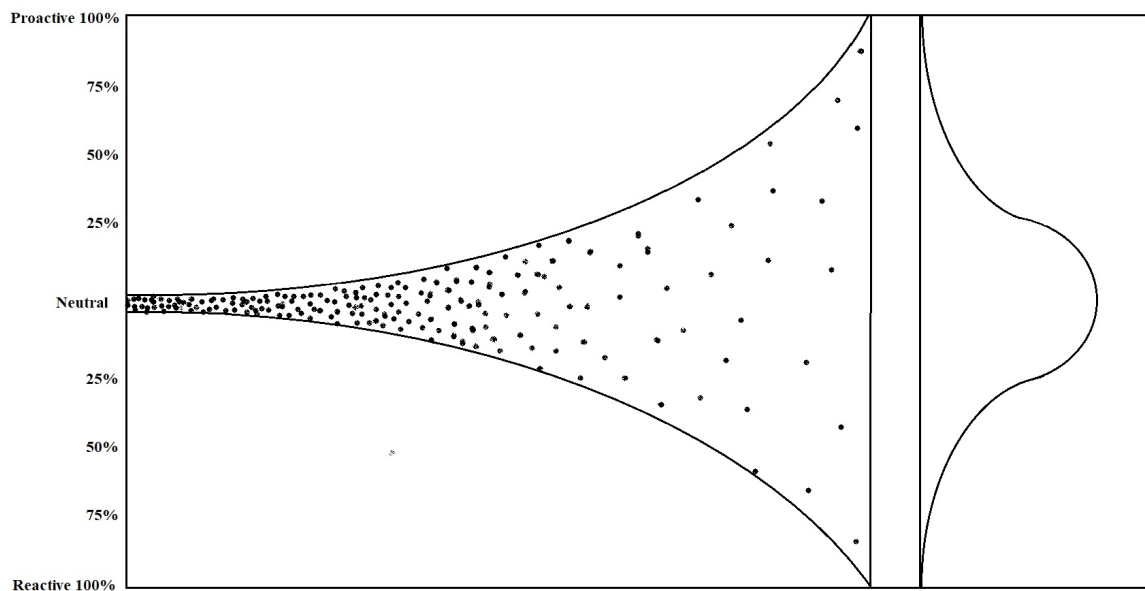
- They will blame often and can be over-defensive.
- They seek handouts and have poor financial control
- They usually do no more than what they must.
- They are subject to the environment and feel
- They are more likely to be selfish, left wing supporters who are seeking their needs met who wallow in setbacks.
- In training they will tell you, and punishment is their go to method. to train and more than asking they will tell.
- They want to control and have sole power.
- And consider Rules over principle.

The upside to being reactive is that you live life as it comes and gain lots of exposure from the world. Whereas the downside of being proactive is that you will have less free time initially.

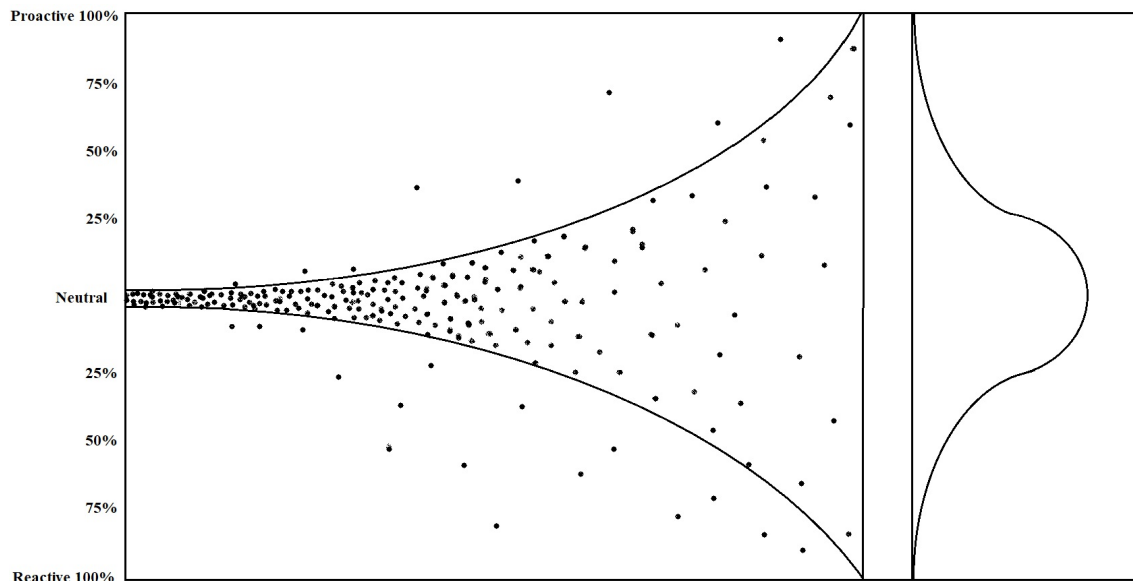
3.3.1 Trumpet and Hat

Most babies are born pretty much similar with a neutral disposition where they have no outlook towards life, you will in some cases find a slight tendency towards a particular nature, some babies cry less than others and some babies get upset easier than others.

So the dots in this first diagram represent average people at their current stage of life (age is not represented here as we all live to different ages) the left thin side of “the trumpet” (the part with all those dots) has more as there are many more children in this world than adults and even less elderly the dots thin out. It is my belief that through childhood we do not tend to reach the extremes of proactivity or reactivity.

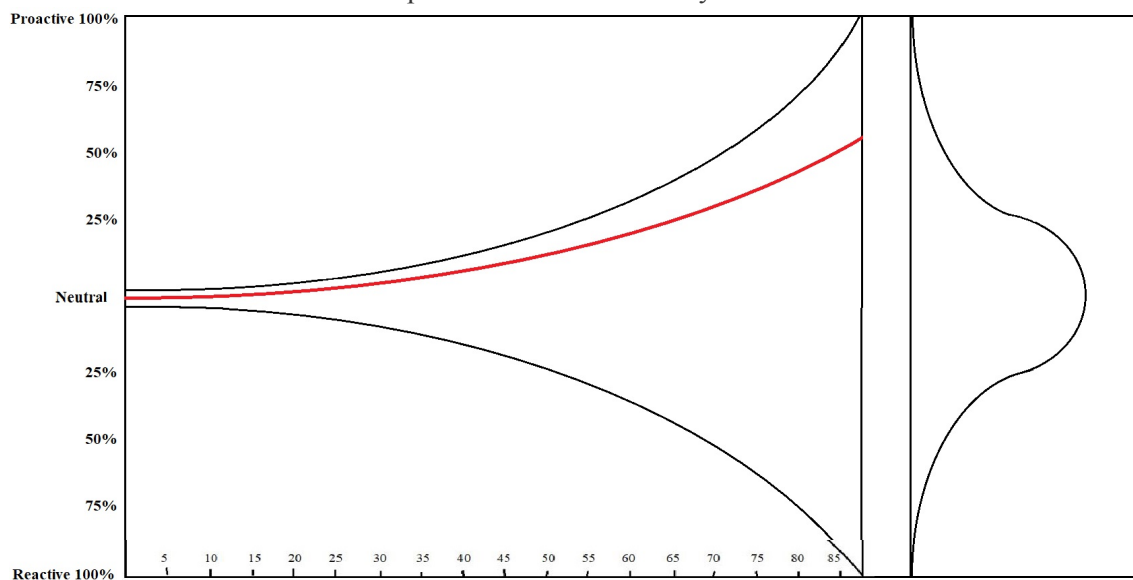


The second diagram includes those outside the norm. There are far fewer outside the standard curves and of them, there are a few more on the reactive side.

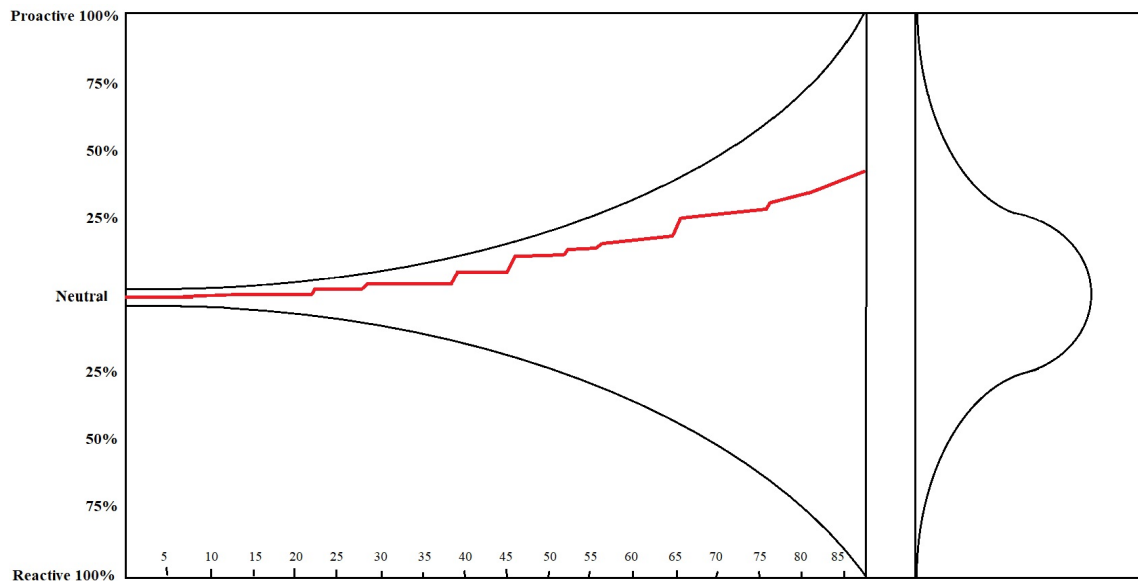


If we look at those extremes (and so extreme I'll look at reactive murderers). Even as teenagers, how many mass murderers do we find and what kind are they? They are the single event killers when they are young, because they seek revenge for their problems (extremely reactive). The older they get from those teen years, the more likely a change to action or a decision they can't kill so they think of it less but those extremes exist and are more likely to be out of the norm as they age.

As we go through life, we are influenced by that which is around us and interacting with us. We begin a slight shift up or down proactive or reactive. The next diagram represents the life of an individual who lives to 88 so it is based on a particular timeline of 88 years.

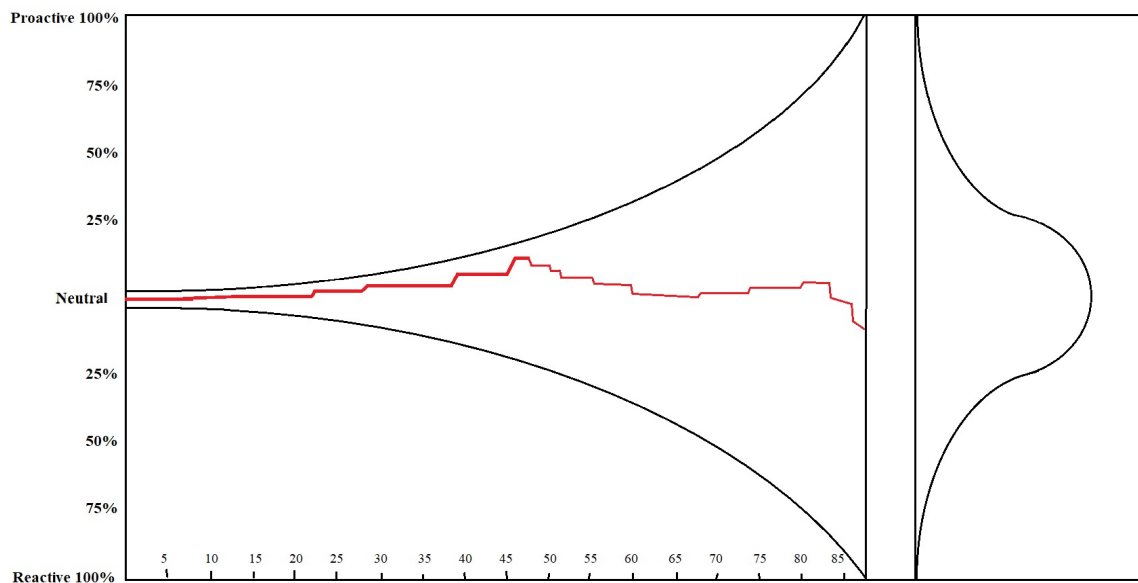


The path to proactivity or reactivity is not a smooth curve. It's usually event orientated. So, it is staggered as below.

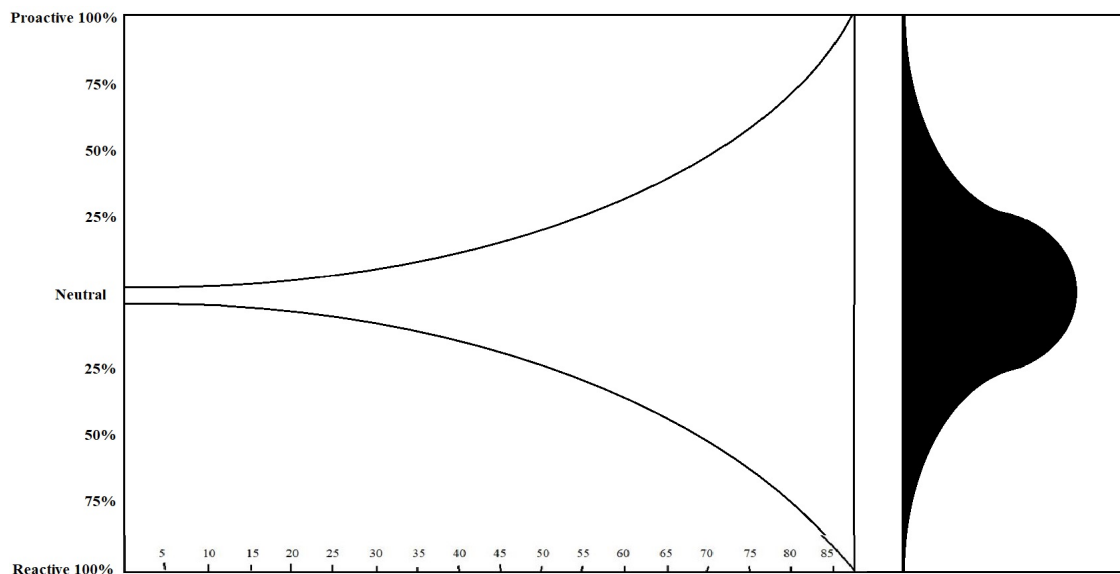


It's far more likely that reactive people will change their life direction and become proactive than proactive people becoming reactive. Less likely again is the person who changes two or three times in their life. Because each step reinforces that direction, we become even more committed to that resolve and change of direction is even less likely (For average people every discussion - positive or negative, tends to reinforce their beliefs). They will magnetically draw others like them supporting the trend and they will set things up to reinforce the trend consciously or subconsciously. Therefore, most people are like the model above.

However, our paths may change by choice or by a reaction to events. Let's say at the age of forty-nine, this person faced an event that changed their outlook from proactive growth to reactive and because of that and all the subsequent minor changes we make at those times, they began a path to more reactivity. And at seventy-one, they realise life has gone south and make a few changes to get back on track. They also face a new negating situation at eighty-four because they are now on a totally different path as to where they may have gone in the above diagram, so their path may look as below.



The hat represents the total of humanity and their disposition most of us are in the middle, a little proactive or reactive as below



The trumpet and hat is my concept relating to the progression of proactivity and reactivity; I have no data to back this up yet. Although you can seek to climb to the beneficial peak of your life or get dragged down in the selfishness spiral. The amount events affect things is further affected by other things such as personality or beliefs.

3 cont....

Have *helicopter vision*. Mentally raise yourself above your situation, see it entirely.

"Blame is for god and young children" - Papillion

Men are disturbed not by things that happen, but by their opinion of the things that happened. - Epictetus

"The greatest cause of ulcers is mountain climbing over mole hills" Psycho Cybernetics - Maxwell Maltz

Just about everything can frustrate you. Why let it, choose to be above the frustration and create an efficient plan to win. The bigger the thing, the harder to get over, the longer it takes, but you can reduce the time to get over it by 90-95 per cent. Just choose to get over it, even better; push through it.

Everything has its limit-iron ore cannot be educated into gold. - Mark Twain

A lofty challenge may be considered due to a person's high Self-Image/Esteem, but it may be beyond belief alone, too difficult; a small person simply can't play ruck man (a role in Australian rules football that requires a very tall person).

You get enough attacks from others, don't attack yourself. First, fix how you see yourself and know thyself, wholly, not just positives or negatives. Self-confidence, self-acceptance, self-image, and self-esteem are choices. Though they are often based on experience; they are still choices. Fix your attitude, be important, roles may offer some importance but a personal sense of importance is required beforehand to gain them. Even introverts can excel in whatever they do.

Those with low self-esteem overreact to minor things they picture as threats to their ego or self-esteem, so others must be wary, to not offend in some minor way. To a confident person, the same

thing would be of no concern. Even an average person would brush it off quickly. Feeling inferior is a choice, have positive self-talk.

Don't be afraid to ask. Getting a no is better than already having a No by default. Use a No to strengthen your resolve. More NOs are closer to a YES.

GIGO – Garbage in Garbage Out. If you mentally consume garbage, you will produce garbage. The reverse has the same acronym. Good in Good Out,

Don't have a Loser's limp. No Excuses. Don't give yourself any reason to fail! Don't backstab. No turning back or even reminiscing. Think, improve your actions.

We are all manipulated and we all manipulate. A promise is as good as, how important it is, to the one who made it. Many people who make promises don't consider them important enough to keep them.

In the winter Olympics of 1988, there were quite a few historically memorable moments. Firstly, we have the flying Finn, the youngest world champion ever who was setting Olympic records in the ski jump. In bobsledding, there were the Jamaicans, the only team to come from anywhere in the world that had never seen snow. And finally, Eddie the eagle who came from an all-but snow free country, and had only begun ski jumping less than one year earlier. No Britain had ever competed in the 90m ski jump before, landing a jump of any distance would make him the British record holder. Most of his training was done on a 40-meter ramp until he met a coach who trained him up to the 70-meter ramp successfully. He sought to enter the Olympics to do the 70-m jump After landing a Jump off about 60-m off the 70-meter ramp (British record) (the flying Finn landed over 114-meters in that jump setting a world record). Eddie automatically qualified for the 90-meter jump which he had never even tried before. He made the jump. A second British record. In deciding to go for the 90-meters he told the media that he did not mind coming last at all, it was having a go whole-heartedly that mattered. Who do we remember? Eddie the Eagle!

No halfhearted attempts! Sometimes you know it's a halfhearted attempt before you try, just don't. Other times you don't realise the lack of commitment until after the failure. I looked back at the commitment I assigned to things in my life and found this truth. While lacking commitment isn't the only cause of failure it is the most common and it catalyzes other issues. Make sure you are fully committed by

1. Assess its value and likelihood (I explain more on this later)
2. Plan, commit time, put major effort in, make public declarations, anything to give you a reason to maintain & reinforce that initial commitment.

When you re-assess the perb will have changed, as you have reduced the effort required and the realisation that the achievement is underway will enhance (feelings) the reward. You will need to tell yourself why you're doing it when you notice yourself slacken off, especially in long term projects. When you do, also think of the cost paid to this stage, how little there is to go (probably less than what you've put in already and if not, then it's the cost you've paid anyway), reward that effort with commitment.

What is governance? A Ship's captain doesn't steer; the helmsman does, he doesn't control the engines; the engineers do. He doesn't prepare food; the cook does. Nor does he take care of the passengers the stewards do; they are each in control of their charge. The captain has superior control; he gives orders to them all, he governs.

You oversee your life, you govern it. Do you choose to seek immediate personal benefit? Do you seek others to give but not teach you (to really help)? Do you fail to attend to those and other issues

yourself before they come up? If so, problems will just increase as you will increase the trouble. Choose to turn around, first set yourself up, then improve other things.

If you know me, you have heard my personal salutation, "Govern Well". I seek to remind people by that salutation that they need to realise where they're going and where they'd like to go, to be in control, in doing so, to seek the wisdom and to have the discipline to get there. To do those things is to govern well. It's like saying take care but goes one step further to imply 'be aware, then take care'.
I want you to govern your life well.

Common Causes Of Failure

Lack of purpose, ambition, self-discipline, decisiveness, or money. An unfavourable childhood, procrastination, minimal persistence, wanting something for nothing or a gamble, fear including criticism, problematic associates/cooperation, intolerance, ego, guessing, excuses. Resentment, poor health, or budgeting.

Task - Write anything you have now identified as requiring a change.

Chapter 4 - Know Your Thoughts

"Thought is required for wealth or poverty, which way do you think" - napoleon hill

"You are obtaining your subconscious goals now!": Psycho Cybernetics - Maxwell Maltz

Almost nothing happens without belief. When you believe; possibilities become unlocked and what you lack becomes accessible. Belief creates opportunity. Improvement by nature is a positive form of change, so change.

An unknown poet

"I bargained with Life for a penny, and Life would pay no more,

However, I begged at evening when I counted my scanty store.

"For Life is a just employer, He gives you what you ask,

But once you have set the wages, why, you must bear the task

"I worked for a menial's hire, only to learn, dismayed,

That any wage I had asked of Life, Life would have willingly paid." From Think and grow rich -

Napoleon Hill

"There are no limitations to the mind except those we Acknowledge" Think and grow rich - Napoleon Hill

"Small trials help us cope with major tribulations." I've forgotten where that came from.

Defeat can be a stepping stone therefore find the good side of the situation and salvage from it. Overcoming problems makes it easier to do so in the future. Failure and withdrawal increase the chance of future failures.

Inspiration comes when you are open to it.

Choose to imagine a new improved self-belief system. It must be based on truth, so the subconscious doesn't reject it.

"Whatever the mind of man can conceive and believe it can achieve" - napoleon hill

Now that's not to imply that we can achieve any conception we believe, but I say upon that; We can't achieve anything unless we first conceive and believe (that which can be achieved).

The bigger the task the more we tend to delay it, which tends to build issues. They explode at the deadline, Bang! Successful people; plan, schedule & have contingency plans. It's bump, bump, bump, till they get through.

We avoid many things, some of which are sensible to do so. I avoid crossing a white line on a road when there's oncoming traffic. It's simply something you must avoid if you want to live. What I consider avoidance behaviour. However, is a person avoiding things that may be good for them or avoiding the process which will take them to where they want to be.

Avoidance behaviour comes from fear. I had massive fears which I am still overcoming and have been overcoming my whole life. Avoidance behaviour is how you can see the physical manifestation of those fears. I must push through those fears as my anxiety, like anyone, still grows before meeting people and presenting things. However, the more you face fear, the more control you have over it. Fear is like a big dog. You can train it to be more placid, but it's still there. Fear of the unknown however is irrational; don't fear what you don't even know exists. Deference is the same, as it is partial avoidance. It is by far better to face and deal with issues and people than avoid them.

The more you face fears, the more you do them, the more compressed the fear becomes, like a sponge, you can squeeze it until it's very small. In some cases, a fear such as falling, after being faced by sky-diving, has become a joy (With minimal fear deep within).

It's a simple choice you must make. Commit to overcoming your fears and most of the job is then done.

1. Why be afraid of something with an unknown outcome e.g. Why were Queenslanders afraid of covid-19 even after the borders were up and we were in an all but covid safe environment. They were needlessly afraid of an unknown, unlikely future possibility.

2. If you know the outcome and it's statistically unlikely to be a problem, ignore the fear entirely and act like a champion. Focus fully on the likely positive outcome and if those fears of unlikely events pop up, then mentally concentrate to return that focus again onto that positive outcome. (The brain draws to your focus)

3. Once you've been successful, remind yourself how silly the fear was as your success has shown. The fear will diminish somewhat, each time you overcome it and perform successfully in a way that opposes it. If you go long periods without that reinforcement that fear will regrow again slightly to moderately but not to the level it originally was.

4. If you do fail there are then two ways to deal with it

You can crawl back into your shell as you're seeing it as a confirmation of your own self as being a failure.

Or you can use that failure statistically and realise that on the next opportunity you are more likely to succeed and hopefully you've also discovered and applied any adjustments needed in your approach. As you see it as really being, a successful learning opportunity that will sponsor future success. If your offer is likely to get a Yes 10% of the time, then each no is getting you 10% closer to that probable yes.

I greatly dislike spiders; we need them & I'm not afraid of them. I happily pick up safe spiders like huntsmen and move them when needed, but I won't touch a redback.

Why be even concerned about those which won't and even can't hurt you? I don't like them as I used to ride my bike down the driveway at night & getting to the other end with an unknown (poisonous?) spider or two on your face (full face helmets were expensive in the 80s) & webs all over you is frustrating and caused anxiety for me. I was willing to ride through them though I was not afraid; I just hated them.

In some cases, we must first recognise that it is fear; such as those people who say persuasion is wrong because "I don't like pushing people or even asking people". If you're opening your mouth to speak, you're attempting to persuade people to believe you. Other than a simple declaration of fact; such a response of "it's 42 degrees". After the question "do you know what temperature it is?" Of course, the question itself includes persuasion, as they are attempting to persuade the other to respond. I find that when I probe, these people let me know that they have a fear of being seen as a bad, pushy person. As we know the most successful persuasion does not come from pushing but rather by tempting.

I believe these people do not see that they can promote things as a temptation to others. They have past issues clouding their understanding. Persuasion is not a bad thing, it's a good thing we need it like a government; to govern our country is not a bad thing we need it. The potential bad thing however is; how you do it. If your governance is based on strict control, it will be a bad thing.

Persuasion is not a bad thing. Society needs it to exist. The question is what is the promoter doing to persuade? If that persuasion is by force, it of course is bad and by temptation, giving people what they want, can only be good.

How many purposes of communication merely give information without any expectation of good tidings {qs, as, statements, declarations, requests, introductions, and more}

How many of those can come without thought of response whatsoever? And of those that can come without any concern to the response? I think what we will then find is that less than 5% of communication has no concern or persuasion of any kind whatsoever.

Don't think of failures, assess them, and move on quickly. Only dwell on success. Be flexible to change, embrace it. Both positive and negative feedback assist correction. To abandon the achievable or produce a mediocre effort are the only reasons for shame.

"If responding and reacting to negative feedback does not take us further down the road to our own goal - or serve our ends, then there is no need to respond at all. And, if response of any kind gets us off course, or works against us - then no response is the appropriate response." Psycho Cybernetics

"God grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference." - Reinhold Niebuhr

The quote above is a prayer. Whether you believe in a god or not, the principle is relevant. Know what you can and can't change and act on that which you ought. You have total control over your thoughts; your destiny is shaped by them. First, you must believe in yourself, constructively assess yourself. Consider your mental and physical assets, and then use them to embellish your life, be aware of your moods, remove any unfounded negativity.

Those people who have little control in life have failed firstly to control their minds. Be responsible for all you do, no matter what the stimuli. Visualise your future often (the steps more than the outcome). All professional golfers visualise before every shot. They visualise what they are about to do and not what they want to do. They see the shot not holding up the winners' cup.

Don't be conventional, be investigational, if you discover a fact, delve further. "What is the context?", ask yourself daily. "How can I do better?" and set the steps to reach my objectives to assure my progress.

Your fixation guides your outlook; it sets your values or philosophy, perception, and your comprehension. It controls your direction in life. It encompasses opinion, discrimination, and decision-making; which is the basis of your self-esteem, emotional fortitude, resilience, and the power to act. It gives you the capability to prevail over poor habits and develop superior ones. It's the downfall of the weak and a pedestal for the wise. Choose to beat depression as soon as it appears: take a break, do something to get your mind off it (unless it requires immediate attention), return to your prime objective. It's been proven you can control craving by choosing to shift focus; likewise, you can control other drives such as depression and motivation.

"There is plenty for everybody, if you believe so, or little if you believe that." (source?)

I used to be afraid of asking others too (guilt or rejection fear). I don't equate it to a dislike of persuasion (how to persuade without feeling guilty). Simply, don't persuade by enforcement, the best proposition is bait/temptation.

*** Please note from this point, you will occasionally find a few small pieces of missing information. Like the list below (I will add to it when I get the chance *If you like, you could offer suggestions). You will find a couple of missing diagrams and other small pieces of information. Please remember this work will continue to grow even beyond my life. In my view, it will never be finished.

Some things that we want to express to anyone who will listen

1. Our latest achievements, our pride
2. ***again, to complete

The Three Tools For Fishermen

The primal (Nets & spears) for attacking.

In our case pressuring or attempting to force others into compliance.

The angler or potter (fishing lines or crab pots) for Luring.

Focusing on what they want, attracts them to you. So, luring with what matters to them is important. Also, like the primal; this method is primarily for your benefit.

The relocater (Moving sharks to protect both them and us).

Many places of this world have successful relocation programs for sharks, to keep them away from bathers in a safe manner, as drum lines and nets kill them (Tagging has shown that relocated sharks don't return to that area). This protects both the bathers and the shark, as it is saved from the other potential (nets or drumlines). The re-locator acts in a beneficial way for both parties. If I'm not convinced that an offer is beneficial for the prospect, then I would choose to not promote it. Only offer that which you would want yourself.

"The greatest mistake a man can make is to be afraid of making one" - Elbert Hubbard

"Imagination is more powerful than reality" – Albert Einstein

"Life is too short to be too little" – Benjamin Disraeli

Sometimes second best is good enough. I was quite happy to be second or third best (of 12) as an OPC, in other words touting. As I was making 140-150% of the average wage.

Also, people do remember second best, sometimes they may even remember the worst more favourably than the best. Remember: To Eddie the Eagle (1988 winter Olympics), success was to become the British record holder, merely by landing a single jump of any distance and coming last in the event, as any successful distance was a British record.

Aspire for billions and you might find that millions will do. Whether financially, politically, philosophically or any other area that numbers count. Some people are quite happy to retire early on an average income. Which is fine because it is attaining happiness that matters. All those other hot buttons are merely the things that measure and assist you to that happiness. They are more likely to be happier than the person with half a billion dollars desperately trying to make the billionaire club, yet struggling to even keep their half billion. Without the right mindset, you go nowhere.

Pick-up specialists are rarely committed to the sexiest person in the club. They may try them first, but will often go home with the third or fourth out of a room of say forty. Some may even fail on certain nights, but the prime key to their success is knowing that if they keep asking and eventually, they will get a yes. The more you ask, the more you get. In some cases, the less you are God of your universe the more the universe can assist you sooner, in my experience at least.

What you do between stimulus and response is what matters most.

We all go through a similar process in making decisions; I have created a formula to explain it.

If we have a vision or something to consider, we weigh the cost and benefits, the Perceived Effort/Reward Balance (PERB) or what I call the equation of motivation (can I do it? What do I need to do it?)

4.1 The Equation of Motivation

$$\frac{pV+/-W+/- B}{(rK+L\$+OE)} = pR.$$

$$pR/pE = M \text{ (<1 positive, >1 negative)}$$

pV – perceived Value,

W – Want,

B – Belief (can I do this- then why should I? And the risks and/or fears involved),

pR - perceived Reward

rK – required Knowledge,

L\$ – Launch cost,

OE – Ongoing Expense,

pE -perceived Effort,

M – Motivation

Perceived value plus or minus want, plus or minus belief (can I, should I, including the risks and or fears involved) = perceived reward. required knowledge + launch costs + ongoing expense = perceived expense.

Perceived reward over perceived expense equals motivation where a result above one is positive and a result below one is negative.

This is a concept, more so than a practical formula, so you can get an idea of the things to think about when assessing reward vs effort.

If I was to use it in a practical sense it might look something like this. I will use my motivation in achieving this book for you.

Perceived value- I consider this massive, more so in the numbers of people, I hope to help it also assist in finance, I'm going to give that a percentage let's say 80%.

Want- My desire for this is above all it is the most important thing I can do; I have 100% want.

Belief- I know I can do this, I know I should do this, it does bring an incredibly small amount of risk and anxiety let's call that 95%.

Weighing those three I'm going to say it's about a 92% average.

Required knowledge- I have all the knowledge required for the book and its prime marketing though as I have not used Facebook before and I know that it is the world's primary marketplace I will require knowledge. Let's go all that is a 10% requirement

Launch cost- Instead of percentage this will require an actual number in my case the launch cost will be minimal as I believe by the time I have spent a few thousand dollars, I should be gaining a return. We can't have this equation half in percentages and half in actual numbers as it will not work so in this case. I will convert actual numbers to percentages, wherein in other circumstances you may find it easier to convert everything into actual numbers. I can do this, in this case, as a few thousand dollars is a few weeks of my time and as I have spent many years on this already a few weeks is nothing 1%.

On-going expense- In my case, this is also minimal. I have expenses for the website and more, and I am paying people to help me work on different aspects of this, maybe a few hundred dollars a week at first, up to a few thousand when it is popular. By the way it is a very minor thing, let's call it 5% influence.

Perceived effort: I knew before taking this on that it would take years of my life. When you're talking years in a person's life, it is a big thing, however for me. I consider it a small effort especially for the value that it will bring to the world and the amount of life that I have wasted. I'll give that an effort of 14% just to round this side of the equation up.

So, I have a reward of 95% over an effort of 20%. $95/20$ when converted back to an actual number that would be $9.5/2$ or $4.75/1$ so it ranks it as 4.75.

Any number above 1 is valid (worth doing). One itself is a coin flip and if it's a fraction of one then it's not worth doing the higher it is above one the more value it has. You could say a two is worth twice as much as a one and a 4.75 means to me that it has at least 4.75 times the value of doing anything else.

You may not want to use it as an equation however when it comes to assessing your motivation for something, remember to think about all these areas.

The price is a reference; it's the perceived value that induces decision.

Even simple things with a single answer can be answered in multiple ways, $1 + 1 = 2$. But it also equals one as the two are now one group (1 bunch of apples + 1 Bunch of apples = 1 (bigger) bunch of apples, with innate things $1+1=2$, excepting intelligent involvement (one match plus 1 match = 2

matches, unless those matches have been altered by intelligence (slice a third of each and glue them you have 3, don't glue them and you have 4), with living things if the one and one are male and female then one plus one may equal 3 or more. 1 dog + 1 dog = 2 dogs and a litter of puppies. Living things have an exponential factor for growth.

Count the cost for those changes and apply the PERB to it.

- What is your current view of yourself?
- Do you need to adapt your self-perception?

“life will keep throwing more of such questions your way. So be prepared to find answers to them. It will become easier to answer those surprise questions of life when you get clarity of thoughts by answering the questions above.” Himani Sharma

4.2 Problem solving

It depends on the task you are required to solve. If it's social, get help and discuss the outcomes. If it's mathematical, get help if you are allowed (in an exam you can't, so it's up to what you know). Is there a time frame etc? These kinds of questions need to be more specific.

The steps to solve problems, issues, or even a series of problems (generally)

Here is a good example:

1. Understand the problem and cause. (Making sure there is a problem that needs to be solved and you are the person to do it and can solve it). If the problem is similar to a problem you have solved previously, then attempt to solve it that way or an adapted version of that approach.
2. Know the expected answer or desired result and be objective. As a whole even better seek mentors.
3. Analyse it and consider how everything fits together. Break the problem down into its smallest parts or processes while looking for options and processes to solve it, and identifying the resources (time, effort, resources, money) required. Set measurements.
4. Create a plan. The best approach is often important but easy, then important but difficult, followed by unimportant but easy. And if time allows it is unimportant and difficult. Again, assess probability (this time for each step).
5. Then solve each individually, monitoring progress (find others to do as much as possible).
6. Evaluation. Was it solved correctly? Would another solution have been better?
7. Create Improvements (adjust the plan)
8. Trial those improvements. Revolve through steps six to eight.

If you can't do it all, maybe do all you can.

Fear! Overcome it and everything else that holds you back from a wonderful, triumphant future.

Chapter 5 - Know Discipline

Once you have chosen a purpose it requires planning and discipline (perseverance) to get there.

I will discuss this point first because; without discipline, no plan you have matters, as it is highly unlikely to come to fruition, and without a plan any discipline you have gives little benefit.

On 4/4/21 I looked back on the issues I'd faced over the previous few months, with many setbacks and dealing with the potential depression etc. The setbacks became a rollercoaster as they came relentlessly and I learnt, even more, to treat them as only concerns to me, no longer walls (How I viewed the things that stopped me in the past). I will push through them or go around, but I will not stop. It became a rollercoaster, the ups and downs don't stop, so you might as well enjoy the whole ride. You can do so if you look at those downs as a positive experience where you have learnt. By pushing through them or going around them, you have also learnt to improve your life so the negative issues then build a positive view. This I have learnt most since starting on the public launch.

"What lies behind us and what lies before us are tiny matters compared to what lies within us". - Oliver Wendell Holmes

Caution vs speed and effectiveness (a 5-point turn vs a 3-point turn in a car; The five-point turn takes longer but is safer for most people). You are best to consider caution vs speed.

Reap by what you put in. You may not get what you sew exactly but your return is likely to:

A. Be related to what you sew and

B. Also varies by other direct factors. How you sewed, when, where, and lesser factors that may even be more pertinent. For example: the previous history

1. Did it work before and

2. Can, repeats of the same (by other people etc), change results? for example: asking, asking, and asking again; they might say yes, a few times at first. But may get tired of you asking and then eventually start saying no.

In some situations when you need an answer, be the answer (look to others less, trust yourself). *Recurring thought, positive or negative, true or false, is eventually assumed true. Thought becomes action, then habit, then character and finally becomes destiny. Your habits and disciplines decide your future.* (another lost source)

"We are not creatures of circumstance; we are creators of circumstance" – Benjamin Disraeli

"The same Chinese character is used for both crisis and opportunity": - Vicky Bennet

Trouble Catalyses Resolve (desire somewhat also). It improves results if you focus, learn and advance. *Luck is usually; preparation for opportunity.* Your Confidence level is a major factor for success. Your resolve (your determination to achieve your purpose) and self-beliefs then sponsor or cap the potential outcome. No plan equals no outcome (as you have no rudder).

Fear driven people lack resolve. "You Can't Fail if you don't try". They forget that you can't win if you don't try. They, therefore, fail by default. The prime choice is to do or not to do before even considering a choice of potentially what to do. Why even dream of doing one thing or another in your life if you have not chosen first to be a person that has resolve.

Discipline is a choice but it is against our nature; (Like going into solitude. It requires a reason as the nature of human beings is to remain social). Human beings also tend to think of the now instead of the future in their nature and planning like solitude requires a catalyst.

Help Required Vs Support Given

The more help you need the less help you will get for multiple reasons. However, in my case, if someone doing well needs a little help they are a certain priority over someone doing nothing and needs a lot of help.

The process used for personal development is like the genetic alteration of corn. We need to take something that has potential (even if it may not be very good) and develop it by reinforcement (as The Mesoamericans would only replant the best to continue that developmental process. They developed corn from grass seed not knowing the result or seeking that particular result but sponsoring its change into something more desirable to them.)

Your comfort zone grows proportionally when you take reasonable chances and shrinks likewise when you cower. Success then causes even greater growth, where failure often causes a little shrinkage, though it may even cause a little growth with the realisation that most things fail on the first attempt. So, with failure a little comfort zone shrinkage is possible, but with cowering, far more comfort zone shrinkage can be assured.

Nearly 80% of people have optimism bias. We often ignore negative possibilities and focus on positive possibilities. We seem to jump towards the positive possibilities. We even ignore negative probabilities and chase miniscule positive possibilities such as in Buying lottery tickets.

Most people have the; “it won't happen to me” attitude with risk and health chance etcetera.

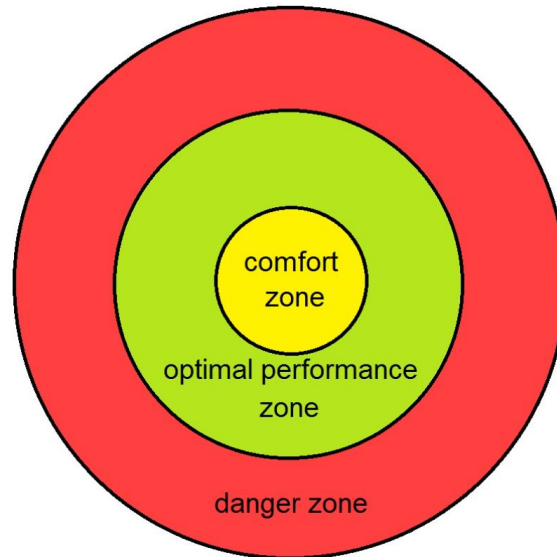
5.1 My new Comfort Zone Theory

Firstly, when I searched comfort zone in Google, I saw an images like this (figure 1):



So, within your comfort zone are the things that you are comfortable with and your fear zone is beyond Comfort, then in my mind, there must be a missing zone. A zone of discomfort, which I call the pressure zone. and I also considered that there must be a zone beyond fear which is the unknown zone (learning and growth are in the pressure zone which is also within fear) because there is usually still fear leftover that is still unconquered.

I then consider the model below (figure 2), as found on Wikipedia:
https://en.wikipedia.org/wiki/Comfort_zone



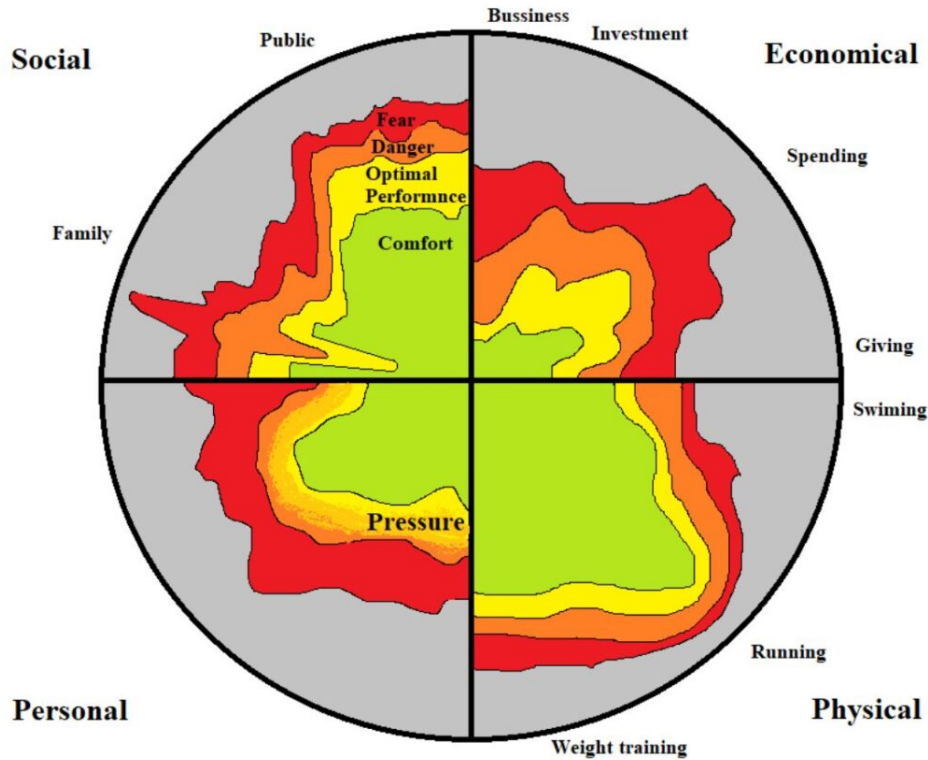
Wikipedia includes this:

White (2009) refers to the "optimal performance zone", in which performance can be enhanced by some amount of stress.

Yerkes (1907) who reported, "Anxiety improves performance until a certain optimum level of arousal has been reached. Beyond that point, performance deteriorates as higher levels of anxiety are attained."(5) Beyond the optimum performance zone, lies the "danger zone" in which performance declines rapidly under the influence of greater anxiety.

My model of the comfort zone and beyond (Figure 3, below).

We have that which we are comfortable, capable, and confident with the green zone (the comfort zone as below).



Note: Also, it is missing the fact that there are some things where we have zones that can meet (have no discomfort or fear and in some cases no comfort).

Outside that we have that which we are not comfortable with but not afraid of, including things we are quite capable of. As I type this, I am concerned about my wording (I'm stressed right now *I'm delivering a new concept **How will people take it? am I clear enough?). I am the most capable person to deliver this information as nobody else has mentioned it (that I can find), and I'm moderately confident people will understand. But I am not comfortable, I'm in the yellow to orange pressure zone (this zone includes both the optimal performance zone and or the danger zone).

The pressure zone incorporates both the "optimal performance zone" and anxiety "the danger Zone" as they like "learning" and "growth" are different levels of pressure in a person's life. (In my diagram above, I have the "optimal performance zone" and anxiety "the danger Zone", marked in three quadrants (Social, Economic and Physical, though to give you a better understanding of these, I have used the Personal Zone to show how these are incorporated). It is a zone that blends the two and more so is a shade from yellow to orange.

Then we have the red fear zone; the zone that many people are thinking of when they talk about "stepping out of the comfort zone". Some may say "get out of your comfort zone to overcome fear", but I can only see that you will have to go through your pressure zone to do that. Fear is a desire for safety that can limit our growth and performance. The fear zone is that which is somewhat known (what the fear is about) yet it regards the unknown, untested aspects of things we know.

Beyond fear we have the complete unknown; as in general, we are not afraid of the things we know nothing of. Are you afraid of the pen mic method? No, you don't know what it is, so there is no fear. I have merely left it as a grey zone.

We have different comfort, pressure, fear, and ignorance levels with all things. To keep it simple, I have only used four major categories though there are more and many subcategories (I've only thrown in a few).

In this example (above) I'm using an imaginary sports professional.

In the physical zone, they are very comfortable, especially with running, their comfort levels are high here, they have smaller optimal performance, danger, and fear ranges, and they know most of what is to be known about running. This athlete is also quite social, more so with the public than their family and in this case, they know a secret about another family member who's unaware of their knowledge, hence the spike in fear with increased pressure and lack of comfort at the same point. Economically they're not comfortable with business, fear starting one and they know very little of business, they do invest with less fear. They are quite happy to spend money but also worry about where they will get money after their career is over. They're basically comfortable with themselves, but not in all areas. So, their comfort zone model would look something like that above.

Having said that, I personally seek to reduce my discomfort zone, my fear zone, and my knowledge of the unknown. I don't want to step out or get out of my comfort zone. I want to increase my comfort zone so that I can be more comfortable doing all those things that I do constantly within my pressure zone. I want to deliver these things for you comfortably without having the discomfort of how it may appear to you. I am currently outside it.

If you however are inside your comfort zone with things like budgeting and know you need to make changes. Yes, step out, in doing so you are pulling that part of your comfort zone out. You will be in the pressure zone or maybe the fear zone. Eg. If you realise you've paid far more for insurance on your car than what the car cost and realise had you saved it instead you'd have more than your car's purchase price in the bank and still own the car. You could buy a newer car and sell the old one to kick off your own self-insurance fund. In this case, when deciding; you have stepped all the way through the pressure zone, to fear (if you are truly afraid of an accident even though you may haven't been in one in 10 or 20 years). You are in the fear zone as you contemplate it and you leave it when you make the choice to do it or not.

Having decided if it was a fearful one:

At the moment you make the decision to act on the fear, the decision alone means you are now at least comfortable enough to do it (it's no longer a fear but something you are extremely uncomfortable with, you may still be afraid of its risks but you're no longer afraid to try.). Because it is still uncomfortable, your pressure zone has grown. You're incorporating that fear into the pressure zone.

This is also why I see learning and growth as happening mostly in the pressure zone, so they can never be outside the fear zone.

If you wish to take on your fears, it is best to do so gradually. By slowly increasing your exposure to that thing, you will overcome it!

If you choose to step back into your pressure or comfort zones by deciding not to do it, all your fear is still there. If anything, your reconfirmation of your fear by choosing not to act is likely to increase your fear zone in that area. In taking actions outside your comfort zone, your comfort zone will increase a little regarding that thing (until such time as it becomes comfortable) which is your goal, isn't it?

As most of our lives are not dealing with major life change issues, my goal is to increase my pressure zone (into the fear zone), but far more; to increase my comfort zone. I don't want to spend a large amount of time even thinking of the fears I could overcome (it is still good to do so a little). I want to spend most of my time drawing my comfort zone around me to incorporate where I'm at.

My prime focus is on improving the current me instead of concerning myself with doing what I have been afraid of. As the zones change with action, some actions can make large changes quickly.

If our athlete was to tell the person that they know their secret, the spike in that area would reduce and their other zones would also change depending on the result. It may bring more peace and understanding between them where the inward spikes in comfort, optimal performance and danger would also smooth out (growing in those areas). If the result pulled them apart more, then those spikes would grow in comparison.

The model below is a cross section of my last diagram, it's looking from the horizontal rather than the vertical (with the black line representing the centre).

The blue lines in this diagram are anxiety though they are not filled to maintain the representation of the pressure zones etc.



The levels vary with every different situation like every other aspect of life. Anxiety grows in each area the further out it is.

Therefore, take each step into the things that make you anxious with care and when you have, look back and see that it wasn't as bad as you thought. Each time you do those zones change and your overall anxiety reduces.

So how does this relate to "the rut" that others talk of?

The Rut; although somewhat deserving of being within these diagrams, it's more difficult to place, so I have left it out temporarily. I see the rut as being more of a different issue that is highly related to this one.

The rut may be a small zone within the comfort zone or it can also incorporate some of the pressure zones. The rut; where you constantly do the same things that you are somewhat comfortable with, is something that we also need to work on. You can still be in a rut when you are inside the pressure zone. Yes, get out of the rut; but getting out of the rut does not necessarily mean attempting to do that which you are fearful of. You work on the rut by doing more of what you are not currently doing no matter what zone it is in.

We often smoothly progress into discomfort even with simple things in any aspect of life. Divorce isn't in our comfort zones and no one steps into divorce, it is a gradual discovery of dislikes or issues they have with the marriage and builds discomfort.

As we slide into the outer regions of discomfort and fear we drag our comfort zone behind us. It grows somewhat as we gain good results or it shrinks with rejection. In the case of divorce, a person may have enjoyed their partners' drunken antics, but over the years, found them tedious and troublesome. Something that made them happy now pushes them into the pressure zone, they then

contemplate their fears (the divorce process). Our thoughts and actions push our position in the zones and the shape of the related zones. Doing new things more so, but even in that which we do under pressure daily.

Exposure Builds Resilience If you watch a tear-jerker and cry a lot, the second time you watch you cry less, watch it enough and you will eventually watch it without crying. You have built resilience to the emotional effect of it. This applies to most things. **Exposure!**

To sum up, I believe we should be expanding our comfort zones to incorporate what we are uncomfortable with, stepping out of them, but moreso; pulling our comfort zone around us. We should be making those awkward things comfortable and do new things, but certainly focusing on improvement more than overcoming fear, unless you can see a need to change in a major way.

5.2 Body, Mind, and Spirit

My view of spirit is a little different. I see it a little like Herman's Head (the TV show where the major actors from the Simpsons came from) *Okay, go and look it up now to get an idea of what I'm about to say. The different aspects within our heads are not merely arguing with each other having different control. I see it rather as also being along the lines of the "two big dogs". Another philosophy that says; *"We have two dogs within us. Fear and Faith, it is the one we feed most that rules"*. (source?) If you mix those two concepts you get something more along the line of what I believe our spirit is in multiple forms like Herman's head and the one we feed is dominant like the two dogs. Most of the different aspects of your spirit have opposites. I believe that maybe even all of them have opposites; you can be in a spirit of fear, which then dominates your spirit, it's opposite faith, can dominate if you consciously choose to stop feeding the fear and feed faith. They are accompanied by others such as things like love and hate, anger vs the desire to reward and more. If the dominating aspect of the body is health and the mind is logic, then the spirit would be emotion and fear or faith. You permit fear or confidence to govern.

Learn and practice the skills of good self governance.

5. Cont....

'Fake it till you make it (believe, act, be). Imitate examples of confidence. Turn fear to confidence, by deliberate, relentless, fearless, increasing expressions of success.' (more forgotten sources)

"The harder I practise, the luckier I get." Gary Player.

Use your strengths and improve your weaknesses. Ignore negation. You can learn anything required to achieve. You/anyone can discover and train to succeed. Your biggest obstacle is you. Govern your emotions, they motivate or inhibit your actions. All journeys start with one step. Stagnation can only assure failure or death. Fear or excitement come before new things elation usually comes after, even if the result was neutral. Fear or worry before an event is unfounded and does no more than add stress and the possibility of a negative outcome that leads on to Fight /Flight. When faced with a threat all creatures have two options; to fight, or to take flight. What will you do?

"Doing something costs something. Doing nothing costs something. And quite often, doing nothing costs a lot more." - Ben Feldman

Don't neglect anything negative when fixing your mindset; would a doctor remove 99% of skin cancers and leave just 1% for nostalgia? Just 1% is enough to reinfect you; in either cancer or your mindset.

Focus on important things not the trivial; persist, but still experiment (a little) with your secondary possibilities, but only as time permits. Set your life course, and definite goals. Assure quiet time daily (for contemplation and memorisation etc.). Invest in yourself. Do what you are good at, practice what you are not – but be practical. It must have value to practice at all. If you are a salesperson, practice the sales skills you are not good at, don't practice golf. Spending time and effort concentrating on what you do not want is detrimental. Don't become fixated on your methods, actions, or targets. Be aware of signs that your plan may not be working; it may need adjustment or abandonment. (If you are abandoning a project the probability is that you didn't assess its true value and potential at the start). Weigh up all the aspects beforehand, is your perceived reward (pR) so far above perceived effort (pE), or did you fail with this assessment before taking on the project/issue/task?

You either influence and get things or are influenced and give them.

“Whether you think you can or think you can't, you're right” - Henry Ford.

Champions win respect but if you take on a champion as an average person, they gain nothing whereas you can gain far more respect merely for your resolve. If you play like a champion, doggedly, with determination.

Know your role before your goal.

It is useless setting a goal of making \$X without answering the prior question of how you are going to do it. Your goal is **Achieving** X, it is not having X or being X. How can you have a mansion without a plan to do it. Win it in a lottery? That is a dream, not a plan. What is the best role to have in which you can reach your goal? Planning and practice are vital, they come first or everything will probably fail. Delegate the urgent and unimportant.

The 7 Ps. *“Proper Prior Planning Prevents Piss Poor Performance.”* (source?)

Information is key in almost all things (as much and as early as possible).

I teach a different seven Ps :

1. Passion
2. Practical
3. Plan
4. Prepare
5. Promote
6. Perform
7. Persist

Have a Passion, be sure it's Practical. Plan it, Prepare for it, Promote it, Perform its actions, Persist (including improvements as you go).

In any situation, positive or negative, look for improvement; always be sure to come out with a better position than you went in with. Don't waste an opportunity to have a more positive outcome.

5.3 Success

In school 50% pass & 50% fail (basically) as it is the top results vs bottom. No matter how good or bad the results are. In real life it is not a 50/50 split as you are not taught like school, you need to discover it yourself (seek to learn). Most people don't know (or want to know) where to get that information. Unlike school, it's not handed out on a platter. Those who seem smart in school may also seem diligent. Also, in life, smart equates to success less than diligence. Success is not limited to age.

Poor people often lack the recognition of the right opportunities at the right time and the determination to utilise them to get to where they want to be in life, rich people recognise, assess and act.

Homelessness is irrelevant to proactive people in thriving cities, as they can easily plan their way out. To achieve most things it is best to be in or have at least total access with a thriving City. If the city is dying, your opportunities are dying. The simple rule is; the more people around you and the more access you have to people the easier it is to make money. However, that is only one of the rules in the science of making money. Yes, it is a rule and yes, it is a science as many people apply this science and anyone who applies it as such, increases their wealth. Then other simple rules apply in dealing with people. Being proactive in general has its own rules. All the rules to have success in life are easy to learn, simple to do and hard to desire.

Hard to desire? It's really easy to want, but wanting is not enough. It must be a compelling drive to get there. Until your want becomes a must, the result of your life is where you're heading now.

In first world countries many people start with nothing and turn it into a million-dollars in a 3-to-7-year average. If they lose it all they just do it again in a quicker time the second time round. It's easy to learn and do.

Many homeless people have been told about ways to make money that they choose not to apply. I can cite many cases of these people and they all in one way or another, fall in the category of reactive rather than proactive. In general, with reactive people, it's all about what has been done to them rather than what it is they can do themselves, to maximize their lives.

So, which are you? Reactive or proactive? Do you have the need to improve? It seems to me that 70% or more people are reactive (at least more reactive than they are proactive).

The older you get the more you think about missed opportunities in life and how little time you have left. Youth think of now, the older you get the more you think either side of now and the more likely motivated to realise opportunities.

When you consider doing things, one of the very first things to consider is: What will it take to be successful and what will it take to be very successful, then consider if doing that will maintain your interest before you start. How important is it to you? You may decide to do something boring and tiresome purely because you know it will give you a valuable outcome.

Then choose whether to do it or not and once you have begun doing something, realising that things will get in the way or cause boredom etc. choose to deal with them as much as you can before they arrive.

How to do this when boredom arises? Think of the time that you have already spent in achieving that goal and choose not to waste the time you have spent. Reminding yourself that, continuing to work on that tiresome issue will have a great result in your life. If the result is not going to be fantastic don't even bother starting in the first place. Know the outcome and the value of attaining it and remind yourself; you're not doing it to relieve boredom.

Here are the rules of achievement regardless of your desire:

Imagining your dream result will not get you there; Imagining it's complete path (planning it), from beginning to end and then acting on it will! Keep it realistic, choose a good path.

To achieve that goal, you will need to:

1. Choose your path (end goal) realise who you are where you're at what you need to change/decide where you want to go choose to do what it takes (be proactive)
2. Believe in both yourself and the project. (You must be important and the project must have massive importance) get the mindset for it - choose to do it to succeed, how motivated are you? Believe you **must** gain the results.
3. Have the determination and Boldness to do what's required (It can't be a desire it must be a need *the right mindset with a rational destination)
4. Learn the simple steps to get there (You need to be proactive)
5. Create plans to exceed what those who are successful have done.
6. Memorise the key points to be more authoritative.
7. Display Honour, Wisdom, Courage, and Discipline (you gain support from others).
8. Have the wisdom to find the knowledge required (seek advice). Seek assistance and or tools
9. Prepare the actions required (plan, practice).
10. Do the actions required. Launch (any new projects etc.) advertisements.
11. Act and absorb the initial success to become even more of the person you want to be.
12. Assess results for improvement and make changes (seek advice again) Quantify, retarget(life) Adjust (or drop *only if needed)
13. Teach what you have learnt or promote yourself.
14. Do the updated or new actions (revolve through your processes). Review, Adjust, Trial (the new adjusted version), Repeat...

Then,

Discover what else you can do to go even beyond your initial goal.

5.3.1 Leadership

To be a leader, people must want to follow you. We follow those who stand out and more so those who display certain qualities. So, you must be at the front of the queue and have people willing to follow you (the more you display the qualities of the leader the more they will wish to follow you).

My motto: Honour, Wisdom, Courage, and Discipline (as mentioned before).

These are four of the main qualities of leadership, then there are other considerations Such as other abilities which make you stand out, the most important of these are planning & promotion.

So, to do this you need to plan and promote whatever it is you wish to lead in and do that with Honour, Wisdom, Courage, and Discipline.

Leaders and Great Persuaders need self-confidence, self-control, motivation and solid decisive imaginative intricate plans - with a positive attitude, persistence, courage, and faith. They must be resilient, just, likeable, empathetic, good listeners, humble, cooperative, honest, selfless, and objective. They exceed their duties. Loyal to those above and below. They assume full responsibility, encourage rather than demand. They trust and they don't fear competitors or subordinates (undermining them), nor use fear as a control. They are paid for their authoritative, applied knowledge or ability to persuade others. Good leaders know people work harder for recognition than for money alone. They know when to go for the jugular. Leadership is empowered by consent or force. Historically forceful leadership is usually brief; Napoleon, Hitler, and many more. Tyrants have unwilling temporary followers. No one follows a weak leader very long. As the word suggests "Lead" is in front. A dictator is a better word for those who push from behind. The leader, who is not loyal to their associates, both above and below them, has unsteady leadership. A title doesn't make a leader; guiding others or attempting to, is the action of a leader. Leaders Fall when they are disorganised, selfish, hedonistic, arrogant, disloyal, or they lack imagination, fear competition, don't apply knowledge or influence, or seek domination and title

Lead, follow, or be independent. The one who has power is not always who you'd expect. Get support, *a mastermind alliance; multiple people working harmoniously toward a common goal*. Teamwork induces an exponential unavailable to individuals. When delegating the work, trust them, don't tell them how to do it unless they have never done it before, merely outline boundaries, rewards, and consequences. Relationships, businesses & many other things can also be considered to have a life, they are usually animated like a family, so in turn, can also have exponential growth.

5.3.2 Commanding great respect:

This does not require knowledge as many people who have little knowledge have gained great respect. People can gain great respect from who they are and what they do rather than their knowledge. Mother Teresa was certainly distinguished but not for her knowledge. knowledge also brings great respect however if that knowledge is not promoted then respect is not gained so it is the action of presenting that knowledge that may gain respect. So, to gain great respect you must stand out above the rest in a respectable way.

5.3.3 Being authoritative

This may also be based on knowledge. However, it again is not knowledge. authority is established by what we present and how we present it. A person may have a lot of knowledge on a subject and be an authority in that subject. Yet, if they do not promote their knowledge and authority they may not be seen as an authority. Whereas another person who has less knowledge may present their knowledge as an authority and be considered an authority and the first person is merely unknown. So even though authority is different, again it is established by how you present yourself.

Great success also distinguishes people, so what does it take for great success you must do something and have it recognised above others who do that (which again requires its promotion). knowledge is also useful here however again it is certainly not required. Usain Bolt is the most distinguished runner in the world. Does he require knowledge to do that? No, he requires personal ability and simply for the rest of the world to know of his ability that is what distinguishes him is he has great success. Having said all that, the answer becomes simpler: we are distinguished by how we promote ourselves.

If you identify a challenge that has some potential to change your life: Do you take it? How do you take it? Do you have enough knowledge about it? Are you motivated enough? Do you know how to plan its best outcome and everything you will need to do and face in the meantime?

Do the above for success, and create plans to exceed what those who are successful have done.

5.3.4 Personal Mission Statement

“That which we persist in doing becomes easier – not that the nature of the task has changed, but our ability to do has increased” – Emerson

It has been proven that when we do our best, in almost all cases we can then do a little better. You can always persist a little more.

Clearly write down a definite description (an exact outcome), of your prime aim in life (the end result), with up to three secondary goals (not contingencies).

Add this, I will never stop trying. I will develop the; self-confidence, persistence, and continuous wise action for their accomplishment.

5.4 Basic Planning

Then set a life course, and definite goals. Have a 10-year goal and break it down to annual goals, monthly goals, and where appropriate weekly goals (each to make that life goal more viable). Then starting with next week write daily and weekly goals for a month at least, two is better and three if you can, and the exact costs for it. Finally, write hourly goals for tomorrow and the rest of this week where appropriate, one word for each hour will do. Each night, find at least ten minutes to write tomorrow's goals. Start with easy steps that you can achieve. The first key is to do one thing at a time and in the practical order, although, sometimes you may find yourself doing small things out of order, that's fine and may even help in some way.

Now, Next, Nova, Never: Will it affect, Now (today, this week), Next (next week/month), Nova (new-year/a year, two or even 5 or 10 years from now), or Never.

The answer to failure is not only to try and try again, but try another way. Get help or if you are the proverbial dog barking up the wrong tree, then quit. But never make quitting a habit. As the other old proverb goes, “a quitter never wins...” Be sure you're quitting only because the original goal was a grave error. If you are constantly quitting, then your initial decisions to even start are faulty.

No "to-dos" at death, live today like; your last, your first and the first day of a better path.

You cannot improve something that you are unaware that it requires improvement. You need to recognise what requires change first then the skill to improve it and finally yet most importantly; remember that **we only change things when our desire to do so reaches its threshold.**

Sacrifice the now, your current desires and build the future. Your goals should be focused on a great eventual target rather than just what you want now. Repetition is the mother of skill.

“Good ideas and good techniques don't care who use them.” Zig Ziglar

‘If you want something done, give it to a busy man.’ ‘Don't say "yes" when you want to say "no"’ it erodes self-esteem and leads to other problems. When an outright yes or no is not required, set clear

boundaries as to what is acceptable. Also, don't make demands without consequences ("you had better not") add "or".

Always remember that people who end up with good jobs are proactive. They are; consistent, judicial and use initiative to get the job done. They proactively solve, rather than create problems. Be responsible, don't wait for others to act or provide a solution, Be Resourceful and use initiative! Persistence is developed with a definite, compelling, resolute purpose and action plan.

Life can be seen like Snakes and ladders using a dartboard instead of dice. And if you plan, practice, and do the other things required, you will hit ladders more often.

5.5 Influence and Concern

In the seven habits, Stephen Covey explained that we have a circle of influence (COI) inside what is our usually much larger circle of concern (COC). When we take control with proactive focus, the COI can grow to cover more of the COC and with reactive focus, their COI becomes smaller.

This is totally true; I'd even like to develop the idea.

I view the circles as fields of influence and concern. Our field of influence (FOI) extends far more in some areas or circumstances and less in others. Likewise, the Field of concern (FOC) varies, I believe it even fades in differing amounts on different edges (I'll expand here later). I consider the foi to be potentially boundless and likely to cross the foc in small portions (we influence others all the time even if in incredibly small ways, including "that other driver". Much happens in the world because of people who had no idea that they'd catalysed a change. Some highly influential people have few concerns because their influence is so large, though all have concerns that even they can't influence. I also believe foi probably has bubbles, such as people and things you can't influence directly but you can influence much around them. I welcome anyone who may wish to do the research ;) Lastly, I believe it grows from our first influence (getting our mothers to feed us) unless a person learns to become reactive, from which time much of it will shrink.

We influence directly and indirectly. If I get a few people to walk down a street and we change the side of the footpath that we are walking on we will directly affect those we bump into and indirectly those following us, as they will change their paths as we have changed the flow of the traffic.

Anytime we influence someone, the potential for changing those fields in either party is (usually) equivalent to the amount of influence we or our offer displays, positively or negatively and with the effects of cognitive dissonance and more.

If we are proactive, we acknowledge our need to change from within and project positive change out. If we are reactive, we are excusing ourselves by blame and more. As we think the change must start on the outside and come in, but all we are doing is absorbing negativity coming in. Change yourself to influence your environment, don't try to change your environment to benefit you. By changing yourself positively, your environment will also subsequently change by your new empowered status.

In the words of Peter Drucker and Warren Bennis

"Management is doing things right; leadership is doing the right things.

"Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall."

"Efficient management without effective leadership is, as one individual has phrased it, "like straightening deck chairs on the Titanic.""

“No management success can compensate for failure in leadership. But leadership is hard because we’re often caught in a management paradigm.” — The 7 Habits of highly effective people, Stephen Covey

When looking at a lose-lose situation the best option is obviously the one where you lose the least. Disagreement doesn't mean that the idea is bad.

“He that is good with a hammer tends to think everything is a nail.” Abraham Maslow

As you learn in life, modify the way you live to reinforce it. Schedule it in, leave yourself notes, set alarms as reminders, anything that works for you. Have a second list, the main list to work from, make it as big a list as you can. Have a space before each item so once it's complete, you can number them all in priority and reorganise your list in priority. Maybe use your list as a screensaver; anything that brings what you want should be prioritised in your life. I can't make a better life just happen for you. You need to make it important enough in life, that you compel yourself to act. If it's a big list once you're done (over 20 items) use a three to five priority system. First, choose whether you want to use; three, four or five priorities. If you use three priorities then simply number each item in its priority order if it is a high priority then give it a 1, low priority give it a 3. If working with more than three groups is better for you, then break it down using four or five priorities, whatever works for you.

At times in life, you want to rearrange the list, drop things from it and add to it. It's your life's priorities.

Ignoring these things will reduce your success in life dramatically. The more you do, the more success. Another good idea would be to Keep your lists with your workbook while you complete it.

If you haven't begun to schedule your day please begin to schedule now as the more success you want the more you would be better off sticking to your schedule. I'd like to ask you right now to add to your schedule an hour or more daily to read this workbook. As we go, I'm going to ask you to add a few other things to your schedule.

What advice will you give me to get better organized daily?

This depends on your personal situation and how organised you are as a person currently. Which brings up these questions:

- Do you have a calendar and do you work off that calendar for daily tasks?
- Do you have a schedule and work off it for hourly tasks?
- Is it a very basic schedule of one or two things two do in a day?
- If you have a lot to do daily; should you schedule different days to focus on different things?

- If you need to do a little bit of each thing every day, can you break it up into sensible blocks and then break those blocks down into steps?

However big your list of things to do, break it down into blocks and prioritise not only the blocks but what you do within each. A good approach to priorities is this: important and simple things first, important difficult things second, then important but easy things and if you have time the less important difficult things last. Also, do this considering energy, do what is most important first and less important or less urgent later in the day as you become more tired.

If your goals are significant; create a 30/60/90-day plan information on this can be found here: <https://www.indeed.com/career-advice/starting-new-job/30-60-90-day-plan>

I suggest in most things seek mentors and supporters. With dedication and the support of others, average people can achieve great things.

Here is another task for you.

Create a personal mission statement (include as many aspects as you can from personal, financial, public, social aspects).

5.6 Children and Influence (Your Influence And Their Environments)

Some people grow up in incredibly small communities of twenty to thirty people. They have a very close group of lifelong friends. While others grow up as children of those who move to new regions regularly, and they never have close friends but they have thousands of friends (acquaintances). My daughter grew up with multiple kindys which in a sense made her a little more like the later, not many close friendships, with a disciplined yet permitted childhood.

She was brought up with much freedom and also discipline using a method I prefer over “the naughty corner” which is “the laundry”. She was not even allowed to look at something interesting. She learnt to go to the laundry and shut the door behind her quietly every time that she was told to. The last time she was about thirteen. She got to play freely and relatively loudly, but if others were concerned with the noise she would be told, and she would not be told twice as she knew the consequences. I recall separating her and her two friends one time and sending them all into different rooms of the house all for 10 minutes each. She turned out well-grounded.

Teach your children well. These are some things you should always work on while imparting them lessons of life.

1. Routine
2. Memory
3. Self-esteem
4. Physical Skills
5. Anything that will help them in life (these may be out of order)

5. cont...

THE CONCEPT THAT PLANS GO AWRY

Poor plans do go awry. Good plans, however, contain within them value assessments so you know in the first place that your effort will be rewarded and contingency plans in the second place. So, if issues arise, there are plans in place to deal with them. These are simple principles of good planning. Many people plan but fail because their plans do not include those crucial elements needed for a good plan.

Is lack of resolve and or purpose, fear-driven? After all, you can't fail if you don't try. Don't forget you can't win if you don't try. And therefore, fail by default. The Prime choice is to do or not to do, which then requires planning.

5.7 Consider What to Plan i.e. Goals

Some undesirable jobs are abattoir worker, sewer cleaner and repair, police officer, prison guard, salesperson. These jobs are considered unpleasant in some way.

Some desirable jobs are the same jobs due to money, power or both. Sales should only be positive, but people fear being on commission and not getting the target income, due to

1. Being in the wrong area of the sales industry

2. Not possessing the skills to make a high income. Highly rewarded salespeople have the same traits (likeable, persistent, ABC, follow-up skills)

When it comes to sales (if you choose this rather than apply these skills elsewhere else), be in the sales industry that suits you and, in the place, it benefits most. If you want lots of small regular sales and an hourly wage; then tele-market. If you can wait a long time between sales and reap a large reward, sell property or cars maybe, but always assess your competition and location. If you are in real-estate, where you have the only agency in a town of 10 000 properties and an average price of \$500 000 each then there is far more opportunity than being in a town of 10 000 properties, an average price of \$500 000 and nine other real estate agencies. It is valuable to know precisely what is required to reach your goal. What are the figures for the industry and territory you are in, what's required to get there?

If you want an income of \$90 000 leaving \$60 000 net and your average commission is \$1000 you need 90 sales PA considering holidays, say 2 per week.

Let's assume your closing ratio is 20% you then need 10 presentations per week.

Maybe 15 appointments due to cancellations.

How many completed processes (initial scripts, followup calls) do you make, to get 15 appointments?

Let's say 80. How many cold calls are required? 200? and the number dials it takes for 200 answers?

Let's say 350. Now you know basically, what is required to make that \$90 000 income. A closing rate of 20% would be quite high for most industries.

5.7.1 SMART Goals

Let me start with the structure of a goal:

S.M.A.R.T. goals are-

Specific

Measurable

Attainable

Realistic

Timely

The purpose of SMART goals is to assure the outcome as much as you can.

Creating goals can be quite simple to quite complex. If your goal is to keep a family together that's starting to fall apart you might plan a picnic or some activities. If you're building a chain of hotels the plan is much more difficult.

Let's look at the process of some basic life goals.

You must decide what they are and what are most important, basically decide where you want to get to, set SMART goals.

To keep yourself on track:

Disturb yourself: Use fear to push you forward. What is the result if you do not do it? Fear can be our strongest motivator.

Desire: Because desire is often a second greatest motivator.

Deserve: Remind yourself, how much you deserve it.

Determine: Learn the attitude that says, "I will not back down".

Remind yourself of these things constantly. Expand your reminders to include steps.

Then get others to help. Why not ask people to support whatever it is that you want to do in life? Many will be willing to help and many for free.

If you're not doing all or at least most of these things, then it's just wishful thinking.

5.8 Planning

Do you have a vision board? > The negative side of the "Vision Board" is it's merely about what you want, it doesn't help you get there - replace it with your GANTT chart (look this up on the net) We need to choose, plan, and implement priorities. Which of the following is your greatest problem? Setting priorities, planning those priorities and other things around them, or the discipline to accomplish them?

Write down the most important personal or professional activity that you have neglected. Plan and achieve it! (Also ask yourself; is it more important to start on time or be fully prepared?). If it requires bookings, seasonal considerations, wages, etcetera then it is probably more important to start on time however if a launch date is not as important as full preparation, then launch once you have your preparation complete, but beware of over-perfecting.

Log your time hourly for a few days; and analyse what you need to fix. List what you could delegate to whom, or who to train in those areas. If you use a long-term strategy: then delegating, training, preparing presentations, and some planning will help you as the pressure will reduce and results will improve.

Train and mentally prepare at least one hour per day, prepare before any situation arises. *"Battles are won in the general's tent."* (source?)

"Failure To Plan Is Planning To Fail" (source?)

It is difficult to think of important things or plan when urgent things are pressing (schedule their resolution ASAP) and delegate further resolution if possible.

It is best if you have all your steps for each task and all tasks for each project (a life goal may have 2-3 major projects). Consider delays from nature and others (you can improve others with good organisation and seeking effective commitment *say: "can we start at 9?" not "can you do it tomorrow,"

"No matter how many mistakes you make or how slow your progress. You're still way ahead of everyone else who's not trying" (source?)

As far as the basic steps of planning goes, I'll be mentioning them in 5.10.2 (the general rules of making money) as making money (other than a job) usually has a plan. You will also find similar strategies in other following material.

5.8.1 Schedule

The skeleton of a plan is its schedule i.e., the timeline of enacting each component. If you schedule efficiently and have others schedule efficiently things run more smoothly and by far increases the probability of completion in time. If you plan poorly this will not happen. If on the other hand you plan well but rely on people who do not plan then also your planning will face certain delay or failure.

You need reliable people in your life when you seek help of any kind (paid or unpaid) to do things. Unreliable people will themselves want help from you, they will also want support financially or mentally from you, they will drain you and your time. Remember your time is your life, the only true asset you have. As far as possible, remove unreliable people from your life.

Shed (a basic plan). In this case a large temporary carport.

Plan = design + schedule

1 consideration e.g., 1.1 term (temporary or permanent) ** temporary example from here **

1.2 ground (on or in ground) 1.2.1 (direct or cemented in)

2 measurements

3 Blueprint designs (walls and measurements, roof, and measurements, posts, and attachments etc.)

think on every part - requirements (time and resources (Human and physical))

4 Schedule

5 Get supplies, holes, mark out, cement in post holes (temporary/lift out), cut posts etc.

6 Put up posts, walls, join roof parts

7 Lift and attach roof, set mounts, brackets etc.

8 Clean up

Schedule considerations

Time for other tasks/projects.

Time for each step of the above task.

Time for nature (weather, sickness).

Routines and personal.

Organising others to be on time.

E.g., 2 this organisation (yet again, I'll add to this later)

Task 1 considerations (material (info), delivery type, structures (resources, buildings, people, and finances)

GANTT and schedules

GANTT steps

I've wasted a lot of time trying to make things quicker & easier. I've wasted just as much time over-planning & over-perfecting. Is it SMART? Especially when it comes to T of SMART. Commit to launching on your due date, launch 80-90% perfect if need be. If you're massively off launch preparation, reschedule at an appropriate time before you've made bookings, bought supplies and other things .

I began scheduling this two years ago. My intended launch was set for about April 20 (as a public classroom course), then covid hit, and to my advantage, I realised how unprepared I really was. I made massive improvements from new inspiration and realised I had another year's work to add.

Another task is here. Look up - Henry Ford buttons

5.9 General Time management

How to say no or drop that contact and get others that are helpful, if needed. Test people often to see if they are good for you and find those who help. Get away from those who aren't (who use you); if you can't (they work with you on a high money job?) and just can't leave. For example, they are a best friend of one of your very good friends who you wish to keep as a friend, then there are different options for different situations. (As will be covered in 9.1)

Time Wasters

I spent fifteen minutes looking for a go card that had about \$3 credit & thought \$3-4 isn't worth fifteen minutes of my time. We are spenders & savers of time too which is our greatest limited resource.

Time And Money Wasters

Spenders increase waste by spending when they get it, savers put it into the bank for future bills & investment. Which would you want to be or which would you help?

It seems to me, a person with an obvious bad trait is likely to have many other problems. A problem Gambler, is probably a poor time manager, life planner, victim, with tons of emotional problems, and maybe a few social problems. I know a few people who play "riverbed lotto" (my term for Gold Prospecting). They want an easy life with no work, by "hitting the big one". Others who play the normal lotto for 10-20% of their income seem to also be struggling. If you have trouble with these just remember people who hit the big time and stay there didn't win it. And the very few that won it, almost always lose it in a couple of years and spend the rest of their lives miserable because they couldn't keep it. Of those I know, most are also domineering and abusive as they are usually expecting the world to give them a free ride and honour for nothing.

(Just to remind you, I have done well with reversing many of my bad traits and I'm doing OK at worst, with the others.)

What other hindrances should we be aware of? One is Contentious people. What can you think of?

I'm personally ultra-concerned with distractions. My project is paramount to me. Distractions delay sometimes permanently. Therefore, they're not just a delay obstacle but a destructive force. They can't be allowed to sidetrack you; they must be permanently repaired or removed because a finger won't hold a dyke. I have had distractions & concerns of late. I must deal with them because this is years of my work. This also can help in resolving stress etc.

What options do you have?

- Ignore it. (It will be your own downfall.)
- Cut & run (It is dangerous)
- Learn simple methods to get there. Focus on your schedule, plan, and set boundaries

If you have an issue, confront & resolve it.

General time and priorities can be split into four areas:

Important, Unimportant, Urgent, and Not Urgent.

You must primarily deal with the urgent factors; the important ones first. Such as deadlines; give them most of your time. Secondly the unimportant, such as unrelated meetings delegate them as much as possible. Then the peripheral (important but not urgent) such as paperwork, delegate what you can of these or assign time for these, but put them in where you can. And finally, there are those things which are neither important nor urgent such as talking to that telemarketer who just called. Shut down trivial activity when it appears or delegate it. In the case of leisure which we all need from time to time, do it only when all your other time consumers are dealt with.

Owning a big house is a dream. But it requires a goal; which is to make the money for it. And, a plan to achieve that target which may be, by paying a mortgage via professional income or the like. Things like this, though often big in one's life, require little planning. Becoming a professional takes more and effective management to develop that income, which requires even more again.

How to get there? How big is it? What will it take?

I'd do a Gantt for any project that has more than just a few steps. The next procedure is based on my two-year Gantt for this project.

Set a launch date, a very small relative margin is fine, an initial two years to launch date in your plan might have an allowance to be moved on two weeks max. Once you have completed it, as you get closer you occasionally refine the Gantt one year from launch, I can reduce that margin to one week. So, I'm working on about a 2% margin. I basically considered what needed to be done, how long each thing took, added them, and set a launch date for one year away. I then worked backwards. I looked at the last thing that needed to be done, assessed it more especially considering any requirements I had not yet included, I added them and made changes to the timing where needed. Working back to the beginning of the Gantt I made changes till the launch date was at this time one-year and two months away with post-launch tasks for another six months. Those tasks having requirements of their own in the prelaunch era pushing launch out to about one year and four months and the post-launch material growing a few months. I initially left a few 1-week gaps for new info and tasks as I compiled more tasks, much of that time was assigned too. I then went forward again and considered further until I had completed all I could with currently known considerations, thus I had finished a 2-year plan with a launch about 1½ years in and post-launch activity for about six months further.

Copy each phase to your standard calendar.

If your result isn't positive first consider how to fix the system as it's far more likely the issue than the people. Always pay respect to the other person no matter the situation even if in adversity. Give respect and you will usually get respect back because you reap what you sow.

In summary (to this point)

Your dominating thoughts rule the outcome. So, think of your positive outcome, the process required to achieve it, demand of yourself persistent, progressive action toward its attainment, and use any fear as a challenge to overcome. Fear comes with a challenge for you to call or fold. Fold to your fears and they win. Call their challenge by facing them through gradual exposure and you win a little bit more each time.

In some cases, people do not even realise they have a fear. People may simply avoid things and have never thought of those things as fears, but why do they avoid them? My greatest fear is time wasters, I'd rather pick up a huntsman than lose time as I don't have that much left.

Devote at least fifteen minutes. I suggest an hour or more, if you can, each day to developing your confidence, memory routine, planning, and others. It will gradually influence you to become self-reliant, then successful.

5.10 Budgeting

The easiest way to have a budget blowout is to have no budget strategy. This seems to be the strategy of most people & certainly of those who go bankrupt, or those whose debt just rises and rises. They too will go bankrupt or pay their debts through the means of other people, whom they never pay back.

A person who doesn't have a benefactor and no debt as well is most likely to have a budget strategy or they are in a controlled system where they cannot borrow or all their needs are met e.g., a prison, or living on an oil rig. There simply is no place to spend money they don't have.

A good budget strategy accounts for future expenses both known & unknown. A person who does this may have a menial income of maybe less than \$500 a week & still have thousands growing in the bank to fall back on in an emergency, because they spend less, knowing that the likelihood of needing extra money in the future. Those who don't care about the future or are not smart enough to plan for contingencies may receive 2, 3, 4 or many times that \$500 but still find ways to spend every cent and get into debt anyway. These people don't care how much their bills are, or more importantly how much their future bills maybe, they just spend all they have & if there is a little leftover at the end of the week, they find a way to spend it, even if next week the mortgage is due and a Rego is due too, They will just borrow more, till one day they can't even pay the loans. Bankruptcy!

So, I find people on \$500 p/w lending to people who have averaged \$1000+p/w because if they had any left over they'd go on holiday. They think - 'Screw the future bills', the 'have it now' attitude.

The secondary philosophy is to spend as little as possible, pay your debt down as soon as you can & only buy big ticket items that you can sell for far more than they cost.

When is the best time to buy for resale? When you can afford to and you can see valid profit?

5.10.1 Saving Money

How to save money? Saving money takes a conscious effort to evaluate your finances and make the required changes, which is the easy part. To apply the required changes is far more difficult. Knowing how to save money isn't enough, you'll have to completely change the way you spend. Don't be dismayed as even minor changes make a big difference over time.

The basics are to avoid unnecessary spending and reduce the amount you spend on your needs.

5.10.1.1 Causes of Overspending

We buy many things (products and services). Including things we don't need but buy and never use and, in some cases, we even buy things that we didn't want or need. But we bought them purely because a salesperson promoted it and made us feel that it was a worthwhile decision. Many salespeople care less for your satisfaction than they do about their commission.

Inefficient Budgeting;

Not saving, forgetting about upcoming bills, and paying them late. Late fees kill your budget.

Don't use credit, unless you can do so wisely. I do have a credit card but I pay it out before any interest occurs. Otherwise, the only other reason to use credit is to invest in things that have a higher return than what the credit costs (a mortgage). Never use a payment system of any kind to purchase offers that are not gaining value or producing an income at least required to produce an income such as a car.

Quantity

I know people who go to the shops daily and buy the food that they are going to cook for their next meal. If they shop weekly, they would not only save on petrol and time, but they would also save by buying in bulk. Let's say a single steak was \$2 but buying a pack of four was only \$6, then they are getting the fourth one for free.

Quality

Some things must be replaced four times as often as something that might be twice the price, so in that case spend a little more.

Ego

We also pay too much for many things where a cheaper version will do the same job and even sometimes a better job. We just want the appearance of having more money.

Brand Loyalty

You need to ask yourself: What can I get to do that job with quality at the lowest price? Not only do businesses want you to repurchase, they also want to save money by having you advertise for them, by telling your friends or even having the product in public. To do so they must-have it appear as if their product is the best. Even more, they seek to persuade you to feel you need that product. Every business wants you to believe their product is the 'must have' product. Sometimes you may even find similar products elsewhere that are even better at a lower price. Never buy clothes because they are expensive and trendy. Many millionaires do buy from stores like Kmart, they don't waste money on how they look, they'd rather put their money into building more money. They do buy ferraris but will drive affordable cars till they can afford it.

Unconscious Spending

Do you really notice the \$2 when you hand it over? Did you really need what you spent it on?

Price Balloons

The first month free: Have you looked at two 12-month phone plans one at \$19.90 per month. The first month free and the second at \$18 per month (no free month). \$18 per month without the free month is cheaper by the end of the year. Three months free often grabs our attention even more.

Wastage

Many people will not keep leftovers. Some people will keep leftovers and still cook a fresh meal the next day. After that day when they have no space in their fridge to put the leftovers, they take the previous day's leftovers and throw them out. If I fry meat, I keep the fat and use that instead of paying for cooking oil. I freeze leftovers (as I cook in bulk, five serves of Bolognese sauce not one and reheat for the following meals, this saves time cooking four of those meals for myself)

5.10.1.2 How to Regain Control of Spending

Be systematic, assess everything you spend money on.

Rent:

If moving can save you money after the costs of moving then consider it.

Bills:

Pay them before extra costs incur and only on credit if you pay that credit out before it incurs its own costs.

Insurance bills

If you're likely to live more than ten or maybe fifteen years. Don't take out funeral insurance as somewhere within that 10-to-15-year period. You will have paid more than what they're going to payout. After that you're getting no more, they are just making more money off you the longer you live. Car insurance; if you have a new car then it is possibly a wise thing but if you have a cheap old car consider this. If you do not have a claim in three to four years the chances are, you have paid as much insurance as the car is worth. Let's say, it's a \$5,000 car and if you ensure it fully it is likely that in four years you all paid at least \$5,000 insurance. You've now paid \$10,000 for a car that is likely to be worth \$3,000 at that stage. if you don't get the insurance you would now have a car worth \$3,000 and \$5,000 to go towards your next one. Have the resources, not the insurance

Power

Heating takes the most power and cooling the next. With air conditioning, 24 degrees is usually best in any season. In winters, don't set it above 24 degrees and if you can handle it, set it below. In summer 24 will still do, you don't need 22. The same applies to your fridge. Maybe you don't need to have it quite as cold as it is. Check its temperatures and recommended food temperatures. How hot is your tap water? Remember the hotter it is the more it costs to keep it hot. Can you get more efficient lighting and use it less?

Groceries

Don't buy them at a convenience store if you can buy them at a supermarket, especially if the supermarket is only a few blocks more. Buy what you need in bulk as much as possible, don't waste it. Personally I will not cut lettuce if you don't use the whole lettuce, it will rot in a couple of days to a week (depending on the knife that you use). As I live alone and don't eat that much lettuce, I will pick a leaf off for a meal and then slice it if I want it shredded for say, my tacos. It normally takes me two to three months to eat lettuce. I hate waste and yes, they can last that long.

Clothing

Personally, I buy clothing at charity stores for more reasons than just saving. Buying from a charity store gives money to the charity and stops good items from being just thrown away. You even find expensive brand clothing that looks brand new and people you meet think that you paid a lot for it.

Entertainment And Eating Out Holiday Costs

If you really need to save, you must cut these out. But if keeping them is still important then think about it, as you will find many ways to reduce those costs, if you look enough.

New Purchases

Is it impulsive? Should I think about it and decide tomorrow?

Is the reason valid? Do I really need it?

Can you afford it?

Can I get it cheaper elsewhere?

Does the brand really matter?

Is it renegotiable? (How to negotiate, read below)

What will I have to give up that I can't get, if I spend the money on this?

Will it increase my income? (Turn the savings into income, see below)

There is a lot you can save if you are determined to do so.

You will have to step into the pressure zone outside your Comfort Zone.

5.10.2 General Rules of Making Money

You can't manifest money, it doesn't appear by wish, desire, or magic! nor does it come overnight, it comes by what you put in. Money is like seeds. Let's use corn. You can eat it or plant it; if you eat it you are fed for a night if you plant it will grow (in the case of corn you will end up with 100s of times what you sew in just three months)

Time and money are all but the same; What you do with them determines the outcome of the future harvest. Time is limited, money is not.

Money pumped into the right things returns greater money than base time is worth.

Being Smart is the first thing required, but smart is not enough, you need the right motivation, useful ideas, and a few simple tools to help you along the way.

It wasn't employment or luck that created the most successful people on the planet, very few ever inherit it; they make it themselves. They run their own business. It can be even easier than having a job because they are their own boss, they can't be sacked, laid off etc. But it is harder in one way, they have to be proactive, they choose to do what it takes. Most people are afraid of doing that. People who want a comfortable job don't make millions. People that believe money comes from inheritance etc. are usually reactive and can't do it themselves because they won't act in the right way.

"75% of the wealthiest people in the world are entrepreneurs, that dropped off of school or were kicked out. Then they saw a problem to solve, did it..." Axel Schultze - Chairman at World Innovations Forum 2017-present

The wealthy have many secrets, but many people know them and still are not wealthy. Knowing something doesn't make them rich (it is only the start). It can be very easy to make, but you need the right plan.

Trade! The top 100 wealthiest on the planet all made it through business (trade). PS: I don't work for less than \$100 per hour, after all, I can make \$1000 in a day if I do something like buying a car for \$2000 and sell it for \$3000 that day. Jobs don't bring the money that trade does. Billionaires trade their way there. If you don't have \$2000 to buy a car and sell it for \$1000 more today, then start by buying something for \$100 and sell it for \$200, use the \$200 tomorrow to buy something for \$200 that you can sell for \$400, then just keep working your way up. That is what most multimillionaires do, they trade! They relentlessly plan tasks (often simple) to use the money they have and grow it in business.

Proactive people start businesses. All people who have more than a million dollars (who didn't win, steal, or inherit it) are proactive. They have it because they know how (and do what is required to go out and get it) . It's out there, it's up to you to get it. Whereas, reactive people expect it just to happen for them without effort.

Create a business for yourself (workers get a few dollars an hour, business people get hundreds, in many cases thousands of dollars an hour).

Wealth requires three things: passion, a knowledge of value and dedication/time.
It is made in three ways: industry, trade, or charity.

It does not require an initial investment, for example; you can pick up things for free that you can sell for hundreds of dollars or ask for supporters on crowdfunding sites etc.

Anyone can make it if they have:

1. The drive to do so (not just 'the want') Get the right mindset (this is the most difficult part)
2. The ability to communicate (the more skills they know here, the more success)
3. Access to resources
4. The knowledge of how to use them to expand wealth

Anyone else won't... without incredible luck (win the lotto). The greatest difficulty (for those in the first world) is the drive. Very few are willing to do what it takes.

If you have no passion then trade, but be passionate about it. So passion is a must.
Many things in many industries can make you a millionaire. The idea is often less important than the passion. What are you passionate about that makes people millionaires? Then emulate their journey. Otherwise, if you have no passion. Trade!

Money is the tool of trade, so trade makes money, in other words buy what you know you can sell quickly for at least double or what you can make \$X per hour (what is X for you \$30? \$50? It's \$100 for me)

Everything costs something either time or money(time is money) .

Be prepared to make alterations (often at first). Don't get stuck on your plan; It is a living thing that needs to grow and adapt.

It depends on what your passion is, though, without this knowledge I can give you a general idea.
You will need to learn the skills to promote or sell what you are passionate about.
You need to find a market (people who want what your passion produces).
Then market to them and finally, improve from your mistakes.

The basics are: (some of this re-emphasises what has been said)

1. Discover that it is not a cruel world (some bad things happen, but more often to those who don't prepare or don't think of the potential problems *Reactive people)
2. Realise who you are, where you're at and what you need to change. Realise the effort that achievers are willing to put in and the depths to which they will go.

3. Believe in yourself and your potential (you must choose to become proactive!).
 - 3.1 Find the drive to do so (not just 'the want'). You need that passion or you won't have the required dedication.
 - 3.2. Choose to make the changes required to have success in life. The decision is difficult, the changes are easy because the decision must include commitment. Prioritize it above all else.

4. The first time/money to put in is research - discover what the easiest or most profitable things are. Discover the many methods of producing money (Generally sales, as that's what money is all about). Then, believe you can gain the same results that they gained when they turned nothing into millions.

Those opportunities are constantly before us. You need to **recognise them** and **act**. If they were obvious and or easy then everyone would be doing them and the profitability would be nothing. To recognise them takes knowledge, to act takes motivation. Choose the most profitable for the time required and or its simplicity, or choose what best suits you or even better **what people want!** If you can't find passion in what you offer (if it is purely for profit) then be passionate about the income. Plan a wise successful journey to that outcome.

5. Learn the simple effective methods they apply. Learn the requirements, procedures, and tools of success.

6. Use the knowledge of others to assure the outcome (as much as possible) mentors.

7. Memorise and absorb that information etc. Focus on advancement and not just your skills, but how to increase results broadly, in every aspect of your life (and business if you make that choice).

8. Raise funds: Raising funds by yourself if you can't find a backer is not hard, but it takes determination (you may need to get over some personal issues).

9. Form the business: Service? Education? Retail? Where; physical, online or both? Create all operational and physical aspects (including: staff, resources etc. if required prelaunch).

(Some high achievers put in as little as 30-40 hours a week, but the more you want the more you want to maximise your effort.)

The next two steps change order depending on your business type.

9a. Promote or open in need areas with online or physical traffic, (in some cases this can come after the next step) you would do this first if you are starting as a sole trader. How will you create awareness?

9b. Delegate, get others to produce the money for you, so the growth becomes exponential. The less important or the simpler the job is, the more it needs to be delegated) you would do this first if you are opening a restaurant.

10. Absorb the initial success to become even more of the person you want to be. Live your new role (that of a successful person Eg: money goes to building more money *don't spend it on yourself at first, keep plowing it back in)

11. Do the updated *or new* actions (revolve through your processes).

Then,

Discover what else you can do to go even beyond your initial goal.

The last thing is what to do once you get there. As you have learnt from others, also teach what you have learnt *give back (this won't help you make the money in the first place but having the attitude

of giving back will help you get there). Teach what you have learnt to your children or anyone (If they become better too you have less problems from others).

Poor people often lack the recognition of the right opportunities at the right time and the determination to utilise them to get to where they want to be in life, rich people recognise, assess and act. The hardest part is choosing to change. The first lesson in that change is: You can't wish you must do.

5.10.2.1 Details

5.10.2.1.1 Raise funds

(I'll add a few paragraphs on fundraising In a coming version)

5.10.2.1.2 Basic trade

The fastest way to make money safely is by flipping. The other adage; buy low, sell high

1. You hold the asset, which isn't going to suddenly crash in a market unlike crypto, shares and currency trading. If you've got to the higher levels of flipping and your flipping houses the housing market can crash however as you're not invested long-term you are merely flipping even in a crash you are likely to get your money back as the housing market doesn't reduce to half its value in a few days/weeks.

2. You can start on small money with little knowledge (you don't have to spend years learning the system before you are any good), start with what you know. If you know you can sell something for \$200 then start looking for them at \$100 (it's amazing how many things you can find that you will be able to double your money on, or make even more).

3. It's easy to move up. There is always something that you can buy that you can sell for a lot more no matter how much money you are starting with.

How?

Start where you're at... buy for \$100 to sell for \$200 if that's all you have. Start with whatever is in your budget that you know the values of. When you have \$1000, consider cars, when you've turned that into say \$100 000 move up to property but remember your time rules, at that stage (in the first world) you want to be making at least \$400 per hour from property to bother. What can you buy (or even find for free) today that you can sell within a day or two for twice its cost? Will the time required to make that profit be worth the profit?

Don't spend the profit. Plow it back in the \$100 item becomes two of them or one twice as good. Only when you are making \$500 per week minimum take 20% to live on and the rest goes back into the next purchases (live on what you are living on now).

Eg: I'll regularly buy cars to sell - (a \$1000 example... buy a car worth \$2500 for \$1000 clean it up yourself, ask \$2500 and take \$2000 *make it a very good deal for them, I won't go into why.) You just need to know what you can get for it for sure, before you buy it and then don't pay more than your time is worth in profit \$2000 sale minus \$1000 cost is \$1000 or 5 hours (about what's needed to buy, clean & sell a car) so it's \$200 per hour. (it may take a week to a couple of months to sell it, but the time you have spent during the process should be 5 to 10 hours max, in other words on weekends while not giving up your job if you have one)

Note - When you have say, \$5000+ don't try to double it anymore (turning \$5000 into \$7000 is enough if it only takes 5-10 hours of your time)

If you have no money then, it does not require an initial investment, for example;

There are dumps in this world where people scrounge or scavenge for food and resaleable scrap metal etc. Within those dumps are those who were smart enough to pay for the scrap being collected by their friends and family. There are dumps in this world that support the lives of many people. In the 80s Mexico City had hundreds, maybe thousands of scroungers and many of them living in the dump itself. Ships are being dumped and scrapped for the value of metal). I used to be a professional scrounger, I made around \$100 per hour, I even charged them at times, as a rubbish removalist, (I've even scrounged publicly in my 20s)

If you live in a city you can pick up things for free that you can sell for hundreds of dollars, you can even charge them if you are doing it as rubbish removal. You'll have to do a lot of this quickly. If you happen to have a car and box trailer, or a truck etc. it's easier (you can pick up bigger things). In Australia, I use [Gumtree Australia](#) to find things being given away (I am honest and tell them that I am doing so to make a living/pay bills) here's the issue, I'd then take them to the local auction rooms which is about a three-week process to get the money. You'd have to use a method to sell them that day, but doing that I'd get a lot less. But once I have a few hundred dollars I'd go to items I know about (at least enough to value) like swords (as I have a fair idea as to their value), I used to buy them for \$15-\$30 and sell them for \$80-\$280. You'd only be getting \$30-80 if you sell them that day (auctions take weeks for the whole process but I get \$80-\$280 just for waiting a while and the time I spend on the task is still only 2-3 hours). Then move up again to say cars and motorbikes. Once you have about \$800 or more. you'll need to be at this stage in less than a month.

Never remain a scrounger, unless it has become a rubbish removal business and you can employ yourself out of it, in which case hire employees then a manager when you have the money to do each.

The following is based on Australian figures (the values of things vary greatly with location)

Gaining initial funds to start a large business is easy if you have a computer, a phone, and a car with a trailer or maybe ute (a very small truck) and the guts to go pick up things that are worth hundreds of dollars, that people are giving away for free on the internet then go sell those things in an auction or take them to businesses/people that you know will pay for those things. How important is the money, are you willing to do that and yes, you can do it ethically? I tell people that I am going to sell the item/s to pay for my costs of living and if I have enough to also put into my venture. A friend of mine has a business removing scrap metal from people's properties for free, which he then sells to metal recyclers. it's not unethical to ask for something that someone is willing to give away and be honest with what you were going to do with it, yet my ex-wife and daughter would certainly not do that. I even showed them how to find 2 or 3 things a day that would bring at least \$100 each. I furnished my house with free things and made good money with other things that I chose not to keep. I do not have time for that now as teaching you these things is more important.

When you've covered your living expenses (which, the more important money is to you the more you will minimise those living expenses at first), then start plowing all excess into a swap or flip fund, where you will buy items to either trade with other items and swap your way up to expensive items to sell for cash. Flip each item for cash and trade up in value each time.

When you have a couple of thousand dollars, cars are good to flip to make a profit on. In Queensland Australia where I live, you must either have a dealer's licence or improve/restore the car in some way. If I buy a car for \$1500 and spend a few hundred dollars fixing it and maybe \$100 cleaning it up and advertising it I will ask \$3,200 for and take \$2,800 with the profit being maybe 800 or \$1,000 in maybe a couple of days working only a few hours each day. what would I then do with the \$2,800?

\$300 can pay bills, \$2,200 buys a car, \$500 getting it sold and I'm asking \$3,800 and taking \$3,500 for that one. Do it one more time, \$3,000 for a car, \$500 improving it, ask \$6,000, take \$5,000, pay maybe another \$500 of living expenses and save \$500 for tax as I recommend everybody be as honest as you can even with the government. The other \$4,000 consider buying two cars for \$1,500 each and build up again both in value and in number of items.

Get yourself over \$100k then start considering property (the same rules apply just trade your way up, just borrow from the bank for renos initially, they'll be happy to help if you show them that you have a good strategy), at that stage you want to be making at least \$1000 per hour from property to bother. Then the same applies - a \$90 000 apartment (bought cheaply) might get you \$160 000 after let's say \$30 000 renovations, a \$40 000 profit *you could spend 40 hours on the project (paying others for the renos). Therefore \$1000 per hour.

Diversify (invest in other things that you know make good money.)

Keep moving up; go to mansions, then hotels or the like. You'll end up with Billions given enough Passion and knowledge of value and time! Many people who do this have their first \$1000 in a week or two, \$10 000 in a few months, \$100 000 in 6-12 months, \$1 000 000 in 3-7 years, \$1 000 000 000 in... who knows (it's up to your passion)

Some things that do not directly bring an income can influence that income. Budget to what you have and not what you think you will have or to what you think you need!

5.11 Change

Ask yourself what you need to adjust or adapt and at what level you need to adapt.

If you've had no success (a moderate time after success was due) then consider a complete change. You may need direction or a new career.

If you've had enough success to show definite promise then analyse all your processes and systems and whatever is least up to standard, deal with first.

Would you make a conscious decision to fail?

"failing to plan is planning to fail" (source?)

So, the task now is to create a basic plan to achieve those goals. (Do you need help planning? Let us know on the website)

Chapter 6 - Lead, Influence, Persuade, Sell-it's all the same.

Communication skills are the most important skills to have, as mentioned we all want to influence others even if it is to have them see you as a nice person.

The following material in this book focuses on maximised communication. Learn this to improve any communication you have. Remember you are always promoting who you are, if nothing else. Even when asking a simple question, we may ask politely, to be seen as nice or authoritatively as a show of

dominance. There are many ways to ask, each promotes its own position. Whatever you promote, do it well. It will help you buy your next car cheaper and sell your current car for more or even help you get your point across if you're discussing something with a stranger.

If you're not the lead dog, the view never changes. (source?)

Be enthusiastic and proactive. Offer outstanding presentation, prioritised service, and best quality.

Do you serve yourself, or everyone? Seeking to serve yourself alone often brings small rewards for you and probable trouble. Serving all brings less trouble for all and all benefit, you may benefit more than before, though we are all inherently selfish.

Dress For Success. But those who feel uncomfortable wearing business attire, probably should not because your lack of ease becomes apparent. But don't forget, people judge on the first appearance.

6.1 Presentation Skills

Beforehand create appropriate visuals, fun if possible. Prepare opportunities for audience participation. Rehearse again and again. Talk as if having a conversation, using clear language, invoke mental pictures. Tell stories, share a unique fact, and use appropriate humour. Illuminate the path. Look at the audience, not your notes, stress major points, pause for comprehension, and don't talk for hours. Appear well prepared but spontaneous, inspire further study. Have fun!

6.1.1 Stage Fright

Before going on the stage, take a few deep breaths. While you're on stage if nerves increase; move around or make a change to alter your state. If you make a mistake, laugh, make it a joke, they'll probably laugh with you and not at you.

There is a quote in "The 7 habits...": "*man makes changes outside and god inside*", suggesting people change the environment. But God changes the heart and soul. I see catalysts as the inspiration to change the man, the heart and soul, both positively and negatively.

Would God change the inside negatively? It reminds me of another saying which is more accurate but still wrong. Give a man a fish you will feed him for a day, teach a man to fish, you will feed him for a lifetime.

Firstly, does the man have any interest in fishing? What I say is, suggest to a man the fun of fishing, the bragging rights and everything else it may encompass, make it interesting, and hope he may be encouraged to go with you to fish. After all, he's been fishing for a handout all along, he's an expert at fishing, his target is humans with an open hand. Unless you show him the things that make fishing interesting, he won't change, he doesn't want to get up from the comfortable begging spot in the interesting city to go find a boring river to fish in and hope to catch something.

Man is inherently lazy, fishing is easy, but it is far more difficult than begging. No God can change any man's attitude without something or someone prompting the idea or inspiration, we can only hope to encourage him that fishing is not much more difficult, but it is also, fun, rewarding, and that its challenge is more of a victory to be attained than a mire to trudge. Only a person can change their own heart and soul positively and only by an external catalyst, such as being encouraged by the wisdom of others. On the other hand, a negative change can come about by almost any observation. Go back to my formulae.

Give a man a fish and you feed him for a day. **Inspire** a man to fish and you feed him for a lifetime. With enough inspiration he will seek to learn, teaching him is only second.

Language is becoming simpler. It's evolving by accepting the mistakes that simplify it. We remember and implement the accidental words that suit. Don't fear mistakes in delivery, they may just become a new word or phrase in society.

6.2 What are you promoting and how?

Why are you even trying to promote this particular offer/concept? Are you sold on it yourself? Importantly can you make the sale without fraud? Avoid communication and transactions that don't benefit all concerned. The first thing we all sell is ourselves. First, do the prospects know you? If so, how well do they know you? Second, how long do you have to get their attention to get your point across and complete the sale? Third, how many are present? Can you see their faces? Are you losing their attention? And, finally, even more importantly, have you identified if they need or even want what you are offering? Or were they only ever suspects?

Teach the willing sponges and ignore the unwilling brick walls.

Often, the person asking the questions is leading the person who's answering the questions.

Be a Showman not a Show Off.

Chapter 7- Know Others

We all act and react differently around other people depending on who they are. We may be disciplinarians with our children but not with our parents, we act differently with superiors and subordinates, friends, family, or strangers. So, the first consideration is who are they to you and how do you adapt to accommodate this?

Most people have a positive internal bias & negative external. "I'm good, it won't happen to me" (if it's negative) or "it will happen" (if desired but unlikely e.g., lotto) internally and "my problems are caused by others" or "you need a lot of luck to succeed", externally. A small minority are the opposite that think, "I'm not skilled enough, accidents happen & I won't take a chance" or "I'm too unlikely to win (the lotto)". These are proactive people who see; "my failure is my fault not theirs".

We all stereotype automatically for a microsecond then assess deeper and more accurately. We may then begin to look beyond that initial stereotype.

Closeness brings empathy for all others of that group. White rats don't help black rats unless they spent time with them first or at least another of that species. Show that you are just like the other person as much as possible.

We put people into four groups friend or foe and competent or incompetent so we have competent friend's, incompetent friends, competent foes, and incompetent foes. We then by nature dislike or maybe even harm competent foes, on the opposite side we are most likely to help incompetent friends.

Our brains decide our political outlook by about the age of twenty. Conservatives might likely risk all where liberals view risk as a problem to be solved, they see risk as a problem. Also, our brains will not let us see or comprehend or have an empathetic viewpoint towards the other side in any way. In a sense, the other side is mostly seen as wrong and ignorant, and probably unchangeable.

Guilt will change our morality, if you do something that you see as wrong it will do one of two things. We will either see it as less Immoral and be more likely to do it again or our morality will increase and we won't do it again at all.

The Navajo Indians describe conscience as a triangle that turns inside the human heart, whenever we do something wrong. At first, it turns just a little when we act against our conscience. Being quite painful. If the actions continue; with each turn, the triangle wears the conscience, progressively making it easier to turn and less painful each time. Thus, producing people with little conscience, along with that probably; little honour, dignity, or discipline. I believe refusing to let it turn by seeking an honourable life heals the damage in the same way; the more you act honourably, the easier it is to do so. I also believe that you will gain wisdom this way too. I have stopped the (Navaho) triangle and I'm acting to heal the gap.

In groups, greed in one person rapidly causes greed in all. If we then move people to other groups greed seems to disappear at least for a while.

Contextual- A word on its own usually means little and the other person's understanding is often different to yours; they may say things to mean one thing but it comes across differently to you. What is the context of all that both you and they do and say? Also, note Freudian slips to help you discern the true meaning. (A Freudian slip, if you're unaware, is someone who accidentally indicated what they were really thinking when they're trying to mislead you).

Dealing with engrained things (yours or theirs) and things you want to change requires care.

Insecure people want to mould others to their mindset, believing, all reality should be agreeable to them.

Mostly dependent people say "you" and independent people say "I" whereas interdependent people say "we". Indirect quote from either 7 habits or born to win - I'll have to check for future versions

Small people talk, big people listen. (source?) We see life, not as it is but from varied perspectives. Value the differences between people,

To them; what they say is true, what you say is dubious.

Assumption

"Never assume. It makes an ASS out of U and ME" (ass/u/me)- Benny Hill

Assumption is based on little or no evidence. Presumption on the other hand, is based on strong evidence.

Accept what is difficult or unlikely to change in others. Don't think (____) must be changed, be honest with yourself, accept as much as reasonable, don't fix others because you think they're wrong, or because they are different. Only make them aware of what can or cannot work or what must fail. Otherwise enjoy, celebrate the differences, keep a balanced perspective especially as their way may work too. If everyone else has or is a problem, then it is far easier to fix yourself rather than fix the whole world. If someone is trying to change you, don't let them become fixated, tell them you heard their point and ask them to move on, to avoid constant repetition. First seek to understand others, get a clear understanding of what they are interested in and work it into the goal. The attraction to bad boys or is it an attraction to wild unyielding power, even though that power is minimal.

Vague or conflicting views, especially concerning duty and objectives, cause relationship problems.

Intelligent people learn answers, wise people ask questions. Intelligence quotes, wisdom is quoted. Intelligence reads a book; wisdom takes a look (at the issues to know what to research first).

7.1 Control Decisions

(With the covid-19 payments benefits doubling to 1100 p/f) I sought a verbal commitment from Mr. X to pay an extra \$50 per week off his debt (out of the extra \$260 p/w he'll get)) He agreed... multiple times. In the 1st pay, he declared the need to pay other things (rego etc.) I said OK can you start next pay? He said no (he still had other things to pay) I asked if he could start the pay after, he said yes. But he didn't pay extra. In fact, he couldn't pay rent as his poor money management had left him short. The following pay he returned the missing rent but that's all. The next week he paid rent only as he'd spent the extra on things (tools etc.) that he wanted (note during this whole debt time items that were desirable (like tools) but unnecessary kept turning up for him) the last pay could only be rent too as he'd spent over \$450 on a new exhaust pipe (the old one works fine just not pretty enough I guess). He explained it was a birthday present to himself. It infuriates me. Since his debt began, he has spent at least \$4000 on unnecessary things that could have reduced his debt instead. This shows a lack of integrity.

Other than that, Mr. X, showed higher integrity by paying up the debt upon moving out.

Set boundaries, schedules, and frames for everything.

"You cannot teach a man anything, you can only help him to discover it within himself" - Galileo

A quick side note for you. Are the powers that be really attempting to dumb us down or is it really society itself is conforming to the lowest common denominator?

And could I also say, inclusion, at least to some degree, can cause weakness (if there's too many on your board, esp. when attempting to be inclusive. "Hey there's 38 people on this board already, do we really need a member of the cleaning and maintenance staff?")

7.2 Emotion VS Logic

The engrams of logic and reason fire in the frontal lobe which is the most recent part of our brain, the part that isn't in other animals. Emotional engrams on the other hand fire in the older and more primitive parts of the brain which therefore dominates the brain and rules us more than the frontal lobes.

You need to start with their emotions, or they probably won't listen to logic, and then return to their emotions, because people do not generally buy (your ideas or products) based on logic, so reinforce that emotion.

When prospects (or anyone) seek logical answers, provide them, or let them know that information is coming soon within your presentation.

The speaker represents ethos or authority, the message represents logos or reason and the audience needs to receive pathos or emotion. (source?)

Are you offering any of these? Entertainment, Wellness, nostalgia, reward or recognition, social image or status, opportunity to give back, belonging or affirmation, reduced hassle, useful information, lowered risk, or increased access? Maybe you're just meeting a need, find their need.

Circular reasoning also comes from emotional decisions and stances, e.g.,
“America is the best place in the world, because it's better than anywhere else.” - Avoid it.

Some people want to tell you all about their lives, especially irrelevant parts and won't stop talking. I believe this primarily shows discomfort and the lack of maturity.

7.3 Personality Types

Both the right and left sides of the human brain have a cerebral and limbic hemisphere with special functions. Each of our brains develop differently, predisposing us toward different but predictable patterns of behavior. Knowing this can help us reduce tension and increase co-operation and compatibility among people. When you learn to read people, it helps them out too; by understanding them better. They want to be understood better, just like you.

Hippocrates' concept of four temperaments being: **Choleric, Phlegmatic, Sanguine** and **Melancholic**: Hippocrates of Kos- c. 460 BC-370 BC also the father of medicine

BEST is all but the same, **Bold, Expressive, Sympathetic, Technical** as these words describe those Greek names. Bold = Choleric. Expressive = Sanguine, Sympathetic = Phlegmatic, Technical = Melancholic

BOLD (Driver/Action director) Choleric: achiever, yellow bile, fire:

How to Recognize: They are charismatic, sharp, energetic, assertive, fearless, ambitious, leader-like, decisive, authoritative, and passionate. They try to instill those qualities in others. They have strong views and are often extreme; highly motivated or suddenly in deep depression, very organized or disorganized.

Accused of: Sometimes accused of not listening. Being divergent, they are thinking of a rebuttal while you talk. However, this also makes them good problem-solvers. Some people find them bossy, intense, aggressive, uncaring, dominating and demanding.

Works well with simple planning and focused action

Focus: Getting it done

Communication Style: Is concise, direct, practical, focused, goal oriented, sometimes blunt, reflecting independence, freedom, and dominance

stimulated by: “heated” discussions. which can end up with them intimidating others into silence.

Asks: What (the results-oriented question.)

Likes: Challenges, projects, practicality, “the bottom line” They like their own way

Dislike: Someone wasting their time or trying to decide for them.

Worries Being held back

Reacts to Pressure By: Taking charge, taking more control.

Best way to Deal With: Let them be in charge. They see the big picture, but may need help with small details

Likes To Be Measured By: Results, Goal oriented.

Must Be Allowed To: Get into a competitive situation. Likes to win,

Will Improve With: A position that requires cooperation with others {maybe}.

Likes to Save: Time. they like to be efficient get things done now

For Best Results: Allow them freedom to do things their way

Response: Quick sustained response

TECHNICAL(Analytical/Ideas) Melancholic: thinker, black bile, earth. highly creative in activities like poetry or art and can become preoccupied with the tragedy and cruelty in the world.

How to Recognize: introverted, sensitive, –pondering considerate independent; They seek a lot of data, ask many questions, behave systematically and can be self-absorbed rigid, pessimistic, inflexible, and self-centered abstract, non-practical,

Accused of being perfectionists and may overlook the human aspect of accomplishing a task. They like to follow procedures because it takes risk out of the environment for them.

Work well with numbers, systematic procedures, and precise tasks. Analytical and literal

Focuses on the details of a task because they are convergent thinkers. They must see the big picture in small parts or steps before moving on.

Communication Style: Is structured and has definite points characterized by order, detail, and logic. They function best in organizations that follow procedures and will communicate their displeasure if things are not orderly.

Stimulated by mental challenge

Asks: How (the technical analytical question.)

Likes an orderly environment

Dislikes: making an error, being unprepared, tardiness, spontaneity.

Worries being late

Reacts to Pressure By: Seeking more data and information.

Best way to Deal With: give time lots of data and information.

Likes To Be Measured By: Activity and busyness that leads to results,

Must Be Allowed To: Make decisions at their own pace, not cornered or pressured.

Will Improve With: Interpersonal and communication skills.

Likes to Save: Face. They hate to make an error, be wrong or get caught w/out enough info

For Best Results: Structure a framework or “track to follow.

Response: Slow sustained response (seemingly permanent)

EXPRESSIVE(Expresser/Process) Sanguine: social, blood; Air

They are very talkative, confident **social** people, sensitive, compassionate, romantic, often quite creative daydreamers, likely to lose interest as soon as something ceases to be engaging or fun.

How to Recognize: Attention seekers, charismatic, enthusiastic, emotional, optimistic, impulsive, sociable, quick, temporal, pleasure seekers.

Accused of an almost shameless nature, certain that what they do can only be right. Boisterous.

Emotional flighty, (air headed), they lose interest as soon as something ceases to be engaging or fun., are chronically late, and tend to be forgetful.

Works well with: Their communication abilities make them good salespeople, teachers, presenters, politicians, and actors. Of all the personality types, they are the natural communicator.

Focuses a need to influence others, be popular, and to gain public recognition.

Communication Style: They are very talkative, confident, people persons.

They present a positive, optimistic message using word pictures and in emotional terms.

Stimulated by interaction and presenting a performance

Asks: Who (the personal dominant question)

Likes persuading others

Dislike: Boring explanations! wasting time with too many facts.

Worries being ignored

Reacts to Pressure Tension By: “Selling” their ideas or argumentative,

Best way to Deal With: Get excited w/them. Show emotion. tell them immediate benefits

Likes To Be Measured By: Applause, feedback, recognition.

Must Be Allowed To: Get ahead quickly. Likes challenges.

Will Improve With: Recognition and some structure with which to reach the goal.

Likes to Save: Effort. They rely heavily on hunches, intuition, feelings

For Best Results: Inspire them to bigger and better accomplishments,

Response: Short lived reactions,

SYMPATHETIC(Relater/People) Phlegmatic carers, phlegm, water

Ranging from warmly attentive to lazily sluggish, affectionate. They may be receptive and shy and often prefer stability to uncertainty and change. They are rational, curious, and observant, good administrators.

How to Recognize: relaxed, thoughtful, kind, self-sufficient, content, reserved, slow, consistent, and conservative

Accused of. They can be lazy because they are neither driven nor worrying, and can also be passive aggressive

Work well with, helping others, they are loyal team players such as: nurses, carers, social workers, and counsellors

Focuses friendly and cordial. They need to feel appreciated and given time to adjust before being asked to make changes in their work habits.

Communication Style: their conversation reflects a need to be part of the group; quiet, calm, sincere communicators. In fact, they like to listen more than talk.

stimulated by being involved (socially)

Asks: Why (the personal non- goal question.)

Likes positive attention, to be helpful and regarded warmly, routine, stability

Dislike: Rejection, impersonal uncaring unfeeling attitudes, aggressive people, and change

Worries uncertainty and change

Reacts to Pressure Tension By: Becoming silent, withdraws/introspective

Best way to Deal With: Be supportive; show you care. keep them from hurry and fuss

Likes To Be Measured By: Friends, close relationships,

Must Be Allowed To: Relax, feel, care, know you care,

Will Improve With: A structure of goals and methods for achieving each goal.

Likes to Save: Relationships. Friendship means a lot to them,

For Best Results: Care and provide detail, specific plans/activities

Response: Slow temporary response

Behave style	Sympathetic	Technical	Bold	Expressive
Performax	steadiness	Compliance	Dominance	Influencing others
Appearance	Casual	Formal	Businesslike	Fashionable
	Conforming	Conservative	Functional	Stylish
Work Space	Personal	Structured	Busy	Stimulating
	Relaxed	Organised	Formal	Personal
	Friendly	Functional	Efficient	Cluttered
	Informal	Formal	Structured	Friendly
Pace	Slow/Easy	Slow/Systematic	Decisive/Fast	Spontaneous
Priority	Relationships (maintaining)	The task (the process)	The task (results)	Relationships (Interacting)
Fears	Confrontation	Embarrassment	Loss of Control	Loss of Prestige
Tension Response	Submit/Acquiesce	Withdraw/Avoid	Dictate/Assert	Attack/Be sarcastic
Seeks	Attention	Accuracy	Productivity	Recognition
Needs To Know	How it will affect their personal circumstances	How to justify the purchase logically How it works	What it does what it costs By when	How it enhances their status Who else uses it
Secure With	Close relationships	Preparation	Control	Flexibility
Maintains	Relationships	Credibility	Success	Status
Support Their	Feelings	Thoughts	Goals	Ideas
Achieves Acceptance By	Conformity	Correctness	Leadership	Playful
	Loyalty	Thoroughness	Competition	Stimulating environment
Likes You To Be	Pleasant	Precise	To the point	Stimulating
Wants To Be	Liked	Correct	In Charge	Admired
Irritated By	Insensibility	Surprises	Inefficiency	Boredom
	Impatience	Unpredictability	Indecision	Routine
Measured By	Compatibility with others	Precision	Results	Acknowledgment
	Depth of relationships	Accuracy	Track record	Recognition
		Activity	Measurable progress	Applause/Compliments

You can also be flexible: Go into the mindset of another character when required. You can choose to be the bold when you're normally the sympathetic.

What is important? That's different for different people, all have a different outlook.

Another Task, why not do a personality quiz online, maybe a BEST test, Myers Briggs also covers different aspects and would also be interesting.

Chap7.4 MO & TA

We also have other aspects of Modus Operandi (how you act, MO) beyond personality, such as perspectives and ego states. 7.4.1 is a basic overview of a book by Muriel James PhD, Dorothy Jongeward PhD called "Born to win: Transactional analysis and gestalt theory." (TA)

7.4.1 Notes from born to win

	me	you
OK		
Not OK		

In general, the above positions are "I'm OK" or "I'm not-OK," and "You're OK" or "You're not-OK." The psychological positions taken about oneself and about others fit into four basic patterns.

The First Position: I'm OK. You're OK If realistic, people with this position about themselves and others can solve their problems constructively. Their expectations are likely to be valid. They accept the significance of people.

The Second or Projective Position: I'm OK, You're not-OK feel victimized or persecuted, so victimize and persecute others. They blame others for their miseries.

The Third or Introjective Position: I'm not-OK. You're OK is a common position of persons who feel powerless when they compare themselves to others.

The Fourth or Futility Position: I'm not-OK, You're not-OK is the position of those who lose interest in living, who exhibit schizoid behaviour.

People with the first position feel "Life is worth living." With the second they feel "Your life is not worth much." With the third they feel "My life is not worth much." With the fourth they feel 'Life isn't worth anything at all.

Before continuing with them I'd like to add.

To gain more you must be worth more to others and yourself, study success, enthusiastically offer high quality in good quantity.

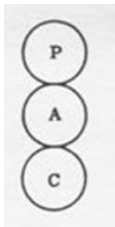
To avoid becoming inconsiderate or manipulative, focus on building relationships rather than the benefits of those relationships.

Remember to train and communicate (listen). With both subordinates and your children don't indulge them for your popularity's sake as they won't have discipline, responsibility or high standards and expectations. They will also grow to listen to you more without judging you when you maintain discipline.

Who is your core target market? What appeals to them? How can you appeal to them? You need to have a clear understanding of what the other person or group's interests are.

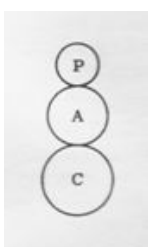
Integrity includes but goes beyond honesty. Honesty is telling the truth—in other words, conforming our words to reality. Integrity is conforming reality to our words—in other words, keeping promises the 7 Habits of highly effective people – Stephen Covey

James and Jongeward also explained that we have three base ego states: *The child, the adult, and the parent* in which we transact from; with other people.

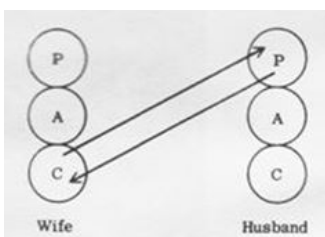


These states can be broken up into sub-components such as the different aspects of a child: (*the untrained, the emerging adult and the adapted child*), adult: (*ethical, objective, responsible, balanced*) or parent: (the influence of their own parents differing states); more of that can be explained by reading born to win.

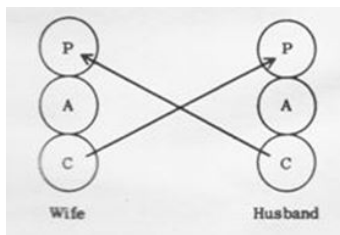
These states may not be in equal proportion; you may have a larger child, a medium adult and a smaller parent as below, or all the proportions can be different in any of these three states.



When transacting with others we normally come from one of these perspectives and converse with the other person from the same perspective such as Adult to Adult, or a *complementary transaction*. For example a wife being consoled by her husband



When responses are inappropriate such as The Husband saying “You should be consoling me” responding from the child to her adult, this transaction would cross and look like this.’



Inappropriate responses offer confusion.

Appropriate responses

Yes

No

Maybe

I'll think about it

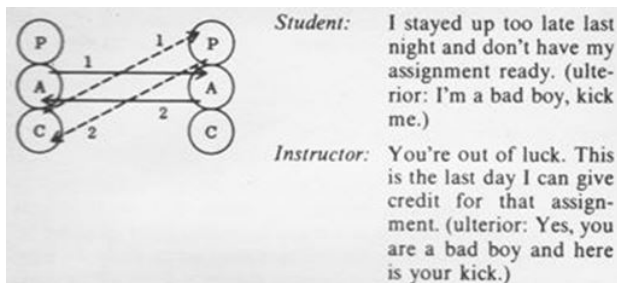
I have other issues right now

Or I'd like to no longer be involved with this issue or your organisation or you.

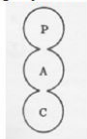
Inappropriate responses

Any of those may also be inappropriate. The only response that is always inappropriate is to not respond??? Esp. by email etc., tell them you're not interested.

Ulterior motives & underlying thought can be understood with this excerpt.



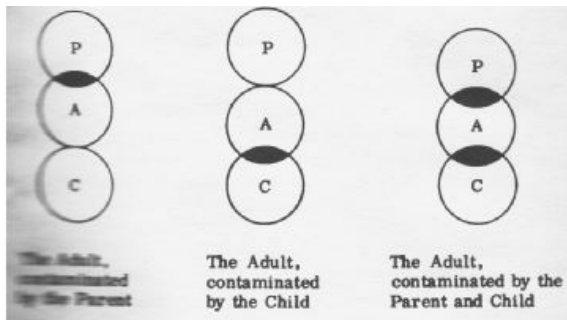
A person with lax ego boundaries doesn't close the doors between ego states, but appears to lack identity and gives the impression of slipshod behaviour [8]. The psychic energy slips continually from one ego state to another in to very minor stimuli. This person may be in serious need of professional help



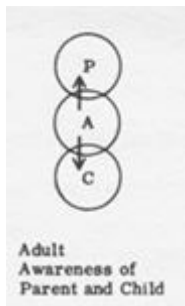
- uncontrolled adult

The Constant Child - doesn't think for themselves, make their own decisions, or take responsibility of any kind.

And when a person's states are contaminated by other states Muriel James and Dorothy Jongeward create a diagram that looked like this (example: the adult being contaminated by both the parent and child)

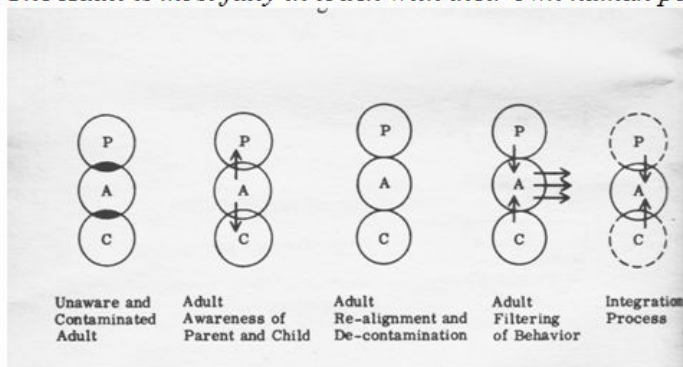


And on personal growth they created this diagram.



Finally, the process personal growth can be seen from the excerpt below:

The Adult is most fully in touch with their own human potential and is in the process of integrating



Born to win shows us important aspects for communicating and influencing others. I recommend reading it.

I ask. Where are you at? Unaware, Aware, Realigned, in basic control (Filtering) gaining superior control (Integrating) or have you reached total, balanced control?

7.4.2 Other MO

7.4.2.1 Senses

We are also attracted to things by three of our five senses: visual, auditory, and kinaesthetic primarily. We see, hear, or feel things. Taste and smell rarely come into it unless we are buying food or scent. Don't assume that a person uses the same senses for other decisions, they may care how a garment feels then how it looks and not care how it sounds, but do you think they apply the same consideration to buying a stereo?

7.4.2.2 Interpretation

Beyond the differences in personalities and MO (Modus Operandi), your words have different meanings to different people as well. For example, if I say the word 'work' as in I'm going to work, I may mean that I intend to buy things cheap and sell them more expensively. If I was to buy something at \$20 and sell it for \$100 it has an income so, therefore, I call it work.

One time I said to a person that I am going to work (I was listing things for sale that I had bought cheaply, purely to make a profit). I was told that I was not going to work and that what I did was a hobby. They said it's not work if no one is paying you to do it. Their interpretation of the word work was what I call 'employment'.

My interpretation of the word work is "doing something to gain money whether you enjoy it or not." Whereas, my interpretation of the word hobby is "doing something you like because you'll like it, whether it brings you money or not." Misinterpretation often comes when you use words that other people consider have a different meaning to the meaning that you intended. We all have filters. People not only filter what you say, but they also filter the way you say it and the actions that accompany it. You may do something with the intent to benefit them and they may consider it of no or little benefit for them and think of it as something that you did for yourself; your actions can be filtered by people as well.

7.4.2.3 Philosophy

Who are they philosophically? (Internal, external, religious, political) Their interests will also indicate the type of person they may be. (both positive and negative)

7. Cont....

Don't try to buy people, study them; people do more for you when they like you, and/or you make them feel important. Minimise the word "but"; frequently replace it with "and." As "but" usually counteracts whatever came before it, bringing negativity.

The three base response choices are; yes, no, and maybe. The four most powerful words in persuasion: No (as people fear no), Why (it draws information), If (opens possibilities), and Yes (commits)

7.5 - Building Trust and Rapport

Rapport: The first step in persuasion is to build rapport. *They must like you, trust you, and respect you.* (source?)

Greetings: Be different, fun, or interesting, create some openings, adjust them as required.

Initial impressions do count the most; because long-term reinforced impressions create a strongly guarded opinion, if we have slightly positive initial opinions about something we naturally seek to discover better about it and as we do, we are compelled in that direction. If we have even slightly negative initial impressions, we by nature look for the negative and constantly bolster that negative opinion. This will not guarantee that direction as other influences might easily take a slightly negative position and turn it positive. Had that negative position been reinforced, even more, it would have required a greater catalyst to induce that change.

We assess persuaders before trusting them. Specifically:

- **Who** is informing me? - **Why** are they doing so? - **What** are they saying? From psychology studies done in the US during the 1980's on persuasion.

If you're not invited to someone's birthday party you are an associate, not a friend. If invited to the birthday party, you may still be an associate; would they invite you to the after-party for just their friends?

We love sanguines as entertainers, we love phlegmatics for their sympathies and kindness, melancholics for honesty and some people even like choleric for their bold leadership. If you can combine all those traits (when needed), be interesting, caring, and honest you will gain a great deal of interest, attraction, and love from everyone. Learn how to be the person that people love more.

Build rapport any way you can, a smile is magnetic, people prefer to interact with others like them, approach them first, introduce yourself confidently, don't interrupt. Live in the moment, be enthusiastic, be sensational, but be Judicious, find a common ground, pander to their ego (they are their favourite subject), listen carefully "That's interesting tell me more", offer admiration and be thankful, declare your limitations if needed, otherwise expand, and fix your limitations. We love those who make us laugh.

It is amazing how some meaningless little thing can bolster someone, like a "company" medal.

"Be funny, Make Money".

7.5.1 The Value of Humour

Don't just tell jokes but create relevant humour about the situation or environment or similar. I received a letter with an aspirin attached, explaining: it's for the headache I'd have if I didn't take up their offer.

To gain admiration; be pleasant to strangers, it produces esteem and advances your relationship. Introduce yourself to others as often as possible. Be sure you can pronounce the other person's name the way they pronounce it, memorise it, if possible, write it (spelled correctly) and if desired get a contact (phone number, email etc.). Send an SMS or maybe call those you want to know better. If you get a contact for them, use it.

7.5.2 Praise

Try to praise when you want to blame. Be impressed with them even if you disagree; find it in their MO or openness etc. Maybe you can use multiple sentences here for example. That's an interesting response I value it, with: (____) might be another way of looking at it? Or how do you back that up? (Expand as needed)

Think on how to be honest, caring, interesting and valid. (Do this in life generally as well.)

When we listen, we reason from our own background to understand their behaviour and motives, we then either agree or disagree. We may ask questions formed from our experiences; we advise—based on our own history. Don't ignore your view, but spend more time trying to see theirs.

Govern, especially body language. To succeed “*you only have a few seconds to show enthusiasm, sharpness, and professionalism*” (source?). Also be a sincere, empathetic, entertaining expert to increase results

One percent of the time an attack might gain respect and ally the other. Almost always it alienates you further. Say “I feel let down” rather than “You ruined my X”. “Have I made this clear for you?” is far less daunting than “do you understand?”

If you self-consciously monitor your actions, words, or manner too much, you tend to increase your inhibitions. To avoid a contrived effect; practice your interaction skills, until everything you say and do, has become natural. Consider but never dwell on what the other person thinks of you.

7.5.3 Desired Outcomes

Win/Win comes from a character of integrity, maturity, and the Abundance Mentality... It grows out of high-trust relationships. It thrives in supportive systems. Deeply consider your own scripting. Is it Win/Lose? How does that scripting affect your interactions with other people? Can you identify the main source of that script?

The 7 Habits of highly effective people – Stephen Covey

“The skills, the tip of the iceberg of empathic listening, involve four developmental stages. The first and least effective is to mimic content. This is the skill in “active” or “reflective” listening. Without the character and relationship base, it is often insulting to people and causes them to close up. It is, however, a first stage skill because it at least causes you to listen to what’s being said.” “The second stage of emphatic listening is to rephrase the content. It’s a little more effective, but it’s still limited to the verbal communication thinking about what he said, mostly with the left side. The third stage brings your right brain into operation. You reflect feeling the fourth includes both the second and the third. You rephrase the content and reflect the feeling using both sides of your brain to understand both sides of the communication.” The 7 Habits of highly effective people – Stephen Covey



7.5.4 Robert Cialdini

Robert Cialdini: Regents Professor of Psychology Arizona State University. (pron: Chaldini) studied persuasion. He found people say yes more easily when influenced by (in short):

Authority - a credible expert

Likeability- a friend

Reciprocation – they feel obliged

Consistency - with their beliefs or stance

Consensus - popular choices

Scarcity - scarce commodities

Concession - discount

Some of his elaborations (somewhat paraphrased):

Concession

Ask for more than what you want, if the response is no, ask a smaller request (what you wanted in the first place).

Commitment And Consistency

People are compelled to comply with your requests if they are consistent with what they've declared publicly or to you. Ask them to state or write down their true priorities, interests and values that are most important in their situation. Writing them increases their commitment to them. So, align your proposals with those things that are on record as important in their lives

Consistency

Add 2 words to this sentence to maximize results – “Please call if you have to cancel your reservation”
(add- will you, to the start)

Consensus

Add or change 3 words to reverse the implications of this sentence. “Operators are waiting, please call now”.

(If operators are busy, please call again) Now they don't appear to be waiting around with low grade products, but are busy because everyone wants it.

The Principle Of Attribution (Installing A Commitment)

People frequently do something because they believe a certain truth about themselves. If someone has a belief ("I will do (_____) because I am this kind of person") they will most likely perform a future, related action, because they are still that kind of person. You may be able to modify people's behaviour by merely introducing and praising a new attribution.

Also remember different cultures put different emphasis on things and are likely to have different priorities.

For more information on this, please read his books.

7. cont...

“Treat people as if they were what they ought to be, and help them become what they are capable of being...” Johann Wolfgang Von Goethe

Be a consultant rather than a salesperson; seek their issues and adjust your proposal accordingly. After all, insecurity causes fight or flight. (Remember these things apply to any time you want people to understand, agree and commit)

Encouragement words- These words reward others for their involvement, after many (maybe all) responses that support your statements say: great, wonderful, fantastic, fabulous, beautiful, etc.

“I prefer tongue-tied knowledge to ignorant loquacity” - Cicero

The tasks here are

RE - 7.1 Research, prepare questions tailored into thoughtful answers, overcomers, (trust)

Promote / arrange mentors?? Get/be a mentor?

Approach and talk to a group of 3-4 strangers (if you're not confident), 6-8 if that challenges confidence a little, or 10-15 If you are used to small groups. Increase the number with your increasing confidence. Discover where they're from, why they're here (today) and **why they're here** (Life). Ask any further questions to discover their MOs. Tell them that “the conversation was interesting, thanks for your time”

Chapter 8 – Ethics

Nobody likes a pushy presenter; we teach people to entice; everyone is more willing to work with those who are enticing and less with those who are pushy. They may say yes to those who are pushy to try and get rid of them. They are then more likely to attempt to avoid the pushy person forever, whereas the person luring the interest of the other gains the others interest, support, and desire to say yes.

Planning & Reliability - Honor, Wisdom, Courage And Discipline (HoW CAD)

When I plan, I achieve my targets (timing), if I am doing it alone, I require little contingency planning even with massive plans. If others are involved however, when I pay for a job to be done at fair labor rates, I find the results can take forever, even simple half-day tasks may take many months. If I pay highly, they get done quicker, but still at the convenience of the worker (within a week instead of many months). It seems many people lack discipline, care, tenacity, respect, reliability, honour and more. They are lazy, constantly putting things off, it amazes me how many other "more important" things come up. Their ethics are low and they also seemed to be the very same people who complain a lot and get run over by fate, there is always some problem that "someone else" caused and they need help with and it's usually financial! It's usually a lack of planning.

Complain but only when you must; if so, structure it beforehand, for best results. Only complain to the Service/product provider, not your associates (unless they asked your advice or you know they are looking for that kind of service). If so, make it a bullet point explanation of the issues you had, "I had billing and delivery issues with them, I'm now with X and find them (worse, the same, better, sell the better option) Don't trash things to others, just to get it off your chest.

Financial Morality

Work out what you need (the basics: rent, bills, food, fuel etc.), don't buy any non-essential items. I pay down my debt and save for bills before those purchases. Adversely I mostly find people who borrow from friends and refuse to repay even half of their disposable income. Some will even hide extra money they weren't expecting and spend it secretly, rather than give your money back. When those bills or circumstances come up, they have nothing (They spent it on non-essentials) and need more from you. Helping them with a loan and no consequences is dangerous for both of you.

If someone you know seeks money from you and they have never asked before you may consider giving them a small loan. Make sure:

1. It is secured by assets
2. Has a strict schedule and
3. It has high but fair interest rates; 5% per month at the most. (you're not a pawnbroker)

They must learn to stand up for themselves as your help only deepens their position. Beware repeat loans, if you say yes, they are more likely, not less likely, to ask you again.

If they have asked before and been unreliable, or for some other reason, you choose not to trust them with your lifeblood (money), explain that you can only help by teaching them how to make the money & have the "HoW CAD" to achieve it. If they refuse to listen or apply it, then tell them that they can "go choke someone else to death". What are you losing now? A relationship you need or people hanging off you to save themselves from drowning when you are struggling to swim without them.

They are users. I know this well as I type this, I estimate 3-5 years of my life has gone to others financially (unpaid debts etc).

When I show them how to make money themselves, they come up with many excuses, it's "too hard". Even simple things like an easy way to find really cheap and often free things, then sell them in auction for at least a \$50p/h profit. Yet do they? No. Instead, all three of those I showed, came up with excuses and since all have asked me for further financial help. They lack "HoW CAD". Now, I just say "What about that couple of thousand dollars you could have made last week?" predictably they respond "I didn't make thousands last week". "That's right, you didn't go get that free money I told you about, you'd rather make me struggle" (writing this information for you is far more important to me than a few thousand dollars a week, so my income is quite limited right now and they know it). Why lend to anyone who is not displaying an attempt to improve their income in the first place?

Don't help the needy, help the willing.

Have morals. Armed with the material in this course an immoral person will use it to gain unfair advantages over others and therefore damage our social network (which can hide fragility).

When it comes to questions, don't avoid them, avoiding the question is where the term 'a slippery salesman' comes from. If someone asks how much it is, don't respond with "you won't regret it, because it's going to change your life" and then go on to other things.

If, however they are asking this question before they have gained reasonable information then you may need to approach it differently maybe just ask them "I was going to mention that in a minute could I please explain one or two quick things first so you know the value of what you're getting and make a better assessment on the price"

Live, if you can, as if the other person is your mentor. But be wise enough to identify them as the problem if you need to. Do not vex them. Avoid them if they vex you.

How are you perceived ethically? Why are you perceived that way? Do not blame others especially if most people perceive you in a similar way. Then, that is more likely what you are. It is certainly what you have made others perceive of you. How they treat you is often the treatment you attract! They usually won't tell you about the things they don't like about you and less people like you than the number who say they do.

The higher your ethics, the more people are willing to support or work with you.

Your task now is to contemplate: Can you improve your ethics? Who could you be & how will that affect persuasion?

8.1 Other Methods

There are other less ethical methods out there, ranging from slightly unethical, to selfishly forceful. They do work, some work very well, but my ethics stop me from delivering you anything I consider unethical. I will, however, explain just one, only as an example of methods to avoid and people to avoid if they use it. I personally would never use it.

Pace And Lead Method

Pace Statements are considered true. Lead Statements are where you're "leading" them. Use them in this order: Pace, Pace, Pace, Lead. Tie Down- Pace, Pace, Lead, Lead, Tie Down - Pace, Lead, Lead, Lead, Tie Down - Lead, Lead, Lead, Lead, Tie Down. This blurs the distinction of truth and your

outcome. Leading to an agreement. I suggest more ethics though, because if you are using this method or any method that is less ethical, then you are doing nothing but causing trouble for yourself and others.

Instead, I ask you to consider my motto **Honour, Wisdom, Courage and Discipline**. Apply these things and you are more likely to achieve a more advantageous and honourable outcome. Sometimes I may shorten that motto to **judicious determination** as honour and wisdom are two of the many traits of being judicious along with Justice and any other traits a judge would display. Determination requires Courage and will produce Discipline and therefore; results and a few other benefits as well.

What happens if everyone knows these things? Then manipulators will no longer have as much power and those who have been manipulated will be aware of when they are being manipulated. How long will it take? as long as it takes to teach this to everyone

Chapter 9 - Know Approach Mentality

How to set your own mindset - A Confident Approach

To be persuasive, you must be assertive. Speak your mind without fear. You can make yourself permanently assertive. Ask “may I” and get lots more, with less fear of a “no”.

When approaching a prospect, someone desirable or important, think of past success, not mistakes, failure or fear. Ignore your past failures. Mistakes are similar but different: a failure may not have been a mistake and a mistake might not fail (might succeed)) (Remembering but not dwelling on a failed mistake may help to not do it again). Be emotionally detached from circumstance. Consider the other person's view; see through their eyes! Many people approach persuasion in fear; understand and accept it, compress it, replace it with power. Go into a powerful, successful character like an actor prepares for a role. Just act and present yourself as a winner, you will win admiration and grow to become a champion of persuasion. The role becomes a habit, then character, then destiny. Be a knight: knights of old put-on armour to deflect attack; Put on mental armour to deflect the mental and emotional attack, promote yourself, act and not be hurt. They attracted respect, you will too! Smile, even in the face of adversity. If you choose to think that you are important, act and look important, others will consider you important as well.

Be Authentic, Transparent and Honest.

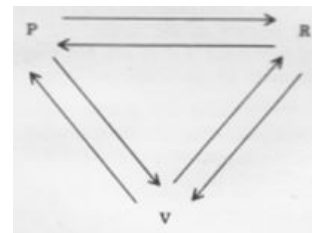
Nobody likes to be told what they can't do or have. Everyone's number one concern is themselves.

9.1 Going on A Date

Be different, make it fun; after asking, suggest a supermarket. “We can find out more about each other's groceries at least” If not: Where would you like to go most if you have someone to talk with? I don't consider going to a movie as a date, as there is no talking. Unless you are way too much a coward with prospects, that you know you need to start by not talking and generate something to talk about first (to start the conversation at least), as well as the time in their presence to feel more comfortable, to wait for the jitters out, and think of things to discuss. Otherwise, a date to me should be an opportunity to learn about each other, discover compatibility and common goals.

9.2 Negative Interaction

A Persecutor: Someone who sets unnecessarily strict limits on behaviour or is charged with enforcing the rules but does so with sadistic brutality.
A Victim: Someone who does not qualify for a job but falsely claims it is denied because of race, sex, or religion.
A Rescuer: Someone who, in the guise of being helpful, keeps others dependent upon him or her.” “Born to win” P94



9.2.1 Improving Bad Inescapable Relationships

As much as you can, ignore any issues you have with them and work with what you can unless they are in some way harmful to you even emotionally or socially then separate them or separate yourself from them as much as you possibly can, surround yourself with supporters. If you need them or they may be willing to improve, gently encourage them. Don't confront them, unless you are 100% sure that it's the only way & must be done.

Basically, if you must confront: Seek specific support from joint friends/colleagues, **fairly** (without exaggerating). At an appropriate time (with support - only if appropriate), discover the reason, accept what you can, show understanding, explain your position, seek understanding, seek a resolve, and set controls and boundaries as required. Then steer the relationship through encouragement on to higher levels, which also brings respect.

Ostracize abusers who aren't turning to fairness.

Chapter 10 Know Body Language

7% of our messages are interpreted from the words we use. 38% is picked up from our voice- speed, tone, pitch, rhythm, pace, inflection etc. 55% is what the other person sees - our body language: which helps you better assess others and understand what is going on in their mind. You can also send out subtle, subconsciously perceived signals that can advance your favour and improve your charisma! While verbal language can hide the truth, body language cannot. (Except for expert proponents)

Eyes - Direct eye contact occurring: - 20% or less - = hiding something/lying or lack of confidence / subordination. 45-60% confidence. 70-75%= authority, **especially when persuading** 80% - = sexual interest. 100% = aggression. Eye contact from the audience 60-65% = very interested in what you have to say.

Dilated pupils indicate great interest in you or what you said. Rapid blinking is a warning. that your prospect may provide resistance to what you have just said.

Aggressive people stare down others. Counter focus directly between the eyes right above the bridge of the nose. It appears that you are gazing into their minds. creating perceived authority and a forceful character.

Head: A head resting on the hand = boredom. A head tilted forward or Nodding = interest/agreement. Side to side = negativity. Tilted away at an angle, as to glance from the corner of their eye = suspicion, mistrust, disbelief, or negativity.

Hands: A hand, covering the mouth or the nose or tugging the ear, indicates a lie. Speaking with hands tucked in pockets indicates something might be hidden (or it could be very cold). Hidden palms show something hidden.

Clenched hands indicate tension, discomfort, or anger. A limp handshake palm up probable submission. A firm handshake palm down conveys strength.

The moderate handshake: Shake hands at the waist level, firm but not tight. The same pressure as the other person is ideal. Shake their hand once or twice and let go and never too passively or aggressively.

Believe it or not the wet fish handshake is a power handshake. Royalty and popes limply extend their hand palm down for you to shake (or kiss a ring, as you are probably on a knee) you then shake their hand as they offer no resistance. This shake will not win anyone over.

A hand gripping the other hand, wrist or elbow shows a desire to quash rising anxiety. Hands on hips is a defiant, commanding stance.

A hand behind the head indicates a desire to stop anxiety, danger, or discomfort, where both display a feeling of superiority, as do steepled hands. Hands clenched behind the back project a desire to show control and power.

Open Palms hands pointing down present honesty and openness, open palms hands up especially when pushing towards you, say 'I'm faking an honest thing here, I'm consciously attempting to look honest and I'm pushing you away from the truth.' Stroking the chin indicates ongoing evaluation. Hands flat on the table indicate readiness to agree. Rubbing hands fast is good for them and possibly good for you - slow is good for them only and bad for you.

Arms- Arms crossed over the chest indicate resistance. (could be cold)

Body- Leaning towards you shows signals of interest. Leaning away indicates disinterest or resistance. Shifting in their seat may indicate a lie. Sucking in the stomach indicates sexual interest.

Legs- Crossed legs While sitting indicate a lack of acceptance (but may be a comfort issue), when standing, crossed legs show a feeling of isolation (again possibly a cold environment). A person sitting with their legs tucked underneath signals that they may like you.

Foot- A tapping or flicking foot = boredom or anxiety to speak or desire to leave. Shuffling feet may be another hint to a lie. a person's feet pointing at you = interest. Pointed away; disinterest. Feet pointing towards a door signifying a desire to escape interrogation may also indicate a lie

Body Language Clusters- convey openness and authority. Avoid body language that betrays anxiety, suspicion, resistance, or untrustworthiness.

Displaying **Authority and Power** Steady, frequent, level eye contact. Chin up, erect posture, shoulders slightly back. Slow deliberate movements. The Rolex effects

A deep tone of voice with speech under 100 words per minute. Each sentence pauses to punctuate phrases and its end. Statements have a downward inflection; questions may have an upward inflection but may still have a downward inflection and may sound like statements.

Leaders usually take the head of a table. When sitting they may steeple, standing their arms may be behind their back or rest them on their hips. Gestures are emphatic and carried out in sweeping or thrusting motions.

There is an invisible territory that accompanies us wherever we go. The bigger this perceived territory, the more assertive we're perceived to be and the greater the respect we command.

Tone and Voice Patterns. A tone increasing in pace and rising pitch usually indicates escalating nervousness and perhaps that something is hidden. Generally, avoid this; however, it becomes very useful if you want something to sound like a secret. Note a pitch getting higher also indicates a question. A lowering pitch is a statement.

Ignore the visual status symbols of others and get some yourself.

When persuading a woman, stand directly in front of her at least a meter away so she can see your hands. If you invade a woman's space, she will immediately withdraw. A man persuading a man is the opposite. Never stand directly in front of a man; as this is confronting.

Rapport (being liked) can be created prior to a "persuasive encounter." Mirror someone for about ten minutes (starting about three minutes after the conversation begins (to avoid suspicion)): Then, find out if you were successful.

Match some features of the other person's expressions, posture, tone, or speech rate etc. Mirror that person briefly (10 minutes apx) avoiding any negative body language. After a while, change your posture and observe responses. If the person mirrors your new posture, you have success. When you learn to read people, it helps them also because you understand them better and don't, they want to be understood better just like you.

So, here's a task now. As everyone can improve their body language knowledge and skills. How can you include this in memory and or plan to give thought to this when needed? Create some notes to apply this. Prioritise those areas where you lack most.

Chapter 11 Early Contact Considerations

Restrain your opinion, encourage others to speak. Speech ratio in the persuasion process; You 30%, Prospects 70%(consultant). Listening (objectively) it's not just what they say, it's what they mean and how they feel. When it's your opinion, make it clear that it is your opinion, which reduces their doubt. Preface your statements with "My feeling is that", "I think...", "In my opinion..."etc.

While they're talking do not formulate your next sentence 90% of the time like most people do, and listen 10%. While they talk, listen 90%, think on your response and think on body language as required (both yours and theirs) 10% .

Listen (study them; their details, name etc.)

Don't waste your time preaching to the converted

As a general rule, I don't discuss: religion, absentees, politics, or philosophy -RAPP. I only do so when my opinion is sought openly; not as an opportunity to compare or argue.

Tom Sawyer (painting Fence) Tom was given the chore of whitewashing the fence, he begrudgingly began. As people came by, he would act as if it was fun, they would ask to be involved, soon he had a few people painting his fence and took off to have real fun with his friends. Make the tasks you seek from others as appealing as possible.

Everyone's view is "me first". They must feel we understand them, or they won't even consider what we may know about the offer. "*What you say is doubtful, what they say is true*" who said that first I don't know I got it from K.C. Johnson

“Prospects must love and trust: the offer, its structure and you.” I don’t know the source of that either. Ray Havil said it to me.

How to find out whether they understood; don’t ask “did you understand that”, but rather ask them “what did I mean”. Seek feedback.

Some questions you might ask are:

What are your dreams and ambitions?

When was the last time you...?

So, what’s your passion in life?

I find you really (_____) (_____) (_____) would you please (_____)?

11.1 The 5 Magic Words

The magic is built on five basic words, often known as their “**Hot Buttons**” (the things that move them emotionally) these are the things people want out of life, our prime desires.

Affection: Attention,

Ego: Prestige/Excellence/Esteem/Recognition,

Control: Personal (Privacy/Liberty) external (Power),

Greed: and

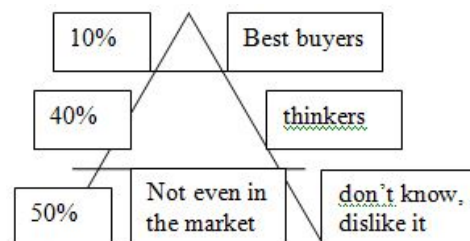
Security:

Spirituality is not a hot button but it is highly symbiotic it affects and is affected by all those hot buttons.

Attempt to discern your prospects biggest focus (desire) and make it the highest factor. The two most powerful emotions are usually: fear of loss (Security) and Greed. If no other specific need is found; work on the need for esteem /Ego. Everyone likes to feel important.

11.2 Acceptance Pyramid

Sales presenters use pyramids to describe buyers’ opinions, archetypes, or interest levels. They then break it into 3 to 5 groups or levels, with those most keen at the top and least keen at the bottom and often including the unknowledgeable somewhere towards the bottom,



Often there is another line that splits those interested and those who don't know or don't care. However, if we take that further those who don't know can be split into potential; those who may and no potential; those who won't. Which is lower than yet another line, being opinion on first knowledge, as those who have a slight disinterest still have potential and can be swayed to interest. Or you could group them as three groups with two splits in the triangle; those who have interest or better, those who don't know or don't care and those who are disinterested or negative.

Depending on the offer, as with some things 5% of people are in the market (property) & others may have more than 50% of people in the market (clothing *not everyone buys their own clothes or may have more than enough ** I haven't bought clothes for years). Then you have those things with specialist markets, like lecture chairs; how many people are in the market to buy lecture chairs?

In a social activity for example on average, 10-20% might be keen, 30-40% may have interest and 40-60% don't know or have disinterest. With the sales situation you often find that those theoretical lines push towards the top. When offering a product to a stranger we might find that the average has become 2% that are keen, 10 to 20% are interested and 80-90% unaware or disinterested. As I write this all but 100% of people are unaware of this course and subsequently no one is already disinterested because they are merely unaware of it.

11.2.1 The Acceptance Diamond (The inclination or disposition model)

There are 10 levels here.

Seekers, keen, ready, interested, unknowledgeable pro, unknowledgeable con, don't care, disinterested, dislike, anti-activist.

The Acceptance Diamond is my view as I see it more like

2% - seekers
5% - keen
10% - ready,
15% - interested,
18% -unknowledgeable pro
18% - unknowledgeable con
15% - don't care
10% -disinterested
5% - dislike
2% - anti-activist

Assess others quickly and give them no more time than they're knowledge and interest level require; if they're ready it requires no time; go straight to the paperwork. If they're anti, trying to turn them usually wastes the time where you may get a yes from someone else.

Involve Your Prospects constantly as it multiplies commitment.

Buying Decisions

A sale is transition: primarily by an approval of you then your offer and thirdly by any subsequent alteration or adoption. Simply, it is gaining understanding, agreement, and commitment.

“People often buy what they want and less often what they need. How often have you needed something but not purchased it? How often have you purchased something you wanted but didn't need? We buy using emotion then justify that decision by augmenting needs.” - indirect quote as learned from Ray Havil

People buy functions; what it can do. They buy knives for example because they want to cut something, only collectors buy them purely to look at.

Results are gained when a prospect is convinced that your proposal is good and they want it; help them solve their problems; to convince themselves, and they will love you for it. A novice promotes an offer; an expert offers solutions, shaping their proposal around the prospect's desires and needs.

Persuasion is the transference of feeling, leading them by their agreement to your outcome. - unknown source.

The “queen of spades technique” offering a series of two outcome choices (A or B) will lead a person to your outcome by praising a desired choice and deflecting unwanted choices (what other choices do you have? Or putting that aside you have?).

When in dispute; never complain, establish a resolution. offer your solution with mutual benefit, while avoiding legitimacy arguments about the concern. This should catalyse a likely resolution and encourage a continued relationship. They may just accept your offer without a counter. Never make concessions or offer bonuses without confirming a greater commitment from the other party.

Also replace the “NO” response with “If...”. To respond to an answer or qualify anyone’s position asks; “is that important to you?” If yes, “why is it important to you?” When stumped, say, “That’s interesting, why do you say that?” It’ll buy time and help your response.

The Four Most Important Words in the Human Vocabulary: What do I get? - unknown source

If you can offer value. you can win over anyone. (given $pR > pE$) The second most important four words are **what will it cost?** It's good to remember that they are also interested in another four words: **What do You get?** If they're asking this your response should be honest but also indicate to them. Not as much as you get.

11. Cont....

Wealth and or status may be gained through > **UPLEIB: Uniqueness, Power, Luck, Eliteness, Initiative, and or Benevolence.**

What makes a “tall poppy” upleib, but with arrogance & pride or the like with it.

For the most part choice rules destiny not luck. You could say destiny is 50% choice, 20% practical, 10% luck, 10% favor and maybe 10% other factors, or 90% UPLEIB and 10% other factors, where each factor of UPLEIB can vary.

At this point I’ll mention hypnotism and break down what performance hypnotists do, so you may learn techniques to suggest ideas/offers successfully:

They:

1. Call for subjects (they're mostly going to be the encouragers)
2. Relax them and suggest the hypnotic effect
3. After relaxing them etc. make any basic directions. When I click my fingers (anchor) etc.
4. Make the required hypnotic suggestions for them to follow
- 4.1 Hypnotists start with simple things that people are most likely to follow and if it’s group hypnosis things for the potentially least willing, they advance to the less acceptable things and in groups the most willing people to respond.

The relaxation encourages, suggestion of control bolsters that. In groups, as it’s just suggestion, the early positive responses inspire agreement with those actions more as the group advances & commits to the continued “hypnotism” (peer pressure).

Why not apply some of those steps/techniques when you want people to say yes?

So now your task is to practice the Queen of Spades

Chapter 12 Know How to Direct Conversations

This focuses generally on communication. Where Chapter 13 contingent infinity is the basic format of persuasive conversations.

12.1 Plan

In an organised meeting you need to plan the whole process. For example, a presentation. things before, during and after a presentation (especially notes)

Questions before a presentation:

Like: what is your position, it's relevance and direction. Then

How much time do I have to prepare or present it?

Will it be a statement?

Will it be on a question-and-answer basis?

How many people will I be presenting to? Who are they?

Am I the only person on the floor as "the professional"? Or are there others with me? And do they have their specialties and so on.

12.2 Initial Preparation

get the details if you have a referral and selling tools: **Audio and Visual Aids** (photos, news articles, statistics etc., maybe a computer with these materials on it) the written word is stronger than the spoken word and **blank paper/pen** for both presentation purposes and to record notes as needed.

Prepare your speech, script, or spiel and all the questions and answers that you can think of

Create an appealing environment if you can.

12.3 Practice

Practice your spiel or imagined conversation especially any expected questions and answers. I would suggest you know at least three or more of each standard and contingency questions and answers and some three to five responses to other reactions.

If there are steps included practice and know them as well.

Set up props or any other requirements before any presentation and if you have the opportunity, just before the presentation practice again.

Remember you can apply these to any communication, you just won't have props, white boards, projectors, or the like, when talking one on one. If you want someone to help you in any way: Write what you want to say, memorise the key points (it's often better than reading it to them), and use all the skills you are learning.

Use what you find useful in life, even when it comes from those you dislike.

12.4 Throughout

12.4.1 Smile, Be Polite, Focus on Them - Remember it's all about them

Always maintain rapport. Be very interested in their interests especially when they're not yours and show interest before getting back on track. If it is in full opposition to your beliefs however, for example hunting is loved by many but completely unacceptable to a Hindu. Be ethical, do not support them in opposition to your own morals. It's better here to declare your opposition (which will show your honesty and forthrightness) but do it in such a way to show acceptance for the person themselves. "I like you but hunting is against my beliefs". Don't then go on about your beliefs, ask something else like "So what other passions do you have?"

12.4.2 Study and Use Body Language

(Use - **A. Eye Contact** 50-75%. **B. Voice** clarity, volume, an engaging tone. **C. passive yet authoritative actions** lead when you can,)

12.4.3 Don't Over-Analyse yourself or them as it will constrict your flow

12.4.4 Wait 2-3 seconds every time before you speak 4 seconds maximum...

If you can. (Many individuals will feel uneasy during a silence and attempt to fill in the silence) An extra moment to prepare your words is well worth the time. It also brings a sense of authority. And if you need an extra moment to think about your response, they won't be suspicious when you do need to think of an unprepared answer. It's just your regular two or three second delay.

12.4.5 Know Your Place & Take Charge

If you are in control of a work meeting don't let the subject be hijacked, or if you are in the audience try not to be the hijacker. Never talk over people, even if you must disseminate information. They will shut you out. (If you must interrupt see below 12.7.3). If no one is officially in charge then control belongs to the person who takes it.

The golden rule is he who has the gold, makes the rules. I reverse it. My version is: he who makes the rules gets the gold - abide by the rules that are successful and make the rules to maintain control where there are no rules (if rules are appropriate).

If let's say; you take your children to a beach which usually has 1-meter-tall waves, then you'll need different rules for your children; in the water, the toddlers hold your hand, the four year olds are free but mustn't go deeper than thigh depth, the 5s to 8s to their waist, the 9s to 12s may go as far as neck depth and teens can swim as far as the break (if it's close). You need to set the rules, but you are best to keep to the necessary rules only. Don't set rules like; they must all swim at the same time only. But maybe have a rule that; the older ones can swim when they want, but they must have at least one person watching. It'll free you up more to enjoy the day yourself and attend to the young ones or feeding the baby. Of course, don't go too far from the area. If beaches with crashing waves are foreign to you, I grew up this way, just think of how setting rules apply to you.

Rules: Have as many as you need, yet as few as possible, as fair as you can make them while not to be shunned!

12.4.6 Question Every Statement They Make

(Mentally and quickly) And consider that which was omitted. Also consider the statements you make regarding their filtration etc. Don't focus on your thoughts too much.

12.4.7 Avoid Mistakes

Be careful about these, as others may think less of you and your objective.

Never be too over enthusiastic it will turn them off, just be moderately more enthusiastic than they are. Remember there is a balance point if you over apply certain aspects, you may lose credibility.

Don't seek Praise, Sympathy, Take Sides, Tell Secrets, Overstay Your Welcome or be over-nice, arrogant, or condescending. Be relevant if you get off track, return, and if they have started talking because you are off track, don't interrupt, re-engage by listening and look for an opportunity to get back on track (if need be) try not to be repetitive, even if you are explaining it a little differently each time.

Get it right, assure their full understanding (many times I have failed to confirm total understanding and this failure has cost me a lot) avoid this at the beginning.

Disagreement will offend, arguing will usually offend even more, telling them that they are wrong will offend. Give the benefit of the doubt. If you must disagree, do it softly "We don't see eye to eye on this one, I see it this way. Could we at least agree to disagree?"

If there is no doubt, still **Don't tell people they are wrong** and that you have better (ways etc.), without proof (or history of experience). Even when you have proof, remember cognitive dissonance.

Ask disinterested people a question for example: "how do I make this more interesting for you?"

12.4.8 Don't Dominate, Defame, or say "Honestly" "To be honest" or "trust me".

It is very hard to concentrate when some people explain things. Long-winded, giving too many details on useless information, yet missing the base details of the important information, often giving no time to respond or ask for clarification. If you've walked away from a conversation wondering what was that all about, then it's likely this is what happened to you. Be careful not to do it yourself. Get them to repeat or reword your phrases as-needed - don't speak negatively about your competitors or anyone else. Talk about good features instead. Don't say honestly or to be honest as it implies that you may have been dishonest till this point, or that for some other reason honesty must now be reinforced. Was it not already obvious? Therefore, those words express potential dishonesty rather than honesty. Asking for trust is the same. Why are you asking for trust?

12.4.9 Use Tools

Have pen and paper they're even useful when talking with a person one-on-one, maybe explain it as: "Because I find what you're saying very interesting I do not want to disturb you, so when you bring up

many things that I want more information about I need to write it down so I can ask you more later.” Also, carry extra paper and pens so other people can also write notes and record questions that they wish to ask later. Planned meetings of course can utilise other tools Such as Audio-Visual tools etc.)

I don't expect you will carry a pen and paper all the time, much of what is offered in this workbook is not practical in every circumstance.

12.4.10 Praise Every Good Step They Make

This will encourage them to advance even more, but be careful, in some cases, praise of minor things or too much praise will have a negative effect. Which praise affects you more? The praise that comes from somebody who is complimenting you all day long or the praise that comes from someone who has rarely praised you? If someone has accomplished something, praise them for it, if they have done it a few times then stop, as the praise itself becomes weaker and you may seem condescending. Remember also that even though you must praise them for their growth. Withholding praise will make some people want to seek that praise more and act even more in the way you wish.

12.4.11 *Positive Language*

Use positive language as much as possible, such as; can and will. Avoid jargon and negative language like can't, won't, should, try, problem, even words like hope and just can be negative. For example, “may I help you” is better than “can I help you?” I'm calling to... is better than, I'm just calling. When returning to a call, respond with, ‘thank you for waiting’ rather than ‘sorry to keep you’ or ‘are you still there’. In sales there are two big ones... ‘cost’ should almost always be replaced with ‘investment price’ and why should things ‘change’ when they can ‘improve’?

12.4.12 Under-Promise and Over-Deliver

12.5 Steps

12.5.1. Be At Ease

12.5.1.1 First Ask Yourself

12.5.1.1.1 If you know them:

Do they listen or interrupt? Or are they easily distracted, confused, or offended? Prepare to deal with it.

12.5.1.1.2 If you don't know them:

How can you allure and make them **feel important**?
And who makes the decision? them or others? check early if needed

12.5.2 Greeting & introduction

Before. Do I have time? Assign time.

Greet them warmly, be glad to see them. Treat them as if you are already a friend, if this is not inappropriate. Appreciate them immediately. ‘Thank you for the time you’re investing it's priceless to me’

1. Talk slowly (less than 100 wpm). Talking fast implies negative messages. But be careful not to sound like you're dumbing it down for them and being condescending, as talking too slowly, and emphasising incorrectly will do this. To do this don't say each word slowly, have a greater pause between sentences and after certain words, in doing this people will get to know that even if you have paused, they shouldn't jump in and start talking. They will learn that you are still coming to your point with authority and always finish with a question like, would you agree or what do you think? Eventually, they will only speak when you give them that opportunity, as they know a 2-second pause from you doesn't mean you're finished.

12.5.2.1 Introduction

Be memorable from the start. ‘Hi, I’m ____ I noticed your ____ and just had to talk to you? Or hi, I represent the (‘aerobics association’ if you’re overweight) just kidding. This can produce humour for other situations and circumstances as well. In business a better option is ‘Please allow me to introduce myself by way of my background’.

Are there Any distractions you need to deal with?

Show a Weakness: Many studies have shown that people tend to trust others who freely admit weakness. It will also endear you to them. Offer a true weakness you have. I don't suggest doing things like spilling some coffee, dropping something, or tripping slightly, as others have done, but I will admit they work. Declare a true weakness. If you don't do this at this point you will gain sway by doing so by the time you declare the benefits. Declare any weakness of your offer before you've got to the point of making an offer.

12.5.3. Create an Appealing Atmosphere

Open with a joke, a compliment. If lost, start with an inoffensive observation, or *only if you really cannot think of something better* ask about weather or sports. **Put them at ease.**

Dealing with their entry attitude, especially in telemarketing or any unarranged approach. What mood are they in? What circumstances just happened before you contacted them? Will that cause them to do something different, like a shutdown (in a desire to move on to some other previous or pending issue, that you may be totally unaware of).

12.5.4 Risk

Taking a risk together will sponsor trust and rapport and also gives you a chance to validate them, “*I couldn't have done it without you*”. Note validation is different from praise, as you're not focusing on their ability, but your lack of ability.

Like weakness this may also be done a little later than this point however, the earlier the better, yet, not before it is practical to do so, do you need more rapport in your situation first?

12.5.5 Validate Them

Self-Promote less. Validate others earnestly without patronising, as often as possible.

Praise someone sincerely to boost their esteem if needed, but validate more if you can.

12.6 Initial Direction

12.6.1 Involve Everyone

Chat, banter or discuss observations, maybe ask what brought them here. **Listen (carefully) 70% talk 30%** to understand them and base your responses on their information. Parley

12.6.2 Discuss Opinion

Such as the environment. **Ask Open Ended Questions.** To keep them talking and reveal themselves. Don't start with your objective, lead in.

Ask about those things people really want or really like, maybe have a list of interesting questions, to quickly look at before conversations: What are your favourite things? What are you interested in? What drives you? What motivates you? It's all about them. Find something in common with simple questioning. Ask great questions.

12.6.2.1 Questioning

Starter Questions

- What do you like to do?
- What do you value most?

Direct Questions, based on information from them, to steer the direction of the conversation.

- Where did you get that?
 - How can I achieve that?
- Would you like to (fix that, gain from that etc.)?

Follow Up Questions. To probe further.

- Can you elaborate further?
- How did you feel when that happened?
- What were you thinking at that time?

Don't ask questions that the others are not interested in answering.

Okay, here's a task. Write a list of starters, direct & follow up questions specific to your promotions. Write a list for each of your financial, social, and adult/parental strategies primarily, also your philosophical promotion if you wish to promote your views.

12.6.2.2 Answering Questions

Respond, instead of Answering Questions

Responses give more than basic answers, that simply provide information. They can include experiences, intent, direction, and management. Provide extended answers to questions, add more information about the people, places, things, or events in your answers, given time and interest.

12.6.3 Trade Feeling

Especially those areas that they revealed, relating to your offer.

Tell them you love it too, (if you can). Agree with them to the maximum extent you can ethically. Be authentic, genuine, engrossed as much as you can, without being insincere, as they are likely to notice and be insulted.

As conversations are dynamic, you may notice that it might be appropriate, for an initial offer at this point. If so, I suggest you make it a soft offer (If promoting this course for example, you might say would you like to know about a course that can help you with that?) it needs to be quite soft (if at all), as you haven't given them any details yet.

In fact, all of what you do and say is dynamic, it will change with everyone you are communicating with. You'll need to discover them and what works with them.

12.6.4 Quick Expression of Benefit/Success Then Build Credibility

12.6.4.1 Quick Benefits, Soft Close

What I'd like is for you to (give 1 or 2 benefits) express your desire for their improvement (not how you want to improve them but how they can close in on their dreams)

12.6.4.2 Build Trust

12.6.4.2.1. Provide 'Scientific or Social Evidence

'Research shows...' or 'everyone's doing it'.

12.6.4.2.2 Ensure that your prospects feel safe when they interact with you.

Give historical, company and or product/offer evidence, Guarantees and assurances, Personal security, or anything else relevant. But never say "you can feel safe with me" as by nature they wonder why you have said that. It negates itself; they actually feel less safe with you, it's far better to say "I've always used the best safety equipment since I started 10 years ago" or more so "our company is one of the most reliable (_____)"

If it's not true, don't say it.

12.6.4.2.3 Validate and Show Personal Credibility

Present your qualifications. Show the Competent Consistent Results that you've achieved previously in business settings or appointments. Where there is a pre-set agenda, these are usually done after 11.6.1

Probably make a soft offer now.

12.6.5 Discover Their Senses, Interests, And Their MO

Delve a little deeper than those initial questions you asked, ask questions more relevant to your objectives. For example, a simple process of asking another person on a date. "Have you been to any good restaurants around here?" innocent enough. Validate them and **focus** as you will use their information to lead to your objectives. ask what food they like, discover a favorite of theirs that you may enjoy.

Validate them.

You can discover their approach to you, and their view of you (this is a poor example, I merely haven't the time to think of a better one yet!). You might say "The fairies at the bottom of the garden told me... you believe in fairies, don't you?" If they say yes, they are pandering to you. If they say no they don't care whether they offend you or not but they are being honest. Any obvious fallacy will do to see their approach and opinion regarding you. **Listen intently.** ...

Ask questions to discover their prime senses to appeal to them later. I see senses as having two orders. Firstly, the approach order; the order of the senses which is excited first, and the priority order, which is how those sensors appeal to us most.

When going to eat in a restaurant we first see the venue, then when entering we hear the sounds that give it its atmosphere, and when the food arrives, we first smell it, then taste it and finally we feel its texture.

The priority order however is the order of importance to which a person gives each sense individually, and with food it would normally be taste, smell and texture, then sound or atmosphere depending on the location, then the restaurant's visual appeal. However, some people find the atmosphere more important than the food itself or maybe they just love the environment visually.

Find out what is important to them. If you have time (It might be getting close to your stop on a bus); find out what they like in other people, after all it's not a single meal that you're looking for, it's not the food that you're really selling: you need to find out what they like about others, to promote your superiority in those aspects.

Make it interesting and memorable for them as much as you can.

Your task is here. Why not create some example questions for me?

Start simply; So, what's your favorite dish?

Change Your Phrases - to suit their style not yours

12.6.6 Ask a question indirectly related to your objective.

Delve a little further towards your goal. Maybe "How long has it been since you ate there last?" you still haven't asked them out on a date. They need to want something about it first, even if it's not your company so far. So, focus on the food.

Trade feeling again

Responses: - 'We seem to share a goal' 'we have that in common' or in this case "I love Chinese too"

12.6.7 Lead to Your Objective

Be clear, don't get overexcited and speak too fast. Don't tell them what you want to say, tell them what they want to hear. But not as a yes man. You're leading to your objective.

12.6.7.1 Related Benefits

In this case, talk about your enjoyment of that food. And their company.

12.6.7.2 Probe

Discover their senses Not their sense of hunger, but visual, audio, taste, smell, and touch.

What do you love most about a previously-mentioned dish?

12.6.8 Appeal to Their Senses

Find out if they're hungry, now "Gee I'm starting to feel a little hungry, how about you?"

12.6.8.1 Make a basic offer appealing to their senses

Assuming you've built enough rapport, close.

"I'd love to invite you to lunch". If they said 'Yes' to your last question, if not, invite them to dinner.

If they say yes, great! If they say no, why? (are they busy? Do they like you? Would their partner disapprove? Do they have no need for what it is you're offering?) maybe ask why in a fun yet careful way. (e.g.)

Create Mental Adoption Imagery with rapport. "Imagine how wonderful it would be..."

12.6.9 IDS

You may have heard of 'FFB' - Feature, Function, Benefit or 'FAB' - Fact, Advantage, Benefit

They are the same, but use different labels. Features or facts describe **what it is**. Functions or Advantages explain **what it does**. Benefits tell us the value we gain, or **how it serves us**.

To keep it simple, I say **IDS**; what it **Is**, what it **Does** and how it **Serves**

In a business setting this is also likely to start at 12.6.6

Soft Close

A **Soft Close** (SC) often called a “Tie-down” seeks agreement or a yes “That would be great, wouldn’t it?” An opening tie-down seems warmer, “wouldn’t it be great if...?” A hard close seeks commitment or an action.

For example, work. Work; **Is:** production of money, **does:** money gives security **Serves:** money enables you. **Soft close** you’d like that right.

When listing benefits don’t put them in order of best to worst or worst to best mix it up and remember to save 40% of them for closing.

12.6.10 Develop Your Ideas.

Such as Process or other relevant things.

Ask well-worded **Questions Regularly** to confirm they understand, agree, or are maintaining interest etc. you can develop a stronger point based on their statements and MO.

12.6.11 Tell Them the Bottom Line

What they get ‘This means you (____)’

SC. Questions? (objections?)

12.6.12 Tell A Story

Bringing up experiences can build trust with a stranger. When you talk about how you have been “burned” in the past and what you have done to fix that (through your product), a prospect can trust your word. It does not have to be your own personal experience either, you can bring up an experience or testimonial from other related sources too.

12.6.13 Testimonials

Testimonials are great people tend to listen to them

12.6.14 Objections and final close

If your communication has a request which has drawn objections, You firstly need to solicit those objections (Draw them out), Confine them, Confirm that there are no other objections beside them, get a Pledge that if you can answer the objections, they will then go ahead. Then finally overcome those objections. These steps will be discussed more within contingent Infinity (13.4.x), as this chapter covers initial direction.

If there were no objections or you've overcome them, it's time for a final close process

Put the ball in their court – soft or hard

The phrase “I trust your judgment” is powerful. It immediately builds trust with strangers as it sends out a signal that you’re not coercing them into anything. *“People treat others in ways that are consistent with their expectations of them and therefore cause the person to behave in a way that confirms those expectations.”* – Business Insider

It's called the Pygmalion effect. So, if you treat someone as trustworthy, they're likely to reciprocate. 'Let's discuss your concerns and come up with a plan' 'You decide — I trust your judgment'

<https://www.autogrow.co/convince-strangers-to-trust-you-buy-from-you/> <this page may help

12.7 Basic Control

12.7.1 Control Interruptions

You don't have to answer the question. If you do not, you are likely to gain greater control of the conversation. You can:

Ignore it and continue. As I was saying...

Ask a question in return. Like; "Why are you asking this question?" Or "Could you please simplify what you mean?"

Explain that you need to complete this first and will answer momentarily. "I'll let you know in a moment, but first I have to explain..."

Briefly answer the question, quickly redirect back to your message

Answer with rhetorical question: Maybe we should ask "How can we fix this?"

Or maybe just Stop talking.

If they repeat the question, repeat your question, or use another question to repel a distracting or offensive question politely, to clarify the question or to introduce a different mindset in the inquisitor.

Further tips for control: e.g., pen mic in 13.???

People don't usually say what they mean. For example: If someone says "I'm just too busy for that now" They might mean, "come back later". They might mean "I don't want to know about that at all". Or "I need your help, not a distraction from you." If you respond to what they SAY, you'll walk away, then come back later, to bring it up again. Discover what the prospect meant: "would you like me to bring it up later?" or maybe – "OK, I'll ask later..." you will get, "yes", "drop it" or "No... I need your help"

Occam's razor (also **Ockham's razor** or **Ocham's razor**: Latin: novacula Occami; or law of parsimony: Latin: lex parsimoniae) is the problem-solving principle that states that "Entities should not be multiplied without necessity." The idea is attributed to English Franciscan friar William of Ockham

It means: The explanation that requires the fewest number of assumptions is usually correct. Another way of saying it is: The more assumptions you must make, the more unlikely an explanation.

Discover and respond to what was meant: It may have been better to answer with a question

Accept, Clarify, Confirm (objectify), Respond, d (determine? debrief)– ACCRD {ACCORD} (I'm working on this)

Eg: I'm glad you told me, so you'd like/you mean (). And I (am a ()) (objectify???) , I'll (). Is that ok? will that improve ()?

This will produce positive feelings, because you've extracted the real meaning and improved relationships.

12.7.2 Self-Absorption

Most people are self-absorbed, they talk about themselves, their interests, they seek attention. When another is talking, they think of ways to get the attention back to themselves. They may even hold back support-responses (yes, ah-ha, go on, I agree etc.) to end someone's story. In doing so the speaker may begin to consider others as disinterested, stop speaking and give the floor to the other person. They can talk all day about how they did their hair this morning! Why do we talk so much? Nervousness? Are you trying to impress others as you lack confidence? Or maybe you just don't know how to get the other person speaking. If they are talking incessantly, you could also withhold encouragement responses to slow them down.

You have twenty seconds or less to make an initial impression. Be relevant and hopefully of benefit to the other person." During the next twenty seconds the other person may start to lose interest. After that there is some risk if you keep talking: check their interest level; if you must, go on, or give the floor to them.

Never answer your own question unless it's rhetorical. Wait until someone else speaks.

12.7.3 Incessant Talker

12.7.3.1. Use More Closed Questions

Avoid the use of open-ended questions which encourage unnecessary details.

12.7.3.2. Manage The Conversation

Break the conversation into manageable parts.

1. The end goal, general ideas, and
2. Detail and precise information. Keep to the prime information and minimise on details as much as possible. Also, focus on the prime issue in the information you are being given and repeat it back to them.

For example: *"It appears that you want (x). The information you have given to me is more than enough, all I need to know now is (y) or offer a resolution.*

How To Interrupt and Redirect Politely

Let them know that chatting is OK (if it is) but will be cut off if appropriate, that you need to get to the point. "Why are you telling me this" "I've got ideas on that" "Would you please let us get back to the subject" or "let's change the subject and introduce the area you wish to focus on".

Maybe put your hand up or show another way that they are then talking too long, maybe do the windup symbol (it's an ok method but not great).

I am a choleric melancholic and believe in order and control over chaos. Many conversations can be quite chaotic. People get off track and you can lose information, others interrupt and destroy your chain of thought, some say the same thing many times over, some expect you to know what they're talking about. I do all these things too and I expect the same applies to you. So, I prefer to get through

communication issues smoothly as I have found there is far too much miscommunication in this world.

A single control word can be added to conversations to assure the compliance of fair communication. Just like a lawyer would say “relevance”. Instead of; “what is the relevance of this material” or “I can’t see the relevance of this material”.

Just make sure all parties are aware of the words being used and their meanings. Instead of saying to them “I know this, as you’ve already said all this before” I let them know that if I say the word “covered” it means “you’ve covered it already” so they can continue speaking without being repetitive. I also use the word “others” to mean “stop and let others have their say here”, “diversion” to mean “you’re getting off track”, like lawyer’s “relevance” equals “How is what you’re saying now relevant to the conversation?”, “acknowledged” (if I’m speaking) equals “I acknowledge that you want to speak, please let me finish this point first”, “consensus” is “May I ask if everyone else who’s listening also agrees?” “Elaborate” means “Please tell me more about that particular thing before going on” I use this whenever conversations are getting out of control.

To remember those words when I tell people about them, I use COD RACE; Covered, Others, Diversion, Relevance, Acknowledged, Consensus, Elaborate. There are some other single words which can also be used to improve conversations.

Just remember if you choose to use this; to introduce new ideas like this softly.

You also need to be sure that they have listened and understand. How do you be clear enough? If you need to; get them to repeat or even better rephrase what you have just said. However, it's another story if they just don't agree.

12.7.4 Maintaining the Conversation

If they don't realise the value or importance of what you have to say they will want to interrupt. If you need to find a way to maintain a subject or continue a conversation.

1. Chances are, you are probably losing them, change your approach.
2. Use it to control them (if needed); don't let them go until you achieve your goal. Use the broken record (but wisely - don't harp on).

If you wish to maintain the topic and keep them talking. A word that neither agrees nor disagrees, that says; I heard you I acknowledged hearing that but do not agree or disagree. How about A-ha or go on or use relevant questions to keep them talking on the subject, or even to change the subject.

New Topics

New topics will keep the conversation going if you don't need to maintain the current topic. Ask their opinion. On any topic or events. Show interest in them; Ask about their interests. Connect what they have said to something else. Be enthusiastic. Reveal a little about yourself in small amounts at a time. Maybe even tell a story, remember to watch them though, so you know that you are not losing their interest. Give them most of the floor. Most importantly accept criticism if it comes and avoid conflict.

12.7.5 Interruptions

12.7.5.1 When Being Interrupted

Generally, ignore and go on or “I’ll finish this and answer” (“Acknowledged” if they know it), or give a short answer and go on, maybe a rhetorical question and go on, or give them the floor (if you think that it may not be for long).

If they keep changing topics. Listen, be caring, interested and recognise it.

For example, “Yes, I see the value of that...” or “I know you consider that important...” Then return to the original topic or next conversation “But, what’s your view on (the issue or new subject)?”

Use important details to stay on track and don’t digress yourself by changing the subject, if it appears that they may still have more to say. Be aware of their reactions and emotions in case it is sensitive to them. Quickly and regularly assess your position to assure the other person isn’t losing interest and they also get the opportunity to speak (They speak 70% you speak 30%). Remember you can improve your connection with them by speaking in their language (MO).

Cut to the ~~chase~~ close (to regain control). You’ve heard “cut to the chase”, if you get lots of interruptions then cut to the close.

12.7.5.2 To Interrupt

Use your **12.7.5.1 Body Language** to signal intent to butt in.

Leaning forwards, raising eyebrows and repositioning your head. If need be, hold your hand up in a 'stop' signal.

Ask the other person

12.7.5.2/ Permission to interrupt. *May I say something here?*

12.7.5.2.1/ Agree or Disagree

Earnestly. “Yes! I totally agree, you know that...” (varying the subject). Kind words may cause them to break and listen to you, and then continue. Or if you **disagree**: challenge them and explain your position. “Really? Have you considered...”? Or Say “Yes, but...”, then continue. You can even ignore the last statement and continue. (If needed).

You may show **disinterest**. Which happens to be a very common interruption; most people are more interested in you listening to them. Maybe as simple as “Let’s change the subject...”

When interrupting, use **persuasive words**, their **name**, and **authority**. (**if you have it or have built it with your presentation**)

In either case (interrupting or being interrupted) use **power**. Which may include domination through body language, persuasive words, charisma, emotion, social status, expertise. Show you **care**, be **interested**, and **recognise** them (validate them).

To gain attention with one word if needed use; “please” or their name if you know it.

If someone dominates a conversation, call their name, and summarize their points. Before they can continue, lead the conversation yourself.

Back to quick nondisruptive words I have a couple of 2-word combinations, like “Noted, back” and “Noted, next” “Noted, back” would mean I’ll remind you of where you wanted to go with this conversation, but we have more on this first before diversion.

Where noted next, would mean “I understand that (don't harp on it), do you have a different point or subject to cover?”. Especially when dealing with people who are presenting your faults or errors. I find people often going over something five or six times in a single conversation when doing so.

If it's a fault or error you are unaware of, a single statement with an elaboration should suffice, as people don't like being reminded of their faults and errors too much.

We can use simple quick words to help those who forget this to get back on track. If that fault or error is something that has been mentioned before, just a quick one-word reminder will help, example; as I am quite loud, if I am at a higher-than-average volume I would like to be reminded of that, but without harping, so someone just saying, “volume” will help me instantly attend to that and speak more quietly.

This saves conversations from being disrupted more than they need to be.

12.7.6 Control the Progression.

When you need to keep control, you can try to set boundaries beforehand; the time you have, what to discuss, how you wish to discuss it and the results you want including any further actions and schedules.

12.7.6.1 Set Boundaries

Use a pen as a microphone so two people are not talking at the same time (advanced: - carry a small timer set for two minutes so one person doesn't hold the “mic” for fifteen minutes without taking a breath.

12.7.6.1.1 Some Other Control Words and Methods

Attack. = “you are attacking someone, please stop”. Over me = you're talking over me. Defend = defend your statement. Evidence = give evidence

12.7.6.1.1.1 My Visual Controls

1. The Pen Microphone- When I find a group of people who are talking over the top of each other I often pick up a pen and ask them if we could use this as a microphone and one person is to speak at a time. The rest must use hand signals or one-word interjections and if needed suggest a host.
2. Hand signals
 - 2.1 Hand up = question on the last point, where hand up pushing forward means stop.
 - 2.2 Then there are the classic media production signals.
 - 2.2.1 A turning finger means round/speed it up
 - 2.2.2 Closing fingers close towards each other and then pulling away from each other (like grabbing an imaginary floating ball of dough and stretching it) means; stretch it out.
 - 2.3. Fingers can signal how many minutes till the answer/end (if someone gave a round up etc. Putting just a knuckle up to mean half a minute or a few seconds)
 - 2.4 A single finger up = new subject or related subject. At this point you are seeking a momentary interjection “That brings us on to X, would you like to continue” (then note X to bring up later) (They may even have been close to finishing and just say “sure, let's take it from here”)

Some other Hand signals. Three Fingers = third party. 1 finger = point/second. Stop = stop. fingers signaling down = lower tone or volume. Come movement = keep talking. 1 finger come movement = elaborate etc.

12.7.6.1.1.2 Appoint adjudicator/host.

The host may halt, seek clarity, use control words etc. a speaker as required. The host seeks chunking, directs, seeks consensus.

12.7.6.1.1.3 Some things I do that some people don't like (my ethics compel me)

My attitude is: 'On the record or not at all' (I do not want to hear secrets). Third party. No shutdowns (I don't allow people to merely interrupt and change the subject when something important needs to be said). I also want to tell them what I'm thinking. E.g. 'You're making this up'. 'That's hard to believe'. 'You're XYZ'.

12.7.6.1.2 Some Legal Objections

These are some of the one-word objections lawyers use:

1. No Fact words: "Hearsay" (This is word of mouth), "argumentative" (you're presenting an argument rather than evidence), "best evidence" (this information is not the best evidence), "incompetent" (the witness is not competent to deliver the information you seek), "opinion" (this is opinion, not evidence)
2. Misleading words: "Misleading" (the information may be correct but leads to the wrong outcome) / "misstates the evidence" (the evidence is incorrectly given to mislead)
3. "irrelevant" (this information is not relevant)
4. Personal attack words: "badgering" (The witness is being badgered) - "inflammatory" (the opposition is seeking to inflame the information, unjustly)
5. "narrative" (it's not evidenced just a big story)
6. Asked and answered (the question has been asked and answered before (we have the right to move on))
7. Inadmissible (the evidence being given has no grounds to be included)
8. Compound Question (a question on top of another)
9. Nonresponsive (the witness is not responding correctly to give true evidence)
10. Privilege (a person has a right to not answer (on some grounds))

Some arguments you can't win even when you're right. Here's a conversation I had:

A person said "Most people can't identify a particular vehicle sound because their ears are not tuned" (regarding the sound of a motorcycle. Was it a 1, 2, 3 or 4 cylinders? And was the sound from a straight, a boxer or v format)

My Answer was -" Most people don't have the experience to know the difference"
They reaffirmed their belief.

I stated "most people never had the interest to identify bike sounds" (it's just a motor in the background and some may not even know it's a bike)

They reaffirmed their belief that "it's not knowing the different sounds of bike motors it's how good your ears are" (to identify what the sound was).

I stated that "no matter their hearing ability an experienced mechanic can all tell you what kind of motor the sound is coming from, it's experience not hearing ability".

They argued, "you can't become an experienced mechanic unless you have excellent hearing, if you haven't you are only a backyard mechanic."

I said (without proof) "there are probably deaf mechanics."

War broke out.

How could they be wrong!!! (at least they were furious to even suggest that they could be wrong)

Their argument became, "it's impossible for a deaf person to become a mechanic".

Afterwards I looked up *qualified deaf mechanic* on the net. The result was that I found deaf mechanics- Fuso Geelong mechanic Chris Linahan is deaf.

There were others too.

My point is that the brain filters and when faced with argument it defends and strengthens its view.

My Rules Of An Argument (Presenting A Case)

1. Always enter softly.
2. Be specific, use specific examples.
3. Back them with fact - or at least info that you know you can prove.
4. When someone hijacks your argument by broad responses to prove you are wrong, (even though you were specific "experienced mechanics" and they start talking about backyard mechanics because (their assumption: you must be talking about them as you mentioned hearing problems and "no mechanic ever passed the apprenticeship without superior hearing").

Reiterate this. No, I'm talking about highly qualified mechanics that have average hearing.

5. Prepare to fail...

As above, they can't be wrong, they believe it to be true so it can only be true.

At this point just shut up and walk away if you can, you will never be right, only they can be right and **No matter what you say** (even if the proof you give is considered undeniable by the average person) **It will only serve to prove them right even more.**

12.7.6.2 Handling Negative Criticism or complaints

If you have an issue with a person, it could be your fault. Remember firstly that it is highly unlikely that they will change. The more you present your argument and the more you 'expect' change the less likely you will get change, and the more negative they will be to your concept, it induces the fight-flight effect unless that expectation is aligned with subtle persuasion (leading not pushing).

Emotionlessly consider their criticism, not their behaviour; as if it is directed elsewhere. Emotion may attract further criticism. Consider them innocent. Deflecting the criticism allows the critic to save face.

Calmly let them talk till finished, venting their anger draining them emotionally; allowing you time to build a well-crafted rebuttal, leaving them open to your well-planned response. Reveal further concerns; "is there anything else you might want to add". Paraphrase them "I appreciate your concern is..." So, they know you have paid attention.

AGREE with them partially or in principle, disrupting any follow-up attacks, encouraging a positive atmosphere. If there are definite adjectives like "always", "never" and "forever", query them softly. Ask what may fix this. "What would make this situation better for both of us?" Listen to the reply and give your own input. Don't point out errors - build Rapport.

If outright lies pepper the criticism, use another technique. Ask questions until you lose imagination or control; on the reason, motive, factual basis, etc. Say, for instance, "How does that relate to (the conflicting information). Sometimes, you might find you were wrong, and you "save face." Or, by continuing non-threatening questions, you might gently corner the other person into self-correcting.

Again, remember this simple fact; a person challenged on their beliefs, no matter how irrefutable the proof, tends to reinforce those beliefs.

People can be offended without major cause.

1. Evaluate Your Position
2. Apologize Quickly
3. Validate them while reflecting what you heard.
4. Share your side.
5. Communicate Effectively with Kindness
6. Give appreciation for the INSIGHT; Even if you disagree with them.
7. Learn and adapt.

The four As of handling complaints (and criticism)

Accept, Apologise, Amend and Appreciate

I like to add a fifth. **Ask** (for future Action... If it happens again, will you please...)

Diplomacy (rule 1 - don't be emotional)

When approached by an angered person - I'm sorry if I offended / angered you, may we talk about this in a more civil way?

If you need to approach someone about something that has angered you, don't say "You...", as it's an attack. Say "I really don't like..." as the soft approach is more likely to defuse.

Keep Control.

Methods to do so are questions, time, written, pen microphone, rules.
reword their argument / offer ways to gain favour or compromise / give them something.

Settle, on a requested fix, gain a pact. remind them of or adjust that pact as required.

12.7.6.3 Conflict

Angry people overlook solutions due to impaired thought; they have a lowered grasp of rationality. Options and solutions are useless until they calm down, which is usually 20 minutes or so. When someone gets upset, we tend to match their level of conflict, which will cause a breakdown. Don't resist their hostility with anger or other defences. Be empathetic, allow them to vent their anger and follow with a course of action and beware of your own anger also, don't allow it to undermine your purpose.

3RD PARTY

Be your own lawyer. Treat everything mentally as if you are the third party, that it is not actually you that they are attacking, it is the person you represent. Your lawyer would not become emotional when you are being attacked so step into a role; of being your own lawyer, represent yourself calmly as if you are not yourself but a third-party defendant.

Apologise (but only if it's suitable). Only once or twice, don't apologise constantly.

1. "I'm sorry if I wasn't clear..." Be sorry about the confusion
2. Help them find an answer. "Let's fix this mistake."

Breaking The Cycle:

Keep the focus on them; Don't say "I understand how you feel." They will instantly think, "No, you don't; you're not me." Try "So you..." let them continue to exercise their demons, encourage it. Their anger will diminish. Maybe even help them exercise their demons. Continue with empathetic statements until they calm down.

A well-constructed presumptive statement can set conflict resolution in motion and ease them toward your proposal. Your proposal should

1. Again apologise
2. Note your appreciation of their complaints (e.g., how it helps give better service)
3. Offer resolution
4. Ask for further feedback (recognition: "if it happens again...")
5. Ask for a commitment from them... "will you do that for us?"

If their anger hasn't been soothed or the process merely adds to their anger, then the presumptive statement/proposal is likely to be rejected; go back to empathetic statements. Try another proposal when they seem calm. Once they accept the presumptive statement further resolution may be made if desired.

Praise. Evidence shows. When someone criticizes you negatively, praising their good (whatever the subject is) has a 75% probability of stopping future criticism from them, regarding that issue.

Your tasks now are:

- ` Write a list of useful questions, memorise them,
- ` Write a list of overcomers, memorise them,

12.7.7 Controlling the Outcome

"They don't listen". How do you be clear enough? Get them to repeat or even better rephrase what you have just said. This assures that they are listening

However, it's another story if they just don't agree. As discussed earlier, people don't always say what they mean when someone says "they don't listen" the reality maybe that; the person they're talking about certainly has listened but not agreed, the mindset of the person saying "they don't listen" might be that, everyone must agree to their logic (it's infallible) and therefore if they do not agree it can only mean that 'they have not listened'.

However, if a person can rephrase what you have just said it is then obvious that they have listened whether they agree or not is then another story.

If you are using all the methods mentioned, you are controlling the outcome, however it does not necessarily mean you will gain the exact outcome that you are seeking, though, it increases the likelihood of that outcome greatly.

12.8 small groups - large groups - soap boxing

(To be included)

12.9 Resisting persuasion

What to do when you don't want to be persuaded, don't say yes when you want to say no.

- Get your body language right first: Avoid their stare, don't let them mirror you. Be honest.
- Simply say no or there's No Need: Hold to your guns, no matter what. When asked to commit, say no.
- Use legitimate excuses: It's too... hard, costly, complicated, confusing, it has bad timing, you need more information, you're not interested or you are busy
- Probe and unload: A deepening vortex. Be overly intricate with answers. Argue its Complications.
- Doubt: Find or suggest faults in it. Suggest it's unfair, unproven, not viable (that you've "Tried it" (and failed)). Diminish its value.
- Ethics and credentials: Their reasons are weak, it's below your principles. You have more expertise.
- Choose when to respond: answer only what you wish. Say "I'll think about it" or say nothing at all.
- Anticipate or turnaround: Present your argument first, or spin the table and sway them.
- Disrupt, distract, divert: Make unenthusiastic murmurs or groans, constant incursions, and digressions.
- Not my problem, Escalation: Refuse or direct them to a superior.
- Denial, Ignorance: Say it's false. Or you are unaware.
- Oust them: Declare their deception.
- Hidden Agenda, guilt: State they have another motive, or make it their fault.
- Surprise, Attack: Be stunned by them, if you are out of options; attack. Have them appease you. (remember attacks are very dangerous)

12.10 End A Conversation

How to close a conversation so it doesn't seem like bad manners. (It is easier to close a conversation if you have joined a group, rather than approaching an individual.)

Concern: "Well, I was just checking to see everything was okay."

Past tense: "Well, it's been nice seeing you again," "it's been fun."

inference: pass your regards to others.

Closing statement "Finally," "Lastly": implies conclusion.

- **Body Language:** Hold a negative stance, turn away if need be, stand up as if to leave.
- **Excuse yourself:** State how late it has become announce another appointment or phone call that is due, a need to go to the toilet, suggest discussion at another time or simply excuse yourself and go
- **Their time:** It's been nice, *but I wouldn't want to keep you.*
- **The friend:** Notice a friend and go to see them or introduce one to take over the conversation
- **Short answers:** Answer questions with as few words as possible.
- **Summarise:** Thank them and go.
- **If you wish to keep, contact** we'll have to do this again sometime, how's next week for you
Or only if you must
- **Be Blunt:** assert the chat as over.
- **Be unappealing:**

CONFUSION IN COMMUNICATION

If you don't take a breath, people don't get their questions answered and are distracted by those thoughts. During the moments they think about what you had said and analyse it, they are missing your current words also. Get into chunking, to be clear and assure they clearly understand you. Questions etc. Step by step confirm they know each point before going on. (Dealing with authority).

* RECORD ALL! "On the record". The more distractions in a person's thoughts the less they keep up and it snowballs into just hearing the odd words and eventually becomes just not listening to you at all. Get them to repeat all of it etc. reword or rephrase it. Distractions are a snowball. Stay on top.

We are distracted by many things.

1. Thinking about what was just said.
2. Asking questions in your head about the same.
3. Presenting an argument in your head about the same.
4. Thought of what may help you.
5. Wondering why they don't stop to let you ask about x, y and z.
6. Wondering how these things may help others.
7. Wondering what it is they're talking about now (as you've been distracted by many things to this point).
8. Finally wondering about dinner or what you may need to do next.

We all do this in similar ways. I am just distracted slightly easier than the average person. We all have other things on our minds too and more distractions the less we hear.

If you notice someone has a bad opinion about you, do you

1. Get upset and act poorly?
2. Keep to yourself and cry later?
3. Get others involved?
4. Confront them?
5. Attack them?
6. Get revenge or
7. present your case as your own third party

If no one is listening to you, where is the problem likely to be coming from?

Empathy first.

12.11 Relationship breakdowns

Relationships are dynamic, the more opportunities for a relationship to be bad or to go bad the more likely that will happen.

1. Untested relationships will break at ease.
2. A long relationship is less likely.

With this, change is often the major factor. Minimal change over a long time is accepted, the more one person or the other changes the more likely it will break. The more loss or damage a person feels over the time of the break and however long that time determines how equitable the relationship is after. Many people are likely to continue to abuse the other afterwards. 20 years after my divorce my ex-wife still calls me more than weekly. In her case, to seek help, advice, or someone to talk to when feeling down. Resolve your issues well and early, if you have concerns, say so, be bold enough to ask how they are feeling about you, regularly. (But not too often as it will seem like a lack of confidence) Table all issues asap, have others do the same. Find an acceptable resolution asap. If it's not resolved, come to terms, and create an equitable separation.

Hurt is common, what does it lead to? Teach your children to "third party". Is the other person attacking or defending? Probably defending. If you are not being understood, do you raise your voice? Try lowering your voice. The butterfly effect. Anger is contagious. Know beforehand what you want to get out of it.

In a "need to change " discussion:

1. Recognise the others achievements, keep a balanced perspective.

2. Outline the discussion for now.
3. Set goals.
4. Share ideas that you may not have the time or the inclination to do under normal circumstances.
5. Set standards to evaluate the progress towards those goals 6/ make sure the discussion is under 30 minutes max.

People will find negativity about anything and argue against it. Ignore them and seek supporters, who are willing to listen and learn.

Chapter 13 - Know the Process of a Sale/Promotion

First, there are **Passive** methods.

Such as Display. This is primarily what shops do. They display and discuss their products once the display has attracted you. Car yards and other forms of retail do this also. Simple advertising is an advanced version of a passive method; as they're telling you a little bit about it.

Then there are the **Direct** methods.

This is when they are discussing it directly with you. These are door knockers, opcs, sales reps and even friends and family in person, as well as telemarketers over the phone.

Why does telemarketing work? It's cost-effective, it can focus on target markets easily, it's quick, interactive, and is an easy way to gain results.

And finally, we have **upselling**.

Then we have upselling such as the classic McDonald's "would be like fries with that".

13.1 Sales Triangle

Product (offer) Knowledge, People Skills.

Attitude, Enthusiasm. $\begin{matrix} / \backslash \\ _ \end{matrix}$ Discipline and Goals.

I use 'offer knowledge' instead of 'product knowledge', as it could be a service or personal request. No corner is dominant, maintain all three equally.

The 3D's,

Promote with these in mind; disturb, desire, deserve. Consider them in that order if you can disturb them, do so, if you can't do that, make them desire it, if you can't do that tell them they deserve it.

Attitude is contagious!

You may get from introduction to commitment with as little as six simple question types (Who are they? What would they do? What interests them? Would they like more (Relate to their interests)? May I offer or ask why? And a suitable closing question)

Hi I'm ____ (wait for their name, if there's no response may I ask for your name?)

first - find out about them; discover their senses, their mo, their interests. Smile, ask **so who is (their name)?** Don't ask what they do; you may be getting them to focus on something they hate and it may tell you nothing about them; they may be in a role that is totally the opposite to what their personality would normally do.

If they start with their job, throw in. "It's interesting you started with your job, most people do, but I'd rather know you (name); rather than what you do?" (Use your own words or wait for a better time to ask similar questions)

What would you do if you could do any job? Are you doing that kind of job now and if not why not? If you don't know

So, what (else) interests you and what would you change in this world? Concerns: social, economic, environmental, emotional, Intellectual.

Second:

How much interest? Are they nearing the buying line?

Would you like more ability to (related hot buttons) and therefore be happier?

Yes - cut it short, close. - **may I offer something that would help? (If you feel you have enough rapport) or**

No. **May I ask why not?** Use overcomers. Why do others X? or why would you X? Do you want the benefit too?

Hit the hot buttons again.

Discover their focus (refine) and Target it. Refine your shots at that Target. If they want money, how much money, how are they going to get it? Are they on schedule, what will they do with that money? And finally, would they like a way to get more.

Express the idea or product target their interests and how it relates to yours.

Close - **When would you like to do it? How much can you afford? Where should we go? How would you like to pay?** or any other closing question

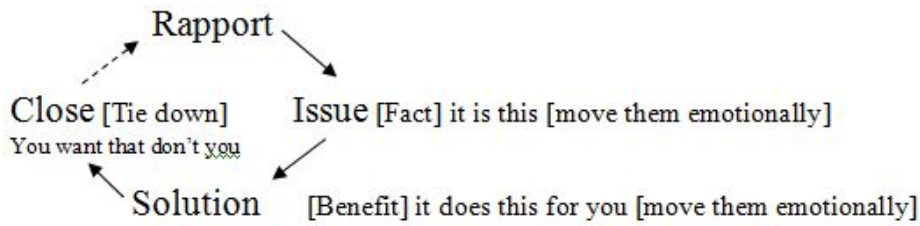
Even though this is a simple six step method there are 24 possible stages in the persuasion process. 25?

1 Believe, 2 Discover, 3 Learn, 4 Plan, 5 Practice, 6 Memorise, 7 Absorb, 8 Prepare (original), 9 Prepare (last minute), 10 Rapport, 11 Problem(issue), 12 Solution, 13, Close, 14 Solicit (a, b, c), 15 Confine, 16 Pledge, 17 Overcome Objections, 18 Close, 19 Rapport, 20 Further (cause, relations, referrals) 21 Record, 22 Revise, 23 Live, 24 Teach.

In essence there are four basic steps (10-13), 5 secondary steps (14-18) and 15 developmental/improvement steps

We know the four basic steps as the closing circle. Gain **Rapport**: trust/attention. Reveal the **Issue**: need/problem (*problem traditionally*). Offer the **Solution**: benefit/help. And **Close**.

13.2 Closing circle



The original intention of the closing circle was to go around until they say yes. Doing this has faults; Rapport every few sentences becomes a suck up; Issue can feel like “having a dig” and it doesn’t discover or overcome the objections. The closing circle is a strong base, just don’t go around again if there is an objection.

Move on to the following steps:

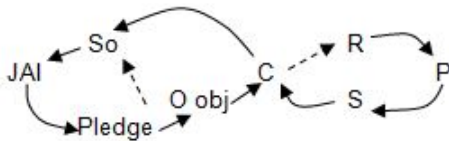
This full process I call “Contingent Infinity”.

13.3 Contingent Infinity!!!

Phase 1: The right side is the objective phase,

Phase 2: The left side is the objection phase

Contingency plan - like a pilot "go around"



please excuse my poor graphics, it will be fixed in the future

13.3.1 Beforehand

13.3.1.1 Believe

13.3.1.2 Plan

Consider what you are promoting and create your scripts utilising the best method.

If you know a person beforehand you may appeal to their emotions and what you know of their mo.

Such as **Reputation**. “You have a good reputation for (Whatever it is you want from them)”.

Their **Superiority**. People often support those who acknowledge their superiority.

History (previous Report or debt). “I’m just asking a friend to help” or “hey you owe me one.”

Maybe **Reverse Psychology**. Doubt their ability to do it and they’ll be challenged to prove you wrong.

Remember to be polite. Or even just declare a **Need**. People often help when they feel needed.

13.3.1.3 Practice

13.3.1.4 Last minute preparation

Before the meeting,

4.1 Practice again just before the meeting (if you have the time), and think on 4.2 Improvements then, in the last minute,

4.3 Details (if you have a referral go over the details, memorise them) know your prospect.

4.4 Think on Approach Mentality

4.5 Body/Tone

4.6 Say a winner's statement or chant to yourself and finally seconds before remember to

4.7 Smile and

4.8 Breathe (In stressful situations it has been shown that if you concentrate on slow and deep breathing the stress, anxiety and fear are reduced)

13.3.2 The Process

13.3.2.1 Step1. Rapport- Greet, Qualify, Learn their situation

Note: more of this (contingent infinity) is covered in Directing Communication

People buy from those they like.

Some "controllable" small talk. Listen, indulge them, and confirm their beliefs without surrendering yours.

Find something to admire. Ask about a unique item that doesn't shout expensive; something personal, a photo, maybe about their accent, how long they lived here etc. anything notable but benign. Be careful with visual rapport. If you see a model car on your prospect's desk and say "nice car" it may be a good move, but you may find yourself being lectured on that model of the car until it's time for you to go. Dominate or ignore any status symbols, promote your Status if you can without inconsistency (you walk in with what seems to be 10s of 1000s of \$ jewellery on but they saw your \$1000 car. Bolster status without contradiction.

Status: E.g., People who allow you into their office or call you into their office and they're scribbling away and make you wait a minute before they look up and say yes, to bolster their status. The office itself should already drip with status and

1. Should therefore not be required and,

2. It is in all reality not beneficial for either person. Build rapport without appearing intimidated. In a personal environment such as a home, a little personal conversation is suggestible at first. In a business, it is probably best just to stick to business.

Humor In Rapport

Likeable humor, try to have some funny things to say. Look some up on the Net if you need to.

Getting people to laugh is a very good thing but it can be difficult. Getting people to smile can mean that they have benefited, maybe not to such a great degree as laughter, but it can be appropriate when laughter is not. You can get people to smile over things that are not funny, that you won't get them to laugh over; that may even be inappropriate for laughter. If you can, get them to smile in cases where laughter is inappropriate, it can be even more life-changing, it could be better for you, better for them and so on. So, the value of soliciting a smile is maybe even higher than the value of getting them to laugh either way it endears you to them greatly.

If you can't get them to laugh, get them to smile, if you can't get them to smile, get them to respect you, and I don't mean respect you, in the way of when a parent hits their children that they're gaining 'respect'. That's the wrong kind of respect, I mean the kind of respect that carries admiration with it rather than fear.

Recently I mentioned this to a person and later, when the conversation was on heavy subjects, he then said "smile when you say that" of course I did. It showed me that he had listened and it made me think, this sentence could be a question, rather than a demand, and be more appropriate. When a conversation is difficult, on a heavy but not mournful subject, why not ask "can you smile when you say that?"

Also start to look for modus operandi here like personality hints, senses, and hot buttons etc. (2-4 questions to uncover them maybe). Remember to mirror. Remember Cialdini.

Magicians, politicians, con artists, sales, social workers etc. all use trust to gain and many of them use it to deceive, magicians and con-artists especially. If what you offer is good value, desirable to them, then you only need to help it sell itself, if you believe they have more chance to believe as well. Don't con.

Make it a challenge, a game, fun and ~~let~~... MAKE them win!

13.3.2.2 Step 2 Issue

Step two issue: (it's a P in the diagram above as I made a mistake traditionally that position stands for "Problem")

Uncover a problem or issue that you can answer (to support your offer) or make them aware of one they didn't even know they had. It is better if you do not state the issue, instead ask questions on the needs that you seek to address. If there is no problem, such as a social request (issue), merely ask questions related to that.

In many cases it is easier and better just to declare the issue, however in just as many cases it's not. It's better to ask questions and have them declare the issue.

13.3.2.2.1 Questions

Magicians can influence an audience's decisions while making them feel like they have a free choice because the human brain fills in missing information to make sense. In one study by The Department of Psychology, University of Durham, South Road, Durham UK., a magician threw a ball into the air a few times. On the fourth throw, however, he only pretended to throw it. Two-thirds of the participants reported seeing the ball vanish in mid-air, which never really happened; it never left his hand.

Many top leaders also use "illusions" to sway the public. In sales "Guided Discovery" is the process of using carefully worded questions to clarify, probe assumptions, perspectives, evidence, or implications; leading a person to your outcome while having them feel that the result was their choice. Any average person can learn these techniques.

To measure choice, magicians Jay Olson, Alym Amlani, and professor Ronald Rensink asked 1150 people to either name or visualize a playing card (at the University of British Columbia), then recorded their selections.

Most people choose one of only four cards. When asked to name a card, over half of the people chose one of four cards: the Ace of Spades (25%), or the Queen (14%), Ace (6%), or King (6%) of Hearts. But when asked to visualize a card, the choice of Ace of Hearts increased from 6 to 11%.

The black Nines were chosen the least; only four times of 1150. Men chose the Queen of Hearts more than women, and women chose the King of Hearts more than men.

“Believe none of what you hear and only half of what you see”. An adage.

The force when faced with multiple options of the same choice as in picking a card when face down we will by nature choose the simplest, the easiest, the first, or in the case of cards the closest. It's a subtle promotion of the card which the magician wanted you to choose. It simply is physical persuasion applied wherever you can show its simplicity, originality or beneficial proximity. As with magicians being extremely obvious can also on occasion cause avoidance. By pushing a single card too far forward when a magician fans the deck it can have the effect of making that person avoid that card.

Filtering questions on the other hand, will qualify and/or give insight into customer/prospects needs.

Create a set of questions to qualify them and produce the information you require. These need to be appealing to them and not scare them away. For example, inquire about their goals more often than their failures. Most people also feel much better about interaction with humanised questions. Beware though this can push away some Melancholics and Choleric where it may be better to be more direct and detailed. So, if your questions are generic (Such as on a form) humanise, if they are direct (in person) mould it to them.

Example (web site or form):

· How many staff do you have?

1. A small happy family (9 or less)
2. An awesome team (10-50)
3. An ambitious business (50-500)
4. you may have heard of us. (500+)

Example 2 (personal conversation):

(***small Inclusion required here)

Open questions: Who, What, Where, When, Why and How require thought seeking more information and inspire continued discussion. Closed Questions seek a direct answer like yes, no, maybe or I don't know.

Asking good questions maximises your results. Know them subconsciously. Ask questions appropriate to your desired outcome.

"I hear you have a problem with... Do you have a problem with..."? Even better "what's your plan for (_____)? How do you see (_____) benefiting you? What would you like to accomplish from it? What has held you back? What would you like to avoid? What have you learned so far? 4-6 questions on the subject. Include maybe – A/ What outcome do you wish B/ Do you have a way to fix this B.1/ "What inspired that fix?" C/ What are you prepared to do? D/ Will that bring ____ (a hot button) E/ Enquire of their past decisions: F/ "When were you really happy with (_____) (as per your offer)" If they have never (_____)’d e.g., it'll be their first (_____) then ask "what do you like about (_____) s" take further note of - sensory perception, personality hints and hot buttons.

Feed it back and expand on it. Assess their answers Use their answers to qualify them.

Ask two to three MO questions 'What do you like about (_____) s?' "Is there anything else about Xs you may have seen? heard? or felt?" These enlighten you more on their perception. Uncover more of their personality, hot buttons.

(continue to accumulate information)

Look at starting with the basic questions: How do we (_____) why do we (_____) when should we (_____) and what is the benefit of (_____) . Then the general but more open questions, which can also be expanded; like what is the benefit of (_____) and "how is that going to help you personally?"

Discover their view of the offer, its structure and you, (like, trust, respect?). Are they ready, interested, neutral, disinterested and don't waste time if they are ready or disinterested, if you can identify those then close or move on to the next? Prepare your questions beforehand like dating questions, business questions etc. Acknowledge the issue, do not agree, or disagree with anything they say, or overcome the problem yet.

Be Careful

1. **Do Not Grill Them With Too Many Questions.** How many questions are too many? One person may be happy to continue answering questions constantly, another may consider you as grilling them after just two questions. You need to read their body language to ascertain their status for answering further questions. If it seems dubious, just ask.

2. Attempt to avoid politics and philosophy (including religion). Also avoid speculation.

3. Use a word that neither agrees or disagrees, a word that says I heard you I acknowledged hearing that but do not agree or disagree. How about A-ha or go on, should be just above be careful?

The Question Game: Ask questions and seek answers with one sentence automatically answer questions with one sentence, maybe use as few words as possible however if you cannot answer within one sentence limit your answer to maybe 20 seconds. Practice short questions and responses and follow responses with further questions.

Side Note: Ask what they think about you.

13.3.2.2.1.1 The Leading Questions

The leading Questions can be used as a short standalone method. Save until step eight if you think they won't qualify or are negative.

Declare your (lead Statement) ... (what the questions are about)

1 Can you see the reasons for X.... "great"

2 What are they?

3 are they important to you?

4 Why are they important to you?

5 What are the consequences if you don't X

*6 **Would** that worry you?*

7 Why would that worry you?

Note their responses. They usually give you further clues to their desires (hot buttons), personality and or sensory perception.

The leading questions may be used to unveil the problem. *** move down to 13.3.2.4 b4 disturb".
The following. <

The task now is to memorise the leading questions.

13.3.2.3 Step 3 Solution

Now it's time to deliver those IDSs (what it **I**s, what it **D**oes and how it **S**erves) and Soft Closes. If any IDS has weaknesses or if there are also weaknesses elsewhere it is time to deliver that as well.

Include weakness early. Why? more trust and concentration. Don't emphasise weakness, make sure the benefits far outweigh the weaknesses. Mention them upfront save a few IDSs (maybe 40%) for later, to include as "extra benefits" during the final close. Save at least one top benefit to help them over the line if need be. If it does not serve them, then the prospect has no reason to agree. Also save any bonuses for the final close, excluding tempters (a small gift, to get them to your presentation) which they know about already.

Don't forget your soft closes, get them hearing themselves agreeing to you! it's forming the engrams (electrical brain patterns), you want. Lead them by their admissions to your outcome.

Some examples are:

Now that's even better.

...Right,

...Agreed,

You'd agree... (at beginning)

... You'd like that wouldn't you.

... That'd be good wouldn't it / wouldn't' it be good if...

... Can you see it?

... Wouldn't that be nice etc.

... just imagine

... yeah

Enhance the product/offer if at all viable, don't polish a turd. If adding/fixing something increases its pV (perceived value) by more than pE (perceived expense) do it.

Nocebos And Placebos In Persuasion

A placebo is a suggestion that something with no actual power will affect something else. It is a suggestion that the placebo will do something (usually positive). A nocebo on the other hand is a suggestion it won't and often that there will be a negative result. In these cases, it is the suggestions alone that affects the mind and the mind then produces a correlating result.

Medicine has proved this time and time again; you can take a sugar pill and tell one group of people it is a miraculous cure another group of people that it will make things worse but give them another reason to take it like money and the third group of people could be told that it is merely a sugar pill. In which case you're going to find that often: For those who have been told it helps, it will improve their situation, for those who are told that it is going to make it worse, then it will be worse and for those who are told that it is a sugar pill, there is no difference do their circumstance.

It's much like saying this token will or will not bring luck. Any experience after that statement that might give supporting evidence to that, will be accepted as confirmation and any evidence to the contrary will probably be ignored.

Think about how you can use this. Using placebos usually has a far better result than using nocebos.

Using soft closes is a Placebo in sales.

“What will you do with the money when you're raking it in?”

Bonuses

If your offer has any bonuses, I would suggest you save these to mention at the end only. As mentioned, bonuses are different from attraction gifts which are tempters to get a person to attend an initial meeting or something like that. A hawker selling knife sets for example might seek people to watch their presentation saying, “if you watch my presentation, I will give you a gift of a potato peeler at the end. This is a tempter and attraction gift. That same Hawker may give the price of the knife set close to the end of the presentation and say ‘if you buy it today, we will also throw in this set of steak knives. The steak knives are a bonus, something extra for purchasing.

Saving IDs and bonuses will give you more persuasive power when you need it.

13.3.2.4 Closing General

Many small Agreements = 1 big Agreement. Anyone can lift 1000k, 1k at a time.
Confuse, excite, and scare them

Different responses show agreement. Saying yes, (unless it's a lie). Doing what is asked or implied i.e., hand something out towards another. They usually take it from you (by implication). Or via body language, nodding.

Progressive agreement. yes, Yes, YES (be clinical)

63% of sales presentations don't ask for the order
30% of sales presentations ask for the order once
5% of sales presentations ask for the order 2-3 times
2 % of sales presentations ask for the order 4 or more times (over 60% success rate)
<1% of sales presentations ask for the order 9 or more times (over 90% success rate)

Persuasion Solicits Accord (Solicit = an attempt to get something out of someone)

Imagine two members of the same political party in this case let's say 'labor'. One is on the far right, almost 'liberal' and the other is on the far left 'communist'. They won't agree on most issues, but both will vote as the labour party directs them, they have an accord. Agreement is good but accord will do.

Two rugby league fans who support different teams are not in agreement, if then a soccer fan joins the conversation, we will then find those rugby league fans in total accord, they will both be arguing it as a superior sport, as compared to soccer. It is a common phenomenon that 'likes draw likes' on varying levels; it's us against them. It's just a matter of how refined that group of 'us' is. Is it the team? Is it the sport? That soccer fan would join those rugby league fans when it comes to someone then saying all field sports are useless. The only good sport is motor racing. And then the motorsport enthusiast would join that group when another came along and said all sports are useless, only intellectual pursuits and Pastimes are worthwhile, such as chess. **Solicit Accord!**

ABC Always Be Closing ~ close repeatedly, in varied ways, use their emotions.

A Unique Selling Proposition (USP) offers an advantage over the competition; Seek, then promote, those unique things that can be considered an advantage to your prospect. Be creative. What can you give them that will be of some value to them?

Now is when I'd use the Leading Questions.

Also, case histories and simple analogies can be used anywhere from this point to the close, however, I think it is better to use these two tools later, after the trial close as further support for your cause. Use them for more power later if you have not successfully closed.

Then

The Disturbing Question used by: Ben Feldman

Ben Feldman was a short, stout and painfully shy man. He spoke with a lisp and lived in East Liverpool, Ohio – population 13,000. He once held the world record for the most products sold (by value) by a salesman in a career. \$1.8 billion, in his best year (\$100,000,000), and in a single day (\$20,000,000) In 1979, Feldman had sold more life insurance than anyone in history. He died in 1993 — and he did this before the internet and without travelling farther than 60 miles from his hometown.

<https://www.advisor.ca/my-practice/conversations/9-secrets-to-record-breaking-sales/>

E.g., of the disturbing question is “could you imagine being the only person in your socio/economic group not being able to achieve financial independence?” Or “too good to be true? If in (time – ‘5 years’) you found this to be true, would you kick yourself?” “Now I only have (scarcity – ‘3 left’) do you want (_____)?”

The Disturbing question is soft, with strong emphasis, follow it with an assumed close. It is based on fear and people do buy to reduce fear, but don't go so far as to harass them with fear.

The task here is to create your own disturbing questions relating to that which you offer.

13.3.2.4.1 Step 4. Trial Close (Build up the value through benefits first.)

(Initial/Trial/Final close, they are the same, the difference is when each is delivered. Mid presentation is a trial close, at the end it is a final close)

A Full assumptive close is best. **Alternate Choice** is best here. **Invitational** works well, the **Hand Shake** (offering your hand in agreement is a form of Invitational close) or **Document Close** Too.

If the prospect says "yes", Sign them up. If the prospect says "no", No is often an objection. You need more information why they said no and they need more information to justify a yes. No means they need to KNOW more.

Don't show your “price” too early, ask an inflated price first. If they say yes, act, if you get the inflated price, great.

13.3.3 Objection Phase

Many objections are trivial and based on ignorance.

There are seven main reasons within four categories of why informed people object.

First category: No criteria. It includes no authority and not qualified. By this time, you should have identified that you're talking to a decision maker and ruled this out.

The other five reasons are:

Second category: No trust which has only one reason being itself no trust.

Third category: No use, includes no need and no help.

The difference between no need and no help is no need has no problem to be answered. Which includes no interest. No help or no solution, on the other hand is when they have a problem but this is not the answer.

Fourth category No urge includes - no hurry and, no time or money

If they display no hurry, then create desire for your offer by focusing on the problem. If, on the other hand, the issue is no money or time (or value). Then the focus is on importance and discipline, because, if it is important enough, they will find the time or money because they realise the PERB.

No Trust is the most important. Build rapport, because they won't say that they don't trust you.

"You'd only agree with someone you trust right, how do I stand?" in doing this you are creating trust engrams in their head. The more trust engrams they have developed regarding you and your offer, the more they will come to believe their own engrams.

However, never ask or demand they trust you, as it is suspicious. It will cause them to trust you less.

Faith is a variation of trust.

13.3.3.1 Step 5 Solicit the Objections

Solicit is a low-confrontational method that should discover an objection in 3 steps.

1. "You appear to have a reason for feeling that way, may I ask what it is?" Remember to word it to suit them for example with a melancholic use "You **must** have a reason for **thinking** like that, may I ask what it is?" Feed it back. Talk about it, use **lots** of rapport. Again, note personality, hot buttons, and perception.

2. Use **JAI** to seek more information. **Just** to clarify my understanding, **apart** from that, **is** there any other reason holding you back? (Used to uncover further reasons). If the answer is "no", move on to 'confine'. If you are given another reason, there may still be more reasons. After all you are asking "Is there any other reason" it is asked in the singular, so you may get only one of the two or three further reasons they are holding back.

3. Pursue them, this time making it clear that you want any remaining reasons "You raised an important question/point with (X, or X and Y etc.). Do you have any other concerns?"

It is sometimes useful to elaborate, respond with: "Oh?" Or "Many people like you tell me (add connected reason) would you have a similar view too?" Or even better "and." Maybe just repeat the key word or last word from their response in a probing manner. Or paraphrase their last statement with an upward inflection. It is by far best to have all their objections at this point.

Still do not agree/disagree or answer the objection yet.

Deflect objections. “I hear what you're saying, let me ask you a question” and become disarming. Identify their needs, can your offer meet those needs? If not, alter the offer. “You (need or want) (meet their identified needs) right?”. If your offer can't meet their needs, offer something else that they need. Finally, if you can't supply what they need, leave.

3.3.3.2 Encapsulation (Confine and Confirm)

Once you have the objection/s, identify that there are no others and confine them. There are many ways to word this. Pick one of these or use your own “So that's your only concern” “so you have no other concerns right” or “So it's only X, Y and Z nothing else right!” or “Putting those aside for the moment there is nothing else stopping you, right?”. Then confirm “if I could answer those, you would go ahead right?”.

13.3.3.3 Pledge

You should know for sure by this step. Expect honesty, prepare for dishonesty. **Refuse won't defuse but appeal may appease.** Appeal that you are on their side, align as much as possible with them so they want to support you and commit to your cause. Get them to like you. If you want them on your side, you must first be on their side.

“I (totally) understand (word it to their personality), the good news is I/we am/are here to help...” “You're sincere right” – “yes!” “Some people tell me one thing and mean another” (more commitment) “So it's not me, it's not (X), or (Y), it's just (Z) right...” (again reconfirm) “So if I can answer (the objection) you'd be happy to go ahead right” or “So, if that wasn't a problem, you would be happy to do it wouldn't you?” If they say no, then there is obviously some other concern. There are four probabilities here. From most likely to least are no trust, no use, you missed an objection, or they didn't understand the question.

Go back to Step five (solicit) until they commit that they would go ahead if you can solve the objections stated.

I'll deal with them in reverse order. If they didn't understand the question, reword it, and go on. If they reveal other objections add them and go on. If you have now discovered no use, deal with it. Either drop the offer entirely and find what can help, or leave. The most likely concern is no trust. If there are no new reasons, no trust is likely. They won't say they don't trust you. You will have to assess that yourself. No trust is like a fire. It starts easily, grows easily and it's hard to put out! The extinguisher for that fire is “You'd only agree with people and things you trust right. How do I stand? and the offer?”

Will this method be good enough to have them trust you? Well, that depends on how much trust is required, how close you are to having them trust you enough to say yes. They will want to say that they trust you (whether they actually trust you or not). They will almost always say that they do trust you and your offer at this time. To do so they will need to bring up “trust” engrams in their head just to be able to say that. The brain then accepts repeated engrams as reality thus they are more likely to trust you.

So, either way, you're doing something, you only know retrospectively or when they make a commitment or not, when they say more than yes. But when they sign the agreement or do what was required etc.

If trust is still lacking then (IDS with increased Weakness) other ways to build trust if you have a long-term relationship is to increase responsibilities and reliability. (If you have recently met) Find other supporting material like statistics, offer a trial etc.

Never demand or seek trust directly. “You can trust me” makes people wonder why you are saying this, they think you must be dubious if you need to ask or worse demand to be trusted.

13.3.3.4 Step 8 Overcome the Objection

Objections like a projectile in a target tell you how close you are to the objective; to a yes. If they are not interested, they will walk away or hang up or if it is social/family they’ll change the conversation.

Know your overcomers in advance. Many objections can be overcome. NB. You can’t beat getting your product or a better one much cheaper elsewhere and the prospect knows it. NB if the reason is legitimate, don’t waste time, go to the next prospect.

Never overcome objections that the prospect has not raised.

Ignore It- For early or silly objections but notice. Beware as many things can’t be ignored.

Cocked or loaded questions - (inclined or inciting) Let them know that you know it’s a loaded question.

Rebound- Is this x? Would you like x? or: How soon can we x? You: When would suit you?

The major tool for overcoming objections is **Feel, Felt, Found**. "I understand how you **feel** because I have other (clients/friends/etc.) who **felt** the same way about X. But when I explained (the opposite argument) they decided to go ahead and **found** it was the best decision they'd ever made. (You could throw in one or two of the IDSs you have saved here (but keep saving most if not all of them). Triple close

*Triple close = a soft close, or a hard close or maybe a soft close followed by a hard close (there are 3 options Note - if you close hard too often, you seem pushy, the better and or cheaper while maintaining the quality of your offer, the less push is required.RE closing circle.

Or **the poor cousin**. "If that’s your only concern, then I suggest Overcome the objection. I suggest you use feel, felt, found at least 99% of the time, as it is the far better method and you wouldn’t want to use both.

Next is to **Reduce to the ridiculous**. E.g., \$360 per year (Pay TV) is \$30 a month, that's only \$1 a day or only 12c an hour (assuming the offer is used 8 hours a day). 12c an hour is nothing, right.

I use that method together with the **Minor decision carries the major decision** method. If you get them to agree that the minor decision of 12c an hour is OK, then you have a reason for asking them to commit to the \$360 per year. “It’s 12c an hour, and you’re happy with that, so all you need do is give me your autograph (or similar... not “sign here”).

Triple close

Get specific by answering their specific issues, appealing to their specific MO, going in one of two specific directions.

If they have indicated No hurry then disturb them again (instill urgency "what if..." "can u imagine...?"). Show them how the offer solves their problem and why now is the best time. Triple close.

If they have indicated No time or money. Show them how R is far greater than E. It is far advanced than the Ben Franklin method (list all the good things on one side and bad on the other - R/E is better as some things outvalue others by far). The Ben Franklin method may show a lot of different troubles on the negative side & only have one good thing but if that one good thing is to let's say make a million dollars, then it probably outweighs all the negative things listed.

Use a **simple analogy** like "Diamond in shit" (I'll tell you that one later). Or if attempting to set an appointment try "If you were offered a Nobel prize and could only get it at X time on Z day, would you do it". Triple close, speak to their heart, there is always a better way.

Offer ways to assist (time \$) e.g., payment plan or revisit the problem.

(3rd party story) Answer Objections w/ uncovered Hot buttons etc. (worded to their personality) Refer back to the Leading Questions. Do you have other answers? Triple close.

To deal with no help - MODIFY the offer. To deal with No hurry or time/money - VALIDATE the offer.

Confirm that their concerns are answered "Well that takes care of that, doesn't it" or "now that settles it right".

13.3.4 Step 9 The Final Close

(Ask for the commitment) (Pick the best close)

Now it's time for the final close. By holding back IDSs to this point you can now add value by including them, also it is time to deliver any bonuses. As IDSs are followed by soft closes finish with a hard close.

If unsuccessful and you haven't used Ben Franklin yet (or better, a version of R/E), it is time to use it now. Triple close.

Then if still short of the yes, then use **The Good offer technique**. "Considering the information given, you would have to see this as a good offer, right". Maybe it can be a great offer, something positive, but don't overdo it. It is not a fantastic, amazing offer. The good offer is a soft close, so hard close after it.

Then if needed, offer a **test drive**. Test drives are not limited to vehicles. Many TV commercials, especially infomercials, offer money-back guarantees. You may purchase items on a "test drive" basis, "if you don't love it, send it back". This can be offered in many other situations that have not been considered. For example: A Pet Shop could offer for a person to take the pet home and if they are not happy to be able to return it the next day knowing that people fall in love with pets even more over time, they know the pet is unlikely to be returned. A test drive. Triple close.

If they have still not said yes yet, it is time for a **reduced cost**. **Never reduce cost before this point!**

If you can reduce the cost by 20%, how do you do it? Reduce it by 5% four times, 20% straight up or 10% twice? If you reduce 5%, they may start expecting reductions even after you have got to the 20%. If you reduce by 20% straight up you have nowhere to go if they want to negotiate more. Two 10s are better if after offering 10% they only move towards your position by one or two to maybe 5% let

them know how that is unfair you have moved by X and they by Y, maybe at that point do it back to them move just 1% closer to them and tell them.

“This will take us all day. Be fair!” Settling on price if settling increments are changing by 1% don't continue in small increments instead say look you going to have to come up or come down a lot more than that and start working 5% increments instead.

Don't play the game, maybe just modify your second 10% to two 5% changes. Don't forget to express more reluctance each time. For example, on the first response try; “I shouldn't do this but...” If the first 10% discount wasn't enough for them to say yes (I shouldn't do this) show even more extreme reluctance “OK maybe, just maybe... I can get you a little more off... I'll phone my boss/wife/partner and let them know, to see if we can offer you another 10%” **Get a commitment now!** “I'll need to know that you will do this if they say yes, I'm not going to ask, then come back later and tell them that the deal fell over anyway, how would that make me look?”

WOW you are now going out of your way to do them a favour that you are not authorised to do. “So, if I can get another 10% off you will definitely go ahead right”. Make the call and be happy when you give them the good news. Even if you just called your own answering machine because you are the only person that they are dealing with. I call my daughter as she gets half of any profit I make anyway.

Maybe you could just be straight and hesitate a bit. Look like you are really thinking about it and use “**Mutual Obligation**”. The “**if I (), will you ()**” technique. The word IF offers a strong yet flexible position.

You appear stronger and they feel some obligation to approach your new proposal. This is best used to gain a little more than just a settlement. “Will you /Would you” then seek an improved outcome. If I increase your salary to () will you work Saturday mornings?

Or If I could meet that price, would you now ask for more on their behalf e.g., give more X, find X, assure X, fix X, “pay me all of it in cash today?” “Also take up the insurance plan”, or whatever may be of more benefit to you. We are using “*If I will you*” here to not just settle but to improve the outcome in your favour. “If you... I can...” is another version that also supports your proposal.

When the prospect says yes, sign them up. If they say no again, go back to your contingency plan. Apparently, you have a reason... if the reason is legitimate, go to the next prospect.

Any situation, positive or negative, should be approached with a better outcome than you went in with, in mind. An outcome just remaining the same is more negative because you've squandered an opportunity to have a more positive outcome. Now, if it's 5% more positive it's still better than an unchanged outcome or negative outcome. Though in many cases you might not necessarily turn that opposition around, a 5% improvement is then very good, so always look to improve; even if not a perfect outcome.

Don't settle on the first offer. Have a formula for accepting offers.

“Ideas can be sold where merchandise can not” – Hill

Never finish a financial deal without a payment or holding fee or very least a deposit. In non-financial agreements the same applies, gain a refined commitment. The more specific the better in most cases.

Chapter 14 Post-Close

Rapport after the final close and a transaction is complete or even if a persuasion attempt is complete without success. It is time to return to rapport. You most likely still want more from them, future callbacks, referrals or more dealings with family and friends. Thank you is natural after a persuasion either successful or not, then expand on that. Thank you, I'm sure you will enjoy it, I know you're going to love this, if you need more info, supply etc. in the future please call. Now softly divert to further requests like referrals.

Step 10 Referrals and Follow-up

If it's appropriate to ask for referrals and if it's appropriate follow up. No matter if it's an actual sale or a social/family request, follow up. Even in other areas, such as dealing with businesses, check to see if they are doing the required action etc.

14.1 Referrals

Referrals can make a large difference, the greater the rapport you have built from the start increases quality referrals. You can find out who else is likely to be in the market beforehand and you get to say "Peter said you'd be interested". Your job is almost half done! This builds rapport, referrals are far better than cold calls.

Asking for referrals can sometimes be more difficult than seeking the initial sale in the first place, as many people are more hesitant to give referrals than go through the sales process with you. Even in cases where you failed to make the initial sale you might still ask for referrals. Your offer may have been of no use to them though they may know others who may be interested.

Ask softly, in this format: "(Their name), word-of-mouth introductions are the true backbone of our company, as it's more personal than advertising. Now we have satisfied your desires, right? And you are very happy with how we have helped, aren't you!? So now I'd like to ask for an introduction to a few other people whom I might also serve, you would be happy with that too, right?" "Great, would you please give me some names of people you think would be interested" (aim for at least 10). After that "How about ten contacts you think *might* be interested." If they are having difficulty, prompt images of people like friends, relatives, work associates etc. "Peter, you mentioned that you attend church. Is there anyone there who I might help?" then get their contact details. Finally, "Peter, rather than me contacting them out of the blue, it would be nice if you would do me one last thing and give the first 10 a call to introduce me? (If no, "how about 5") If they appear nervous, ask to use his name then you make the calls, later. "Peter, I promise you I will contact these people in a very professional manner and give them the finest service possible if they have the need".

Even OPCs CAN get referrals.

Chapter 14.2 Loyalty

It is well known and used through business and religion that loyalty can be increased by seeking the customer to do more difficult or even embarrassing things for the company (the more they must go through to support the company, the more they want to support the company), the concept is they think if I had to do that to support the company then the company must be well worth supporting and I will support it even more in the future. When you ask them to do something difficult and they do it, remember to reward them with praise, certificates, and other small bonuses.

Chapter 15 Best offer/price

When a seller asks for the best offer or a buyer asks for the best price it may be a moderately good method of dealing with negotiation, however, it's not a 'very' good option. In fact, it's closer to a poor option as you have limited the trade. If you are selling an item at \$4000 and you ask someone their best offer and let's, say the most, they will pay is \$3500, will they then say \$3500 or something less as they don't want to pay the maximum they will go to as they then may lose the opportunity to get it for as little as they could pay. So, they may say \$3,000 is not their true maximum, they will want to say less. Now if they say \$3,000 and the other person who wants \$4,000 but will come down to \$3500, might consider it too far away, say no, then walk away, so it's a mistake.

Let's look at the other side. The buyer says "what is your best price". The same thing happens but in the opposite direction. The person that is selling has the option of saying \$3500 because that's the absolute lowest they will go to, but they don't know if they could get \$3,800 from the buyer. If at this point, they say \$3500 they might get the deal, but they don't know if they might have got that \$3800, so they will be very reluctant and more likely to say \$3800. So, the deal may fall over because one of them felt it was too far apart.

If you are selling, what do you need to find out is: are they still looking? Can they decide today? And what are the terms?

If they have used "*best offer/price*" I will use a throw-back: say "Well, that depends, are you looking elsewhere or are you happy to settle now, depending on the price?" Or assume they are ready to deal, smile and say "Well that depends on how much cash you have in your wallet".

If they say that they are still looking then give them something to come back to, "after you look at the others, decide what is best, then give me a call and I'll try to beat it".

If they say that they are not looking, that they want this or they will go ahead if the price is right.

Then ask for their terms. "So, if we meet at a price will it be cash now or payment terms, the quicker it is paid, the more I can reduce!". Get the terms, the longer it takes the less you take off.

Still return the negotiation to them "So may I ask, what offer you can make, to settle today?"

If you are buying, don't ask for their best price, it is far better to start with "will you take \$2800" they will come back with a price say \$3800, then try to make it fun, the more they like you the lower they may come. "Hey I think I've played this game before (in a jovial voice) how about \$3000", they may go to \$3700, try something else fun like an odd number "\$3223, it's the same number backwards or forwards" they might smile and probably come down again \$3500 try "I see you like round numbers. Let me show you what \$3400 looks like" and pull that amount out of your pocket. They're already at their real minimum, but they may be enjoying this banter so much that they forget themselves, see the money and say yes. Keep "best" out of it, for now, you don't want to restrict them or yourself as you may yet get a better deal.

If you are buying and the seller has asked for your best offer, why not be forward, you could try this. "That question usually gets an answer near the best, but they can often go better again. Deals are crushed that way; I'd like us both to be happy... So may I ask, what price you may need to settle today?"

NOTE: My previous scenario was created because one day I was selling a car. I wanted at least 4000 up to maybe 5000 At this time a person offered me \$4,000. I had a previous offer by a person who said they would have the money at the end of the month (only about 1 week away) which was \$4500. So, I said that I already have an offer on it for \$4500. Are you willing to come up at all? They said no. I said "think about it" and let them walk away. At the end of the month, the other person never came back so I didn't get the \$4500 either. A bird in the hand is worth two in the bush. That inspired the

question. If time is running short, do you accept the lower current offer or do you allow them to walk hoping that they will come back and meet you or meet you in the middle at least?

I didn't even think of getting a deposit from the \$4500 offer. In future I will only treat it as an offer as reality if I have a deposit. That car eventually sold for \$3,900.

Third Party

In buying or selling some people will defer authority to a third party, whether the third person did or (usually) didn't make that demand, or in fact, they may not even exist. "My partner," said I must get \$X. When using this tactic, they are making a tough stand on the deal and insinuating that they have no authority to back down. You can only take an equally tough stand if you are not happy to meet their mark "my best offer is \$Y". Remember, you can always make an offer, even if the deal seems non-negotiable.

When you take a solid position, your opponents are far more likely to concede than return an argument. You may lose a small number of opportunities; let's say 5%, though overall, the 95% you do make will probably be 10-30% better. Never ask for offers before negotiation e.g. Never print ONO on an advertisement. Concede only if they won't meet your best price and the deal is breaking down.

THE THIRD PARTY (PROJECTION)

The benefit of projecting your ideas (example using a puppet to say the thing you wish to say) if it is rejected you can say that's the puppet not me or using another person to say those things through there quotes "Jane said you liked X" or anything like that (if it's true). Another third party is the hypnotist. You're just doing what they told you to do.

Your task is to practice offering whatever you promote in life.

15.1 Buying

Almost never make an offer before you find out what they want. You may offer \$200 for something worth \$500. But if you ask their price first, they may just say \$100. Out of fairness I'd give them the \$100, please do likewise, as many would realise that if they say \$100, they'll probably take \$80.

If you truly want a seller's product, and you can't meet or don't see value in meeting the seller's opening price. Then make a rather low but not ridiculous offer \$10 000 for a 1 year old car worth \$30 000 is a joke but if they are asking \$28 000 then don't offer \$25 000 (that's a fair offer and they may just say yes and be happy they got more than the \$24 000 that they had decided would be their minimum). Offering \$20 000 may be slightly insulting to them, but is probably near enough for them to start negotiating. If they come down slowly, you come up (SLOWLY). It might go like this- them 26 000, you 21 000, them 25 000, you 22 000 them 24 000 you 23 000 them 23 500 you 23 000 don't meet it immediately because it is quite close to your price. But hesitate a bit, if you stand your ground, you may get the 23 000 if you feel assured, they won't drop another \$1 have 1 last begrudging try 23300 they will probably say yes. Either way, if you get it anywhere from 23 000 to 23 500 you will be getting it for less than the minimum they wanted and far better than a start of \$25 000.

If they come down reasonably or quickly don't, in that case, come up too slowly, come up a little quicker so they don't get stuck at their bottom price. Because if you're at 22 and they're at 24 and not willing to go lower as they will be more reluctant to go lower when there is a \$2,000 Gap at their bottom as compared to a \$1,000 Gap at their bottom.

Don't say the max I'll pay is (_____) (e.g., \$100) then later say (_____) plus a little more (e.g., \$105), they will not trust your (_____) so much in the future, as it was a lie. You weaken your bargaining power in the future.

My "best price" is one that settles the deal and makes a fair profit. It's above my asking price. If I ask \$1000 and they ask what's my best price I respond with "\$1200, it's better for me than the \$1000 than I'm asking. Maybe we should ask what your best offer is? (throwback)

Don't think in absolutes, there are no maximums or minimums; so therefore, try and avoid those words.

Ask yourself first, do you need it? Can you get others at similar prices?

If you don't need it or there are many similar, you can make a rather low offer 20-50% less depending on what it is, the less expensive the lower you can go.

The more you need it and or the rarity (it's hard to get at this price already) the less power you have. Making a very low offer here may burn your bridges. I'd even consider a high offer 1-2% above the asking price. The next example happened over the last few weeks.

My ex-wife asked about properties at the bottom of the market. I gave advice and even offered to look for her. I found a property asking for offers above \$150 000, it was better than the few she had found for the same price or slightly higher. she asked about the best offer approach before viewing it. I said; make an offer at \$152000 to \$155000, she told me another person, (a business person who deals with lots of expensive things) had advised her to go ridiculously low because sometimes people take low offers. You can always make a second offer. She said something about \$120-130k. I said you don't want to make such a ridiculous offer, (without calling it ridiculous *the worst had been selling for over \$140000).

After viewing she made an offer at \$130 000, the agent got back to her and said she has multiple offers over \$150000 and asked how much she can come up with. She then told me later. I said I'd offer \$155-159k at least 152k, so at least offer \$145. She then told me that the agent now says it's under contract, but days later the website still doesn't show it as under contract. It seems she may have burnt her bridges in one way or another. She never got the chance to make a second offer.

What may have happened here? Is it under contract but for some reason, the agency hasn't updated the website? Or it's not really under contract and the agent hates those people who offer way below the minimum market.

She now tells me she can only find properties that are \$159k or more and not as good. Had she offered \$152 in the first place she may have been moving in now.

If it matters and it's already a bargain, getting it can be more important than getting a greater discount. If it doesn't matter as you have many or don't need it and you're looking for better bargains then go low. But beware here, if you do, you may burn that contact, do it a dozen times in real estate in a suburb and you may have burnt all the agents in the area. None of them will want to deal with you in the future, they certainly won't want to help you and you may find it difficult to buy anything in that region. This can be rather troublesome if you make the top offer but are matched by another. The agent will just ignore yours and submit the other.

My ex then found a house in a country area asking \$120,000. She offered \$121,000 and got the contract.

When promoting anything, think of things to get across, how to appeal, what Qs to ask and how this will help the whole world, after all if you can find something altruistic about the offer, you'll get a better response.

When it comes to the final price, stick to your guns. Why would you leave your Fortress?

Have waivers covering everything you can think of that may go wrong. Where needed, where a commitment is involved, or a contract should be written up. When you are presented, a prepared contract benefiting the other party, it can seem difficult to negotiate. Don't just accept it, Think, and ask questions, contracts can be altered before you sign.

So now the task is here. If you find yourself regularly accepting the price, try arguing for a discount next time.

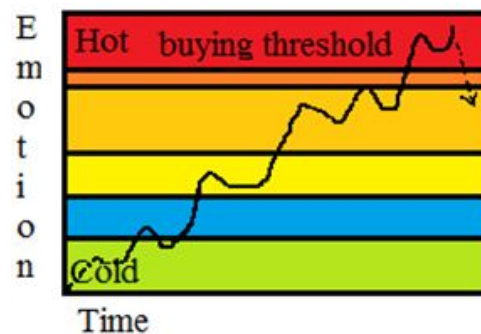
Chapter 16 Buying Line

Buying line and settlement regarding closing and what is the negotiation point?

In negotiation if you are almost meeting an agreement and time is pressing

1. If I....
2. make a final offer to the maximum of your comfort zone. Don't go out. Or let them walk and as they get close to the door throw out that last offer.

Remember, they start cold and when you reach the point where they are hot, if you don't close then they may lose interest.



Improving Results

If you improve your hit ratios for your opening, other results will improve in turn. Change it a little, try something new for the next week or two, then study the results. If it has increased; maybe you could improve it a little more, if it hasn't, then make different changes until you are constantly getting maximum results. Once you have the optimal start, do the same to the next step of the process, all the way to post-close.

Chapter 17 Scripts

You need to present with precision. First an introduction that builds rapport, then; facts, maybe figures, and lots of Close's. You must be specific "Can you lend me your car for half an hour", will get a better response than "Can you lend me your car" Never say half an hour when you know it may take 35-40 minutes, in that case say 45 minutes (Under promise and over deliver).

Past Tense

Pitch with the assumption they have already agreed; using past tense wording. "Won't it be great after you've accepted (the proposal). (The proposal) would be wonderful, with the (explain a positive

outcome).” “You're already thinking about benefit. The more you try to think of reasons why you can't accept my offer, the more you realize how much you'd love it.”

First contact (Cold Calls)

A cold call is approaching another to get them on the side. Most people dislike it because of the fear of failure. Knowing you would "fail" 95% causes apprehension. If you see an approach as promoting awareness and realise positive results are the minority, the 95 No's are worth it. You don't know if your prospect wants your proposal beforehand, so maximize the 5% by learning to qualify and using proven methods. If you can't measure it, you can't manage it. Build rapport with your prospect. Don't be false, sound like an authority, not a beggar, be dynamic. Make them feel good. Act as if they are old friends. Openers like; “Now this is the famous Mr. (_____) right!” and “We're about to become best friends”, do work. But don't sound tacky. Be “verbrugal.” Which is the opposite of verbose. Get them involved.

Voice control establishes credibility.

Tone is more important than words. Deep voices are more powerful than others, they relax. Where high pitched voices suggest anxiety and corrupt the impression of authority. Generally, drop sentences lower at the end for a statement. Higher implies a question.

Your attitude should be that you have the answer. Unless you don't, then present yourself as someone who gets answers, “I don't know, but I can find out”

Set your body language beforehand to set your required tone volume. Write your scripts in tonality & pace. You can't set a certain single pace, tone and or volume beforehand, as it then becomes bland, like reading a book, each word you say should be matched with its required pace, tone, and volume.

Pace

100wpm (max). Pace their rhythm (if they are slower) and match their body language, to “mirror” them if you are one on one and rapport seems more vital than authority.

Talk quickly if declaring the time to be short “now-real-quick” or “got-a-minute” (the hyphens represent words said together almost as if they're 1 word). Also, this should be used for casual or regular information (as would be expected) and groups of words that convey no real information in themselves “all-we-need-is-to...”

Tempo

A slower or more staccato tempo resents authority, confidence, and power. Be aware to not pace it so slowly that it appears condescending.

Volume

To imply a secret scarcity, whisper. Especially to introduce important things.

To imply certainty or authority, speak louder.

Tone

Use an assertive tone for power at the required times. Never close in an authoritative, certain tone/ volume, as authority in a close seems demanding. Be certain until the close.

Pitch

The close pattern: Exude certainty, then express calmness when close to the close and then carefree expectation (the attitude that it'll draw a lot of interest, a “Who cares if you're not interested”, attitude.

To do so, lower your pitch to imply authority and certainty, for impressing confidence (early). Your pitch drops audibly like the next sentence drops visually.

You're going to be Very,

Very,

Impressed

Balance your pitch in the middle for calmness. Then, raise your pitch to be excited and reasonable, also sort of casual, to gain agreement on a rhetorical question or even for most questions. Also, use this to say “remember” without using the word remember (for names and places) etcetera, and transition words such as now, but, well and secondary transition words such as so, therefore, however, and thus, the raise here says “note now”. Finally use this especially for your soft closes. (like the example above but raising: The joint words are said quickly together. Short pause in the middle)

will-you-have-to-schedule?

Got-the-time or...

(higher and quicker also implies no worries)

A question with a raised end acts as a soft close, often drawing agreement without a tie-down.

to-book?

So, when-would-you-like-

Effective pacing and the use of multiple words emphasised with volume also increases authority ever so slightly slower (by the way of longer pauses), implies casual authority. (Beware patronisation)

* Telemarketing managers – write your scripts like the examples above. You could also use a larger or a bold font for louder words.

Don't ask questions if scripted but answered, especially financial questions. Each word may require its own empathy. (Look at words that require this). When asking tough questions; ease in, use empathy.

If they say it's bad then match the emotion and adjust your script, rhythm, tempo.

Money questions require a casual tone.

Getting past gatekeepers: answer their question and repeat your request to speak to the Manager hold back your best stuff and be prepared.

Your task now is to write a script for your offer based on these principles, practice it, deliver it and prepare to adjust as needed. (Again this can be for anything not just something you're selling)

Chapter 18 Closes

These methods are a framework, personalise them by building your own collection of openings through closes.

Review the benefits presented then assert the request confidently. "Based on what you've told me", "OUR best course of action is", or "I can see you've decided so, what we should do now is". This underlines the decision as a rational progression of their facts. When you accentuate us, we or our, they'll feel more comfortable knowing that you both proceed together.

Final Closes

Early Closes to Later Closes (probability and likelihood of use??)

Full Assumptive - Best if they're ready, seals the deal or draws objections. Just assume they agree.

1. **Invitational** – Just invite them to; join, buy, go with you (whatever it may be).
2. **Alternate Choice** - give them two positive choices seeking yes for either; e.g., 4 or 5 pm? I saved the best till last (This is usually the best early close Best), or a positive/negative choice yes/no do you want to be rich or poor (use extremes, in this case)
3. **Order Book**- Start; assume they have said yes. (in pre electronic days reps carried order books and you'd use this close and start typing (or asking for details if you're in a call centre).
4. **Handshake** – Put your hand out to close.

Reduce To the Ridiculous - You say you cannot afford the \$50 weekly investment needed to purchase this program. How much can you afford? (They answer \$40). For \$10 a week, or \$1.50 a day, you can make the sacrifice, can't you?

Minor Decision carries the major decision. If you keep them saying yes on small decisions, when it comes time for the final close it becomes easier to say yes again.

mutual commitment - If I..., will you...?

The disturbing Question

Mid Closes

Ben Franklin - You help list advantages, they list disadvantages. "Because you can't think of any!" That settles it, doesn't it?

Added value reduced cost - What can you add for your prospect? It's now time to reduce the asking price? (price reductions should only come last)

No close - No one can say no to me you are saying no to yourself (and family, friends, future opportunities *whatever fits) a no means (____).

Reasonable Offer Technique - Mr. X, based on information I have given you; this appears to be a reasonable offer we've made; don't you think?

Test Drive- Test driving a car. It's harder to say no after a test drive.

Broken Record – please please please... Know when to stop. It can be easy to go too far with this, (a begrudging yes may come with the desire to avoid you).

Late/shutdown Closes

I want to think. Other than wanting to think about it, is there anything else preventing you from doing this today? Great. The fact you want to think about it tells me that you're truly interested. After all, you wouldn't say that just to get rid of me, would you? While you've got an expert like me available, we may as well, discuss what you want to think about and I can answer any questions,

while I'm here to help. So, what is it you want to think about? Prompt if needed only. Is it A or B (other concerns)?

No Time - Mr. X, (my experience/our marketing statistics) tells us that if we part, without a decision today, chances are minimal you'll make a positive decision without all the facts before you-after all, smart people make important decisions wisely with the facts before them... right!

De-Pressure step- I'm not here to pressure you into making a bad decision. I'd just like the opportunity to give you enough information, for you to make an easy and comfortable decision, fair enough?

The last ditch close - Sometimes you can't wait for them any longer. Make your prospects feel they're making a major mistake by failing to see the benefits and agree with your idea or offer. Here is an example: "Perhaps you're right. What I propose is not for everyone. I just believed that you would want to reap its benefits. But I can see you're not yet prepared to use it. I really thought you could appreciate it. Begin to pack up! ONLY USE THIS AS A LAST CLOSE.

The walk out close can be used following the last ditch close or as a standalone close without the last ditch close yet still as a last measure.

The walk out close- If you are close but haven't reached agreement, don't go to your absolute final offer - let them walk, or begin to walk yourself, they may stop and negotiate closer to your point or if you can see that they are definitely walking out the door or get to the door, then and only then, make your absolute final offer.

Now your task is to: Memorise as many as you can.

Follow Up (CBs, thank you note, service, renewals)

Constantly show appreciation and follow-up. Make contact again the next time you are in the area, or plan a follow up time, see how they are going, maybe they may want to buy again, or may have new contacts to refer to you. Being nice has its rewards.

Some of Tom Hopkins' Thank You Notes and Messages

1. Telephone Contact

Thank you for talking with me on the telephone. In today's business world, time is precious. You can rest assured that I will always be respectful of the time you invest as we discuss the possibility of a mutually beneficial business opportunity.

2. In-Person Contact

Thank you, it was a pleasure meeting you, and my 'thank you' is for the time we shared. We have been fortunate to serve many happy clients, and it is my wish to someday be able to serve you. If you have any questions, please don't hesitate to call.

3. Thank You After Demonstration or Presentation

Thank you for giving me the opportunity to discuss with you our association for the mutual benefit of our firms. We that quality, blended with excellent service is the foundation for a successful business.

4. Thank You After Purchase

Thank you for giving me the opportunity to offer you our finest service. We are confident that you will be happy with the investment towards future growth. My goal now is to offer excellent follow-up service so that you will have no reservation about referring others to me who have similar needs to yours.

5. Thank You For Your Referral

Thank you for your kind referral. You can rest assured that anyone you refer to me will receive the highest degree of professional service possible.

6. *Thank You After Final Refusal*

Thank you for taking time out to consider letting me serve you. It is with sincere regrets that your immediate plans do not include making the investment at this time. However, if you need further information or have any questions, please feel free to call. I will keep you posted on new developments and changes that may benefit you.

7. *Thank You After Buying From Someone Else*

Thank you for taking the time to analyse my services. I regret being unable at this moment to prove to you the benefits we have to offer. We stay constantly informed of new developments and changes. I will keep in touch with the hope that in the years ahead, we will be able to do business.

8. *Thank You After They Buy From Someone Else, But offer To Give You Referrals*

Thank you for your gracious offer of giving me referrals. As we discussed, I am enclosing three of my business cards, and I thank you in advance for placing them in the hands of three of your friends, acquaintances, or relatives that I might serve. I will keep in touch and be willing to render my services as needed.

9. *Thank You To Anyone Who Gives You Service*

Thank you, it is gratifying to meet someone dedicated to doing a good job. Your efforts are sincerely appreciated. If my company or I can serve you in any way, please don't hesitate to call.

10. *Anniversary Thank You*

Thank you, it is with warm regards that I send this note to say hello and again thanks for your past patronage. We are continually changing and improving our products and services. If you would like an update on our latest advancement, please give me a call.

E- MAIL MESSAGE

Good morning, John

I hope this message finds you well and your business prosperous. I'm just checking in to see if all is well with your (product name) and learn if there is anything I may assist you with. At your convenience, please let me know how things are going.

VOICE MAIL MESSAGES

Phraseology: "Good Morning, John. This is Tom Hopkins, just checking in with you to be certain you are happy with the results you are receiving from you (product name). I may be reached at (phone number) between 10:00 a.m. and 2:00 p.m. If you have any questions or concerns. At your convenience, please let me know how things are going"

Chapter 19 Remember What is Important (Follow-Up and Other Methods)

Delegate. Get others to help you do what you need or want to be done. If you need to pay them, pay well. If they are on commission, it too should be good, but performance bonuses can be quite small, even a person on commission can pay a sub-commission. The general rule is; the less you do (at the base level) the more you make. The workers make the least, their bosses make more, their CEO makes more again and the owners make the most (the owners might not be working at all).

Don't forget to relax in a presentation and when you have time off. Make sure you have time off.

Build your knowledge and skills to give yourself the best. If you don't deserve the best, how did you get this far if you still want to see yourself as a loser?

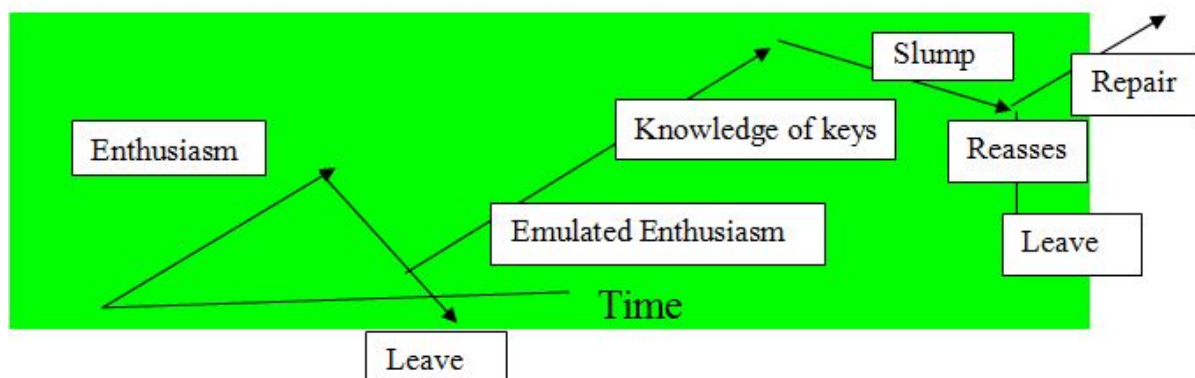
Whatever you offer, needs to serve them. Following up to confirm that it is serving them produces more rapport and their desire to work with you in the future. Increasing the probability of renewals and future positive interaction with you.

Chapter 19.1 Management

If you want improved sales, who do you give your best prospects to? Your best salespeople or your worst? Your worst; because you want them to be encouraged and improve. Don't give poor chances to new staff or you'll have to rehire and retrain repeatedly because you've got a couple of successful people getting a great deal and the rest are failing because you give them the tough jobs when they have less experience.

Managers to reduce blags; not only should you not pay for those ups you should penalize them an up for each.

19.2 Get Through a Slump



People often slump after success and then take it easy or their experience hinders their delivery by making them robotic and less personal. You could leave or repair the situation.

If you choose to get back to (and beyond) where you were at:

1. Go back to the basics of the sales process and assess what you can do better. Improve your skills.
2. Emulate the enthusiasm you had. This may be easier if as well, you think of the success you are going to have, as time has also given you experience and you have more ability. To help reach or surpass those initial high points then.
3. Contact your existing clients if you have them, identify their current situation and how you can help them.
4. Are those around you positive? If they are not; limit time with them and spend it with constructive people.

If you haven't built a business or investment income; as soon as you stop working the money stops flowing, what are you going to do about that?

A Tip To Lessen The Slump Before It Happens

Remember the feeling of your first sale and use that as anticipation or an anchor in future sales. If you see the sale as quite likely and you're getting close to the sale point, use that anchor to bring about that same feeling and express the close with that feeling on board; never use that feeling until you are certain. After four or five times, begin to use that feeling occasionally at an earlier point, that enthusiasm in that instance may be the only thing still required for the sale. It will bring on more sales. Yet never use it for every sales circumstance as many sales circumstances will fall over and it will become aligned to the feeling of a presentation rather than the feeling of a sale and lose its effect, even negative if used in bad timing or poorly.

Having said that, never neglect the general enthusiasm.

19.4 Things to Remember

Seek mentors. You may need help in many areas; planning, budgets, creating something to offer, technical help or in administration. Find people who do the things you lack (and even those who do what you do, can help), ask for advice first in anything unless you are quite adept in the field. Lack of knowledge is the downfall of most.

Keep records, to measure changes like the improvements or the deterioration of your results, and then constantly adjust to advance when required.

20. Tips on Flipping

What are you buying?

Let's look at small cheap items to start off with.

You may prefer to buy new items in bulk from somewhere like Alibaba or AliExpress and sell them on other sites like eBay or Facebook Marketplace. Maybe you could sell them at the local markets. So, in a case like this, you might buy things that cost \$2 to \$5 each that you might sell for \$10 to \$15 each. This is fine if you are selling at least 3 items per hour and you're making at least \$8 per item after costs (so you would be starting on \$24 an hour). It comes down to how many you can sell per hour and what that is worth.

You will need to research (what sells regularly, where it is cheap to buy, where you can sell it for a high profit and what are all the costs of doing so). Selling at the local markets can often be better than selling online as you are only paying one small fee for the stall and no shipping (on the sale) and you may also find that you are getting a better price than you would via online methods. The downfall here is that you have lower sales time (e.g., 8am to 4pm weekends only) and you have fewer people looking.

When you get to a point where you're making at least \$30 an hour, pay others to do the work for you as it allows you to buy bigger more expensive things and move up in scale. Now 40 hours a week at that point is maybe \$1,200 a week. However, if I can spend one or two hours a week managing someone who is working 40 hours a week at say \$20 per hour and bringing me a \$400 profit for their

work it means my hour or two is worth \$400. I now have the time to find more expensive things for sale, more places to market them. (This is not including the stock value, as you must also have enough money in the investment itself and you'd probably have them start on a 20 hour week as you'll have bills to meet like all of us) *The point is to grow your business using other people's time as much as you can. Don't spend the profits, pay debts first (if you can) with excess profit buy more items or more expensive ones.

When any debt is paid and you have a larger working capital, assign at least 50% of the profit to further capital increase. Ideally sell your items ASAP with a target in mind before you buy them.

\$500 spent must profit at least \$100 (20% should be the worst-case scenario). That 20% is after all costs including time, don't spend 3 weeks making a \$100 profit (how long you have it matters less than the hours involved while owning it), because that is really a loss, if you spent the whole 3 weeks in a constant effort to gain the profit.

A \$200 profit in 1 day is far better than making \$500 for that item but taking 2 weeks (as a daily profit adds up quicker). Again these are theoretical amounts however - Maximum turnover is more important than maximum profit (per item).

As mentioned, vehicles are easy if you have an idea of assessing their condition. Jewellery can be quite easy too especially if it has a legitimate valuation. I love buying gold and silver coins at gold and silver prices. I would buy them by the kilo, sort through them and sell them for numismatic (coin collectors) value at auction. It's easy to buy a kilo of silver coins and sell them for 30% to 100% more in a week. If you don't sell them quick enough, you will still be ahead as their value historically rises and your assets are worth more

Try not to tie up your capital for long periods especially if your stock isn't going up in value.

I bought a trailer once to pick up things of high value that are being given away, I then spent about twelve hours over the next few weeks picking up things for free and about five hours selling them. I made enough of those to cover the cost of the trailer. From there it was profit from free things.

During that time, I picked up a solar system free & sold it for \$220, for one hour's work. A footlocker (sold \$120), table & chairs & other things worth \$200+ [over \$100 sold & half kept], an expensive kitchen bench worth \$700+ {I kept it}, about \$200 worth of pavers (even at 2nd hand rates), tools, and a few other things all free. I added about \$700 to my assets, about \$200 to my daughters & about \$500-\$700 to my bank balance. I picked up over \$1400 in freebies, kept half for just 10-15 hours. The process may have been weeks but I'd only spent about fifteen hours on making that money. Yes, you can easily make around \$100 per hour from freebies.

My rule is that a pickup must take less than an hour & be worth \$100 resale minimum, I may also pick up something on the same trip that may be worth less if the second item/s don't take more time than they are worth.

Now your task is to find something for free worth more than \$100. Pick it up (be honest, let them know you are doing it to pay bills or even as a challenge). Then, Sell it.

Transaction Techniques

Buying. Start low if you don't need it, late in the negotiation bring up its faults.

Selling. Try asking for offers above.

Both. The walk away and mutual obligation.

Summation

Every day I am catalysed and realise that I could add so much more to this. I add new material as often as I can, because I am learning daily. Again, I am not the consummate expert. There are many experts in many of the subjects I cover, certainly not all. So, what I offer is to be expanded and built on with new material included as it is discovered

Extend yourself and don't go for what is likely the easiest close first. Go for the close that you have identified will appeal to their interests and mo first.

I have an incredible sense that the universe guided me to this. Not as fate, that I was destined to do this, but more so as the universe has instilled this in people to do and I was the one who chose to step up and do it. I feel that there are other people out there who've also had somewhat similar life experiences, maybe even the inspiration to promote things like this or aspects of this, but my story is acting on this as it is what I know and am driven to do.

Therefore, to sum, I define happiness as: Attaining any or all the prime desires through planning and Persuasion.

How important is your future? Is it important enough to focus on and develop for half an hour a day? Maybe an hour or two?

Some sources of this inspiration: (some yet unmentioned)

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Tongue Fu! Kim McFarland and Tom Vizzni of www.Essential-Skills.com

Joseph R Plazo-Ph. *D of Persuasion*

This also includes information inspired by MTD, Jordan Belfort, Ray Havill, KC Johnson, and Tom Hopkins, Adam ruins everything

Editing assistance By Himani Sharma and Rejoice Moyo

A special thank you to Himani and Rejoice

Please now, Redo the initial quiz pre chapter 1 "Please rate yourself from 1 to 10": How do you compare now? Better?

Then I ask you to do one or both of those 2 things: donate and or tell others.

If you would like to offer a review at this stage, please fill in the form at:

<https://know.howtogetthere.org/review-form/>

You may also join our social media groups (don't expect much yet, as they have only just launched in late July 2021).

At this point there is a quora.com space with 7 followers and a Facebook group with 15 (it's early days). They are both called "How to Get There". Groups and social media will expand soon. Please join them.

Govern well.

Glen Hassard
How To Get There