



Practical Applications Transcript

Call 3 – December 18, 2018

- Michele: So, let's start. I'm Michele Gunderson, and you are at "Practical Applications: Getting Results with Your Words." This is call number three.
- Michele: And, in call number two, if you were here last time, or if you watched the video, we began last time in Shavasana. We did a [inaudible 00:00:22] training on why we want to do that. With my own high-level students, I have your guys starting every single day with Shavasana. It's just lying on the floor and breathing. Today, the only thing I want to say about that is that the words that land in people don't from words, words, words, words, words, words. They come from a deeper place inside us. They come out of the silence. So, when we begin each day in that silence, we can access something that is far, far deeper.
- Michele: I'm just going to mute all the lines, just so that we don't have any background noise. And then, during the call, if you [inaudible 00:01:02] to unmute yourself, you go ahead.
- Michele: All right. So, begin in a place where you are lying down, if you can. If you're driving, please pull over. If you're not in a place where you can lie down, you can do a seated meditation during this time. Try to carve out a space for yourself so that you are not bumping into things. So, desks, and tables, and chairs, and books in the way. The whole practice is a metaphor. If you're scrunching yourself in here, too busy, too much, that's probably what's happening to you in your business and your life, as well.
- Michele: So, lying on your back. Place a blanket ... unfold a blanket, or a pillow beneath your head and neck, but not beneath the shoulders. When you do so, I know this from profound direct experience, this practice goes deeper so much more quickly. Touching the shoulders but not beneath them. Have the chin lower than the forehead so, if you put a marble on the forehead, it would roll down toward the chin. Let's extend through the back of the neck so that the forehead is lower than the chin. That lets the mind become quiet.
- Michele: Then, bend the knees for the moment. You're lying on your back. And take the flesh of the buttocks and move the flesh of the buttocks toward the heels. Extend it out through the low back. Keep the low back long. And then, slowly, slide one heel along the floor, then the other. The legs are comfortable just as apart. Let the baby toes drop to the floor. The rest of the toes follow. Just let go.

- Michele: If you find yourself uncomfortable, if the low back is uncomfortable, make sure you're comfortable. You can place a bolster or a rolled blanket underneath the thighs. You could place your legs up on a chair or a couch, so the calves rest on a couch or a chair. So, lifting the legs will make the low back comfortable. So, make sure that you're comfortable. Be at ease.
- Michele: Then, place the fingertips pointed toward the ceiling for a moment. Dig the elbows into the earth, and let the arms drop, then, by the sides. And just straight. They're in a low V, palms up position, with respect to the body. So, the arms are about 30 degrees away from the body. Softly close the eyes. Make any last adjustments you need to be comfortable.
- Michele: Then, take comfort, and find stillness. Our mind is so busy, busy, busy, we can't even think to find the words. When we allow the body to be still for a moment, allow that restlessness to subside, use a little bit of will to keep the body just still, just for a few minutes. And then, the mind will follow suit. Sometimes, it takes a little longer. Sometimes, a little shorter time. But we allow the body to become still so the mind can quieten.
- Michele: Let the whole body release to the earth. Just let go. Let the arms be heavy. Legs, heavy. Chest light. Feel softness at the center of the palms of the hands. And then, let this softness travel up the arms. Relax the arms. The shoulders. The neck. The throat. The skin of the scalp. Skin of the face. Let the face be smooth like butter. Relax all the tiny muscles of the face. Relax the skin at the temples, and then relax the skin from the temples to the outer corners of the eyes, and let the eyes sink back toward the back brain. Eyes are softly closed. Eyes sink back, allowing the mind to become quiet. Imagine that the ears are receding back toward the back brain, as well. So, the ears and eyes, imagine meeting at a point toward the back brain. Let the senses recede. Draw inward. Pratyahara. Withdrawal of the senses.
- Michele: You're wearing glasses? Make sure they're removed, somewhere safe off to the side. Glasses bring us out into the world. When we remove them, we go inward. Take this time for yourself. Scan the body for any tension. Where you find tension, breathe into that spot and let it go. Relax the jaw all the way up to the hinge near the ears. Let the tongue rest in the bottom of the mouth. Teeth slightly parted. Lips touching, not touching. Feel the breath. Be the breath.
- Michele: If any thoughts arise, as thoughts will, it's the nature of thought, as soon as you notice, gently, without judgment, let the thought go as unimportant right now. It just doesn't matter. Let it fade away due to lack of attention, because your focus is on the breath. On the sound of my voice and breath. Watch the breath. One point of attention, the breath.
- Michele: This practice trains us. We are not those thoughts passing by. They're like clouds in the sky. We're something so much deeper than that who's watching the thoughts. In Yoga tradition, we call that the witness consciousness. Something so much bigger than maybe you thought you were moments before. That passing thought's not you. Watch the breath. Keep watching the breath in a silent space for a minute. Just watch the breath.

Michele: Be curious about the breath with the curiosity of a child. What's this breath like right here, right now? Pay attention. Is it high in the chest or low in the belly? Is it deep or shallow? Is it ragged or smooth? Can you watch, without judgment, without needing to change anything, just watch the breath?

Michele: And this quiet place is a receptive place of the mind, heart, spirit. So, in this quiet moment, know that you are worthy beyond measure. Know that you have a profound gift to give on this planet. Know that, in this moment, all is well. Know the gift of the breath. Each breath a gift. The gift of this precious life on planet Earth. Watch the breath.

Michele: And knowing that soon you will come out of Shavasana, an relaxation pose in Yoga, it begins just with the thought that soon you will move. Can you separate out thought and action, not needing to react? Just, soon you will move. That's all. And allow the breath to deepen. Place the hands on the torso. Feel the gentle movement of breath. Bend the knees. Slowly roll to the right side. Support your head. Softly, softly, open the eyes. And keep your gaze toward the floor. Use your hands to press yourself up to sitting. Rejoin our virtual circle. And, whenever possible, camera on, so that you train yourself to not multitask. Fully present in Shavasana, and then fully present here, means fully present in that sales conversation, fully present from stage, fully present networking, fully present with your words, fully present as you're designing those words to send out online, and so on.

Michele: So, welcome. Always great to see you in the cameras up on [inaudible 00:12:12]. I would love to hear from one or two of you, just briefly, 30 seconds, maybe a couple of sentences. Karen's joining us first time. Welcome back from Europe, Karen. So great to see you're alive.

Karen R.: Thank you. Good to be here.

Michele: [crosstalk 00:12:27] ... in the recordings.

Michele: One "aha." Sometimes, there's 99 things that we don't like, but there's one thing that we love. Can I train my attention, train my attention, there's the thing I love, there's the thing I love, there's the thing I love? So, in light of the 99 things distracting you, and that you didn't like [inaudible 00:12:50], just one thing, one thing that was yummy, an "aha" moment, a B.F.O., a blinding flash of the obvious.

Michele: Who would like to share? Yeah, Karen.

Karen R.: Well, hello, everyone. I'm so glad I'm here and I've been ...

Group: [crosstalk 00:13:05]

Karen R.: ... yeah, I have been listening to the recordings, so I feel like I've been a part of it. But I loved starting with the final resting pose. I always think of Shavasana as the end of the

Yoga practice, but it really is the beginning of everything else that you do after that. So, it was beautiful to begin with the final relaxation [crosstalk 00:13:30].

Michele: Thanks, Karen. And, you know, it's actually, in a way, what brought me to the Yoga. It was the mid '90s, and I had a modern dance teacher, and she was doing some yoga. And she started every dance class with Shavasana. She didn't know very much ... I mean, she knew some about it, but she's taken a class, she loved it. I came every day to do Shavasana. It wasn't the hands, hands that I was doing in her class when I was five months pregnant with my daughter, a few years later on. It wasn't the cool spins that we did, and all those things. I came back, I came back, I came back for Shavasana, because it was changing my life. So, I practiced sporadically, at the beginning of my day, since then. And then, since 2006, I've missed only a handful of days. Every single day begins this way, because it changes my day. It changes my company. It changes my life.

Michele: So, thank you, Karen. Beautiful. And just a reminder to you. If you look at this later, it'll look like I'm not looking at you. I like to look at everybody here. I like to see you. It's so important. So, if I look like I'm distracted, I'm actually looking at Carolyn. I'm looking over here, for instance. All right? When doing more formalized [inaudible 00:14:35], I'll be looking over here. You think I'm looking at you, but I'm really looking at you down here.

Michele: All right. One more. Is that Karen? Yes, Karen.

Karen J.: So, I could've laid down, but last week, I did sitting meditation, and I decided I wanted to play with that again, to see if I could find myself in a different place. And I did. And I should've asked for your permission before this, but I went ahead and recorded on my audio on my phone.

Michele: No worries. No worries.

Karen J.: Your whole ... I could listen to a guided meditation ... You could guide me over the edge of a cliff. I could listen to your guided meditation every day. So, that's why I wanted to record it, so I could truly begin, before I awaken my body and start my day, I could truly begin with you, first thing in the morning, and this. This was a very cleansing for me today. I wouldn't have said that last week. I think it's because I knew everybody else was laying down, and I'm sitting up. But it was a good practice for me to be able to really be able to stay still while seated, because I know I was not like that last week. So, it was a little test for myself, also.

Michele: Beautiful. The practice grows. The practice grows, and, every single time, it's different.

Michele: And, Marie, I see you. So, one more second.

Michele: Sometimes, I think, okay, this time my mind is perfect, and the birds were singing, so, now I've got it. So, the next week, then, the mind will be all crazy. It's okay. It's just part of the practice. And, over time, it grows. So, beautiful. And, yes, you have my permission to record. No problem. I've had so many people ask me to get this out into the world,

and I still haven't tried, just to get that recording out and offer it. I probably will someday. But I've had many people record me over the years, in multiple situations. And, yes, you have my permission. No problem. And, of course, you have the recordings of the whole class over there at the Story Freedom Academy. So, thank you, Karen. Beautiful.

Michele: Marie, I saw that hand shoot up, so, one more-

Marie: Oh, just, I wanted to thank Karen for, last week, saying that you did the Shavasana part sitting up, because I arrived a little late, and I thought, rather than take the time to roll out my mat and lie down, I'm just going to jump in and get as much as I can sitting up. And it was a beautiful experience. So, thanks for showing the way.

Michele: Beautiful. We learn so much from this practice, as I watch my mind beating myself up for sitting instead of lying down. How you do anything is how you do everything. I'm doing it over there in my company, too, that I'm beating myself up for, I'm supposed to do it this way, and instead I'm doing it this way, and all this wasted energy, and how am I supposed to find the words? Because there's all this noise getting in the way. But I practice here. Yeah, everyone is lying down while I'm seated. That's my perfect practice for me today. And, in that quiet mind, then I walk in to speak. Then, I walk in to network. Then, I walk in to talk to that joint venture partner, et cetera, et cetera. Or my copywriter. Whatever it is. When you have a quiet mind, to begin, then so much more arises from there.

Michele: There are so many more parts to this. We could spend all day on this. But there's so much that I want to teach you today. So, I want you to move on.

Michele: Actually, what I want to do first is just a couple of openings, not from the Shavasana practice, but from something that you have gained from our ... Can you believe it, it's only been two classes together so far? I mean, we've traveled a long ways already, and there was a pre-call, and there was the survey, and some of you have seen before, in the summertime, and some of you have already had a long journey with me, and so on, and so ... We've already traveled quite a road. So, rather than me ... I'll do a brief recap of where we've been, but I want to know where you've been.

Michele: Did anybody go out and try that ... [inaudible 00:18:28], you said you were going to try the networking experiment, right? Karen did it last time. Did anybody else experiment? What are your "aha"s? What are your openings?

Michele: Grace, you've just been ... I knew it was going to be you. You're like, "Pick me. Pick me." Grace, go.

Grace: I went to a networking function last week, and I just sat and observed. I was observing the connections among and between different people. And it was fascinating for me to sort of sit back and just observe. I hadn't practiced that before. And just thoroughly enjoyed that, just being. Being present there, and watching, and listening, and hearing, and asking questions about other people.

Michele: Thank you for that beautiful application of what we just talked about, the quietness in Shavasana. I walk into a networking room. That changes everything. It changes everything, because it's not like, "How can I get my message across? Who am I going to ...? And who am I talking ...?" Blah. Who wants to listen to that? Shavasana directly translated into walking into the room. And, all of the sudden, the room looks different than it did before. You'll see things you haven't seen before. Things will light up for you.

Michele: One of my students taught me this, that we are bombarded with 11 million bits of information per second. I looked it up afterwards. I'm like, "Really?" My daughter in neuroscience probably knows about that. But we pay attention to 40 of them. We can construct a very different life. I choose this 40, or I choose this 40. What am I seeing?

Michele: Beautiful. Thank you, Grace.

Michele: Let's hear one more opening. What's happened for you as a result of some of the work we've been doing? We've been playing networking. We've been listening to the calls. It could be right back from three keys to finding words that create influence, right? That's not quite the right title. I can't even remember my own title. But it's something close to that. Maybe something from that about how to find your next high-ticket client. It might be about how not to pass out your business card. It might be about starting close in and moving from far away. I mean, we've been to so many places together. And what's opening for you now?

Michele: Yeah, Mary Kay.

Mary Kay: Well, I just recorded ... It's not quite with the BA yet, but I just changed the free offer on my website to ... and it includes a recorded meditation with your animal. So, this is some ... all synchronizes here.

Michele: Mary Kay, I love it. And, from that question you asked in one of the calls, right? About, well, how do I begin my talk? If I could begin it meditating with my animal ... And now, you've taken that and turned it into a free gift. How fantastic.

Michele: And all of these different places where we use our words are related. When we get it over here, we see a quick cascade of understanding how it works in different arenas. I think it was when we were working on ...

Michele: So, thank you, Mary Kay. Absolutely beautiful. Yes.

Michele: And what if it could just be easy and doesn't have to be so hard, right? So, I would learn it really, really well over here. That's why we spend the time on networking. And then, it just moves so much more quickly. Right? It moves so much more quickly.

Michele: All right, good. Karen, go ahead.

Karen R.: Yeah. I just want to thank you for kind of reframing my feeling around networking, because network was always a word that brought up ... not really yummy feelings. But-

Michele: Have you ever felt like that before? That networking is not exactly yummy?

Karen R.: It's just not something I've ever had to do, or did, and I hear and see ... Y'know, it's just like, I don't want to do that. But the way you described it really is ... It's about a relationship. It's about being compassionate and empathetic, and finding out what they need. And that I do when I teach all the time. "How can I help you?" is high on my list. So, I'm like, wait, that's networking?

Karen R.: So, you just kind of flipped it in my brain, and now I just ... Networking can feel yummy. Wow. Who would've guessed?

Michele: Awesome. Thank you, Karen. Beautiful. That's that ... Thomas Tadlock and my Uncle Paul will keep training from last time, right?

Michele: I felt the same way at the university, when I used to live there. People call it "schmoozing." You're supposed to cozy up to the important people and say important things. And I'm like, get me outta here. I didn't want to do it there. I don't want to do it here. But, when we flip that switch, it actually becomes ...

Michele: If you're here, if you're listening to my words, you are a heart-centered human being with a gift to give on this planet. I know that about you. And you get to come from that place when you network. And then, when you learn those skills over there, you can learn what to say out there in the world.

Michele: So, thank you, Karen. Beautiful. Yes, yes, and yes.

Michele: All right. I have a couple of announcements to make. And, Karen, one of these will surprise you, because I was going to talk to you about it beforehand. Because I got another extra call, so I hope you don't mind.

Karen R.: I just want it done.

Michele: You want it done? I got to give you some more. I'm sorry.

Karen R.: That's okay. Bring it.

Michele: I had a note right behind my couch, "Important Things to Do: Contact Karen this morning." And then I had so much that I wanted to share with you this morning, and I was up late, and then up early, and making notes, and ... I've taught this for 25 years, but, in this form, it's just the second time I've taught this course in this way, and there's whole new material, here.

Michele: So, let me find my page where I've got my ... Sorry. Give me a second here. ... where I've got my announcements. Where did I put my announcements page? My working personality says they're already [inaudible 00:24:13] in the right order. In response to you ... [inaudible 00:24:19] ... Here it is. All right. Announcements.

Michele: So, I have two. Karen knows about one of them. I have two bonus calls for you. Two bonus calls. And one of them I did talk to Karen about, so ... make sure you didn't have something else going on. So, at the end of this series, I've added another call. So, January 22nd, sixth bonus call. I just wanted to make sure ... And thank you, Karen, for that. I saw you clapping.

Michele: So, I just wanted to make sure that I had time to address all your questions. I've been doing so much training, there hasn't been a lot of opening for questions yet, but I just want to make sure there's space for questions. There's some more places where we use our words that I know I'm going to need the space to help you with. So, January 22nd. You can add that to your calendars.

Michele: And then, the other surprise call. And my own people will be surprised about this, too, because my people know that I have an in-house call this Thursday, December 20th, at 12:30 PM Mountain Time. You got to translate to your own time zone. I know that's 11:30 Pacific, for example. I don't know what that is in your time zone. Sergio, I know that it's not even Thursday, it's Friday for you. Right? But 12:30 Mountain Time. Translate to your own time zone. And it was really intended as just in-house for my people, because it's for those who are coming to my Mexico retreat, which is called "Embodied Words." What's the subtitle? "Embodied Words: Be Heard by Those You're Meant to Serve."

Michele: And, so, I've never done a call like this for my people before. And it's like, what are the three most important things, the three keys, that I teach over in Mexico. It's related to this material, but it's not the same, as we spend an entire week in Mexico. I'm not advertising it anywhere. It's designed in-house for my people. But, as I was talking to a couple of you from Karen's group privately this week, or last week, it was like, oh, this actually could be useful to you. Because it overlaps with, but it's not the same as the material for "Practical Applications."

Michele: So, it's designed for in-house. I'm going to have to redesign it a little bit for a larger group. And what those three keys are ... Can I tell you a secret? I don't know what they are yet. So, [inaudible 00:26:37] in Mexico a week long, and this can be your fifth time in Mexico ... Marie, you've been there multiple times. Cindy, you've been there, right?

Michele: So, Marie, I don't know, after your first Mexico, you said, like ... I hope you don't mind, I've quoted you lots in this, that you were in the bliss bubble for six weeks afterwards, right? So, what would you name as the three most important things? What created that? Like, everything you touched turned to gold. [inaudible 00:26:58] on your fifth time there, coming out of your fifth time there, what would you say the most important things? I don't even know. But I'm going to go through and try to see, well, what will move the needle the most when I choose pieces from what I teach in Mexico. And then, I thought, I'm teaching it anyway, you guys should be invited, too.

Michele: So, that's for everyone, if you're hearing my voice. This Thursday, 12:30 Mountain Time, some of the key teachings from Mexico. And, again, it's going to be a bit of a dual purpose. It has one purpose for my people, a different purpose if you are in Karen's group. But I'm there anyways, so I'd like to invite you in.

Michele: And, Karen, I did talk to one or two of your people, and I don't think you have anything scheduled at that time. [inaudible 00:27:39] bad invite, okay, right? But I [inaudible 00:27:41] your people. They didn't have anything on their calendar, so ...

Karen R.: Okay, good.

Michele: [inaudible 00:27:47] ...

Michele: All right. Any questions? Anything ... burning questions, without which we can't go forward? Yeah, Yvonne. You can just [crosstalk 00:28:00]-

Yvonne: Well, all I want to say about Mexico is, your words matter.

Michele: Yeah. Maybe that'll be one of my key points. It's definitely one of the things that lands from Mexico. Right? I don't know if it's that ... And, Cindy, you're nodding yeah. It's like, how do you find that deep, deep place of it, and I'll teach you everything I can in that short time, and some of the keys to it. And I want to do that, because I want to think, myself, like, if I had to boil it down ... And I want to do that for my own life, so that's why ... I'm really teaching it for me. All right? I'm teaching it for all of you.

Michele: And what I'll do, too, is, if you can't be there live, because I know it's short notice, we'll make sure to ... Yvonne, will you text me and make sure I do that? Remind me to make sure that Emily or Amy puts that in the forum for me. Thanks for having my back for that, Yvonne. Thank you.

Michele: All right. So, just, anything else burning to be said, without which we cannot move forward? All right.

Michele: So, just a couple of reviews, a couple of points of review, because they give us a framework for how we think about words. And now I remember what I called it, "Four Principles of Persuasion." Somebody reminded me last ... Was that you, Karen? What did I even call it? You don't even always have to have the name. Just start teaching. Just start doing your work. You don't have to get it perfect. I work with words, and I don't get it perfect.

Michele: "Four Principles of Persuasion." That's that moment of, "Why did Dana cross the room?" And what are they? Somebody tell me real quick. If you hear it from somebody else's voice, you'll get it better. Do you all remember? Yeah, Karen, thanks.

Karen J.: Relationship is first.

Michele: Yeah.

Karen J.: Empathy.

Michele: Yeah.

Karen J.: Word skills. And genre.

Michele: Yes. Exactly. Why did Dana cross the room and got her when she didn't want to? Because we have a relationship. We got to build that very quickly with people if we don't already have that. Empathy. For the moment. It's not just our overall relationship, it's in that moment. I know how she feels to, yeah, ask a lot of questions when you don't know somebody yet. That's why I sent a survey to you. I want to know more about you. The more I can know about you, the more I can persuade.

Michele: And we're persuading all the time. At the university, I was persuading that this idea will matter to you. I was persuading them that, no, you're not going to end up with a D and fail this course and others. You can do this. We're always persuading, for teachers, and I know each of you is a teacher to the core of you. We're always persuading, right?

Michele: So, relationship. Empathy. Word skill. I didn't give her a three-page dissertation about it. I used very simple and direct words. She was tired, didn't want to move. So, sometimes, less is more. But knowing about words. And people usually think that's the whole of it. It's not. It's like one piece of it.

Michele: And then, the fourth part, genre. What's the kind of speaking situation I'm in? I wasn't speaking from the pulpit. I wasn't speaking from stage. It was a one-on-one interaction. Very different. If I start to be speechifying, it's not going to work. So, I knew the context. We knew the form of the word situation we were in, the genre. Right?

Michele: So, those are the four principles of persuasion.

Michele: Then, I asked you ... I'm calling it now the "start close in principle." It might not always have that name. Maybe Karen will help me name it later on. Right? "Start close in." Maybe you guys will help me name it. Students have named my things for me sometimes.

Michele: "Start close in principle." What do I mean by that? What does it mean to start close in, and why are we doing it? You find your words. Yeah, go ahead, Marie. I saw you, too, Sherry, and I saw you, Cindy, thank you. Marie?

Marie: Well, in my understanding, it's, you start with close in, because that's where you have the relationships already. So, start with the people you know, because there could be more ideal clients there than you realize.

Michele: Yeah. Yeah. And I haven't even mentioned that part of it, but Marie's been all along the journey, so she knows that piece of it, right?

Michele: So, the only piece that I've got to, I think, here, so far, is start close in, like, with networking. Start with a person that you could see. Start one on one. Start close in to you. Marie's adding another layer to it. That's great, right? Your first ideal client for that next venture that you have is probably right in front of you, and you don't even see them. Some of you have been there and watched that happen in other trainings. It's

pretty funny. You can't even see them. They're right here. So, start close in with skills like networking.

Michele: And then move further away. So, we start with networking, and then we're in a sales conversation, and then we're one on one, and then we're speaking to an audience, one on many, but we can still see them. You know, maybe we do it virtually, but, like I am with you, this is still closer in, because I'm seeing you. Right?

Michele: And then, I move to a talk, but I can't see the people. Because I can see if you're all listening, or if you're falling asleep. Right? So, I can adjust what I'm doing better. You can find the words more easily close in.

Michele: Then, I move to online, maybe, but I can't see people. And then, I move to writing copy, where I ... Something further and further away. And I always try to make far away mimic what I'm doing close in. And that's why we start with the networking.

Michele: And I think that, again ... I'm going to mute your line, Marie. I think that was you. So, if you always just stay muted, and then ... But I'm not trying to stop you from speaking. Go ahead and unmute at any time, just so we've got a nice clear line so everybody can hear. So, thank you. Yes.

Michele: Start close in, and then move to far away.

Michele: So, that has us ... Let me see. Do we want "aha"s here now? No. Because I want to get to some new materials today. I got so much to share with you.

Michele: [inaudible 00:33:38]

Michele: ... it's really important to learn how to network. If I've got my ideal client right in front of me, and I can't find the words to say it, how am I going to do it when I don't even know who they are, and I'm talking to a whole bunch of people at once? Right? So, really important skill to master and have fun with, like Karen described to us. Karen R. Described to us, right? That, now, that can actually be fun. Now I can actually bring my whole self to that. And that will have a whole difference for when I'm creating the words for my website, when I'm creating an email campaign, or I'm doing a video, or whatever it is. Right?

Michele: And that leads us to ... I can't do everything in two minutes, again, but I can remind you of it. And I'm so proud of this ... Have you all seen this handout yet? It's up in your forum. And Lord bless Emily. Some of you know her well. Yvonne, I know you know her especially well. Emily, my assistant, created this for us. "Networking: 10 Networking Personalities to Avoid, and Seven Networking Personalities to Emulate." And they're really fun. Yes, I know these are stock characters. They verge on stereotypes. I get it. But I'm doing that on purpose, because I want you to be able to recognize it. Like, there's Debbie Downer. You see her? It's like, "Oh, you know, everything's bad." And we're never being all of one of these people, but sometimes we can catch ourselves when we remember these stock characters, all right?

Michele: "How are you today?" "Well, Leann, everything's gone wrong, and, like ... Firstly, my dog is sick this morning, and then I brought her to the ..." Who's been that person or been in that conversation with a Debbie Downer before? Been that person? I've both been that person and [inaudible 00:35:18]. And it's really hard to move from there. It's not that we do happy face on an empty gas gauge. I could've added that to it. I didn't add that one. But, "How are you?" "Fine. Everything's fine." Totally opposite your image of Debbie Downer. We can then notice that networking personality and make a switch.

Michele: So, you can go and grab that. Print it off. I print it off for myself, four on each page, so I can see them all at once, right? But be playful with this. Have fun with it. And, if you notice yourself being one of these, it's okay. Just let it go, like you let those thoughts go during Shavasana. It's like, "Look, I'm being that. Oh well." Right?

Michele: And then, networking personalities to emulate. Like, [Miss Service 00:35:58] on any topic, right? Remember Thomas Tadlock. I helped somebody find a computer in here, and it's not my area, but I'm just there in service, and just help people. It feels better, anyway. All right?

Michele: So, we can go and have fun with this. The one piece that I wanted to add about it is, how does this connect with our four principles of persuasion? I promised that, but didn't have time to go through all that last time. So, let me give you an example. The 10 networking personalities to avoid, they are breaking one or all of the principles of persuasion. Relationship, empathy, word skill, and genre. Let me give you an example.

Michele: [inaudible 00:36:38]

Michele: You could start with any of them. I kind of like the picture of Mrs. Know-It-All right at the moment. See at the bottom, there? Mrs. Know-It-All. All right? So, Mrs. Know-It-All, "Wow, I'm so important, and I know everything." Right? The university really trains us, in a way, to do that, so it's really hard to cut through. You can't teach anything then, right? Because you feel like you're supposed know. It usually comes from feeling insecure that I really don't know [inaudible 00:37:02] myself up, right?

Michele: So, Mrs. Know-It-All, and, "I know everything," and blah, blah, blah, and, "Here's the thing ..." Right? Sometimes, she's related to Miss [inaudible 00:37:11]. It's like, "I'm going to just tell you everything, blah, blah, blah." I may be skirting on doing that right now, if I don't let you guys talk, and hear from you, and hear your questions, right? That's okay, all right? To play with these things.

Michele: But, Mrs. Know-It-All, there's no relationship there. Hopefully, I'm not being that, because I'm watching you and seeing right now, even if you're not speaking, I'm watching you, are you getting this? And asking, and what're your "aha"s, and I want to know, and what're your questions, right? So, with Mrs. Know-It-All, there's no relationship. There's no empathy, because it's all about her. She doesn't care about that other person. There's no word skill, because she's just spewing. She's related to, probably, Ms. Spew It. Right? And the genre. She doesn't know which speaking situation she's in. If she's networking, for instance. Right?

Michele: Let me give another example. I have Miss Desperate to Make a Sale. No relationship. Like, I need to sell to you, no matter what. You might not even be my ideal client, but I won't even stop and see, because I just need to sell stuff. No relationship. No empathy. No word skill, because I'm just ... again, often related to Ms. Spew It. And desperate to make a sale, the words are going to come out wonky. If I'm desperate to make a sale, why will the words come out ... Let's just zero in. We could do this with each one of those personalities. But let me just ask you this question.

Michele: Miss Desperate to Make a Sale, why will she not have word skill? Think of what's internal to her, and what are her words going to sound like? What do you think? Yeah, Marie?

Marie: Well, I'm thinking, if this person is desperate to make a sale, she's only going to be concerned about what she has to say to the other person, not necessarily interested in what the person is thinking, or feeling, or receiving. So, it's a one-way.

Michele: It's a one-way transmission, yeah. Exactly. And she's missing her pause. Again, it's another reason that I ask you to do Shavasana. Training our bodies, ourselves, with that pause. So that we don't be Miss Desperate to Make a Sale, for example, right?

Michele: The genre. Well, which genre am I in? She's probably as if speaking from a pulpit. And she doesn't understand she's in a relational networking situation, for instance. All right?

Michele: So, all of these, one or all of these principles of persuasion are probably being crossed by these networking personalities.

Michele: Then, when you look at the networking personalities to emulate, it doesn't mean that I'm trying to have you be Mr. Robot, and just, like, "Okay, now I'm going to be this." It's not like that. Just play with it. Let it be playful. Notice when you're being one of them, and then, can you make a shift? "Yeah, I know I've had a hard day, but I bet somebody else has had a hard day, too." You know? "Yeah, my daughter fell down the stairs the other day ..." And, yeah, you've talked about that last week, right? But, no. You know, "What's been happening with you? Are you okay?" Like, stuff happens sometimes. I've shifted the conversation already so that I'm not Debbie Downer anymore. Right?

Michele: So, networking personalities. Mrs. Listening Intently. Mr. Take One at Random.

Michele: Mrs. Listening Intently, does she have relationship there? Obviously. Empathy. She's listening, so she's going to find out what's going on in the moment. Word skill. Of course she'll have better word skill, because ... And we'll talk about this more. I'll do some more training around this. But she'll have the words, because she's listening to who that other person is and will be able to find the words that that person will relate to. If she's got data, she's got something about who that person is, her words are going to be more skillful automatically. Right?

Michele: And there's pieces that she's got to add onto that. She can't just be Mrs. Listening Intently. But you can add on many, many layers of word skill, but, automatically, she's

going to have a leg up. Do you understand what I'm saying? She's easily going to find those words, much more easily than Ms. Spew It, or whatever, right? And genre. If she's networking, she understands that it's about relationship. And she's listening intently, and she knows she's not trying to speak from the pulpit. She's not trying to do other things other than networking. All right?

Michele: So, one thing that you learned ... that you can directly apply, that you can take out there into your business and make a difference today ... If you're just to bring one thing home every day, there's going to be way more than one thing, but one thing from connecting these networking personalities to the four principles of persuasion. I want to hear one thing that you learned that you can apply. And, if you don't know what to say, that's okay. You could leap in and trust in the moment that it will come to you. Networking is like that, too. "I don't know what to say, but I'm just going to leap in and trust."

Michele: So, one thing that you learned that will help you out next time you go networking, for instance. One thing you could play with.

Michele: Karen, thanks.

Karen R.: I mean, I think just the way you connected the principles of persuasion to those personalities, it kind of gives a little more of a purpose or a "why," instead of saying, "Don't be like this."

Michele: Yeah.

Karen R.: You can really see, it's like, oh, when I'm being like this, I'm not having empathy. Then, that's like, well, I want to have empathy. So, I really like that you took that minute to connect the two, because it kind of gives me the example and the "why." Because I do want to be operating in those principles of persuasion. And to realize the effect of how I'm being, how, specifically, that affects the other person.

Michele: Yes.

Karen R.: It was helpful.

Michele: Thank you so much. Beautiful. Yes. And, again, often we think ... You know, here, "Practical Applications," getting results with my words, sometimes I might think I'm only going to work at the level of word skill, and I'll give you some of those pieces, for sure, but often that's the mistake. We end up so in our heads, and we end up trying to get it right, we end up falling into one of these networking personalities, and then we can't find the words. But, when we back up to the 8,000-foot view, understand the principles of persuasion, and then come from that place, we don't have to worry so much about this word or that word. We're not going to do my 30-second elevator pitch and spew it out everywhere all the time. And I'm going to be much more contextual with my words. Right? So, yeah, beautiful Thank you.

Michele: All right. So, that's both a review and taking a little further what we've done, as well, and in ways that I promised. [inaudible 00:43:33] ... four principles of persuasion, start close in principle, networking personalities to emulate and to avoid, Thomas Tadlock and the Uncle Paul principle is already there somewhere, right? Thomas Tadlock is always being of service to my Uncle, showing up at my door and just wanting to help, wanting to help. It's the family I grew up in. Networking is just like that.

Michele: All right. And I promised one more piece about networking, and I think what I'm going to do is, I'll ask Emily ... Yvonne, would you do me the favor of ... Ask Emily, as well, in the meeting for tonight, to make up another handout for you guys. And the handout will be ... I'm creating so much new stuff for you today. Taught this before, but it creates so much new stuff, it's a little messy. So, forgive me as I'm flipping through pages, here.

Michele: So, it's this handout that I want her to make prettier for me. So, just ... Well, how I do put this into practice, then? How do I be that person? What do I actually do when I'm networking?

Michele: And I'm just going to run through this really quickly, because, if you've followed what we've done already, you're good. All right? Go out and play and practice, and see what happens. All right? I want to bring in more flexibility around this than people usually have. But I'm still going to give you a few more details. These aren't lists to memorize. These are things that should be self-evident. Like, oh, be like Thomas Tadlock, right? They should be self-evident once you hear them, but most people are not doing this out there in the business world. It's unbelievable, right? Or maybe believable, because they just don't know where the come-from place is. But, once you know, it's so much easier.

Michele: I named this one, too. I just named it this morning, actually. Had these before, but named it. "Seven Principles of Networking Magic." And these things, they will dovetail with the networking personalities, all right? So, I go in. Well, what am I actually supposed to do? I'm supposed to be this one, but what am I supposed to do? So, "Seven Principles of Networking Magic." I'll just list them. I'll give you a handout for next time.

Michele: Number one: create connection. We've already been talking about this, but create connection. And I want to just say this briefly, but it's such an important point. Connection is influence. Why was I influential with my daughter? We're so connected. I can tell her something that's pretty off the wall, but there's such trust and such connection, she will believe me, because I don't throw my words around, too. I'm not going to tell her to go jump off a cliff, you know? So, connection is influence. Number one: create connection.

Michele: And I want to tell you a little piece about this, too. And, again, don't worry, I'll make sure that you have a handout about it. This isn't a list to memorize. It should be kind of common sense, all right? So, when I worked with [inaudible 00:46:15], she often says this. She's got principles of networking that she follows. She's amazing. I'm not saying that that's wrong. I'm saying that I understand it differently. And, so, she's got some great training in and around networking. She's got 500,000 people in her network. She's got to know something about it. She's amazing and brilliant. Go and learn from her. She's awesome. All right?

Michele: But one of the things she says is that, when you first meet somebody, what you should do is edify them. "Wow, you were awesome. That field that you're in, that's great." And that's her training. I'm not saying it's wrong. But, sometimes, what if I don't feel that way in the moment? I don't know how to make that happen. Right? Somebody says, "I have fish blow bubbles." I don't know what it is, right? And if I go, "Wow, that's the most important thing since sliced bread," I'm not being genuine. I'm not being Miss Real. My better reaction in my books is, "Wow, I don't know anything about fish blowing bubbles. Will you tell me more about it?" Right? Why do fish need to blow bubbles? I mean, I'm making all this up, but you get what I'm saying, right? So, rather than edify, I say create connection.

Michele: Number two: listen. Listen first before speaking. Listen, proper techniques to connect and serve. You already know these things. I'm just putting them in another format for you in case you hear differently, all right?

Michele: Number three: uplift. I think that's what Sandra was getting at with "edify," but uplift, empathize and uplift ... Can you allow a positive conversation? I don't mean happy face on an empty gas gauge. Nothing like that. Empathizing and uplifting might be different things in different times. Like, this morning, I say to Dana ... She's heading off to her exam, it's like, "Hey, I know you got this." Because she's feeling better about it this morning. Yesterday, she was feeling panicked about her exam, and I'm like, "Yeah, I know it's hard sometimes, but you'll do the best you can." There's different words for different times. Right? Empathize, uplift. As teachers, we're naturally uplifters. It can be about the dark side. It's not fake, right?

Michele: So, one: create connection. Two: listen. Three: uplift.

Michele: Four: serve. We talked about this so deeply, you already know this, all right? It's just in a different format now.

Michele: Number five, I want to add a piece: long game. Be in it for the long game. The example that I gave is, like, "Shelley? Your name is Shelley? My [inaudible 00:48:32]'s name is Shelley." I wasn't trying to sell her something in the moment. I wasn't being desperate to make a sale. I wasn't being Ms. Spew It. I was just in the moment, creating connection. And I didn't care what happened in that moment. And then, there was an opportunity to serve, and I talked to her about it, and I helped her out. All right? So, it's a long game. And it's funny. This connected with principle seven; I'll talk about that in a minute. But you go slowly to go quickly. So, be in it for the long run.

Michele: Think about with my Uncle Paul's story. Those family connections. In my family, anyway. It's like, those are long run connections. It doesn't have to happen in this minute. And the funny thing is, when we're in it for the long run, it can actually happen in this minute. But don't try to make it happen in this minute. All right?

Michele: So, one: create connection. Two: listen. Three: uplift. Four: serve. Five: be in it for the long game.

Michele: Six ... I haven't spoken about this yet. This is a principle story. I'm not going to go do a deep dive right now. But, create the gap. Create curiosity. I already taught you this. Remember, one person that I know, and he has done some fabulous work in the relationship field, and when people say, "Dan, hey, what is it that you do?", he says, "I teach about love." There's a big gap there. I have no idea whether he's an animal trainer, or a relationship coach, or a network marketer, or that he sells Amway. Like, I don't know what he does. He's created a gap there. This is one example of the gap, something that ... Where can they enter into conversation, and can you create curiosity? Right? Create a gap. Create curiosity. It's one small point that I've taught days on before, I would say. But just a brief piece in and around the story, right? They always involve some kind of gap, space. Not knowing. It's related to suspense, for instance.

Michele: Number seven, I said this already: go slowly to go quickly. Let it go. Don't be in a rush. Trust that the magic happens. And, also, trust that the conversation will naturally turn toward you. All right? And then, some people will go, "But, Michele, how do I make it turn toward me?", and some pieces that we do today will help, and then, also, you can ask me that explicit question. I had one question posted from Karen, so we're going to get there, for sure, today. Actually, the way that I've designed the material today has your question in mind. And go ahead and ask a question. If I don't get the answer the first time, ask it again, all right? Go ahead, keep asking. Ask from a different angle. I want to make sure that, by the end of this series, we get to all of your questions.

Michele: All right. Create connection. Listen. Two: uplift. Three ... Well, one: create connection. Two: listen. Three: uplift. Four: serve. Five: the long game. Six: create the gap with curiosity. Seven: go slowly to go quickly.

Michele: So, as you walk in, these are some things that you can actually do. Again, I'll give you the handout on it. All of this is resonant with what we've already done. It gives you another entry road in, as I said.

Michele: So, "Eight Networking Dos and Don'ts." Now, I want you to break all the rules. We don't think about these like rules. Go ahead and break all the rules. Sometimes, you're going to be Ms. Spew It. I'm being Ms. Spew It right now. Hope you don't mind. I'm just giving you all this stuff. Right? So, go ahead and break all these rules. Play with them. Try them out. I just want to give you an entry road into how we connect, how we persuade, how we use our words in effective ways in that close-in way. All right?

Michele: "Eight Networking Dos and Don'ts." These should be easy by now. Do be genuinely interested in their welfare. That person you're talking to. Think about what Grace said. She's taking in the room and seeing what's there. That's an excellent step, and it's part of it. Be genuinely interested in their welfare. She's not coming in, I don't know, like a wolf for the kill. That's not how people enter into networking situations, right? Be genuinely interested in their welfare.

Michele: Do help the conversation around the table. If you're in a conversation with lots of people, for instance, or somewhere where there's more than one person, can you help the conversation around the table? Maybe somebody's struggling with their words. And what other people do? They become Ms. Spew It and try to pound sand, or whatever it

is. Right? Sometimes, you use fewer words. Give spaces for people to enter in. Find out what they care about. So, be genuinely interested in their welfare. They're like kindergarten things, but we forget. We think the business world is different than that. It's not, right? Help the conversation around the table.

Michele: Number three: tell good stories. This is related to Karen's question; I'm going to talk about this more in a little bit, all right? Tell good stories. I'll give you one principle about good stories. Does your story make one point? One point? Right now, for instance, I'm making a whole bunch of points, but they're all related to, how do we network well? And why am I doing that? Because we want to start close in. Everything that we learn over here in networking is going to go ... and immediately applicable to all the other places. All right? So, tell good stories. Does your story make one point?

Michele: And I'll give you an example either today ... Yvonne, are you okay if I give you another ... Thank you. Send me another text and say, "Give an example of a story making one point." Because, if I don't get to it today, I want to make sure that I get to it. Our next call will be ... Is it January 8th, I believe? It's the first Tuesday after New Year's. Not New Year's Day. All right? So, that'll be the next time we meet together in this capacity. I'll see you in the Mexico call, for those who can make it, on Thursday.

Michele: So, one: be genuinely interested. Two: help the conversation. Three: tell good stories. Make one point. Is it connected with your listeners in some way? I'll do a training on this in just a little bit, here. And that's why we need to be listening so much. I can't connect my story to my listeners if I don't know who they are. So, be genuinely interested, help the conversation, tell good stories ...

Michele: And the fourth one, I've already said this: have fun. Play. Experiment. Break all these rules if you want to, all right? They're not rules, they're just guidelines to help you see that networking situation differently when you walk in the room. Different angles in to see that whole situation differently, like Grace walking into the room a very different way. Grace, how long have you been networking? Give us how many years you've been networking. Show us. Many years? All right. All right, many years is good enough for now. And a change, seeing that room very differently as you walk in. Or Karen's like, this doesn't have to be yucky, it can be easy, right? And it can be fun, and it can be all of me there.

Michele: So, networking don'ts. Don't deliver a long monologues where people have no way to enter in. You could say, I'm doing this right now, but I've got your surveys, I've heard your questions, I've got some training things to do ... And it's also a different genre. I'm training right now. But, in networking, don't deliver long monologues where there's no break, there's no pause. Again, Shavasana is important. If there's no pause in ourselves, we won't pause when we're networking. Then, don't deliver long monologues.

Michele: Don't present a canned elevator pitch that you deliver the same way every time. These are different people. Can you feel their energy? It's going to be slightly differently worded or come in a different way because of who's in front of you.

Michele: Don't ... You know I say this from the three keys about words that are persuasive. I used to just say, you don't carry business cards. I mean, you can if you want to, but how you use them, then, right? I don't carry business cards at all, but ... Don't carry business cards and hand them out to everybody. "Here, here's one, here's one, here's one, here's one." That devalues who you are and what you do. "Here, here, here, here, here, here, here, here, here." Remember, I told that story about the guy from Peak Potentials, and you put all those in his back pocket and got rid of them. He said, "But, Michele, I'm keeping yours." Why did he keep mine, right? Because of all these principles that we've been learning. So, instead, try getting them directly into your phone, for instance. Have a real conversation with a real person.

Michele: So, don't deliver long monologues. Don't present a canned elevator pitch. These should all be self-evident by now. We've learned, don't carry business cards, or, if you do, don't hand them out to everybody willy-nilly.

Michele: And don't get too caught up in getting it right. These are just some guidelines to help you through. I've mentioned that multiple times. Because that would be the biggest mistake, to think, okay, well, here's the thing, and I'm now supposed to be Miss ... whatever. No. Just ways to play to make networking way more fun and way more effective. All right.

Michele: One thing that you heard ... I want to hear one "aha." This should tie up any loose ends in, around networking. I hope that, when you go into that networking situation, it'll be a lot more fun, it'll be a lot more relatable, you'll have much better things to say. It's still, like, "But, Michele, I don't know how to tell my offer." Well, we'll talk about sales next time, making offers. We'll start in on that as we're talking about speaking today, and we'll be responding to some of Karen's questions. I know I haven't taught that part, but the funny thing is, it doesn't even matter so much. When you're doing these things ... That's why people were walking up to Sheila, and three people wanted to know about who she was and what she does. The other pieces matter less than people think.

Michele: So, let's hear one "aha," one opening, again, like [inaudible 00:57:28] says, this blinding flash of the obvious, like, I already knew that, but now I know it in a different way. What have you heard that you can use? Cheryl, thanks.

Cheryl: To have fun. [crosstalk 00:57:44]

Michele: Thank you for hearing that.

Cheryl: I can't hear it enough. And, every time I hear it, I go, "Oh, yeah."

Michele: Right? You forgot that piece, right? That's exactly it. And it's the one ground rule in my community. If we're not having fun, we're not doing it right. So, can I go in there, can I be playful, can I make mistakes? Can I say something that's really kind of wacky and see how people react? It's real. And there's so much not realness out there with people spewing their pitches, and so on. I've used that one example because it's so illustrative, when I go, "Shelley? Your name is Shelley? My ..." It's so off the wall, it's actually

attractive, because people are so unreal. Right? And then, it starts a real conversation with real people, and then, there's plenty of time as you get to know each other. And then, maybe they need something in your area. And, of course, [inaudible 00:58:28] you're going to start talking about it if they got [inaudible 00:58:30] in your area. The conversation can naturally go that way. It's not rocket science. It's more fun than we've thought.

Michele: Okay, beautiful. Let's hear one more "aha." Because there's ones, like have fun. Caroline. And then, Sergio.

Michele: Caroline ... Oh, you just changed spots [crosstalk 00:58:51] ...

Caroline: [crosstalk 00:58:51]

Michele: ... and now she's down here. So, Caroline, go ...

Caroline: [crosstalk 00:58:54]

Michele: So, if I'm looking funny, it's because [crosstalk 00:58:54] ...

Caroline: ... stop video instead of the unmute. Sorry.

Michele: No worries.

Caroline: Anyway, the big one for me today was the "create the gap." I've heard you talk about it, and about that person saying, "I teach about love." I've heard that a lot of times during this, but I didn't get the principle of it before.

Michele: Yeah. Good.

Caroline: And my curiosity is really stimulated about how to do that. [crosstalk 00:59:19]

Michele: Yes.

Caroline: ... want more information about how to do that, because that's, like, yes. I know that's what catches me with other people, and I want to learn how to do that better. So, yeah.

Michele: Fantastic. And you notice, I haven't taught you everything about that. I left a ... [crosstalk 00:59:36]

Caroline: [crosstalk 00:59:36]

Michele: Right, there's a gap around the gap. You're curious, and you want to lean in, and you want more. Right?

Caroline: Yeah.

Michele: Yeah. Beautiful. Thank you. Thank you for hearing that.

Michele: Sergio, you're up. Yeah, don't forget to unmute. Yeah.

Sergio: Be genuinely interested.

Michele: Be genuinely interested. It's so funny, for this amazing heart-centered group, it's a thing that should be easy, but because we think we're supposed to be something, it ends up being hard. But it's not hard when you really care about people and care about their welfare, as I know every single person in this virtual room does. Genuinely interested.

Michele: Sergio, thinking about the strategy session that we were on, right? I mean, think of how many questions I asked you, right? A different scenario. And we'll talk about that kind of speaking context next time. But I really was genuinely interested. Could you feel that? Right?

Sergio: Yes.

Michele: Right? I really want to know. Same in networking. Same in one-on-one conversations, speaking in all of those places. Be genuinely interested. Starts over there in networking.

Michele: Thank you.

Michele: So, there's so much more than that, but I wanted to just hear a couple of "aha"s so I know there's landing. And that's the same thing, because I'm genuinely interested, and I care, and I want to know that this is landing for you. Fantastic.

Michele: All right. Anything burning to be said without which we can't move forward? That's different than I'm looking for "aha"s. Now, I just want to know, is there something where you're so bursting with it that there won't be any space for the next thing? I'm creating a space, just like in Shavasana.

Michele: Marie. I thought there was something out there. I could just feel it.

Marie: Well, I now want you to do the series on creating the gap. I'm just going to say that. [crosstalk 01:01:26]

Michele: You want to do a whole series on creating the gap? Yeah? We could. We could, for sure. I mean, we go more deeply into that, you know, in "Quantum Leaps," right? So, yeah, we will do some more about that on the next call. And, Marie, will you text me that, "Talk about the gap more deeply," and specifically on the next call?

Michele: And, also, remember, you could be posting your questions. And if I have five people asking me about the gap, I will spend more time on that, too. So, ask me your questions. Ask me your questions, okay? And forgive me if I don't ... Like, sometimes, I'm answering the question through the whole of the call and in the structure of the call. Sometimes,

I'll bring it up explicitly. Sometimes, I've got notes and notes on Karen's question right in front of me, here. Making late into the night last night and early this morning.

Michele: All right, so ... Yes. Beautiful. Thank you. The gap.

Michele: So, "Seven Principles of Networking Magic," "Eight Networking Dos and Don'ts," remember to have fun, don't worry so much about getting it right. These are just some things you can keep in mind, make it so, so much easier and so much more fun.

Michele: All right. So, new content for today. How do we move, then, from very close in, which is networking, to something that's a little further out? We're not moving all the way to writing copy, but you're going to find it's all directly translatable. Everything we did over here is what we got to do over there with the copy, when we don't see that person in front of us. That's further out. We'll get to that, not the next call, but the call after that. All right?

Michele: But I want to move from really close in, networking, one on one, close in, to live speaking. So, we're moving to a different genre and a different kind of word situation. And I was trying to decide whether I wanted to go to a sales conversation first, because, you know, start that one on one, or just speaking next.

Michele: Okay, I got to know what that is. A note's being passed to the back of the classroom. Some of you are giggling, so, will you let us in on it? Marie?

Marie: Okay, I'll own up. Yvonne and I am are chatting, because ... We're laughing about who's giving the texting tags from you.

Michele: Oh, yeah, because I've asked you both to do stuff. Right. Thank you so much for that.

Michele: And, for those who don't know, Marie and Yvonne ... We've been working together for many, many years. Yvonne's in her fourth year with me, and Marie, in her eighth year with me. So, sometimes, with longevity comes responsibility, too, right? So, I don't mind saying to them, "Will you please do this for me?" Been to Mexico many times, and so on, right? Not because they didn't get it the first time, but because there's deeper and deeper layers there, all right? So, thank you so much.

Michele: All right. I want you to notice what just happened here, too, right? It's real and live, and I see something happening, so, to gather all the energy together again, I'm reacting to what's happening right here, right now, because it's a close-in situation. It's not networking one on one, but it's close in, then I can see and react, and ... Not react, but respond to you, so that we can all draw the threads together again. All right?

Michele: From networking to live speaking. Different genres, same principles. I'm moving a little further away. It's not one on one anymore. It's one to many. But those very same principles apply. Relationship. Empathy. Word skill. Genre. They all apply.

Michele: All right. I'm going to give you 10 principles from speaking from stage. Oh, who wants this one? Yvonne and Marie, I'm guessing. Thank you, Yvonne. [inaudible 01:05:11] ... Yvonne, will you text me ... Because that's another handout that I want Emily to make. And, again, this is the second time I've taught it in this form, so, we didn't even have these handouts last time, but I want you to have the visuals this time around. "10 Principles from Speaking from Stage." That's another handout that I want Emily to make.

Michele: So, speaking. I'm just pausing for a moment, because I want to make sure we're in a situation where you can ... I want to make sure you can really hear this. So I hear what your questions are in and around speaking. And, Karen, I know that this wasn't ... Let me think here. One second here. Okay.

Michele: I'm going to change directions just for a minute. I want you to know what Karen's question was. So, she was saying, like, what are the words and stories I need to find my ideal client? So, I'm just going to change directions for a minute. I'll come back to speaking.

Michele: What are the words and stories for finding my ideal client? What's a story that will intrigue people to give my work a draw? And what's a story for finding my unique genius? So, those are some of the questions that Karen was asking. Here's what I want to do. I want to frame it so that Karen can [inaudible 01:06:39], like, "How come you're not answering my question, Michele?" When I teach you these principles of speaking, I'm going to be answering a lot of these things in the context. Does that make sense, Karen? You're going to hear it, and then I'm going to take it further the next time. All right? How I decided to talk to you about speaking is very connected with how you asked that question. All right?

Karen J.: Michele, may I throw this in?

Michele: Yeah.

Karen J.: This dovetails perfectly because of a network opportunity that started last month that I didn't even really realize was a network opportunity. On Thursday, I went back into this same place, and I handed her a story about what I could do for her to help her bring more people into her area, which will help me. Because she's a horse person, I need new clients. So, I gave her four ideas. I said, "How about, if you want, I could come in and speak about these four topics?" So, now, I'm speaking every other month for a year. So, there's my long term.

Michele: [crosstalk 01:07:46]

Karen J.: So, you going into speaking is perfect.

Michele: Beautiful. And, also, what I'm loving in hearing this is that, in the way that I'm giving you this material, it's the best way that I know how to organize it so everybody can hear it. You will have the answers to questions that you're asking, too. It's like, well, how do I find the story to tell? I don't know; I got to listen and see what they need. Right? For

instance. And you're already doing that. So, all these principles are going to help us lead to that ideal client, lead to the stories that I should tell. And I'll be teaching some more specific content both this time and next time that will help us with that.

Michele: And, did you notice what I just did, too? It's like, Karen's got this question. I see the time, and she's going, like, "Hey, but you didn't answer my question." And Karen's not like this. She's open and listening. I can see that, right? But there might be some little editor in her going, like, "Why should I even bother asking a question? Michele's not addressing my question." So, I'm over there, answering that question, and then bring it into the content. The thing that I'm saying depends directly on who's in front of me. Right? Because I want Karen's ear for this, too.

Michele: All right. So, principles for speaking. I'm going to go through this fairly rapidly. Don't worry that, after, that you can just go away and play with them and think about them, and connect with each other about them. I know we don't have a forum where we all connect, but my community has a forum where you connect. I know that you guys know each other, too, and you can connect. So, you have ways that you can participate with each other to play with these principles.

Michele: So, I'm going to run through this. It's just going to be a really quick training. Each one of these, I've taught hours on. I'm going to give you these really quickly, all right? But don't worry if you don't get all of it. We'll come back, we'll come in and around. You'll hear it easily, all right?

Michele: Number one: begin with the end in mind. You know, reverse engineer it. Where is it that you want to take them? And then, you construct the words around that. So, some of you, for instance, I met because I speak a lot for [inaudible 01:09:51] network. And, if you saw me speaking at [inaudible 01:09:53] Network, that talk began with ... I want them to want my free gift, and now I've made an entire story, because it really changes things. And I want people to come and want to talk to me. Those are the two things I want. So, the whole talk is designed around that. Now, I know that I'm going to train and teach and I'm going to help and serve people, but the talk is designed around where I want them to be in the end. All right?

Michele: The second thing: persuasive principles. At most university classes that I taught in, around words and stories, I spent two hours teaching them this next principle that I'm going to teach you in one minute. All right? So, just know there's more that I could teach you about this, that I can do right here, right now. And I call it Uncle Bob. All right? Uncle Bob and audience and purpose. Here's this snapshot view of this. Again, in the university, I spend two hours, and people will go, "Oh, wow, great," but there's many other things I want to teach you here, and here's the one-minute version.

Michele: The story that I told at university, it's a deep story about audience and purpose. When we're trying to find who's our client, and what's our offer, it's just a subset of audience and purpose. I'm trying to find who my ideal client is, it's somebody that I want to talk to, that's my audience. If I want to give them an offer, that's just my purpose at that moment. When I understand how audience and purpose works, I can find my offer and my ideal client in many, many other speaking situations. If you just got that, that's worth

the whole series. If you missed it, listen to the recording again, and I'll come back to it, and you'll get it. All right? Because you have something so much more powerful than just the offer and the client.

Michele: All right. So, here's the story that I told at university, a real brief version. And that audience is a bunch of university students, but it's still a really instructive story. I like telling it here. There are a bunch of university students, that what they want is tuition, and then they're broke. All right? So, I tell them that they got to get tuition to become whatever they want to be, a chiropractor, or a doctor, whatever. How are you going to get that money? You have no access to money other than your rich Uncle Bob. Oh, by the way, he hates you. How are you going to get him to get you the money? It's a really good problem to think about to understand audience and purpose. Because one of the things I might want to do is go, "Uncle Bob, please send me the money. I really want to be ..." This is what we usually do when we're Miss Desperate to Make a Sale, for instance, right? "Please send me the money, because I really want to become a doctor, because I'm going to change lives." Uncle Bob doesn't care. He doesn't care at all. He hates you, remember?

Michele: So, what are you going to do? You're going to come up with 100 ideas, and you're going to keep Uncle Bob in mind. What does he care about? The same principles I've been teaching you, right? Maybe he cares about Aunt Betty and what she thinks of him. They've been arguing. And Aunt Betty really admires doctors and people who support doctors. I don't know, in this silly example. Right? I'm not going to come in and start talking to him about why I'm going to be the best doctor on the planet. He doesn't care. But you might start talking about, You know, people who support doctors [inaudible 01:12:51], a lot of people really look up to them and admire them. Maybe he has a big ego. I'm not saying that you do manipulative things or play to his ego. I'm saying, what genuinely ... It's a point Sergio was making. What really, actually matters to him? I'm turning him into a stock character right now, Uncle Bob, he's rich and he hates you. But he's a real human being with needs and fears and desires.

Michele: I'm going to think about 100 things that could persuade him. Then, I'll pick the best three. Right? Who is my audience, and what's my purpose? I spent hours teaching about that. There's a complexity about that, because I think my purpose is getting Uncle Bob to send me the money, but my purpose is more nuanced than that. It's just like, what are the words that he's going to hear? This is partly related to Karen's question, okay?

Michele: So, one: begin with the end in mind.

Michele: Two, think about Uncle Bob: who exactly is your audience and what's the purpose?

Michele: Number three: talk structure. And I just want to show you ... Oh, let me see. Marie, will you remind me to have Emily have me post this? There's many resources I want you to have. This is my talk. I give this talk over and over and over again. All right? And I didn't do this. A woman named Deborah LeFrank did this while I was giving the talk in [inaudible 01:14:09] Victoria. And the talk was so clearly structured that she could pull out the main points easily. Up here is why they should even matter to me. Who is Michele? What was my journey? I left university, my body was breaking. What's the

take-up? Been working in the field of words and stories for over 25 years. Here, I'm talking about me in ways that matter to them. I'm earning the right to speak to them. Okay?

Michele: Then, I'm making three points, and then I'm taking them somewhere. It's so simple. All right? We over complexify things. It's like the old, what you learn in high school, five-paragraph essay. Have a point that you want to make for them. Make three points that support that point. And then, tell them what you told them, and bring them to a new place. All right?

Michele: So, number one: begin with the end in mind. Number two: audience and purpose. Number three: what's your talk structure? You got something you want to say. You have some points to support it. Right? And then, you take them somewhere. And, again, I'll go a little bit further into this next time. So, just like we finished off networking this time, we'll finish off speaking next time, but I want you to have at least the structure of it so you can go away and play with it over Christmas, or over the holidays, or however you want to do ... or with your next talk.

Michele: Number four ... I want to give you a phrase you can remember, two phrases. "Ho-hum," "So what?" I taught this over and over again at the university. And I usually get into this more in Mexico than other places in the community. "Ho-hum," "So what?" "Ho-hum ..."
I want you to imagine that, in the beginning, your audience is bored. They're going like ... you know whatever. Like the boys in the back row when I was at university, like, "I have to take this class, and I don't want to be here." Right? How can you grab their attention? Well, how are you going to grab their attention? They're going, like, "Ho-hum." Well, with something that matters to them. All those principles that we learned over there in networking, remember? What matters to them? What's their pain point, for instance, right?

Michele: You're going to ask a couple of enrolling questions. "How many of you ever feel like you're staying stuff, but nobody hears you? Raise your hand." Right? That might be from my field, right? Because I talk to people and I know that's one of the pain points. "Ho-hum." They're bored. At the end, ask the question, "So what?" It's kind of an in-your-face question, but, so what? Why does it matter? Because, if you don't ask the question, "So what?", they will. "Yeah, well, that's nice. Words matter, but, so what? I got to company to run. I got sales to make. And why should I care about my words?" Right? Well, you should care about your words because you need words, for instance, to make an offer. You don't make offers, you don't have a business. Right? So, so what? Why does it matter? In your field. So, ask yourself those questions in the beginning and the end.

Michele: One: begin with the end in mind. Two: audience and purpose. Three: the talk structure, real simple. Four: "Ho-hum," "So what?"

Michele: Five: in a single domino. I've not always thought of it this way, but it's just ... I don't know, in the last six months that I've been using this language. And it really makes sense to me. It really lands. When you're giving a talk, there's one belief that, when you knock this over, people will move forward. What is that in your field? Think about what the

single domino is. And not just in your field, for that talk. So, if you listen to "Three Secrets to Choosing Words that Make You More Influential," there's one domino there, and it goes something like this ... And I'd written it down, and I'd thought about it. And I don't think I even ever say that anywhere. You can go listen to that call again, though, with that in mind, and you will hear it. What's the one domino?

Michele: Something like this. In "Three Secrets to Choosing Words that Make You More Influential," if you don't have a command of which words are more influential, your business will never grow. Do you get it? It's like, that's the implicit ... the belief that has to shift. When that belief shifts, you go a step forward and do something. What's the single domino for your talk?

Michele: So, point number six: make a point and find details to support it. It's so simple that we miss it, right? So, when I make that point ... Let me see. My talk says ... "Stories Are Everywhere," it has the same structure as "Anatomy of an Empowering Story." You've read "Anatomy of an Empowering Story." Stories are everywhere. There are empowering and disempowering stories, and you can choose. Stories are everywhere, and nobody cares at first, until I can start to tell them why it matters. So, stories are everywhere. I'll give them examples. I'll find details to support it. You've probably heard me tell the story, but, Katie had a story in her head about aging. And, until she could find out what that story was, she couldn't do what she wanted to do in the world. And then, she met all of her year-long goals, big goals, by March 1st by finding that inner story. So, stories are everywhere. All right? So, find out what your point is, and then find some details to support it. Right? These are really basic things, but a lot of people miss them.

Michele: Number seven: what's their top-of-mind problem? I might think that I want to say, "Bob, you got to give me the money, because I'm going to go to become a doctor, Uncle Bob." But his problem might be, "I want to impress Aunt Betty. How am I going to do that?" So, you got to hook it up with their top-of-mind problem. Why does what you have solve what they need? You need some creative thinking around it.

Michele: Number eight: keep it simple. Again, my storyboard, right? It was so simple, she could easily outline it. She'd never heard my talk before. She didn't know me. Three points. One, two, three. Right?

Michele: Number nine: move them from pain to hope. What's their pain? Start with their pain. We're going to dig into that deeply when we move into sales conversations next time. You have to stay with people and with what hurts for them. And you learn that in networking, whether it's something about their computer that hurts, or something in your area. Because we're training that in networking. What do you need? What do you need? What do you need? May I be of service? What's hurting you? How can I help? Right? Can't skim over the pain.

Michele: And number 10 ... If you only remembered one of these things, I would remember this one. And I learned it from my teacher, Elisa Sasevich, but I also learned it from [inaudible 01:20:38], and I learned it from Jeff Walker. I learned it lots of places. But I

like the language that Elisa uses about it, because it really makes sense. You have to do this if you're going to take people on a journey with you.

Michele: And she calls it "PSPS," problem, solution, problem, solution. People come with a problem. My talk is called, "Stories that Sell," and the problem is right in the title. Right? I want to know how to tell stories, because I want to sell stuff, and I'm not selling stuff, so I really want to sell stuff. The solution ... You got to know that stories are absolutely everywhere. This is in the structure of my talk. Not just these little stories that we're telling here, a little story, or the buyer, or whatever. You got to know that stories are everywhere, and they're inside your head, too. If you don't straighten that out, the talk's not going to go anywhere.

Michele: Now, you got a remaining problem. I don't know what the stories are in your head, and I don't know what your most empowering story is. I can't tell you. I can tell you some of the principles about it, but I can't tell you for you. The solution, come and talk to me, and I'll do my best to help you with that. Can you see the trajectory from problem to a bonafide solution, to a real remaining problem, to a solution? All right?

Michele: So, I know I did that really rapid fire. It's only the second time I've taught this course, and you always end up teaching too much. This is what happens when you teach stuff. But I wanted to give you some principles. If you go into any one of these, it will change your talk. If you heard even one of these, it has the power to completely transform what happens to you on stage. All right?

Michele: Okay. I want to hear one thing that you heard, and then I want to make sure we get to Karen's questions, and then some "aha"s. Because we'll be able to hear answers to Karen's questions so much better once I've told you about the basic structure of talks. So, what's one thing that you can immediately implement when you're going to ... And speaking from stage could be, you've got two people in your living room, and they want to hear about your work. Like the question we had last time. Right? That could be a 20-minute talk. It could be, you're speaking in front of an audience of 500 people. It's applicable whether it's big or small.

Michele: So, what's one thing that you heard that you can go out and apply? Sergio, thank you.

Sergio: Problem, solution. You've got to listen to them, find out what their problem is, and offer a solution for them.

Michele: Yes. And thank you for connecting it with all the stuff that we've been doing about networking. Right? If I haven't been listening and listening and listening to people and asking them questions, and doing, like, the experiment that Karen did last time, and it's like ... If I don't even know who they are and what their problems are, I can't even start to speak from stage. So, I'm gathering data and gathering data as I'm speaking to people one on one, and finding out what their problems are, and I'm training myself to listen for their real problems. [inaudible 01:23:21] not manipulation, too. I want to pretend that they have a problem in my area so I can sell them something. I don't know why people would do that, but people do that, right? "I really want to sell them something."

It's going to happen naturally if they really have pain in that area. And I'm so used to looking for how to serve people, like Thomas Tadlock and like my Uncle Paul, even if it's not in my own area.

Michele: And then, when we move to sales conversations, it's the same thing. I'm just there serving people, serving people, serving people. What's the problem? What's the problem? How can I help? How can I help? And it makes the whole room a lot more fun, too.

Michele: Thank you for hearing that. Yes, yes, and yes.

Michele: One more thing that you heard that you can immediately apply to a talk you're giving tomorrow. Cindy.

Cindy: Sorry. I couldn't find the mouse.

Cindy: The single domino.

Michele: Yes.

Cindy: I like that.

Michele: It's really powerful, and it takes an inward journey. What's that thing that, when that belief shifts, they are going to take a step forward? What's that one thing? Yeah, it's extremely powerful. And you might not even ever say it explicitly, but, if you go back now ... you've heard my single domino ... go back to that talk, you'll hear it there. Right? Really good.

Michele: Okay. Karen's question.

Karen J.: Oh, Michele, can I throw one more thing in?

Michele: Yeah. Go ahead.

Karen J.: So, I'll tell you what, knowing that, now, I'm going to go speak four times for sure over the course of a year, talk structure, earning the right to speak to them without becoming Ms. Spew it ...

Michele: Yes.

Karen J.: ... is going to be huge.

Michele: Yes.

Karen J.: [crosstalk 01:24:56] ... I can do that. As all of these horse ladies know, I can just talk all day long.

Michele: Right.

Karen J.: [crosstalk 01:25:02] ... you need to create a gap. So, that's going to be ... The talk structure, that was huge for me.

Michele: Yeah. Yeah. Good. Good. So, earn the right. Earn the right. And those words are not my own. I learned that from Peak Potentials. I like the way they've raised it, so I'm going to give credit where credit is due. Earn the right. You got to earn the right to speak to them.

Michele: And there's something that I learned from Lisa. I have many, many teachers, and I'm going to tell you some of the key that I learned from them. Amazing. Worked with amazing teachers. With Lisa, she talks about it ... her language credibility and vulnerability. How can I create credibility? And I've been in this field for over 25 years. You've heard me say those things. Vulnerability. What is it that makes you human? You're not perfect. What is it that is hard for you sometimes? I don't get all the words right, for instance. What is it? Right?

Michele: And number eight on my list ... I just see the questions. And what was number eight on my list? Keep it simple. Keep it simple. Right? And I'll have Emily make this up so I can send it to you.

Michele: So, thank you, yes. You got to earn the right to speak to them. It's really a gift to have people gathered to listen to you. I spent an entire summer thinking about that, earn the right, when I went to work at Wellspring, which is a place for people on the cancer journey, and those supporting them. Because I thought, what ... And there was an editor I was working with. What do I have to say that these people don't already know? They're living with cancer. Some of them ... they've multiple rounds of chemo and radiation. Some of them died in the course of my ... and they're so strong ... in the course of my course. I went to their funerals. So, I had a ... Who do I think I am, that I have something to teach them? Well, I had to do a lot of soul searching. These are real questions. And they'll wait. I called that course "The Healing Word." When they can find the words to say it, it can transform their lives. I had to find it inside myself. Got to earn the right, and you got to know it inside yourself first.

Michele: All right. I'm not very good at ending on an hour and a half. Always, if you need to leave after an hour and a half, please go ahead. No offense taken. And I'll stay to finish off, all right? So, I want to make sure that I'm addressing Karen's question.

Michele: Last time I did "Practical Applications," I had so many questions that were being posted that we ended up having one call that was all questions. So, don't be afraid to post questions, and I will do my best to get to all of them. And sometimes it's in the structure of things, right? I want to just take a couple of minutes to address Karen's questions, but I've been addressing it through the whole way that I organized the material today. But I want to add another couple of key concepts. You okay if I add a couple of key concepts just here, at the end? You guys all right with that? Okay. You can take in some more? Okay.

- Michele: This is an example of going slowly to go quickly. I'm going to teach you 10 hours of material in two minutes. So, I'm just going to give you highlights.
- Michele: How am I going to find the words and stories to find my ideal client? The first thing I want you to know, I want you to know, find out what's inside the party. Inside versus outside the party. Find out what it is that you think you're offering. What is it that you get excited about when you watch a client and their life is transforming? Like, something in them has changed. I call it inside the party. It's in your language. It's in your language. And don't worry about the words. It's, what is it that you think you offer? All right? Not the 10 classes where there's three calls, et cetera, but what's the transformation you offer? When you watch your clients and they light up, what's the thing that you want them to get? Start with inside the party.
- Michele: Then, know what their language is and translate it. That's going to be decorating the door. All right? You're going to translate it to their language. All the things we've learned about networking, about connection, come into play here. Because I might want people to know that stories are everywhere, there are empowering, disempowering stories, and you can choose. That is what I actually want people to know, and it's what she wrote on my storyboard. But it's not how I attract people to this talk, because they don't think that they want that. They don't think that they need that. They don't have enough background yet to know that they will want this. All right? So, I got to translate it into their language. So, how do I decorate the door? One of the things I should do is post for you my speaker sheet, but if you just go to michelegunderson.com, you can see it. The summary of what my talk is about. And, in that summary, I'm going to translate it into the language that they can hear. And we could do some more work around that next time.
- Michele: Marie, will you just send me the word "translation," text me the word "translation"? I'm translating from inside to outside the party. We'll do more about that next time.
- Michele: So, translate what's inside the party. So, one: what's inside the party? Two: translate it to decorate the door. What's their language? Different talking to holistic practitioners versus my Uncle Jim, who's a Alberta beef farmer. Right? And even your ideal clients, as you're talking to them, networking, they're different people. What matters to them? Sometimes, I'm using animal or horse analogies. A number of you work with horses, so sometimes I talk about that. It's going to land with you more than the beef would with my uncle, for instance, right? I don't know very much about horses.
- Michele: And number three: what's their top-of-mind problem? What's their pain? How are they really hurting? And, when I'm going out networking and talking to people about what's hurting them, both in my field and not, I'm training myself to listen for, you know, what matters to you? And how can I help you? How can I help you? So, I'm training myself all the time, all the time, all the time to listen for that. It just becomes natural to listen for that in my field, as well.
- Michele: So, does that give you a few places to start, Karen? Right? I could talk for another 10 hours on that, but that's the place I wanted to begin with. And, let me see. I'll go back to Yvonne. Yvonne, will you also text me, "Elaborate on Karen's question"? Because there's

more to it than that that I'd like to share. Oh, and, Yvonne, another word, "Transmutation." Because how we know what it is we're offering ... And we're going to move into sales and offers next time. How it is we know what to offer has to do with the word "transmutation." Some of you were on a private call yesterday, a small group call, where I talked about this a little bit. But I'll do training on that next time. It'll help you get a better sense of what's inside the party for you. Okay? I just can't teach everything all at once. And, when it goes sequentially ... We have a very strong foundation for all that we're building.

Michele: All right. One "aha," one thing that you learned there. I'm doing a lot of straight-on training here. Right? So, one "aha." What's one thing that you learned, so I know that it's landing somewhere?

Michele: Yeah, Sergio.

Sergio: What's their top-of-mind problem? What's their pain?

Michele: Yes. Yeah. And you can get at that through, what are the questions people are always asking you? Or, when you're working with your people, what do you need to do over and over again? Lots of inroads into that, but you need to know that, and that's why you want to be real over there in networking, again. So, fantastic. Yes. Thank you. What are people actually concerned about?

Michele: Cindy, one more "aha."

Cindy: What do I think I'm offering?

Michele: Thank you for hearing that. There's another two hours' training behind that one, right? So, I think I'm offering ... What I'm actually offering might be something completely different, too, right? And it's my best shot at it is what I think is going on when I help people. And then, you got to just work with people. Just work with people. You want that first sale in that area. Maybe you got a new program, and you want that first sale so you can work with a real, genuine person. And how do you make that offer? And we're going to go into that next time, all right? So, yes, I'm seeding. Because I want you to come next time, because I've got more things to teach you. All right? So, I want to see you next time, right?

Michele: So, remember, too, we've got a bonus call on Thursday, 12:30 Mountain Time. Originally designed in-house for my people, the three keys to embodied words, be heard by those you're meant to serve. So, that may overlap, but it's very different from this material, as well as the whole week's worth of material. I'll give you the top three things next time ... or next Thursday, for those who can make it.

Michele: Let's end this call as we always do. And, if you need to leave now, again, thank you so much for being here. I hope to see you on Thursday. If not, I'll see you in the new year. Please keep posting your questions, keep posting the questions. Yes, thanks, Karen. It's so great to see you. Glad you loved it. So great.

Michele: And we'll end with one "aha," one inspired action, for those who can stay a few minutes longer. So, what's one thing that landed in you? And then, what inspired action? And others can listen to it in the recording afterwards. Because, when you can hear what others are hearing, there's some rapid-fire training that's happening here, and it might not be piece that you pulled out, and it might be the most important piece for you. And I'm giving you a "why" to listen to other people. Can you hear that? Right?

Michele: Grace, we'll start with you. You're in my top left-hand corner. One "aha," one inspired action. And inspired action is something that's check-off-able, so that you know you're bringing what we're doing here out into your real world. Grace, one "aha," one inspired action. Just, quickly. One sentence.

Grace: One "aha" is to ... when I think of my ideal client and what I offer, to think about when I light up and when they light up. What's happening and why? And that it will lead me to a destination. One of many, I'm sure.

Michele: Yes. Beautiful.

Michele: Oh, Marie, will you please write the word "[inaudible 01:35:11]," because there's another piece about how you find the ideal client I want to teach you next time.

Michele: Thank you, Grace. You reminded me of that. And one inspired action?

Grace: Connect with Cheryl.

Michele: Awesome. Love it. Love it, love it. And, as you connect with ... find ways to connect with each other, and play with these teachings, and find out what others are doing. And I know you don't have a place for you all together, but you have some people you can connect with in this community, all right? So, go ahead and do that. It's a great thing to do.

Michele: Mary Kay?

Mary Kay: Just something for the live speaking, you said talk structure.

Michele: Yes.

Mary Kay: And I'm going to apply that to my own outlook on life, and what I'm doing. I'm not sure how it will fit, but there's something there that's going to fit.

Michele: My very first three-day retreat that I taught many years ago, she said, "These things you're teaching us, Michele, I just realized, are not really just about the words. It's about our lives, isn't it?" Thank you for that. Beautiful. All right. And your inspired action?

Mary Kay: My inspired action is, there's a couple words I'm going to change on my sales page.

Michele: Thank you. Thank you. As we were going, close in, close in, close in, now I know what to do with the sales page. Exactly. And we'll do it explicitly another time, but everything we're doing over here will apply to over there. Yes, yes, and yes. So great to hear that. Thank you.

Michele: Karen, you're up. Karen Jones. Oh, right. The other Karen's gone. Karen.

Karen J.: Okay. Well, I think, truly, my biggest "aha," just from this last bit, is how to create credibility and vulnerability simultaneously, because those are polar opposites of each other, really. But I can see where that would ... That's how people are. And that's where you find their pain problems.

Michele: Yeah. Yeah.

Karen J.: [crosstalk 01:37:11]

Michele: Ms. Spew It and Miss Know-It-All are all in credibility. There's no vulnerability. Miss I'm Too Vulnerable and Hurt ... The problem is, they've sectioned it off. Yes. Beautiful. And your inspired action?

Karen J.: Well, obviously, it's now going to be [inaudible 01:37:25] with Theresa as soon as this is over.

Michele: Love it. I love that you're connecting with each other. Fantastic. Thank you. Good, good, good.

Michele: Marie, you're up.

Marie: My "aha" ... I mean, there's many, but it's something about that transmutation piece. How knowing more about a person's pain is also about how I can support the process of transformation.

Michele: And I have not yet explained what transmutation is. So, if you're worried about that, don't worry. We'll get there. But you could think of it as a translation of something that's difficult into something that's beautiful. For now, that's good enough. And, yes, Marie. So, moving from that pain to that hope is ... We'll dive in deep, because the sales and the offer depends on that. Beautiful. Thank you. We'll dive in deep next time. And your inspired action?

Marie: Well, I have some documents to review for a friend today, so I'm going to take all of this and apply it to what I'll be reviewing. [crosstalk 01:38:35]

Michele: Fantastic. Beautiful. Thank you. It applies everywhere those words are. I don't want to just give you little canned fill-in-the-blank formulas. Like, oh, now I understand how words are generated, right? Beautiful. Thank you.

Michele: Theresa, you're up next.

Theresa: Okay, I'm [inaudible 01:38:50]. All right. What I have to really think about is what is the pain of my ideal client? Because, currently, my ideal client are writing instructors that already think they know it all, and I think I have something that can help them. So, I've got to look at, how do I identify something that people don't even realize they're missing?

Michele: Right. So, inside the party might be, they think they know it all, and that's getting in their way, and so, I want to change that. But, then, you're going to have to translate it, because they won't think they want that, but it might be what they actually need. Yes. Beautiful.

Theresa: [crosstalk 01:39:26]

Michele: Great observation. And what's your-

Theresa: And inspired will be talking with Karen Jones after [crosstalk 01:39:32].

Michele: Perfect. Thank you. Love it.

Michele: Yvonne, you're up.

Yvonne: Earning the right to speak to them.

Michele: Yeah.

Yvonne: Was really something that I was, like, okay, yeah, you can't just do some verbal diarrhea and think that everybody is okay with that.

Michele: Ms. Spew It. Right? Those personalities are so helpful to us. Yeah.

Yvonne: [crosstalk 01:39:55]

Michele: Beautiful. And what's your inspired action?

Yvonne: I'm going to listen to call number two, because I haven't caught up on that one yet, and download the networking personalities.

Michele: Yay. Perfect. Thank you. Simple, doable, check-off-able, moves into the real world.

Michele: Cindy, you're up. One "aha," one inspired action.

Cindy: Yeah, mine's the one that I mentioned earlier. It's what do I think I'm offering? And what do I get excited about seeing in my clients when they're having success? My action is going to be to actually sit down and write some of that down, and find out what it is. Make a list of the things that really do excite me to see in my clients.

Michele: Yes. Because that's the, what do I think I'm offering? What do I think I'm offering? Right? Both of those are important. Thank you. Beautiful.

Michele: Sherry, you're up.

Sherry: Can you hear me okay?

Michele: Yes.

Sherry: Okay. I think it's the "earn the right." What do I have to say to them, given where they are? And the transformation as a result of that.

Michele: Yeah. And the "given where they are," that's that networking. Start close in. How do I know where they are?

Sherry: Yes.

Michele: And your inspired action?

Sherry: I think my inspired action is to go through my notes from this call, because there is so much here, and then to go back and re-listen to the three secrets.

Michele: This is a very content-rich call. It's one of the reasons I was up very late last night. It's like, how can I teach you all this in this short of time? I'll do my best, right? And just ask me some questions, and I'll elaborate on the parts that you most need. Thank you. Yes. Beautiful.

Michele: Cheryl.

Cheryl: My "aha" is go slowly to go quickly, in all areas. Especially networking. And my inspired action is to connect with Grace finally, and to write out my talk structure, because I think it'll help with my website.

Michele: Yes it will. Yes it will. Because then we're starting to get further and further away. Absolutely, it will. Yes. Thank you. Beautiful.

Michele: Laura, you're up.

Laura: Hey. Well, from a bunch of different things that you said today, I'm just getting a real sense of, any good story has the conflict and resolution. Nobody wants to read a story that just is a happily-ever-after. It's boring. But, also, all my students that come to me, their stories always start with something that they need to change. The conflict's already there. So, I just feel like I need to be more aware of that and intentional about thinking about how that story moves forward.

Michele: Yeah. And a piece of ... Oh, Yvonne, "Who's the hero of the journey?", will you write me that, too? Because, like, who's even at the center of the story? Sometimes, we mistake

it. We think we're at the center, like, I'm the one, I'm going to save you. And we don't need to do that, you know? [inaudible 01:43:15], it's like, they're the center of that journey.

Laura: Yeah.

Michele: Who's at the center, and can I hear what's going on in their story? Sometimes, that's a more important story than the one I'm trying to speak, I'm trying to speak ... I want to listen to the story. Beautiful. Yes. Thank you. Did you say your inspired action?

Laura: No. My inspired action, because I'm trying to start blogging, is to brainstorm some blog ideas that show the process of conflict to the resolution, because that's probably what's going to attract new clients, whether it's my story or somebody else's, but showing that process.

Michele: Fantastic. We haven't even outlined all the pieces in your own story. We haven't even talked about blogging. You already know something about how to use words over there. That makes me so happy. Yes, yes, and yes. Thank you.

Michele: Sergio.

Sergio: What's their pain problem, and what do I think I'm offering to solve their pain? And inspired action is to change my Facebook and LinkedIn profile.

Michele: Yes. Right. Again, we haven't even talked about those, but it's all connected. You start close in, you'll know what to say over there, too. Fantastic. Thank you.

Michele: Erin, you're up. You're so welcome. Erin.

Erin: My "aha" is the single domino point, about that one concise thing I can say to drive everyone forward. And, so, my inspired action is to work on what that single domino will be for the talk that I'm giving on the 2nd.

Michele: That's crucial. Fantastic. Yes, yes, and yes. And, again, it might not even be something that's said explicitly, but the whole talk will say it. And it's so central. So important. Yes. Thank you for hearing that.

Michele: Caroline.

Caroline: I have so many. I think the main one is this, what I think I'm offering, and what they're needing. The transmutation there. I took transmutation a little differently, because I feel like I try to help writers go from tension to relaxation, but what they really are feeling is fear, and I don't language myself towards their fear. And, yeah, it's kind of still vague, but it's ... Yeah. Something along those lines.

Michele: Yeah. [crosstalk 01:45:37] there is so important, right? I'm open. I'm taking them from tension to relaxation. But, if I just say those words, they're not going to hear it. That is

what's inside the party, and you have to find the words that will ... I translate it to decorating the door. I translate it to something that they can hear so they can bring them along on the journey. You're on the cusp of something really, really [inaudible 01:45:58]. Beautiful. Yes, yes. What's your inspired action?

Caroline: Probably just to go back, like someone else said, to thinking about lessons that I've had, and those moments where they're finding their joy, and I'm finding my ... We're both having those "aha" moments, and what was really happening in those moments.

Michele: Yeah. Fantastic. And we'll pay attention there because we're paying attention to the small moments in networking, because we're paying attention to the small movements of the breath in Shavasana. These things all work together.

Caroline: Yeah.

Michele: Fantastic work, everybody. Did I miss anybody? Because, sometimes, you're moving around on the screen, and I want to make sure that everyone had their "aha" and their inspired action. I'm just ... Raise your hand or forever hold your peace, all right? I think I got to everybody. And, if I didn't, forgive me, because sometimes I heard your voice earlier in the call, and I think it was then, and ...

Michele: So, fantastic work, everybody. We've been moving through some really, really crucial materials, and I love to hear how you're applying it to different places, too, because that tells me that you're really getting the idea of how the words are generated, and why they matter. And the different contexts we use. So, absolutely fantastic work. Thanks for staying late once again. I'm not very good at keeping it to an hour and a half. Always find if you need to go at that hour and a half point, or whenever you need to go.

Michele: Have fantastic holidays, if you don't see you on Thursday. I hope I'll see many, many of you on Thursday. Again, that call is Thursday at 12:30 Mountain Time. Translate to your own time zone. There should be information in your inbox soon, but it will be on this same Zoom link Thursday at 12:30. So, if you show up, I'll be here to teach you those three keys to embodied words.

Michele: And I don't even know what they are yet. Because I've got 20 of them. I'll choose the ones I think will make the biggest difference for you. All right? So, have a fantastic week, everybody. Thank you so much for being here. I love you all so much. See you next time. Bye-bye for now.