



Practical Applications Transcript

Call 1 – December 4, 2018

Michele: So good morning everyone or afternoon or evening or middle of the night like I know it is for some of you. Hi Sergio. I'm Michele Gunderson, Dr Michele Gunderson and welcome to Practical Applications, Getting Results with your Words.

Michele: I have been so excited about this series for months. This is an almost new series for me. I've been working, teaching in the field of words and stories for over 25 years. That's what my PhD is in. I help thousands of people tell better stories and use words more effectively so they can grow their work in the world, really be on point, connect with people, and really live a life that they're meant to live. So I've been doing this for many, many years but to do it in this form of this series, Practical Applications, this is just the second time that I've taught this series.

Michele: The first time was this summer and I was so excited by what we were doing with the students in my year one Love your Words, Love your Life program that I wanted to run it again and run it again soon. So for some of you this is your second time through this course. Some of you it's your very first time in this course but we've been working together for a while. Some of you is really our very first chance to do a deep dive together.

Michele: So just to let you know who's here, we really are an amalgamation of two communities. We're Love your Words, Love your Life communities so you're one community that I teach, and then Karen Wolf's students and Karen's going to be here as well as a student. She's going to be here not live today not next time. She's got other commitments she couldn't change but she'll be here and hi Karen. I know you're listening to the recordings. She'll be here I think it's on call three live.

Michele: So welcome everyone. We have 90 minutes today. We have a series of I believe it's five calls. All those dates should be in your inbox but basically we're meeting on Tuesdays 10:00 Mountain time. That's 9:00 AM Pacific and I'm not going to translate to other time zones. I'll probably get it wrong. But at this time for every Tuesday I believe it is except Christmas and New Years. And then five weeks but all that information should be in your inbox.

Michele: So welcome. Again this is Practical Applications, Getting Results with your Words. I just want to remind you as we begin about a couple of pieces of pre work or home play. If some of you did some of the things that you either listened to a call or you attended a call on Thursday or you did a survey or you read an [inaudible 00:02:32] or you did

something before you got here would you raise your hand. So we see some ideas, people did something. Fantastic.

Michele: And if you did not, either you're just listening and I can't see you or actually everyone that I can see raised their hands. They all did something. If you didn't do anything yet I want to give you some idea of some of the pre work or what I like to call home play for this series. Thanks Mary Kay, yes you did it. Yes fantastic. Yes a question even on last week's call, it was great. So thank you for that.

Michele: So some of the pre work, some of the things you can do between this week's call and next week's to get the most out of this series. So first watch the call that I did last week. It's called Three Secrets to Choosing Words that make you more Influential. That will be posted in our very new even those of you who have been students of mine for year or two, three, four, five, six, seven, eight you don't know about this. We have a very new forum and it's called the Story Freedom Academy. Story Freedom Academy. I don't even know if there's information in your inbox about it yet but Amy will do the technical part to get it out to you. That's where you'll be able to find these recordings.

Michele: You'll be able to find other resources. I'll ask Amy to put a link to Anatomy of an Inspiring Story there for instance if they don't already have it there. Also it will have, I brought it here beside me ... where did I put it now? I put it here. Oh it's underneath my notes. Okay. You'll get a transcript only for you guys right? A transcript of last week's call. So Three Secrets to Choosing Words that make you more Influential. That will be posted in our Story Freedom Academy as well.

Michele: You can see for my ... I mean taught the thing and I'm underlining pieces of it. I go through it and circle things and underline. I didn't finish rereading the whole thing last night but I read through two thirds of it and I'm like, "Oh my goodness there's really good material." This is the first time I taught this call. There's some really cool stuff about networking. For instance, the what words never to say when you're networking and the way to easily find and land the words to find your next five figure client easily if you want to work with the best people who can engage in your work at the highest level.

Michele: If that's not your aspiration it will help you meet that next client and do so easily in whatever form that takes for you. So a great jumping off point. The call itself is there. The transcript is there for you. So those are some of the things you can do to get a jumpstart in this series.

Michele: So head over to Story Freedom Academy and I will have the recordings there. Watch Three Secrets to Choosing Words that make you more Influential. Please fill out the survey. A number of you did take the time to fill out the survey. Some of you just this morning, thank you. Some of you filled it in last week. I looked at almost all of them except the ones that got filled in this morning. I just didn't have time yet. But this really helps me. The survey helps me to fine tune what we're doing so I'm answering your questions.

Michele: So for instance I'm going to ask you that question on this call as well. Where do you most want to use your words? So really common places, many of you mentioned networking. Many of you mentioned marketing. Many of you mentioned sales. Some of you mentioned speaking and so on different places. So when I have your surveys and I look at them and the calls will cover all the places that are the most important where you're going to get results with your words that I feel you're going to need for your company. But there will be more emphasis where you want. So please fill out the survey.

Michele: I noticed one of you, you said you were going to fill it in twice. There were different answers after we spoke last week so thank you for that. So watch the call, read the transcript, fill in the survey, read Anatomy, add the dates to your calendar if you haven't already done so. It's always great if you can be here live. If you can't be here live the recordings will be there for you. And just remember that our next call is this Tuesday.

Michele: I'm going to ask questions in this series. Right now because we just set up the Story Freedom Academy, Amy's been working on it feverishly over the weekend for you and yesterday. This is completely new. So we don't have a way set up to ask questions through that venue yet. So what I want you to do now if you have a question that you want me to address on next week's call email me. That's how you ask questions in this series right now, email me at michele@michelegunderson.com. One L in Michele. M-I-C-H-E-L-E at M-I-C-H-E-L-E G-U-N-D-E-R-S-O-N dot com. How I spell my name should be in your inbox. So michele@michelegunderson.com and this is the subject line you'll need to use if you want me to see your question.

Michele: I get hundreds of emails. I don't see them all. So put in ... it's even better if you put it in capital letters. All capitals, PRACTICAL APPLICATIONS QUESTIONS. So the name of our course, Practical Applications and yes you'll get invitations or a link to the Story Freedom Academy Sergio, thanks for the question. Yes you will. We're just, again we're crossing the T's, dotting the I's in building it. So if you don't have it yet you should have it by next time and other information will be passed along to you through email.

Michele: So michele@michelegunderson.com. The subject line is Practical Applications Question and then put the date. So when you want to ask the question for next week put in Practical Applications Question and then the date, December 11th, I believe that's a week from now, 2018. I will be searching for that under the subject lines. If you put any other subject line you'll say, "Michele I sent you a question and you didn't address it. How come?" Because you didn't use that subject line. So please use that subject line so I'll be able to find your question. Post it at last 24 hours in advance so I have time to take a look at it. If you haven't posted a question there'll still be lost of opportunities to ask questions.

Michele: All right. Let's take a collective breath because I'm just giving you lots of information to start. Everybody inhale and then exhale. Just let it go. And then again inhale, exhale let it go. Welcome to Practical Applications Getting Results with your Words.

Michele: So why are we here? I want to spend a few minutes. Those of you in year long you know we're doing a deep dive into having a big ... why you can go Google that. You read books

on it. It's so important to figure out why we're doing what we're doing. If we don't do that we won't do anything. So I'm going to start at the beginning by saying Practical Applications Getting Results with your Words, why would we even want to focus here as entrepreneur, as messengers, as people with a vision to share? Where would you want to get results with your words and why?

Michele: So let's start with the where. I want to hear from you here. So let me give you some examples of some places that I would think of where you might want to get results with your words when you're speaking, when you're networking, when you're marking your company, when you're selling, when you're doing one on one conversation with a client, when you're doing a joint venture with somebody, when you're talking to your team. I mean I can't think of a place where we're not using words in our businesses. Even if there's silence, and next time we're going to start actually the call in silence. We didn't do that today but we're going to do that next time. We're going to start with a practice called Shavasana. It's from my background as a yoga teacher.

Michele: Because the words, the best words come from a very quiet place inside. So I wanted to get us going to start with words. Those are some of the places where I can think of where you might want to use your words, where you might want to get results with your words in your business and in your life. I want to hear from you. Where do you want to get results from your words? Again tell me in the survey but I want to hear here live. You can just jump in like popcorn. Don't forget to unmute yourself.

Michele: If two people talk at once don't worry. It'll sort it out. By the way sometimes I'm looking at all of you. I'm not worried about a pretty picture. I'm looking like here at the camera, it looks more like I'm talking to you maybe but I can actually see your faces when I'm looking ... Mary Kay you're right here on my screen for instance. Yvonne you're up here. Sheri you're up here. So I would rather see you and this is the closest we can get to being in a live circle.

Michele: And you just come up as [Leiman 00:11:29]. And is it Karen? Is that ... no it's not Karen. In my bottom left corner. The name is, let me see ... that's Laura in my bottom left corner right? Okay so Laura. When I'm looking at you you're down here.

Michele: So forgive me if I'm not looking at you but thank you. You've written it down there so if it doesn't look like I'm looking right at you it's because I'm looking right at you. I'm looking at are you here with me still, are you wandering. Can I pull us back in so that we can actually get the most use out of our time? 25 years of experience, thousands of people I've helped, we've got a short time together. I want to make the best use of our time, help you the best I can in this series.

Michele: So where do you want to use your words? Wherever the first place is, let's just do this like popcorn.

Sheila: Networking.

Michele: Networking. Networking was really popular in the survey for those of you who filled it out. So networking comes up first. Great because that's where we're going to go to first. Now next call.

Sheri: Marketing.

Michele: Marketing yes. Those are some of the top ones in the survey. What else?

Yvonne: Emails.

Michele: Emails. Good. What else?

Sheila: Speaking.

Michele: Speaking, yes.

Sheri: Strategy calls.

Michele: Strategy calls, beautiful. What else?

Sergio: One on ones.

Michele: One on ones. Yeah. In all kinds right? It might be private coaching that you do. It might be maybe teaching. It might be a one on one call with your team. It might be a sales call. Yeah what else?

Mary Kay: I want to get results ... well I do get results but I love getting results when I see animals and people together when they understand each other.

Michele: I got chills with that one right? So one of the words that I can find that will allow for that connection, that togetherness, that link, and actually I want to say you're talking about ... you're leaping ahead in the content here. There's such simple things I want to teach about words and yet so stems from connection. Starts there. So I want to hear you.

Michele: If I'm just talking about words and let's say I talk all about, I don't know, how to ask the mover to move your desk from this edge to the other in your office and you're going, "But Michele that's not my main interest. I don't care about that," then my words aren't going to land no matter what. No matter how pretty they are. So let's hear just a couple more. What are your priorities again? I'll take another look through those survey before next call. Where else?

Michele: Where else do you want to use your words?

Sheila: When asking people questions.

Michele: Yeah. How do I ask empowering questions? I want my words to be the right questions, whether I'm asking someone else questions or I'm asking myself questions. Sometimes I

ask questions like why did this all go wrong? If you read Story Freedom you know that that question might lead to living life unconsciously in the genre of tragedy. Why did this all go wrong? It's always going wrong and then do I even want the answer to that question.

Michele: Well it went wrong because of this and that and that and then how do I feel? So how can I find the words that are empowering questions? All questions are good ones. You can ask any question here but if I start with where did it go wrong, I might want to ask like ... you might just want to massage that question a little bit. I might want to get to a question that's going to help me more. Start with any questions. There's no words that are off limits. Where did this go wrong and why do I care about that? Because I want it to go right next time. How can I make this more right next time? Already that question might be a little bit different. This might get me more results, just already one shift when I'm asking empowering questions.

Michele: Nobody put that on the survey. Thank you Sheila. What else? One or two more. Where do you want to get results with your words?

Sergio: When you're getting people to connect to their visions and goals.

Michele: When you're getting other people to commit to their visions and goals. The first one that I want to do that is myself. If I can't commit to my own visions and goals I'll say it but I don't do it and then the words aren't aligned and how am I going to help somebody else do that? So how can I do that, how can my words allow me to do that for myself and then how can I inspire that in another? Because after all if we have something that we share on the planet, many of you work with horses in different capacities. It's so beautiful. You work with animals. Others, you're coaches. You work with words and you're writers and you're veterinarian or Holly ... we don't have Holly up with me right now but we have before. May work for different things that people here have done.

Michele: Whatever we're doing if we have something that we're sharing with others, we want them to engage. We want them to take that thing and run with it, whatever it is that's in their court. So how can our words land in that way, helping other people step up? Beautiful. I think that's Sergio. I'm going to mute your line again. We're hearing some background noise and always if you speak you can mute and unmute so we can all hear the best.

Michele: Karen did you just unmute?

Karen: Yes I did. I want to have more influence with my words with my blog, which is about a rescue horse but it also is about the life lessons in my horsemanship journey.

Michele: Yeah got it. So in my blog when I am writing and I can't see the people that I'm talking to although maybe some of them I've met before. How do I find words that will land and if I'm teaching life lessons, if I have a lesson that I think it's this but how do I translate that so that they can hear it? So that it's not ... and even as it's been elaborating on what

some things that I've been thinking about so it doesn't come from, well you ought to do ... nobody wants a lesson like that. But I can tell you're not that kind of person so this is something that I've learned, this is something that I want to share. You're now going to have that resonate in somebody else's body in some way that they will actually take it up and do something with it.

Michele: Is that in the energy of what you're saying? Yeah. Right. Yeah, and how did I find those words that when I said them? Karen didn't say all that but I felt that coming from her. She's nice, like yeah you got that. How does that happen? How do we find those words so that people can ... that we're actually hearing and then communicating. So beautiful thank you. In my blog.

Michele: I kept saying one or two more but I feel like there's one or two more really juicy ones out there and I don't think we're done yet. One or two more.

Laura: Well to engage people in conversations on social media so that I can build a client base.

Michele: Yeah so social media and getting clients. You would like to get more clients. How does that even ... thank you. Yes Karen double thumbs up. How does that even happen? One of the places I can do that is social media so how do I find the words there? Yvonne can I give this example? Do you mind if I call you out ... you know which one I'm going to talk about?

Michele: So it's a fun social media story. I told this story sometimes on here. You've given me permission to share it. Yvonne, thank you Yvonne for that permission. So Yvonne is feeling ... this is my version of Yvonne's story. I hope I get the details right Yvonne. You can correct me if I don't. My version of Yvonne's story. So she's feeling kind of shy and she's got such a gift to share. Sometimes we're afraid of our own power. So Yvonne's going well I know that there's other clients out there that I can really engage with but I don't know. I'm not sure. I'm kind of like I want to go for it but I want to step back.

Michele: So she posts Facebook posts late at night on Facebook, late at night in her time zone, hopefully no one will see it. But we've been working with words together and it's a very simple post that she posts. She gets a bunch of people responding. Within a few days she's got a \$5,000 client from one little post. How did that happen? How did that happen? It's not ... none of this is some get rich quick scheme or anything like that. So if you have different aims and goals too for the financial balance you want to come your way ... some of you are like, I just want to help people. I don't care about the money. Other's it's like I'm building a really big company and for me the money it's just an energy form that's coming back to me cause of the service.

Michele: And everybody here if you're listening to my voice and I know you're in service on this planet. We've got a gift to share. So not some kind of get rich quick scheme, nothing like that. Not some kind of here's the seven magic words you always need to use. Some of my teachers have taught me that and out of curiosity I wanted to know what they thought those seven magic words were. It's not like that. How do we find real words,

every day words, common words, simply words, effective words that people hear, that make a difference, that allow us to do our work in the world?

Michele: So thank you. That is a subject matter for Practical Applications, Getting Results with our Words. That's why we're gathered here together. It sounds like a wedding, we're gathered here together. That's why we're gathered here together for these, it's five weeks together. Something like that.

Michele: I want to hear ... so that's the what. Where you would like to get results with your words. I would like to hear from a couple of you why. Why does it even matter to you? So I want social media so I can get clients. Okay, why? Why do you care? Or I want to use words when I'm speaking. Why does it matter to you?

Sergio: So I can get people to open up to what their vision, what their goals, what their capabilities are, that potential and dreams.

Michele: Okay. So your what Sergio is very close to your why. What do I want? I want people to be able to open up to their vision and their goals. Why? Because I want people to open up to their vision and their goals so they can reach their potential, so they can really touch lives, so they can really make a difference.

Laura: So I can help people achieve their dreams. A lot of times, especially since I work with horses, horse people they have these big lofty dreams and a lot of times they're not getting anywhere close to them. So I really want to be able to put myself out there so I can help people find the steps to get there.

Michele: And the things you said here, it's Laura right, that put myself out there. There's so many beautiful things that you said here. I want to put myself out there. So I heard a why that's about them and about you. Did you all hear that? There's so many people in the field of horses, whichever it is that is your work to do in that, that they have lofty goals but there's a giant gap. They have these goals but what they're achieving is this. I want to help them get there and in order to do that I need to put myself out there.

Michele: So my training, I came from academia. How do you put yourself out there in the business world? How do you put yourself out there as an entrepreneur? It wasn't my training. I had to learn to transit all that I knew about words and stories over here. Sometime I talk about more in the call from last week, so I'm not going to repeat a whole bunch of it here but you can go and listen to that call, but I just needed to learn to translate it over here. Once I did I got so many results. My company went from when I first started ... left academia in 2007 and I had been ... my then husband, my then partner lost his job of many years and I had just left academia. I started my business and my income was negative. I'm like ah. Right, talk about difference between vision and was actually happening.

Michele: I had to learn how to transit the words and stories over to this arena, is something that I'll be teaching you, a structure about how do we use words when it depends on the context. We have to learn how to translate that and once I did I went from open the

doors and an income's negative and my partner's not making any money anyway. It's like, oh no I want to retreat, but I didn't. Just then the university's offering me the best courses ever and it's really tempting to back up. But I didn't. I knew I had something to share. I knew it mattered. I knew when I learned to transit this, cause the whole world is ... we create our world with words and stories.

Michele: I learned how to have that first \$5,000 sale, how to have that first \$5,000 month, how to have that first \$10,000 month, how to have that first \$10,000 week, how to have that first \$10,000 day and so on. Then I teach others to do the same and again, to me money is just an energy form. It's a who am I serving? Who am I serving? How am I helping people? So if you were to reach the people you want to reach because you see people out there that could be served. I needed to find the words. When I first left I knew this could help people but I didn't know how to find the words, took me a while to translate it, and now I don't want you to have to invest in hundreds of thousands that I invested. I don't want you to have to take the 25 years or more that I took.

Michele: What can we do in just five weeks together so you'll know what foundation and the building block of words and be able to use them in all those places and many more to really get the results for yourself. It's like I'm scared sometimes. I don't know if you meant that, was it Laura that said that right? But putting myself out there. I'm scared maybe. Like Yvonne, I'm scared of success. Sometimes I know how big I am, it scares me. Sometimes I'm afraid cause I don't think I'm that big and it scares me. How can I learn to put myself out and find the words to say it so I can really do the work that I'm meant to do on this planet? It's my birth right, my connect to fulfill my dreams and goals to serve other people.

Michele: Let's hear one more why. Why you want to get results with your words? We've heard about some of the where. Let me hear at least one more so I know why you're here. So to remind you maybe why you're here too. Why are you here? Why do you want results with your words? Mary Kay did I see you unmute?

Mary Kay: Yeah. Well when people understand their animal, their horse, dog or whatever animal, they can understand themselves and other people much better and connect better with everybody.

Michele: It brings understanding on this planet.

Mary Kay: Yes.

Michele: What you're saying is actually a foundational principle. I'll be teaching that in just a few minutes about how to find the words that land and Mary Kay said it. She noticed it from her own field and it's not that different with words.

Michele: When they understand themselves then they can understand others, starting close in. Then they understand others. When they understand others and the course then they start to understand the world. So when they start with that understand close in and then it has a ripple effect out to the world. Could you see her saying that? Starts close in

and moves out? Mary Kay you just gave us a really foundational ... not only did you say why it matters to you but you gave us a foundational principle about words. I'll be teaching that in just a minute.

Michele: You get it being around horses. Yeah. And actually I want to say this, it's not in my notes here. But I want to teach you something that Natalie Goldberg said about words and I think the last time that I taught about Natalie Goldberg and words was at, if you heard of our retreat in Mexico called ... some of you have been there, some of you have been there multiple times, some of you have never heard of it, but it's called Embodied Words, to be Heard by Those You are Meant to Serve. So it's a week long deep dive, first week in April this year. It'll be the 10th annual of that retreat this year. That's the last time that I remember teaching about Natalie Goldberg.

Michele: It's nowhere in my notes here but because of what you said here Mary Kay I want to give you guys a gem that if you only heard this one thing, and I learned it from Natalie Goldberg about 25 years ago ... she's wonderful teacher of words for creative writers. If you only heard this piece you would learn so much about words, it's phenomenal, and how to use them. Like I said it's not in here in my notes. This is always going to be a co-creative experience. When we get to what I know I want to get to with you I'll get to your questions when you post them for me and we'll get to magical things that will happen on here like what Mary Kay just gave us.

Michele: So here's what Natalie Goldberg taught me and I used to teach it in the university. It was one of the foundational things I taught in almost every course cause I needed words, I needed stories in everything that I taught. Think of something that you're really ... we're just going to do a small version. I did a longer version in Mexico but I'll do it even longer in Mexico but I can just give you the seed version here.

Michele: Think of something you're really, really good at. For some of you it's like well I'm good with horses, a number of you here right? But think about how your particular way that you're good with that and we'll use Mary Kay's right? Mary Kay's good with horses. Think about the things that you do, what you do with horses. Mary Kay gave us one principle with that when she starts close in with that understanding of that person and with that person it's with that horse. That's what I heard her say. And then that person with that horse and with other people and from that the world.

Michele: When you're really, really good at something just take that and translate that excellence. Everything you do over there, you know a lot more about words than you think. What you know about that thing is also going to apply to words, also going to apply to words. I can't remember which one of her books it's in. I don't think it's in Write Down the Bones, I think it's the other one. I can't think of the title right now. Anyway, Natalie Goldberg.

Marie: It's Wild Mind.

Michele: Wild Mind. That's the name I couldn't think of. Thank you Marie. Marie was at our retreat last year and other years before. Yes thank you Marie, and also Words With Words.

Michele: So she had a student and the student was a runner. He goes, "I'm sorry I don't know anything about words. I don't know what to do. Do you think I'm cut out for it or just maybe I'll never make it?"

Michele: Some of you might be thinking that. Like I don't know anything about words. I know about horses, or I know about animals, or I know about overwhelm ... I'm looking at some of you here. I know about naturopathic healthcare, I know about all kinds of things. I know about overwhelm and challenging times and how to get people through divorce and different things that you do. But I don't know. This guy's like I don't know anything about words. You think maybe ... look at the body posture. It's like can never manage how to write from here, trying to find words from here.

Michele: She said to him ... well it was her running coach. She said, "Well tell me if somebody came to you and said I don't know anything about running. I've never been a runner. I don't know how to run. Maybe I just have it. Do I have what it takes?" Do you see my body posture again? What would you tell that person about running?

Michele: That running coach's answer was, "See that hill? Just go on, run up it. Just go do it and you'll find out so much more about running than you think you know." She said, "Ah. That's the same with words. Set the pen to the page, just start to write."

Michele: So I wasn't planning to do this. This wasn't what I was teaching today but it came up. Thank you Mary Kay. Let me do just a little bit more. One thing from one of you. Something that you're good at and tell me one thing that you do with your people. Because I'm going to tell you from the outset you know more about words than you think. We'll do some nuts and bolts things with words here. We're going to get all kinds of things, we'll help you find words in all the arenas you're looking for.

Michele: But someone give me one thing that you do well. Who wants to play?

Sergio: Relaxing the whole nervous system.

Michele: Okay so Sergio thank you. Sorry what were your words? I didn't hear it.

Sergio: Relax the whole nervous system of the body.

Michele: Relax the whole nervous system. Okay. How do you do that with your people?

Sergio: I touch them. Either cranial cycle or foot massage, head massage.

Michele: Okay.

Sergio: Communicate in some way.

Michele: Okay. You all have such beautiful gifts on this call, I just love it. So cranial cycle or massage. Give me a second here. So I help people relax the whole nervous system and why do you do that? I'm going to dig in with Sergio just a little bit and then you're going to see how all this applies directly to words. And it's why we're starting with shavasana next week by the way. We'll talk about that toward the end of the call.

Michele: If I don't Yvonne will you remind me to talk about shavasana at the end of the call please? Thank you. So Sergio why do you do that with your people?

Sergio: I just sense what's out and what I need to do to relax them so they can see themselves start ...

Michele: Okay. All right. So what you're saying is people come to you and they're all tense and they're all wound up yeah?

Sergio: Yes.

Michele: So then you teach them how to relax the whole nervous system because when they do that they can see themselves, they can achieve their visions, those things that you were saying earlier in the call right?

Sergio: Yes.

Michele: Okay. What you're telling me is exactly the thing that I did pretty well fist thing when I used to teach university and probably one of the first things I do always with people with words. People come and they come in and their all with their body posture's kind of like, "I don't know anything about this area. I know about my own area but how am I going to do it and then I've got to do all this. I've got to write this campaign but I don't know anything about words and I've got to talk to this person and I don't know how to ..."

Michele: Who's ever felt that way about words before? Raise your hand. Anybody? Me, I felt that way sometimes right? What do you think for the person in that state, what's probably the first thing that will help them find appropriate words? What did Sergio just say? Oh, I help them relax their whole nervous system. That's exactly what I'm going to do with you at the beginning of next week's call is what we do at the beginning of every call and when I meet with my people Thursday mornings. Let's lie in savasana, let's just breath. The words come from that place.

Michele: Sergio you already know a place like the fountain, a place where the best words can come from. Where you can just relax and slow down with words. It's key to write and copy. You will find much different words and actually ... I was going to say I spoke about this last week but it's not true. I spoke of it on the video that I shot with you Sheila. Sheila's an amazing videographer and this is a piece about slow down and we'll see if we can get ... Sheila do you remember that video that you did with me? It's the one about a friend and there's the bleeding arm. Do you remember that one? Can you get that one

ready and make sure that we get that posted? Get that to Amy and get that one posted for everybody?

Michele: Because it's exactly what Sergio is teaching and you guys will see it when we post that. So once you slow down with your words and relax the nervous system you will create completely different copy and the video that I did with Sheila will show us some there. Thanks Sergio.

Michele: So I want to hear one thing that you learned about words just from that piece, that unexpected piece from Natalie Goldberg and from Sergio, thank you. It's not where I planned to begin but I'm just listening to you, I'm hearing what you're saying. There's an opportunity for something to land so I'm going to take it. What did you hear for you about your words that you might be able to implement right away? If you didn't hear something ... thanks Sheila I'll get to you right in just a second ... don't ever think like how does that apply to me? That doesn't apply to me. I already know that. Most dangerous words in the English language, I already know that. There's probably something really important for you then cause we've shut down there.

Michele: Also, I don't know if this applies to me. Instead of asking does this apply to me ask how does this apply to me. Those are some words that will help get you more results, how does this apply to me? Ask that and you'll find all kinds of answers for you, your words, your company, your life. So Sheila what did you hear in that?

Sheila: When you quiet your mind you'll find the right words.

Michele: I teach a whole week long retreat where if you had to say the central theme of that entire week is that. We do a whole bunch more but we do a whole week on that. Yeah. Really great. Let's hear one other thing that somebody learned. Because there's more there. There's always going to be more, there's always going to be more. What else did you hear? What more person. Mary Kay I saw you unmute.

Mary Kay: Well this is a little practical application that I just wrote down. I have a video with my dog where we are meditating together and I-

Michele: I love that. First I've got to say I love that. That's beautiful.

Mary Kay: I used it in a workshop and I'm finding a lot more uses for it but I thought I can use that on my call on Thursday to one of my groups. I can start with showing that video.

Michele: It's related to the question that Mary Kay asked on last week's call, that you listened to last week's call yourself. But it's like what are the words that I even speak at the beginning of a talk? It might be I don't know what to say, what if I say the wrong thing? I gave one answer last week and it was a really good answer, if I do say so myself, it has to do with some things that I was taught, some things I know about words, like what do you do when you first step onto stage.

- Michele: Here's another answer to that question. What do I do when I first step in? I can meditate with my dog. How brilliant is that and how stand out is that?
- Mary Kay: So I could even use something like this, if not this itself, I could use this when I start my speech.
- Michele: Sure you could. Sure you could. There's all kinds of ... absolutely so already take on but another angle into how you begin your talk. We haven't even got to ... we're well into the material and we haven't even started what's on my page to teach you yet today. All right.
- Michele: There's some other things I'll teach you too, it's like well where do you want them to end up and then how do I want to begin? But you can begin that way. We could take that ... when you know about how words work and how stories work you could begin that and that could go anywhere actually. That could go anywhere you want it to go.
- Michele: You could be teaching about the power of drumming. You do nothing like that I know but let me give you an absurd example. You could come on, meditate with your dog, and then have a really loud drum solo and go, "Part of drumming is the silence between the beats." Wouldn't that be cool? So you're leading to all kinds of things. You got to think about where you want to take them, what you're going to say from there but that's ... you don't have to think about that. You can just start there and ask me some questions and we can build the rest of your talk with the rest of your questions.
- Michele: Make video and what are the questions? What do you most want to know about where it's ... but what I really want to do with Practical Applications Getting Results with your Words, what I want to do is give you a fountain of words, you know what I'm saying? So sometimes we think here's a little thing that's got to stay in this area and here's a little thing that's got to stay in this area. Sometimes that's true but instead if we can understand how words work and how to play with them then it's like, okay well I know what to say in these five different areas but nobody taught area number six and now I'm blank.
- Michele: I would rather teach you where the words come from and how to generate them. Then I'll teach you a little bit about these different places but when we know what generates powerful words then we're not going to be so scared about now I've encountered a new situation and I have the capacity to see where they come from. I'm in a new word situation, I'm good. I'll be okay.
- Michele: That happened to me for instance, some of you might have been on this, or have seen me. I was doing a Facebook live, an interview about a month ago and the woman who interviewed me, some of you know her, can I tell you the inside story about that one? So sometimes we walk into unexpected word situations. It was Beth Davidson. I thought we were meeting privately together and we were going to do a little two minute Facebook live. That's what I thought, we would have a lot of time to figure out what we're doing. That's what I thought it was and Sheri you're nodding cause I think you were there right?

Michele: The moment I walked on I thought we were still private. As I'm walking on I think I'm still in private space and we're going to talk for a little bit and we're going to do a two minute Facebook live and we're going to decide what we're going to talk about in that and then we're going to go away. Moment I walk on she says Michele ... there's a big crowd of people there, "Michele so glad to see you here. This is so great. We got a half an hour together right?" I'm like, yeah. Let it roll.

Michele: So Sheri I think you were on that call. That was the actual circumstance. That's what I thought I was walking into. That's what I walked into instead. But when you have the facility with words and you're confident with words it doesn't matter what you walk into. Let me give you another scenario.

Michele: I was speaking on stage and it was a stage of hundreds. I was on my teacher's success panel and my job was to really help inspire the people in the audience to take whatever leap they might be able to take but that's what I wanted to do on that panel. If you have something that you can leap into go ahead and leap. So that's my job and my teacher, lord bless her we've done a lot of work together, and she knows a lot of the things ... and Marie I know you know this story and Yvonne you know it too. And she knows a lot about the things I've done but at the moment here's my interviewer on stage in front of hundreds and she says, "Michele there's this grouping you did. I think it's really super cool. Will you tell us about this?"

Michele: And at that moment accidentally just like when I said ... what did I do, I said Karen when I meant Laura. I made a mistake at the moment but she didn't just make a mistake with my name. The story that she asked me to talk about was actually what somebody else did and that was the opening of the session in front of hundreds of people. I'm like, ah. Didn't expect that.

Michele: I didn't want to make my teacher look bad. Because if I say, actually that wasn't me she's going to look really bad. But I can't lie. I can't go, yeah I did that and ... so that all of a sudden I'm on stage in that moment and what do I say? Somebody who is a friend of mine who's sensitive to energy, I don't know if you see the world like this or not, but she said Michele ... I said, "What happened in your perspective as you were watching on stage?" She said, "You left your body for a moment but it's okay. You came right back."

Michele: Like, what? That's how she perceived it. You got it Mary Kay. So when you have facility with words, when you know how words work it doesn't matter what situation you're stepping into. I can't even remember what first words I said. I couldn't even tell you but I know that I didn't lie and I didn't make my teacher look bad, but the audience was really moved and countless people came up to me, like tons and tons of people and they said, "You're the reason that I came to this whole event. What you said on stage," et cetera, et cetera, et cetera. No matter what situation you're in, can you find the words?

Michele: So that's a gift that I want to give to you to the best of my ability in our time together over these weeks.

Michele: So I think what I'd like to do is hear one more aha from this piece that comes from before my notes even begin of the things that I want to teach you. It's just some great pieces about Natalie Goldberg, remember that you transfer that excellence. I'll write it down so that I remember that I taught you that. Transferring excellence.

Michele: So that's the other thing I want to mention is that you don't have to get it perfect. I'm jotting down notes here, I know you're hearing me. I'm pretty sure you're hearing me. Some of you your minds might be drifting for a moment but that's okay. But I know you're getting the jest of what I'm saying here. I'm watching you, I see you.

Michele: Those of you that I can't see ... those that I can see you're standing in for those that I can't see. There's a bunch, many more people here that we just can't see, you don't have your videos on. So transferring excellence. The piece about being able to use words, how that generative power of words in any situation. Those are some of the things we've been talking about. I want to hear one of your ahau's.

Michele: Hyrum Smith, he's the owner of the Franklin Covey Institute. They've touched many, many lives with their work if you know the Franklin Covey Institute. It's a, I believe, multi billion dollar enterprise or something. It's tons of foundational work in personal development. If you know somebody who's deep in personal development, their life has probably been touched in some way by the Franklin Covey Institute.

Michele: Oh yeah, Hyrum Smith. So the founder of that calls aha moments BFOs and I want to have that shared language. B-F-O, a blinding flash of the obvious. So sometimes we can know something but we don't really know it in all of us. It's kind of like Mary Kay's, isn't it nice when horses and people get together? Okay now that I've said it it happens. Well no. There's more to it than that. It's got to be right in the body, it's got to be right in the cells.

Michele: So what's your aha moment? What's your BFO, your blinding flash of the obvious from what we've just said? Sheri.

Sheri: That when I come from my personal experience when I'm effective than talking in a third person. When I share how I had a similar situation and then the actions that I took it's more effective than when I just say, well here's 10 things you can do.

Michele: Right. Okay now I understand. So it's like when I come from my own personal experience, when I have something that's embodied and real and matters to me instead of some generic like ... sometimes at the university there's great stuff and then the dark side of the university where I used to teach, talking heads. Just talking heads and it's cut off and it's all abstract and it doesn't have anything to do with the real world or how we actually live our lives, it's just from the neck up. It's not going to land.

Michele: When something that's real ... and actually I'm going to tell you a story about my daughter in just a little while to get home some of the important ways that we use words effectively. Why have I chosen that story? Because it's easy, it's simple, it's accessible, you guys will be able to hear it really, really easily.

- Michele: So when I talk from something that matters to me and I speak from my own personal experience it has a much greater possibility to land. Yes, thank you. And I want to add one more piece to that. Can I do that Sheri? And also words also get constructed. So I want to have both ends. Sometimes when people see my on stage they go, "Michele you're so vulnerable and you're so real and you're so authentic and that's why your words are powerful."
- Michele: All that's true. The things that I say, they're from that heart or I don't speak it. Or if I do I pause and I say I need to check myself. If it's not real it's not going to land. Yes absolutely. I would say that's a necessary but not sufficient condition.
- Michele: Yes absolutely. Start from there. Mary Kay meditating with her dog at the beginning, fantastic. Yes. It's something close in to her but let's say she only started there and she wanted to teach drumming. She's in her area but I'm just playing with that for a moment. Instead of going from the dog meditating ... I don't know, meditating with her dog that maybe she just meditated with her dog for the whole 40 minutes of talk. It's very personal to her, and then she says, I love my dog, and then she says, I don't know what else. Is that 40 minute talk going to be effective if she never says, "Here's the drumming and you got to pay attention to the silence"?
- Michele: So yes so important and I'm so glad you heard that. It gives me the chance to teach another piece that is not anywhere here in my notes. But yes personal experience and vulnerable but also speaking situations have shape and stories have shape. We want to know the shape of it as well. Mostly people end up too over constructed. They think about the shape and they're so talking and nobody's home. I used that phrase last week. Somebody's going, yeah I know what you're saying. Talk and then nobody's home.
- Michele: Who knows that phrase elevator pitch? If you've heard that phrase before raise your hand. You're in elevator pitches. Most of you know that phrase. So it's like that 30 second blah, like here's what I do. Blah. Some people have it so constructed that they have no idea who they're talking to. They could be talking to their dog or the wall or anybody else. A child, a grandfather, and it's just like blah.
- Michele: So then it's constructed but there's none of what Sheri's talking about, themselves. There just is nobody home. So we need some of both. All right?
- Michele: I'm getting way ahead of myself here. Don't worry you don't ... if there's something that you want more elaboration on, you want me to dive in deeper, you go ahead and ask a question or ask it for next time and we'll dive in. So you need, how do I say that, you need ... got to jot down my notes cause this also isn't in my notes of what I was going to teach you today. You need ... I guess I can call it vulnerability and authenticity. But there's also words are constructed and stories are constructed. I don't want you to overthink that too much and that could scare you so I don't want you to think about it a whole lot.
- Michele: I'll give you how and why that happens but you can understand you already have access to this and you already know that. If Mary Kay got up on stage, started out meditating

with her dog or meditated with her dog for 40 minutes and then just talked about her dog only, the words aren't going to land even though it's vulnerable and it's real and she cares about it. But to start out like that would be fantastic but then where do I want the story to go.

Michele: Does that make sense Mary Kay? Does that scare you about ... it does scare you? No, no. Okay. You heard that. Okay good. We check in and see too, like is she actually hearing that. If she's not I'm going to have her standing for you then what's the point? Our words help us communicate. So find the words that land and simple words, real words.

Michele: I just gave that example, like Sheri was talking about. Be real and be vulnerable. Let it be about yourself and I did exactly that. In this case it was about Mary Kay but something real, something tangible so we could hear examples. Okay.

Michele: If I keep asking what you've heard I won't even get to this subject matter that I wanted to teach you today. Those who have been around you know sometimes I do that. It doesn't matter, we always get there. But if I have an opportunity that's real and live where we can really hear it, I will take it and we'll go in in a different order so we can let it land. If you have a facility with words and with stories you can do that. You know you're going to get to the end point. You don't have to worry so much about what's in the middle. You can get there through different routes so you don't have to have this memorized speech. There's nothing memorized here. I have some notes in front of me ... where are they? I do have ... wait, I have some of the notes in front of me. Where did they go? I got so excited they went underneath. Okay here they are.

Michele: All right. So what it is, where you want to get results with your words and why. The next thing on my page that I thought I was going to get to in the first place was what's the structure of our call today? The structure of our call is I'm going to tell you a little bit about my background about words. I already told you good enough. Oh I wanted to tell you some things about what doesn't work. I'll tell you a story about my daughter. I'll tell you what does work, there will be a space to ask some questions, and that's essentially it. So I'm going to teach you a few things. I want to give you a chance to ask some questions, and I want to say what doesn't work.

Michele: Is there anything else that you're yearning to be taught today? Did I miss anything else? Like what's in the background, where do you want to use words and why does it matter to you, what doesn't work, what are some fundamentals to what does work, a space to ask questions. Did I leave anything out?

Michele: Okay, keep your audience in mind right? That's another teaching piece right? Have a purpose to what you're saying, you have to keep your audience in mind. I have a purpose but if you guys aren't hearing it or if it's off base from what you want to hear and what you want to know about it's not going to be worthwhile. So I'm enacting some of the very things that I'll be teaching about.

Michele: All right. My background I told you a little bit already. I'm going to tell you just this one piece. Why do words matter so much to me? I just want to say one thing about that.

Words matter because ... why I want to help people with words because words matter. Words are how we communicate. Words are how we persuade. Words are how we connect with one another. Words put together, make up stories, which is how we construct our lives. We tell the story of our life and then we live it and we reach those end goals that we want.

Michele: How do we achieve that vision? How do we live the life that is our birth right? That's why words matter to me. That's example ... me saying that is an example of something that's very personal to me and that also ... I'm so glad. Sometimes I see the chat and sometimes I don't. I guess I should put it over here somewhere so that I can ... I'll tell you what if somebody ... it's easier, I like it when I can see all of you. I don't have the chat right in front of me. Sometimes it pops up in front of me. But if you ... if you notice that I've missed something that somebody's wanting to say and it's in the chat just let me know. Let's let this be interactive.

Michele: So that little piece that I just told you about words, it's both very personal and very authentic to me and also it's not pitch. It's not something I memorized. I've never said it in that way before exactly. But the components of it are constructed. I know those things about words and me, that they're influential, that they're persuasive, that it's how we connect. So I've thought about those things before so it didn't just come out of a vacuum. So they can be very personal and very vulnerable and they can be constructed and we can have ... it's almost like the way that I work with words is more like I have things that I know I want to say and then sometimes some ways of saying it. But new ways can arise when I know what it is I want to say. That's what it is. When you have your purpose, like I have a particular point that I want to make, I know who the audience is, then I can construct my words around that.

Michele: So just some general, again nowhere in my notes but because these things are coming up I'm just going to give you a couple things. If you don't get them all ask me more questions. We'll circle around to the most important things about words so don't worry. We'll get there.

Michele: So let me take a look at my notes. My background, my take on words, what doesn't work. I think there are a lot of things out there that maybe they work for other people. I'm not trying to diss anything that anybody does out there. But I don't know how to make them work so I can't teach you how they work cause I don't know how they work. I think there are some things that don't work. There are some interesting stuff that you can find. If you think about words and influence, I want to get results from my words so that means that I have influence. I've talked more about that in the call last week so I'm not going to go deeply into that right now. So go and access that call and read the transcript. It's a good call.

Michele: There's a book, it is called Influence and he talks about some influential words and some things that are really helpful, some things I find not so helpful. So I want to give you a framework. If you want to go and read that, reference that book, there's some cool ideas. Let me give you one example. I was fascinated when I read this. He says, when you give somebody a reason your words are much more likely to be influential. Well

that's a good thing to teach. Let me give you the example that this author gives in this book Influence.

Michele: He says, if you've got photocopies to make and you're standing in line at the photocopiers, one of the examples he gives, he said, and you're trying to butt in in line and you say can I make these copies ... they've done this study and most people, a lot of people say no. But if you give them reason, could I make these five copies cause I'm in a real rush 95% of the people said yes. So he's got some good things to teach about words and influence. Give them a because, people are much more likely to do it.

Michele: I asked you what's your because for being here cause I really want you to show up on the calls cause I really want to help you. I did the very same thing at the beginning of this call. What's your reason? Why are you here? Why does this matter to you so that you need a reason for it. The fun thing that he adds and I read this somewhere and I'm like, oh that's really cool that makes sense to me. And again these people who do these studies, great. Can help us out, some little tricks sometimes.

Michele: So if you just say, well because I need to make five copies and I'm in a rush then more people say yes but the funny thing that they found is if you say just can I step in front of you they'll say no. But, could I make five copies cause I need to make five copies, something ridiculous like that and still 95% of the people said yes. The reason wasn't even good and it was redundant. It was like can I make five copies because I need to make five copies, more people said yes.

Michele: So in that book Influence it teaches you some tricks about words and I think they can be really helpful, it's good to know. I would rather think of it in a much more foundational level though. People need a reason for the things that they do, even sometimes a silly reason will do. But I'd rather be real. I'd rather give people a real reason. I'd rather have a real interaction and communication. I'm not really interested ... and maybe tricks can work but I'm not really interested in tricks about words. It's one thing I'm not interested in.

Michele: And I'm not interested in the foundation of that book Influence. I find the book interesting. It's a very well known book in the field of influence and the power of words and he's worked in that field of influence for 30 years. But when you read the beginning of that book words sound like a war to him as far as I'm concerned. They sound like a war. If you read closely you'll hear like how do you arm yourself, all these words about war. Then when people are trying to manipulate you, I want you to be able to protect yourself so you won't fall prey to ... can you hear my words, where they come from? They come from the language of war. They come from the language of how can I protect myself.

Michele: Then one things he did is he went underground with some sales people so he could learn their tricks. I'm like ... cause he had to hide. That doesn't work for me. I know it's helpful to people but I want you to know I guess not only what doesn't work but what's not my framework. I'm not really interested in words that create a battlefield. I'm really rather interested in the opposite. Can we have words that begin with connection? Can

we have words that allow us to help and serve one another? Do we have to begin words as a battlefield or instead can we have a different come from place?

Michele: So I've, I guess to use his language, I'm armed you with something so you can defend yourself against his what I find the military language in the book. I'm using his language right now. Or instead, you can find ways that you can tap into what he's actually saying and use the things that are really the most helpful and let the rest go. You hear the difference in the kind of words, like in my version too? A lot of people have militaristic words and like the hard sell kind of thing or whatever it is. You got to grab people. If it's advantage of about how many butts in seats can you have and a lot of really cold and far out words, not my way. Doesn't mean it can't work but it's just really not my way.

Michele: What also is out there that I find again it can work for other people but I don't know how to make it work are kind of fill in the blank. Like your elevator pitch has got to include this and this and this and fill in the blank. If you want me to give you some of those, some templates I can construct those for you. Give me a template for such and such, I'll make it out. Sheila, when we were doing our first video shoot together, I came up with a template for a two minute video shoot. I can do that.

Michele: But what I do I is I did the video shoot then I just went, looked and said, "What did I actually do and what would seem to work here in this context?" So if you want some templates like that I'll give them to you but I don't think they really work so well. Why? Why is that not the first way to work with words do you think? You may be going, "Man Michele I wanted those templates." If you want them I'll generate some for you okay? But it's not the way that it works. It's not how Sheila if I can call ... can I mention one of the things that you mentioned in your call a few months ago about one of your wins in networking for instance?

Michele: Again forgive me if the language is not quite it and correct me if I'm wrong but it was something like, people weren't listening to me before is what you told me. Something I guess about networking and they would always end up talking about their stuff or it was like we're talking to each other and then I stamp down and all three people around me wanted to know about my work. Do you remember you shared that story with me and some others a couple months ago? Did it happen because I gave you a template for what to say? No. It comes from a different place.

Michele: So why doesn't it work in the fill in the blanks and I'll give you the fill in the blanks if you want them but why is that probably not the first way with words? Why doesn't that ... how many have tried those templates and they haven't worked? It doesn't mean they can't ever work. I'm not trying to say that they don't ever work. Sometimes they'd be really useful but you've tried them ... why do they not always work or why do you need more than that to make it work, we'll put it that way. What do you think? Sheila.

Sheila: I think people can tell if it's something that's prepared and practiced. It doesn't come off genuine.

Michele: Thank you. Yes. I am so and so and I am the number one person to go to in real estate and will you come and work with me and all those kind of canned words. I'm like oh my goodness and people start listing out we're number one. Like can we do it a different way? If you need a template and want one don't be ... like that's not a wrong request. It could be very good. I'm always happy to ... but I look at those different places where we use words, I still would teach you about that but coming from a different place so you'll be able to generate the words.

Michele: So what doesn't work, letting it be a war. What doesn't work, only just filling out the forms. What doesn't work, really this is in the having influence with words, there's a whole discipline. It's called rhetoric. When I used to teach college one of my colleagues, his PhD was exactly in rhetoric and it's all these boring forms. You can look it up. It's not that either. None of that's ... it's boring to me. It doesn't work. Again we can draw on all those areas but I don't think it's the first place where you can get the most results with your words.

Michele: The other thing that doesn't work and this is where I'll start to talk about what does work, when you know what doesn't work, when you know what we don't want, let's say it's over here on my left, that can be helpful. Because we turn 180 degrees and that's what we do want. So if that doesn't work, if that words as war doesn't work well how about words as connection? If filling out a template doesn't work well how about thinking about the kinds of scenarios I'm in and how am I going to generate those words in that scenario?

Michele: So going to the opposite. The other thing that doesn't work, I want to give you one last one. That's what doesn't work is starting ... And again if you've done any of these things don't worry. It's fine. It's all good. We can work with it but I want you to know my take, my quirky take on words. Starting online though talking to real people. It's where so many people begin.

Michele: I've got a new business so I've got to create ... you might or might not have done some of these things. I did that. I did that too so it's all okay. I've got a new business, 11 years ago for me ... I've got a new business so I need a website and then these days and then I'm going to go do Facebook ads so that I can gain more clients so I can serve people. If you've heard some version of that before or even done ... I've done some of that. Raise your hand. Thank you. Awesome thank you. All right.

Michele: So why doesn't that work? I'm teaching this course, I've worked with words and stories for a long time but I want to see you guys. I'm looking at you. I'm seeing even though I worked in this field for 25 years I want to see when you're falling asleep. I want to see when you're alive. I want to see when you're turning off your camera or turning it on. I'm doing my best to judge as ... not judge but pay attention to are these words landing or not and if I were to teach this, this is easier than the call that I was teaching on Thursday where I don't have as much interaction with people. Even still I'm saying, "Hey look can you put something in the chat? Yeah let's bring on one person so I can see and hear what you're hearing. Mary Kay let's interact."

Michele: So much easier when you have a real live person but we often begin at the end and we try to construct a website. What we haven't ... sometimes it's cause we're scared. It's easier to hide behind my computer than to go out and talk to a real person who might actually want my work. No? If I hit a chord for anybody raise your hand. See I'm trying to see if it's landing in people right? Real people.

Michele: One day I might be teaching this and I won't get to see people but I know if that one landed in you maybe it'll land in them too. So practice close up. It's a foundational principle of words. It's where we're beginning. This is where I start the training about words. So what I want to do just before that though is consolidate. Consolidation is really important in my book.

Michele: So I want to make sure that I've got some time free to ask questions as well. Yes. Theresa no worries, yes. So you're up at 2:00 AM, no worries. No you're in the best way you can be. It's all good. I'm just so good to see you here. So what did you hear about what doesn't work? What's the gem for you? What's the aha moment? I just want to know that you heard something so then we can empty out a little bit and move on to the next point. Well then what does work Michele? What did you hear? Maybe it's something you've tried before or something now you're scared to try. Maybe I've created what I call an editor, that's a voice inside us that doesn't really serve us. It's an old story that doesn't help. I might've created an editor in you, oh no those are things I've tried. Now I'm lost with words. Don't worry, we'll get back.

Michele: What did you hear that's applicable for you about what doesn't work? Sheila, thank you. Sheila then Sergio.

Sheila: I just had this BOF about when people tell me all the time they made their website first before they want to do video. Now I can ask them do you think that's more effective or going to generate more business than meeting in person which is very similar to having a video where they'll see you, hear you, and connect with you at a deeper level.

Sheila: So if there's already a website or not you can send it in an email or on social media and people will feel like they're getting to know you first as waiting for your fancy website.

Michele: Sheila's all ready ... and again I'm not dissing websites. In fact I'm going to be rebuilding a new one just right now. So all good. But what's the order in which we do things? If you start with a website like I did, no problem. It's not wrong. Not bad. It's just harder and let's get you going on a different part of the word so we can help make that website work.

Michele: So Sheila's already getting words for how she's going to talk to people about the work that she does with video. Okay what words are you even going to put on, how are you going to find those words? That might be one of the reasons you'd want the whole Practical Application series. I don't know what to put there. What am I supposed to put? Start close in. Start close in. Okay fantastic. Let's hear one other person. I want to know what you heard about what doesn't work at least in my books, my quirky view of what

doesn't work so well. What did you hear that's helpful to you? One more. Yes Sergio sorry. Yes. Go Sergio.

Sergio: When you've got scripts, when you're not authentic, when you're not yourself and really connecting with people that doesn't work. When you [inaudible 01:09:17] and you're not generating something in response to what you're getting back.

Michele: Yes thank you. Let me give you an example. Networking. Why did this happen? So this is an example that I often give cause I just love this example. Let's just get it out in the open too so you'll know. [inaudible 01:09:33] My man died a couple years ago. Some of you knew that, I think most of you knew that but some of you might not know.

Michele: So my man died a couple years ago but when he was ... his name was Shelley and when he was still alive that's when I met this beautiful woman named Shelley. I was at a networking event where we had one minute to say what we do. That's that place where you go, ah words I don't know what to say. What if I say the wrong thing?

Michele: But Sergio already taught us just relax. Tap into, let your nervous system calm down and we already know that from Sergio transferring that excellence from his field. Where people get so uptight and it's like man I better cram it all in. So I was around the table, there was a woman I didn't know, and she just introduced herself and it was my one minute. I better not blow it. Man you only got one minute. That's how a lot of people feel about words. Do you know how I used my one minute pitch that day? Some of you know this. You've heard this story before.

Michele: Shelley? She just happened to be sitting at the table. Shelley? Your name is Shelley? That's really cool. My man's name is Shelley. I love that name. That's all I did and I blew my one minute right? People around the table were getting really nervous. Somebody else who worked with words was like, "Michele you only have one minute. You have 30 seconds left. Will you tell us ..." Right?

Michele: And within the week Shelley was my [inaudible 01:10:50] client. We've been working together for three years now. People know when it's real. That was very real. I totally blew my words. My pitch was all wrong. Made no difference. Another way, another story that I like to tell, another client who came to me and what I did was I was just talking a little ways away from her in room. I was chatting with somebody and they were asking me how I was doing. I said, "I love my life. It's going great."

Michele: She overheard the conversation ... this was just a real conversation. She was like, "Who says that," and wanted to know more and asked to come and speak to me about my work and by the end of the week she was invested in a five figure level from a conversation where I was just saying I love my life. Real words. Authentic words. Then I'll teach you some structures too.

Michele: So fantastic. So things that don't work. Fill in the blank, people know it's not real. How many of you have been to talks like that or you've been that person or I know I've asked you before but just checking again. Yeah you got it. Okay. All right.

Michele: I want to teach you some things and I want you to have a chance to ask at least, free to ask at least a couple questions and then I'll do my best to leave more time for questions next time but also I needed a jumping off place for us. But I want to make sure we have time for at least one question today. More time next time. Yvonne will you text me right now and remind me, leave lots of time for questions next time? All right text me that so I'll put it in my notes.

Michele: So what does work? What does work? It's so simple what does work. It's not a trick, it's real. I want to start with just this one conversation. I've had a million conversations like this with my daughter. It is one conversation that I've had with her one time on one July day this summer. I said to her, "Dana would you come here?" Maybe I added just Ramona, I don't remember the exact words now.

Michele: It was late at night. She had been working really hard. I think it was late at night. she did not want to come. I knew it was exactly the wrong time for her but I wanted to show her something. Do you think she came? What do you think? Take a guess. No, no. You're shaking your head. Thanks for all of [inaudible 01:13:09]. Yes she did. Yes she did. Why did she come? She didn't want to come. All I said was hey Dana could you come here for a moment. Because when we understand why my daughter came we understand tons about words. I'll give you a structure, I'll give you some principles that are in it but I just want us to understand this one moment.

Michele: Why do you think? Take a guess. And if you guess first too you'll remember it better. Yeah, Erin.

Erin: She trusted you.

Michele: She trusted me. There's a lot of trust. We are so close. There's a lot of trust. If I'm asking and she knows that I know how tired she is and how much she doesn't want to get up, she trusted me. Why else? Sheila. You just saw my daughter last week.

Sheila: Yes. Maybe she's curious.

Michele: Maybe she's curious.

Sheila: You didn't tell her why.

Michele: Yes. Great. So curiosity. Absolutely. What might not have worked? So I just want us to ponder this moment for a minute cause it's crucial to everything we do all for this whole series. What I didn't say, "Dana would you please ..." I didn't even follow with what they said in Influence cause it didn't matter. "Dana will you come here because ..." all these things. It was all wrong. What I didn't do, "Dana will you come here? It's really important. I want you to come here because ..." I didn't give her 10 paragraphs. I knew how tired she was, I knew how busy she was. She knew that I knew. There's a deep connection between us, simple words. Nothing extra. No trying to convince.

Michele: It really came from the strength of our relationship, from past history, but strength from relationship and trust. Maybe curiosity. So often when we're networking people just go, blah. I know someone who he works as a, or he used to work as a relationship coach. A lot of you, maybe you know some relationship coaches and what do they say? What do you do? Well I help people fall in love again, blah, blah, blah. And they do their elevator pitch.

Michele: He had clients at the six figure level and beyond. They invest with him for half a year for six figures whatever, right? You know what his answer is when he's networking? So what do you do? I watched him do it cause we knew each other but other people in the circle didn't. He goes, "I teach people about love." That's his whole pitch. that's it. Leaves a space for curiosity, leaves a place for asking questions. It's using words that are so much simpler, they take away all those layers of things that we've learned and let the words be simple.

Michele: All right. So why did that work with Dana? I want to give you four principles of persuasion, influence with words. Oh there was a piece of my background that I didn't tell you about persuasion and influence but maybe I'll tell you about that next time. Yvonne would you text me the words English ... and I'm asking lots of things but please would you do this for me? Just text me the words English 110 and then I'll know what that means. Thanks for next time.

Michele: Four principles of persuasion with words. Number one. Relationship. You'll remember my daughter. It's all about relationship. Remember I said, Shelley, your name's Shelley? It really came from a genuine place in me. It started a connection between us. I didn't do it for that purpose. I just really was genuinely loving that name in the moment. One, relationship.

Michele: Two, empathy. She knew, because we know each other, she knew that I knew how tired she was and she knew that I felt for her. I didn't waste a whole bunch of time with words. I didn't try to convince her. She knew that I knew how she was feeling. She knew that if I asked anyway, she knew that it must be important. One, relationship. Two, empathy.

Michele: Three, word skill. Yes there is some word skill and I'll teach you that too. One thing I didn't do was overuse words. Think about my friend and how he's like, I teach people about love. Sometimes simplicity is so much better. Word skill. In that case I didn't use too many words.

Michele: Then number four, I'm going to say and I'll explain more about this next week and as we start moving into what words do I use when I'm networking, that's going to be our foundation next time. Then we're going to do some of the [inaudible 01:17:51] but we're going to move from there to the websites, et cetera and speaking et cetera. Marketing, sales. Number four I'm going to call it understanding genre. Genre is the kind of story I have or the shape of, the form that I'm in. Networking is one kind of form. Speaking is another kind of form. A sales conversation is a different kind of form.

Michele: I kind of need to know the rules of the game of that particular form. So if I understand that I'm speaking from stage I might give part of my elevator pitch in a way that I wouldn't when I'm networking. When I'm networking it's the wrong place to do that maybe. It depends. It's contextual. It depends on ... I understand that I'm doing a two minute video and not a three hour talk. It's going to have different rules of the game, does that make sense? It's kind of common sense but most people miss these things. Most entrepreneurs miss all four most of the time.

Michele: One, relationship. Two, empathy. Three, word skill. Four, understanding genre. All of those things made my daughter get up off her seat and come and see the thing I wanted to show her. It's the same thing with people we haven't met. It's the same thing when we're speaking from stage. It's the same thing here even. What am I doing at the beginning? I didn't even start out teaching. We were building connection, we're building why I guess is what but we're building relationship too. I want to know who you are and what matters to you.

Michele: So and the same with the survey. I want to know who you are. So those are the four principles. I'm going to call them four principles of persuasion for now. I don't even have a good title for them yet. This is only the second time I've taught it in this form. Teaching the principles for many, many years.

Michele: Then the second thing I want to teach you is start close in and go to far away. So the two things I want you to know about. The four principles of persuasion for today and then start close in and go to far away. I need to know how to speak to my daughter if I'm going to be able to speak from stage. I need to know how to network. What are the words I'm using and actually engaging a real live person? If they're not engaged how do I think that the words on the page are going to engage them when I'm writing the website?

Michele: So I'm going to start close in. I don't start with a Facebook ads. I start with talking to real people and that's why next week we're going to dive deep into networking cause when we do we will know what to put on our website and in our [inaudible 01:20:11] and in our email campaigns, et cetera. We're going to start close in. So we're going to do here what I'm going to suggest to you to always do.

Michele: So the four points of persuasion. Relationship, empathy, word skill, and understanding genre. But Michele you haven't taught me how to do that. Well think of my daughter to start with and then I'm going to teach you more of those principles next time and how they actually work on the court. Then start close in and then go to far away. I'm going to give you some ... I'm going to be a couple minutes late I can tell today. So if you need to leave right on the half hour go ahead. Blessings to you. I'm going to take a couple minutes extra so that I can dive in with at least one hot seat question today. We'll leave more time next time. I want to leave you with some home play for next time.

Michele: Actually I'll leave you the home play right now. Go and do that pre work, what I call home play. The more you have behind you the more you'll get out of each of these calls. Then also if we want to start close in I want you to start watching this week. Watch what happens when you're talking to somebody and it could be at the grocery store, just

notice interactions. It could be when you're networking. It could be when you're talking to a potential client. Just observe what's happening. When are they paying attention, when are they losing interest? When are you paying attention, when are you losing interest? Just start watching and then we'll play about networking next time.

Michele: I also want you to think, well how do you create connection with people? How do you create a connection with them when you don't even know them? I'll tell you some stories about that, I'll teach you how to do that next time. But just I want you to observe first what's actually happening. Then we'll start to play with it.

Michele: All right. Time for one question. I'm sorry I know I left very little time for questions. There's so much, a foundation that I wanted to do today. But one person, one question. It could be something arising from today's call or it could be a question about Michele I've got a talk tomorrow. How do I apply something from you to something in my talk and I'll give you an answer. So what's your question? Who wants to ask a quick question today? Any quick questions? No burning questions for today? Okay.

Michele: All right. Well I did promise some time, gave you a chance to ask a question but you've got lots of time to post your questions. So email me your questions and remember I'm michele@michelegunderson.com. Remember to put in the subject line capital letters, PRACTICAL APPLICATIONS QUESTION, then the date December 11th, 2018. Send it to me at least 24 hours in advance. Actually I'm going to ask you to copy it to ... I've already got a lot of new ideas, thank you Mary Kay. So copy it to Emily as well. Emily@michelegunderson.com. E-M-I-L-Y @michelegunderson.com. In case I miss one she won't miss it.

Michele: All right. So the four points of persuasion and then the order of learning words. Start close in and move far out. We learned about Natalie Goldberg as well, transfer excellence. You might do some play with that this week. It wasn't in my notes here but what are you really good at and what are the things that you do and why might that apply to words? Do some play with that. That could be really helpful to you as well.

Yvonne: Michele?

Michele: Yes, go ahead.

Yvonne: You were going to talk about savasana.

Michele: Thank you. You were five seconds ahead of me here cause I'm pointing to the word savasana on my page just as you were telling me that. Thank you. We were right on track. So next time we're going to start the call in silence. So I want you to find a place where you can just lie down and breath for a couple minutes. I'll tell you more about why we're doing that but Sergio already kind of told us why we're doing that. You got a sense for that.

Michele: Words come from taking a breath. Think about when I was on stage and she just said, Michele tell us about that experience that wasn't mine. I better be able to breath. I

better be able to think on the spot. The words don't come from the words, they come from being able to access that quiet place to begin. That's my background as being a yoga teacher. So we're going to start just with quiet, find a quiet place. If you don't have a quiet place to lie down then you can do seated meditation for a couple of minutes but just know we're going to start that way and I'll explain more and more why we're doing that next time.

Michele: All right. I would love to wrap up the call then today. Thank you so much for being here today. I love this series. I have been wanting to teach exactly this series for years and years and years. So glad you're here, so happy. I know you've already been receiving things. I've been hearing your aha's Mary Kay. Like, oh I've already got some new ideas, thank you. I want to hear one aha. Could be a blinding flash of the obvious like, oh I already know some stuff about words. That is profound. Most people don't know that.

Michele: One aha and one inspired action. The reason I ask for that is that if it's just all theoretical law like sometimes it was in the university, who cares? What's one thing that I'm going to take into my world so I make this real? It needs to be a check off-able action. I'm going to make one phone call and see how I am when I talk to people on the phone. I'm just going to notice. That's a check off-able action and a great thing to do.

Michele: I'm going to go and make one offer to somebody and watch what happens so I have questions to ask Michele. Whatever it is, I'm going to start close in and notice how I'm talking to a person at the grocery store. It could be any of those things. One action that you can check off. I'm going to start on my left corner so we can go quickly. If you need to leave before we finish thank you for being here. I love you all, so glad you're here. I've had a deep dive with some of you. Some of you I met this summer. Some of you have just started in this year long journey with me. However you got here, so happy you're here. I'm so excited about our journey together.

Michele: Yvonne, you're up first. You can model it one quick aha, just let it drop in. One aha, one inspired action. Yvonne.

Yvonne: I want to embrace success. It is my birth right. My inspired action is to listen to last week's call.

Michele: Yeah fantastic. Doable, check off-able, will really help. Yes. Perfect, thank you. Theresa, you're up next.

Theresa: My aha is that I can really do this.

Michele: Oh wow. I've got chills. Yes you can. And to come that far, to have that knowing after our very first call-

Theresa: Yes I have.

Michele: ... freaking awesome Theresa.

Theresa: Yeah which is why I was up at 2:00 AM.

Michele: One inspired action.

Theresa: What?

Michele: One inspired action.

Theresa: I'm going to ... I have a new student starting tomorrow. I'm going to watch-

Michele: Yes.

Theresa: ... how she reacts.

Michele: Yes. It's so simple but we so often miss it. When are they paying attention, when are they dropping off? Can you observe and so much to learn from that. Fantastic, thank you. Sheila you're up next.

Sheila: My aha is to start close in and then move out.

Michele: It is so true. It's everything. If we don't do that it's so hard, I don't know how to get there from there. Fantastic and what's your inspired action?

Sheila: To listen to last week's call.

Michele: Thank you. So good. Yeah. Perfect. Let me see. If you have some aha's from last week's call ... actually maybe let me see. Yvonne will you text me that as well? I've got you texting me a whole bunch of things. Aha's from last week's call. I'll have this whole series cause there's things that I'll build for you that will help. Thank you Sheila, beautiful. Marie, go ahead.

Marie: Yeah my aha is around to that close in and go from there.

Michele: Beautiful.

Marie: Yeah and I have to say that with the Natalie Goldberg thing, she applied a rule for writing to apply for sex so that's what was coming up for me when you were [inaudible 01:28:09].

Michele: I didn't even talk about that yes. I didn't know anything about, you know-

Marie: That's what we have anyway our minds-

Michele: Or you're talking about the rules about writing, they also apply to everything else in our world. They always go the other way and one of them was saying, does it apply to sex too? Great. One of the rules of writing is like she's like keep your hand moving. Hm, that applies. So in case you didn't know what she's talking about, you can go from there. If

you want to go read her book ... okay Marie go ahead. Now you've got everybody thinking about that. What's your [crosstalk 01:28:39].

Marie: Now I've got people paying attention. Anyway. Then the other thing, my inspired action is to also watch the replay or whatever. I haven't watched that video yet.

Michele: Fantastic. Thank you. Mary Kay you're up.

Mary Kay: Well there's a bunch of things but I want to explore something about I wrote down that I say the unspoken and then it occurred to me that, I mean this is kind of what I do but I can show people how to see the unspoken.

Michele: So interesting how we're talking about words and the unspoken is so much a part of the powerful words we use. I show people how to see the unspoken, beautiful. What's your inspired action?

Mary Kay: To make a simple mind outline of the talk I'm giving in April.

Michele: Fantastic. Fantastic. One more teaching point I can't up but draw up in here really quickly because of what Mary Kay said, we got to figure out what we're even doing with people. I call that inside the party. We decorate the door. Sometimes we translate those words a little bit so people can hear them and I'll help you with that translation but first we've got to know what we're doing. Sometimes there's no translation. We use those very same words. But first we got to see the invests and that's what I heard in Mary Kay, it's so beautiful. Awesome. Yes.

Michele: They might be the very words that she decorates the door with or it may not. I don't know. But you got to find out what it is you actually do. Beautiful. Erin, you're up. One aha, one inspired action.

Erin: My aha is that I love the going in close to be able to speak to larger groups in whatever medium you are choosing, whether that's in person, speaking through an audience, or in online. My inspired action is to listen to last week's call before next week's call.

Michele: Beautiful thank you. So many of you are doing that. I'm going to make sure I go back and reread the transcript myself. I taught it but I'm like what all is in there? I'll know that background that you're all working with. Fantastic. Sheri. One aha, one inspired action. Just cause I taught it doesn't mean I know everything in there. I learn things when I read it myself right? Sheri, go ahead.

Sheri: I think my aha was all of the don'ts and the realization that I have tried every single one of them.

Michele: Thank you. Right? How's it working for you so far right?

Sheri: I wondered why things weren't working.

Michele: Thank you. It doesn't mean that those things can't work but we need something more. We need something else. Thank you. Bless you.

Sheri: Yes so now I really have a lot more insight into how to use that, doing the opposite. My inspired action is listening to last week's call too.

Michele: So glad you're all going to be listening to that call. Fantastic. And if you have any questions arising from it fantastic. I only have so much time in that call. There's so much more from each of those points so go ahead and ask whatever you want from that too. Karen you're up.

Karen: Okay. Well my big aha is you know your situation where you saw Shelley and it was like you just started? That's how I am in my day to day life. I have those kind of interactions. I just haven't figured out how to bring it into my business.

Michele: So you're going to want to transfer that excellence over there to your business and we're going to talk about exactly how we do that next time so you're in the perfect place. Fantastic.

Karen: Excellent. So my inspired action is to finish listening to last week's call but I want to point out one aha that I had from last week's call so everybody this will be a test to see if you hear the same thing. It's something to the effect of influence is power to persuade but not to have power over someone.

Michele: Thank you for hearing that.

Karen: That was really huge for me because you segued right into speaking about manipulation and that can be ... I see that in, as does Theresa and Laura and Mary Kay, those of us who are in the horse industry, we see it happen so much manipulation. It doesn't come from an authentic place, Sergio. And that's where I want to be able to come from, like Mary Kay from that authentic place.

Karen: So just that little and I circled it again and I had to go back and re listen to the whole thing again. I have I think 19 minutes left to listen to but it was a great, great, great call. I'm sorry I wasn't there in person.

Michele: I'm so glad that you've been enjoying it and getting so much out of it and that was just one small phrase. Didn't have time to elaborate, so glad you heard it. The call was really rich and I'm learning things from it myself as I go back to it. So glad. Thank you for dropping that piece. It's a huge piece. We only had this much time for it and it was a huge piece, thank you. Beautiful. Sergio, you're up next. One aha, one inspired action.

Sergio: My aha is to really connect with people close up before I go to big presentations, something like that.

Michele: Thank you.

Sergio: And my inspired action will be to re listen to last week's presentation and re-go over the [inaudible 01:34:07].

Michele: Thank you yes. Anatomy of an Inspiring Story. Those two give us a beautiful background so we can move faster and it can help you more when I'm not reteaching those pieces, when you already have them. Also please ... it reminds me please fill out the survey if you haven't done so. It helps me hear you. If your survey looks different now and you want to fill it out again go ahead. I don't mind. You say, now I have a different thing that I want to say. That just helps me to survey. Sergio, thank you. Beautiful.

Michele: Marla, you're up next. One aha, one inspired action.

Marla: I think my aha was taking my area of expertise and expanding it into my writing my words.

Michele: Yes transfer that excellence. You know so much more about words than you think. And your inspired action.

Marla: I would really like to read the transcript of last week's call.

Michele: First one to say that. Yes that's what I'm doing. I make circles and I underline things. I did the talk and I'm trying to see how all this connects. Some things I only had time to drop in a seed but Karen picked one of them up, a really important one. So there's lots of material there for you. Thank you so much. I know I kept us nine minutes late. I do that sometimes. I try not to but I just have so much that I want to share with you. If you have to leave on the half hour of course I understand. Have a fantastic, fantastic day everybody.

Michele: Have a fantastic week. If there's something that you need reach out to me. You can reach out to me via email and then always copy emily@michelegunderson.com or I might not see it. So remember to send me your questions. Remember to fill out the survey if you haven't yet. Have a fabulous week. Go and observe what's happening. Notice in those close in interactions and what is it that creates connection and we'll jump off from that next time. Have a great week. Love you all. See you soon. Bye bye for now.