



Practical Applications Transcript

Call 4 – January 8, 2019

- Michele Gunderson: This is Michele Gunderson, and this is Practical Applications, our fourth call in this series. It is January 8, 2019. That's the place that the stories come from. That's the place that the rest of our lives come from, that deep [inaudible 00:00:42] But find yourself a comfortable place.
- Michele Gunderson: To other things around you. Get some support for the head. Either a blanket, a folded blanket, or a pillow and place the support beneath your head and neck. Just touching the shoulders, but not beneath them. Lying on your back, bend your knee for a minute and take the flesh of the buttocks and use, actually use the hands. Take the flesh of the buttocks and move that flesh toward your heels. Make space to go back.
- Michele Gunderson: Then extend one heel out and then the other so that the legs are a comfortable distance apart. Let the baby toes drop to the floor, the rest of the toes follow. Relax the legs. Keep the arms bent for a moment and bend the elbows and dig the elbows into the floor to lift and open the heart center. Then release the arms down, the arms are straight. And they're in a low V palms stuck position, relative to the body. The arms are maybe about 30 degrees away from the body.
- Michele Gunderson: Softly close the eyes and just let go. Let everything go, everything you were doing just before this moment, plans for the day. We only have access to the present. We live in a series of present moments. Shavasana teaches focus. It teaches the ability to go inward. It teaches us to quiet the mind so that behind all that chatter, there is something that's so much deeper of who we are and how we can be in the world. We call it, in yoga, the witness consciousness.
- Michele Gunderson: So, just let past and future go. Let the whole body release to the Earth. Eyes closed. Scan the body for any tension. And where you find tension, breathe into that spot. And light. So, legs be heavy. The arms are heavy. Chest is light. And feel the center of the palms. Place your tension at the center of the palms for a moment. With softness at the center of the palms.
- Michele Gunderson: Allow that softness to travel up the arms, hands, upper arms, shoulders, shoulder. Mouth. Face. Forehead. Cheeks and jaw. Just let it go. Let the eyes sink back and allow your mind to become quiet. Thanks, and then, folks, from me to all the participants, thank you so much. [inaudible 00:04:29]

Michele Gunderson: And if you've heard a dinging or something arriving, our lives are like that. There's this distraction and that one. This posture teaches us how to be the eye of the storm. So, whatever else is happening around. Can you go inward? Let the eyes sink back toward the back brain. Let the ears recede as well so ears and eyes meet at a point toward the back brain. Pratyahara in yoga tradition, withdrawal of the senses.

Michele Gunderson: Feel the breath. Become curious about the breath. Curiosity of a child. That is what is today in this moment is that I am the chest, low on the belly. A deep foreshadow, ragged or smooth. Just notice. Can you observe without needing to change? Notice this breath here and now. We'll remain here just in the silence for a minute. Watch the breath. Practice this, watch the breath, and then if thoughts arise, as they will, just go as so unimportant right now. Just let them fade away due to lack of attention. Your focus is simply on the breath and as though from far away, the sound of my voice. We'll remain in silence together just for a minute. Watch the breath.

Michele Gunderson: Feel that intention releasing in each breath. Coming to a place of ease, wholeness, joy, quiet, focused intention. Knowing that soon you'll be coming out of Shavasan. It begins just a thought that's any moment. Allow the breath to deepen. Place the hands on the torso. Feel the gentle movement of breath. And the knees gently roll to the right side. Support your head. Softly open the eyes. Place your hands to gently press yourself up to sitting. Keep that ease for the foam.

Michele Gunderson: Come back to our virtual circle. Now is a great time, if your video is off, to turn the video on. Thank you, [Teresa 00:08:40] for that note. Remember to silence people's mics. It's a really good practice if there's a distraction. That's your mind's doing. I know when the yoga teacher deliberately chose to place her studio on a busy street corner in New York, I think it was, practice what's the mind doing. So, coming back to our virtual circle. [Caroline 00:09:04], thank you so much. First to join our circle visually. [Yvonne 00:09:07], [Karen 00:09:08], thank you. So great to see you here.

Michele Gunderson: And as you're coming into our circle, I'd love to hear from one or two of you, just a sentence or two. We train the mind over and over again to see what's beautiful. To see what's strong. The rest fades away just as in how the thoughts that we don't need fade away in Shavasan. So, there might have been 5,000 things distracting you, but there was one thing that you loved in this practice. Maybe there were many, but there was one thing. Can you find it? Can you focus on it? Can you pay attention.

Michele Gunderson: So, I'd like to hear from one or two of you. What did you love? What stayed with you from this practice? Who would like to share? Who would like to share first? I'd like to hear from a couple of you, gratefully. Karen, thank you.

Karen Jones: What has been very interesting to me is ...

Michele Gunderson: I think it's the ... Your sound if off, or ... you have unmuted so it's your computer.

Karen Jones: So, you can't hear me?

Michele Gunderson: Oh, yes, so it's getting louder.

Karen Jones: Okay, cool. That's interesting because when you started it was very, very.

Michele Gunderson: Oh, wait. It's at my end, it's not at your end, I think. I'm sorry. Everyone else was hearing you but me. I think it's these headphones that I have plugged in. Karen, say that again. It was me, thanks Yvonne.

Karen Jones: It's okay. It's okay.

Michele Gunderson: Little me. It's my head. Go ahead.

Karen Jones: So when we started the day because you didn't have your headset on, it was very, very low, right?

Michele Gunderson: Sorry about that. Were you able to hear me?

Karen Jones: Barely. However, what is did was it caused me to listen in a different way.

Michele Gunderson: Wow.

Karen Jones: And there was a little bit of microphone noise from a person or two that wasn't muted and that initially was like, "God, stop that. Stop that." That's all I could focus on.

Michele Gunderson: Right, right.

Karen Jones: But then I was like, "Wait a minute, I can barely hear what she's saying. I want to hear what she's saying." So, I was able to tune them out and bring you in closer and, this is the interesting part, again, I've done yoga for a long time. All of a sudden, I went, "I'm not breathing into my belly at all." Because when I started belly breathing was when you came closer and closer and closer.

Michele Gunderson: Oh, wow. Everything happens for a reason. That reason's there to serve me, so probably most of you could barely hear my voice and what a fabulous use of that circumstance. I decided to use my earbuds at the last minute, didn't realize that my headphones were already plugged in and you must have been finding your way through it. Nobody alerted me to it and so you were finding your practice in that and how beautiful is that? When we can do that in our companies, maybe the launch doesn't go exactly the way we wanted. We meet somebody networking and they give us that huh look, or whatever it is, how can

I use what's in front of me and see the beauty in it to create something even more beautiful?

Michele Gunderson: That's really powerful. I think that's one of the most powerful things I've heard from somebody, and there's been amazing comments in and around what happens during Shavasan, so everything happens for a reason. That reason's there to serve me. Really, really, beautiful.

Michele Gunderson: I've never forgotten to mute, I don't think either. I wasn't hearing it as loudly because it wasn't in my ears, right? So, what happens to you when something happens. It's really profound, powerful practice. Thank you, Karen. Beautiful. Yeah. Someone else? What happened for you?

Michele Gunderson: Might have been, "Man, I can't hear Michelle's voice. Can't concern" ... whatever it is, but there's one thing you loved and maybe in hearing Karen's voice and what she had to say. What did you love? What was beautiful here for you? One more. Yeah, thank you, Mary-Kay.

Michele Gunderson: Oh, wow, now I'm not hearing you. I don't know if it's my end or your end. Are you all hearing Mary-Kay? Yes? No? You're not hearing her either, okay. And Mary-Kay, you are unmuted, so it must be volume.

Mary-Kay: Okay.

Michele Gunderson: There it is.

Mary-Kay: I ...

Michele Gunderson: Sitting there going yes. You're Mary-Kay. I love it. You guys are awesome supporting each other. Speak up. Speak up loudly Mary-Kay so we can hear you.

Mary-Kay: Well, I liked it because the sound was less and I have a little bit of, I have hearing ...

Michele Gunderson: Yeah, so still, some people can't hear you. If you could turn your volume up as far as you can. So interesting. Volume things happening in this new year. What to make of that, I don't know. Turn it up as loud as you can and then really project, Mary-Kay.

Mary-Kay: Okay, so I liked the silence and I liked that I could not hear you very well and I do have some hearing loss, even though I have my hearing aids in, but it still was, it faded into sort of no voice which is the way I like to meditate and go into myself. And so, the silence within the noise was really nice.

Michele Gunderson: Beautiful. I love that. As we, as teachers, help people through meditation or Shavasan, the intention of the voice is actually to help you find that silence, so how interesting in this new year that we began with such silence and there's a

world to notice in what's happening in the mind and if those things are happening in the mind when we're practicing like this, you can bet that they're happening out there when we're networking. When we're speaking. When we're trying to find words to write on our landing page and so on and so forth. All the areas of our business.

Michele Gunderson: So, highly instructive to see what's going on and to do it where it's a little easier where there aren't so many distractions. And to train the mind, to quiet the mind, that is the definition of yoga. [inaudible 00:15:14] Thai yoga's the stilling of the fluctuations of consciousness. And to me, as we stop that mind stuff, that's the foundation for far more, words that are far more impactful, far deeper, able to be heard.

Michele Gunderson: Alright, so welcome back. It's been several weeks since we've been together. I'm sure that if you're anything like me, a whole lifetime of experiences has happened. It feels like years since I've seen all of us in this format. So, I want to start with just a couple of ... let me see, reminders. First, we have to calls left in this series. Not one, but two. Because we have a bonus call. So, next week and the week after. So, we meet this week, next week, and the week after. Same time, same place and in this series when I ran it this summer, it was the first time I taught this series, we had so many questions we were overrun. And one call just ended up being, right in the middle, a Q and A call because there were so many questions.

Michele Gunderson: And this time around, unless I miss them somehow, I even tested it. I put in my own question in case, for some reason, I wasn't receiving them. I received my question. Didn't see any other questions. That's probably, that's on me and on the technology probably because we're using a different technology than we used to use to post questions. So, I really want to encourage you to post questions for the next couple of calls.

Michele Gunderson: If you don't know how to do so, it's over there in the Story Freedom Academy. There's a place for posting questions. Many of you have found that already. If you have trouble accessing it, you should be able to access that through the inbox, emails in your inbox. You can also email [Emily 00:16:49]. E M I L Y at Michele Gunderson dot com. So, let me know what your questions are because we've got a couple more calls together and I really want to know what you want to know so I can best serve you.

Michele Gunderson: And if it's wow, you know, Karen asked a question, but Michelle, did you address it directly as Karen's question, fully address? Will Michelle answer the questions? And as I said, the first time we ran this, we took a whole class just on questions. So, if you ever feel like your question wasn't answered too, just repost it again. Raise your hand and go, "Wait, Michelle, you haven't answered it yet." And we'll dive in. Just a call out for questions.

Michele Gunderson: One of my teachers taught me, if there's ever anything going on with the students, or they're not understanding, or anything is happening, it's always on

the teacher. So, that's on me. Absolutely on me, but I would love to hear your questions. And let me see.

Michele Gunderson: So, just a reminder of where we've been. Actually, I want to tell you where we're going to go first, today, sales and offers. Next week, how do we take that online to marketing and online pages and landing pages and so on? And the week after that will be largely Q and A depending on how many questions you ask me and also some of the other places where we use our words. So, we might be touching on team, media, TV, video, joint venture partners, affiliates, wherever is the most interest. We use our words everywhere in our companies, so on that last call will be ... we just did a deep dive in a small group call with my community yesterday, so a couple people in a small group and we did some amazing work on how to use your words on TV.

Michele Gunderson: So, you know, there's so many things that you can be asking. But I don't know where your greatest interests are. I do have your initial surveys, but those questions might have changed as well since you filled it out as we're hitting things. So, please make sure you ask me. That's a bit of a preview of what's to come and then where we've been. Do I want to do that first? Yes. Let me remind you of where we've been and then we'll start moving into sales and offers today.

Michele Gunderson: And I'd love to hear a couple of your wins. What's been rolling for you, but I want to remind you of some of the places where we've been because you might forget the things we've been doing. Let me see. Anything else. And also, if you have questions through this call, I will do my best to answer questions. You have questions about sales and offers, just drop them down and if we don't get to your question, if I don't have an open Q and A time, because nobody's posted a question, then post it for the next time and we'll make sure to pick it up next time. And I'll see if I can leave space, Yvonne, will you make sure, or help me, to leave at least a few minutes for questions? Help me out. Okay. Thank you so much.

Michele Gunderson: So, where we've been. Practical applications. Getting results with your words. Begin close in. So, we did a lot of work. Well, how do we meet people? What do we do when we're networking? If we can't talk to one person and have them interested in our work and wanting to take next steps, how do we imagine, how can I imagine that the world then, out there somewhere, people in general are going to hear me. So, we start, it's one of the principles that I've been teaching. Start close in. That's why we began with networking.

Michele Gunderson: And speaking live. Go to speaking virtual after that. Start close in with real live people with eyes and nose and ears and a smile that you can see and then move to those faraway places like creating copy for a string that follows an offer. So, a string of emails that follows an offer or a landing page or your bio and so on. Once you know close in, you can progressively further and further away and have words that will really, really land.

Michele Gunderson: So, four principles of persuasion. 100 years ago, when we were studying this, do you remember what they were? And it came from that story about my daughter where she got up and went to the other room when she was tired, didn't want to. Why did it happen? Happens there the same way that it happens out there in the world. Do you remember what those four principles are? Anyone? I know, it's been weeks. If you don't remember, I don't mind, but that's why I'm reviewing it here and reminding you. We've been more places than you may remember. Four principles of the ... yeah, Marie, thank you.

Marie: One of the principles is relationship.

Michele Gunderson: Yes. Relationship. Not going to review what these things are. Refer to the previous calls. Erin.

Erin: I was just going to say them, yeah, relationship, empathy, your word skill, and the genre. The context.

Michele Gunderson: Yes, exactly, the genre. What kind of speaking situation am I in, exactly? And that got her up off her seat to come and talk to me and those are true. We worked with them very closely in ... networking and that follows true all the way out to how do you write your landing page, for instance.

Michele Gunderson: We talked about, and by the way, let me see. I have a really nice handout that I haven't given you yet. Let me see if I can find it. It's going to look like this. Right? Emily made it and she said, "Hey, Michelle, can I send this out?" And I dropped the ball. It will be over there in our story Freedom Academy for you. Just as a visual reminder for you.

Michele Gunderson: We talked about networking personalities to emulate and avoid and that I do have the handout for. You can access that, print it out, have some fun with it. Don't let this make you be afraid. It's like, "Oh, no. Am I being a Debbie Downer? Something's wrong." You end up turning into Debbie Downer just by being worried about it, but notice. Be playful. Watch when somebody's out there talking to you, or you're talking to them. Are we actually playing some of these roles? And last time on the call, we talked about how those four principles of persuasion are crossed when we're being one of these networking personalities. Miss Spew It is not interested in a relationship, but services. Like ... And I'm in danger of that here, right? If I don't find out what your questions are and what it is, you need and what it is that you want.

Michele Gunderson: But I'm in a particular context. I have a different genre here. Right now, I'm facilitating. I'm teaching. If I do that over there in a different genre, the genre of networking, that kind of speaking situation of networking, I'm going to end up feeling, it won't feel so good. There's no relationship. There's no empathy. Right? Word skill, maybe. I might have the best elevator pitch, but I just spew it, it's not going to work. I'm understanding the genre that I'm in. I'm not understanding I'm networking.

Michele Gunderson: So, we connected those, we started from close in to far away. We talked about the four principles of persuasion. Then, networking personalities to emulate and to avoid and to be playful with that. Notice when it's happening. See if you can adjust and have fun with it. And then I will also give you a handout on this, didn't have this. We didn't have any of these handouts last time I taught this and I just wanted to put them in front of you, visually. It'll be much prettier when Emily makes it up for you. There'll be some branding and it'll look nicer. Alright?

Michele Gunderson: But this is seven principles of networking magic, my version. Emily's will be prettier and we'll get that to you, hopefully in the next week. She's working on it now. Seven principles of networking magic and that's to create connection. Listen, uplift, serve, go for the long game, create the gap in curiosity, go slowly to go quickly. We went over all these things. They'll be in a nice handout for you. You can go over them. And it's not rocket science, it's more like play with it, notice it, see what's happening.

Michele Gunderson: We did eight ... Okay, good. It's eight networking dos and don'ts and I thought I saw 10 little tick marks. Again, I'm just creating these materials for you in this form, right? So, eight networking dos and don'ts. And they are, sometimes it's things we learned in kindergarten. You know? Be genuinely interested in that person's welfare. Help the conversation around the table. Some of the networking dos, right? Even though it's principles from kindergarten and these are the things that will help us find the words. When you go out there and you're meeting people one on one, most of the time, these principles are crossed and that's why the words aren't working. Right?

Michele Gunderson: I've got a picture perfect elevator pitch, but I'm not listening to that person in front of me. I'm just spewing it out. I'm leaving no space for them to interact and so on.

Michele Gunderson: 10 keys to great speaking. We went over these last times, I believe, right? We went over them pretty quickly. Yes, thank you Caroline. We started close in with networking, we always move close in to far away. Those four principles of persuasion will always be important in every kind of word situation. We talked about how we do that in networking. We did a deep dive and then we took it out to speaking. And I want to see what you remember from, and if you remember nothing, that's okay. It's not a test. It's just if you hear it from somebody else's voice other than mine, other than mine, I will sound less like Miss Spew It. And you will hear it better and then it will let me know some of the things that you recall. What was most important to you.

Michele Gunderson: What are some things that, and Marie, where can I access these resources Michelle has just referred to? Some of them are already posted in the Story Freedom Academy. Some of them are not yet posted there and will be posted this week. Karen, so you sent me a question. Alright, so, Yvonne, when you're reminding me about questions, will you remind me that Karen has a question on deck? And then we'll get to that a little later I think and let me see. Yeah, it's a

big question, so let me handle it a little later. And Karen, you too. You can go, "Hey, I want that question addressed." And raise your hand before the end. So, I want it, right now, be a little bit like Miss Spew It, but just give you some, a frame work to remind you we've been more places than you might have remembered, about where to find your words.

Michele Gunderson: I'm not teaching, I'm just reminding, alright? So, thank you for that. And, yeah, thanks, Erin. When they're done, they'll be in the forum. Just a reminder about some other resources that you have in the forum. There are the transcripts of every call that we've done so far. So, some are visual people. If you're visual, go through them. Circle things. Make arrows. It might be some of the places where you have questions. We did something that doesn't make sense yet, or you want elaboration on that. So, if I were you, I would be going through these, read through them again and play with them and notice and circle and underline and so on. They're there to be used.

Michele Gunderson: Let me see. Let me remind you, too, before I ask you what you remember about speaking. Do you remember I showed you this? I don't have this up in the forum yet. Yvonne, will you do me another favor and send a quick text, or a note to Emily that says, "Can we put Michelle's speaking storyboard up in the forum." Because I will forget, but Emily will remember. Thank you, Yvonne.

Michele Gunderson: So, one of the things they taught you is that a talk is really simple structure. I'm giving you one of them. It's like the five paragraph essay. Right? From that we learned in high school and forgot. And this storyboard of my talk, and this very simple talk is like a 20 minute talk and it has resulted in often 10, 20, 30, 40,000 dollars worth of business in 20 minutes, right? And it has this simple structure. People complicate things. It's like a five paragraph essay. What are the things I want to tell them? Tell them three, teach them some things that are valuable. Tell them how to get more. We over complicate things and when we follow these simple structures we can get real and lasting results.

Michele Gunderson: So, I gave you one of the principles. I reminded you of some of them. I want to go back to where we were again because we've, sometimes we do things and you might not notice we're doing them because I kind of like to come in the back door around things. But I want to let you know that we've been doing a lot around how to find words. Where to begin from close in to far away. The principles of persuasion, and so on.

Michele Gunderson: So, 10 keys to great speaking. What are some of the things that you remember? I told you one of them. Simple structure. Yeah, Erin.

Erin: The single, I don't think you described it this way, but the single pointed focus. Your talk should have one main message as in ... if your business doesn't have this, it won't succeed.

Michele Gunderson: What's the single domino? That's the language I use. I just learned that language recently and I love the way that, the image of that too. A single domino it's like ... a domino goes down. Isn't that how it goes? Right? They all follow. And so, when there's a belief in the audience and when you can make that one shift, then they will move. They will be moved to action. I'm less concerned about, dang, I got to nail it exactly down, but to have that idea.

Michele Gunderson: In my talk, can I tell you exactly what it is? Probably what it is is that when I can have people understand that stories are everywhere. It's not just that little blurb that you're doing in one piece of your talk. But the stories are in people's heads. They're in your own head. That's why we do Shivasan. They're in how you want onto stage. How your holding your bod ... We really need to understand how stories work, but I don't know how your story works. Right? So come and talk to me because I'll help you find what stories are holding you back, what stories will set you free. That's the essence of my talk.

Michele Gunderson: And it's a single domino. One thing. When you can get one thing across and when you can find that thing that will really make that difference, it's a mind shift. It's something important from your field. Yes, thank you, Erin. Beautiful. Caroline, I saw your hand up too.

Caroline: Probably the most important thing that stuck with me because I was getting ready to go out to do a talk was problem, solution, problem, solution.

Michele Gunderson: Yes.

Caroline: And moving people from pain to hope. Those two things because, yeah.

Michele Gunderson: Yeah, those were the last two, right? And that, moving people from pain to hope, you're gonna see that as we work from one genre to another, one speaking situation to another, that those translate. When you learn the principles, you go, "Oh my goodness, I already know how to do sales." From pain to hope is going to be the same thing. The same trajectory, right? So, pain is oh my goodness. You could feel it in my talk, for instance. Stories are everywhere. It's not just that I have to get this picture perfect little thing, or I could hire somebody to organize my talk for me. But that what I'm thinking in that moment, when I'm saying it, if I don't, if I'm thinking something that goes over this way, even as I have those picture perfect words, you're really is going to land. That's part of the pain for my talk. You're all feeling that pain right now, right?

Michele Gunderson: And then the hope. Yeah, but when we can master story. When we can understand story at a really, you know, next level, anything you can learn about story will help set you free. That's why my company's called Story Freedom. So you can see, in my words, the essence of my talk, it moves from that pain to that hope. I have different talks but they do that same thing. Moves from pain to hope. And in problem, solution, problem, solution, I learned that language

from my teacher, [Lisa Susavich 00:31:36], want to give her credit, but [Jeff Walker 00:31:38] teaches this, [Henry 00:31:39]N. teaches this. Anybody who does well with a talk is doing this.

Michele Gunderson: I love the way she put it. The initial problem, then you solve it. Now they've got a remaining problem. The problem is you don't know what the stories are for you. Do you want to come and talk to me. Let me help you with that. That story. All those pieces are important, but if we just know that. If we just actually solve problems for people. Again, it's kindergarten stuff, right? Actually solve a real problem for a person. See what problem they have remaining. And then that's the thing that is the next step.

Michele Gunderson: Most people don't do that, clearly. They don't do that with specificity or with clarity. When you do that you are already miles ahead of what so many, even professional, speakers are doing. It's what gives people that aha moment. It's what makes them feel like they got something worthwhile. Like they've got something they can chew on. Something they can do something with right now. And, you don't end up over-delivering. Oh, not over-delivering because I believe in over-delivering. Give more.

Michele Gunderson: But you don't end up delivering so much that, okay, that they're full. You don't get false closure. Great, I got everything now. Because you've told them, "Now, you're here. Now you have this problem." And how do you know that? Because you talked to a lot of people over there networking, right? And also, you've talked to people making offers, and sales, we'll talk about that piece of it today, right? Thank you Caroline. Yes, move from pain to hope and problem, solution, problem, solution.

Michele Gunderson: It's more memorable when you all are saying this, not necessarily in any particular order. Marie, so we'll spend a couple minutes on this so we can consolidate things, where we've already been and then build on that for the next place.

Michele Gunderson: Where in the story freedom form you're asking now. So, did you find it?

Marie: Yvonne is texting Emily and we're working it out behind.

Michele Gunderson: Oh, okay, good. And so, Marie, go ahead.

Marie: I think this is where the idea of the gap comes in and there's something that you were going to do. Some additional teaching about the gap. Wanted to remind you of that.

Michele Gunderson: Ah, yes. Thank you. Thank you so much about that. because that's huge and if that word gap doesn't come out of my mouth when we're talking about sales, somebody please, Marie, will you please remind me again? Alright?

Michele Gunderson: Let me think here. I didn't even put down the gap in this handout for you, but really, it's implicit in what Caroline just talked about. If there's a pain, when I say move from pain to hope, and I could do a whole day's training on just moving from pain to hope and how that happens. So, there's more behind each one of these lines than there's time to go into here, but creating a gap. If there's pain, in my field it might be, well, story is that important. I don't actually really know that much about story. How am I going to create a story that engages my audience when I only, when I can't even remember what I learned about story in high school and I don't really know how it works. So, there's going to be a gap then between where that person in and where they want to be and that's pain. Right?

Michele Gunderson: And it's not that we're producing pain in people. I know that with such heart-centered people. I wrestled with this for quite a while. Which sounds kind of funny because now I really love what some people would call sales conversations and I love when people leap in and believe in themselves and take steps forward, but that used to be harder for me. I used to worry that, "But, I don't want to put somebody in pain." I used to have that confusion. So, I'm mentioning it in case some of you do.

Michele Gunderson: So, I don't want to talk to them and dwell on the things that are hurting them because I want to create solutions. But if someone will not clearly notice what's going on, wow, I've been in my business for a year, or two years, or three years, and I haven't made any sales yet. We've got to look directly at that, right? And say, "Well, maybe there's some pain there and there's a gap." Then, what's the solution? We can't move forward. No, no, I'm not listening and everything's all good, but I've not made a single offer and I've not made a single sale in three years. That's a gap. We're not producing that in that person. We're helping them just to see what is so they can see where they want to move to. Alright? So, moving from pain to hope and that where gap is not only the page. Maybe it will be in the next iteration, but it will come in with sales for sure and ... it's there from the pain to hope. Yes, thank you.

Michele Gunderson: Let me just run through this really quickly because I want to go quickly over to sales and offers. So, a couple more things about speaking and reference the last call and reference transcripts that are in the Story Freedom Academy. So, you can go back to this and find more details there. If it's unclear, ask me questions and so on.

Michele Gunderson: So, number one. Again, I'm not teaching this, just reminding you of some of the principles. And hopefully if you were here, you would recall, "Oh, right. We did that." Number one, begin with the end in mind. Where do I want them to be? Where do I want them to go? And the talk is structured around that.

Michele Gunderson: Number two, know your audience and purpose. Did I tell the story about uncle [Bob 00:37:05]? I think I did. Right? So, you have to know the audience. You have to know the purpose. I've done whole VIP days with clients, diving into what's your audience exactly and what's your purpose with amazing results.

Right? And I used to teach that over two hours at the university. We did about three minute training on that, right? But if you want to know more about that, ask me questions. You have to know that very specifically and it's a generalized version of ideal client and offer for instance.

Michele Gunderson: Your ideal client is your audience and your purpose is to make an offer, sometimes, but if you really understand audience and purpose, you know what to do in sales, you know what to do when you're doing landing pages, you know what to do in a much more ... you have a much more flexible model that will take you everywhere. I told you I wasn't going to teach and I'm still doing a bit of teaching here around what these are.

Michele Gunderson: Create a simple talk structure. Showed you this, right? Ho-hum, so what? Imagine they're bored at the beginning and ask yourself the question, so what? Why does that matter, right? Why does it matter? Why is it so important?

Michele Gunderson: What's the single domino? Erin made that point. Number five.

Michele Gunderson: Number six, make one point and find details to support it. One point. What's the one thing I want to say? When I'm talking about stories, they're everywhere. I just want people to understand that stories are everywhere. When I'm saying there's are empowering, disempowering stories, that's the one point that I want to get across. All my stories, everything I tell, if I'm talking about a case study, or maybe I'm even interacting with an audience member, I need to know it's going to land on that point. And, again, sometimes these things, they seem obvious, but they usually aren't done. People don't do that. And then the audience feels confused.

Michele Gunderson: Number seven, what's their top of mind problem? What's their mind problem? With my talk, people's top of mind problem usually isn't how do I create a story? because people don't know how much it touches on every single piece of their business. Just another top of mind problem. So, for instance, that talk is just showing you, it's got stories that sell because people know they need to sell. Right? I'm connecting what I know people need with what they want and if they know that they want to sell, but there maybe, you can hear the pain behind that, they're not quite selling the way they want to and they know story has something to do with it because if they're an entrepreneur and they're a little bit, even a little bit further along, the further along an entrepreneur is, the more they know how much story matters. Right? So, if they know they want stories that sell, it's possibly that my ideal client is going to be in there. So, what's their top of mind problem?

Michele Gunderson: Number eight, keep it simple. Again, witnessed this, right? Number nine, move from pain to hope and ten, problem, solution, problem solution. So, I will have a prettier version of this hand out ... oh yeah, now we've done gap. Gap everywhere. Gap. Thank you, Marie. Right. I want you to do these same things. I do that with my own materials, right? Write on them and make arrows and ask yourself questions about it, alright?

Michele Gunderson: So, that's some of the places we've already been in three calls. Right? And I wanted to remind you because it's been several weeks and then I want to build on what we've already done. And we've done way more than that, but those are just some of the highlights. Go back to the transcripts, go back to the recordings and we also have a whole other training that I did.

Michele Gunderson: And that whole training is in there as well, so plenty of resources to help you out. Just wanted to give you a quick structure to remind you because it's been a few weeks. I want to hear a couple of ah-has. It could be just from that, reminding you of some places we've been to. One thing that stays with you. What did you hear here? Because it helps me hear what you're heard. And it helps me know that we're making progress here. We're making changes with how you're going to use your words in all those different areas. Thank you, Marie.

Marie: Well, I've been thinking about having a single pointed focus for my clock and so my ah-ha is I really need a single pointed focus for my business.

Michele Gunderson: Yes. These guidelines that we're learning here will help you in so many other areas. It'll help you find the words, but it will help you construct your business and help you, when I hear them, they help me live a better life as well. How do I talk to my daughter in ways that she'll hear? How do I talk to, when the hotel has over-charged me? Whatever it is. Wonderful things happen. When I'm negotiating with a venue and they say the room is, I think it's \$900 a day but I get it for \$300. You know? In negotiations. These principles help everywhere.

Michele Gunderson: Single pointed focus as I go into that conversation. I want to know what's my focus. I don't want to pay \$900 a day, I want to pay something else and I know other people do to and I know that that person will do that for me and they do. Right? I'm not trying to manipulate somebody, not trying to, it's not power over, it's that as we speak I know what can be possible and it's win-win because I bring all these people to their venue and more people find out about it once the venue that I, I only take people to places that I love and more people come and then they bring their families, creating win-win situations.

Michele Gunderson: Single pointed focus for my talk. Single pointed focus for my business. And I would have lost all of you. It's true for teaching too. I brought it back to the single focus, which is, in this moment, what Marie had to say. I went over here, but then I pull it back to that single pointed focus. Right, when I have a single pointed focus for my talk, it reminds me to have a single pointed focus for my business.

Michele Gunderson: Alright? Beautiful. Let's hear one more ah-ha. What's opening for you now? Thank you. Sherry and then Karen. And Sherry, oh, you're muted.

Sherry: I'm getting ready on Monday to do a, the started of a three part webinar. And I've been, I wouldn't say struggling, but it's just kind of seemed like somethings

not in sync and when you said have a single point of the presentation, it's like, "Oh, I am talking, I've been putting together answers to a question that I haven't made. That the point that I haven't made."

Michele Gunderson: Thank you. It's more common than you would think because, and for me too, I work with words and stories, it happens to me. I've been doing it for 25 years and that's a part of the problem. Because we know the intricate details of all these things that are ours to play with and so we want to tell people some intricate detail and it's like, "Oh, wait, haven't told them this one thing. What it's all about. Why it matters." Because to us it's so obvious we can't see it. Let me give you an example of that.

Michele Gunderson: So, anatomy of an empowering story. Hopefully by now, you've all read it. The structure of that. My friend [Jennifer 00:44:28] whose one of my accountability partners and amazing teacher, Jennifer Deepstra and she's, when I wrote anatomy for the first time, when I wrote it three and a half years ago, the structure of it went something like this. Stories are everywhere. There are empowering, disempowering stories and she was when, it was in discussion with her that I realized, "Oh, wait. I have to tell people you have to choose an empowering story. You can choose the last part of anatomy." It seemed, to me, obvious, right? If there are empowering, disempowering stories, you're going to want to choose the one that's empowering. But it wasn't happening with people. It will stay at the level of theoretical information. That's nice. There's all these stories out in the world, but oh wait, I can choose.

Michele Gunderson: I get to choose that. I couldn't see that until I was in dialogue with somebody else and you might work well. It was central point that needed to be said, but I couldn't see it because it seemed obvious to me because I've been doing this for 25 years with thousands of people and as you dive in, it's going to happen with that individual, but maybe not if they're just reading it. So, we have to actually say the thing that we can't see because it's too close to us. Yes, beautiful. What's my single point. Karen. So, thank you, Sherry. Beautiful.

Michele Gunderson: And see how I came back to that single point too? I did it even when I'm teaching. Because otherwise, it's going to feel like we haven't learnt something and I went back to what are the single points of each of the pieces that we've learned so it feels like we're learning things all the way along but you might not know that you are unless I can gather them together and say, "Here's a thing, and here's a thing, and here's a thing." Right? Karen, go ahead.

Karen Jones: Okay, so now, now, you've just set me up on another whole wiggly line. Because what I was originally going to say, and I'm still going to say it, is, I'm getting ready to do my first live talk. I need to have a chat with Caroline to find how hers went on January 3rd. I kept on meaning to check in with her to see how it went, but I'm getting ready to do my first live talk to people that I don't know at all. The only thing that we have in common is, we're horse owners. That's the only thing we have in common. So, I took, of the 10 principles, I'm looking over them and I'm going okay, check, check, check, check, check. Begin with the end

in mind. Of course I begin with the end in mind. I'm used to speaking to people who it's a deception between us. We already know what the end is, so I don't have to start talking with the end in mind with them because ... we already have a relationship. But I don't have a relationship with these people except for that we all own horses.

Karen Jones: That made me totally change how the script was written. That in itself was really cool, but what you just addressed for Marie just then was I have to let them know that they can choose why and how to change their relationship with their horse. That's what was missing. That's how the end of the talk now goes. What I thought would be the beginning is now the end and what should have been the end is now the beginning. So, it's really interesting how that flip-flopped around.

Michele Gunderson: Awesome, Karen. And there's a couple things I want to say in response to what you've said here. Remember when I said stories are everywhere? And is it alright, Karen, if I underline one of those?

Karen Jones: Yes, please.

Michele Gunderson: They happen in subtle ways and we're not going to go down this rabbit hole too far, but I want to go a little bit so you can hear this. Stories are everywhere. One of Karen's things, she said in the beginning, it's my first live talk. The only thing we have in common is horse owners. That's not true. I don't believe you. I'm sorry, I mean, I know. You probably have all kinds of things in common. And when I come in with that assumption I'm going to come in a lot more scared than I need to be.

Karen Jones: Gotcha, gotcha, gotcha. Okay. Yep, yep, yep.

Michele Gunderson: That's an illustration of stories are everywhere. Which is why we want to know more and more about story because if I walk in with that assumption, already my talk is in a different place than it could be if I walk in with a very different assumption. And assumption is not just an assumption, it's a story. We only have this one thing in common. Can you hear all the stories that are behind in that? This is my first talk. I wonder how Caroline's went because I'm a little bit nervous and I don't know how it's gonna go.

Michele Gunderson: All those stories, I can hear them in Karen. Right?

Karen Jones: True. That is true.

Michele Gunderson: Of course it is because I've been listening and doing this with thousands of people for over 25 years, right? So as we shift that story, that talk will come out differently. Then, begin with the end in mind. I want to be very specific about this. The end is what's your call to action. What do you want them to do? When I am giving this talk, which I am doing not for you guys. It's for a different group, it won't even be in your inbox, but I'm teaching this call, I'm doing this talk on

Thursday to a group of people that I just met and when I give this talk, what I'd like them to do, is I want them, if it's a talk and they don't know me. I want them to want Anatomy of an Empowering Story because I want them to read it.

Michele Gunderson: It takes a deeper step and then we're in a relationship. Then we're connected and I can start a relationship with them, right? I want them to want Anatomy. That is the end. And I want them to want to come talk to me, usually. Not always. Usually. Come and have a strategy session with me. This leads to our conversation today, alright? That is the end. So, everything in this talk is designed to have them do that. And some of you have been in the audience when that's happened.

Michele Gunderson: So, for instance, when I spoke for E Women, Erin, in front of your audience, and what did everybody do? They'll run up and they'll go to the back table everybody's signing up for Anatomy and everybody is wanting to come and talk to me. Why does that happen? Right? It's because the whole talk is structured around that. And the problem, solution, problem, solution will be your key to that. The end that you have in mind is your ultimate solution and in this case, it's go get Anatomy and go talk to me. That's the end.

Michele Gunderson: And the problem is, I don't know about your story, come and talk to me and get Anatomy to learn about stories. More about it than I have time for here. And come and talk to me because I can help you with your particular story. I don't know what it is unless we talk. So, that's the end of a very specific call to action. What do you want them to do? because if people aren't doing things in response to your words, you don't have a business. Right? People aren't doing things in response to your words, you don't have a business. because people need to do something and ultimately you're making an offer and people are taking it which leads us to today's talk. Or, today's, not talk, today's material. Right?

Michele Gunderson: So, fantastic ah-ha this helps us dive into and remember where we are and also start to open up that material further. Hopefully you've already learned at least one thing that will change something about how you use your words and change something for your business. I was asking for ah-has before, now I'm saying is there anything that you want to say without which we cannot move forward? It's just like bubbling up inside you. Yes, thank you. Grace, go.

Grace: So, I think for me, regarding in these 10 principles, I added in 11 based on what we just spoke about with Karen. Which is, be aware of the assumptions we might be making about the audience or the group with whom we're speaking. Because that was just the perfect example and I thought about the various groups that I might speak to and I realized, I'm making assumptions about them that potentially limit what I'm capable of offering.

Michele Gunderson: Thank you and you could add it as number 11. I could teach you 100 principles. These are ones that are foundational. I could teach all week, or I could do an entire year ... there's so much to each of these, but let me at least give you the

principles that you could take, run with them. So, that could be underneath number two. Know your audience and purpose. That falls right underneath number two. Know your audience had multiple sub-points and if somebody asks me, "Tell me more about audience." Next time I'll dive in further. Alright? As I say, at the university I taught for two hours.

Michele Gunderson: Just on point two I did about a five minute training on that because I don't want to give you just that. I want to give you some other principles as well. Thank you for underlining that, Grace. Fantastic. So, to know that under each one of these, we can dive deeper and deeper and deeper and also that you can take each one of these and run with it. If you just learned one of these keys to great speaking, if you understood and really dove into what's the single domino that will change your talk, every single one of these will change your talk and you can go into, even if you dove into one of these. You'll be so far ahead of the vast majority of speakers out there, even professional speakers. They miss so many of these points so often.

Michele Gunderson: I see people on stage all the time. I'm going, "Oh, please don't say that. Oh no." Right? My heart is with them, and like, "Oh, right? And oh, yes, yes. Good, good, yeah, go. Yes. Oh yeah." Right? Like the cheerleader in the audience. Yes, good alright. Anything else? So, yes, beautiful, Grace. Anything else bursting to be said? Is there something bubbling up inside you really want to share it? With which we can't go forward.

Michele Gunderson: Okay, awesome. Thank you. And can you just see, that's a mini Shavasan. A mini space. A pause. Because if inside even one or two of you, there's all this stuff still going like this, going like this, going like this. It changes the energy in the room and we don't have the space for the next thing, right? So, I could have added that to 10 keys to great speaking. Make sure you pause. There's so many things. Where would that go? I didn't put it in there. There's other principles I could put in there but we will learn it somewhere else. And that's going to come in in sales for example.

Michele Gunderson: And everything that you learn in one genre probably applies to the other genre as well. When you learn about networking, I'm calling them genres, right? But networking is probably going to apply over there in speaking it. What you learn in speaking it is probably going to apply over there in sales. You just have to know a little bit more about that genre. Let me give you an example. Again, when I'm teaching, I'm a little bit more like Miss Spew It. I'm just giving things and that's going to be a little bit more appropriate if I'm teaching and training.

Michele Gunderson: I can do that a little bit. But if I only do that I do that at my own peril. I will lose all of you. But I have a little more leeway for that than over there in networking. So the genres, they're a little bit different for instance. The same foundational principles, the four principles of persuasion are the same. You can ask yourself if I'm beginning with the end in mind, I could apply that. Ask yourself, ask questions about it. I didn't put that over in networking, but you could. I do that. As I walk into a room, what do I want to get out of this today? I want to meet

two new people that I want to connect with. When I begin with the end in mind I'm going to go into that networking situation differently.

Michele Gunderson: So, the things that you're learning in one area, you can also apply in the other areas. One more point that I want to mention that we learned and I didn't know I was going to teach you here was a piece that I learned from [Natalie Goldberg 00:55:40] and elsewhere as well, but you already know so much about words. I think that was the very first call? Whatever you are an expert in, go and apply that to words and you will know so much. If you're an expert in, I did this with my students at the university often. You know so much more than you think about words.

Michele Gunderson: And one of my students was kind of the smart alack in the back of the class. Like, anything you're a real expert at you're going to learn a lot about words. He was like, "Here's what I like to do, Michele. I'm an expert in sleeping. I like to sleep." It's like he wanted to catch me. Okay, great. Good words require a pause. Right? Sleepings a wonderful pause. I can't remember how the conversation went, but whatever you're an expert in, go apply that over there to your words and you'll know more than you think. I wanted to underline that one as one of the places we've been to because that's so powerful if you only learn that one thing. There's many things like this in this series. If you only learn that one thing and apply it, it's going to make a huge change in how your words land and how you structure your business and how you're heard in the results that you get. Okay.

Michele Gunderson: Now, anything bursting to be said. I added another piece, so I'm going to create another pause. Alright.

Michele Gunderson: Actually, I think what I want to do ... Do I want to do this? Let me go back. I have to scroll back here ... Yeah, okay, so Karen, you posted a question, right? Just want you to know what Karen's question was. Thinking of the principles of persuasion, because you only sent it to me, Karen, didn't know if you knew that. It just sent to me. So, thinking of the principles of persuasion, how do we shorten the story for easy-to-read and understand sales offers? Especially if you aren't known, except locally, and goal is to find ideal clients which might not be in your local area.

Michele Gunderson: Let me see. I just want to think about this because the question's on the table. Just give me a second here. How do we shorten the story for easy-to-read and understand sales offers? Alright, here's what I'm going to say. If we want to understand how to write a sales page, for instance, like when you say sales offer, and it's reading and understanding that it's the sales page. We're going to go more deeply into that next time. Because just like how we've got to learn how to network first and then we can speak, we need to learn how do we talk to somebody on a one on one sales conversation before we can put it on the page. So, I think what I want to do is give you a short version of that answer so you've got something to run with and then Karen, go ahead and repost it for

next time, but let me give you a short version of it. And also, it might change as a result of today's material.

Michele Gunderson: But, here's what I want to say. Just like we need to move from networking to speaking, we won't know what to say from stage if we haven't been talking to some people. Right? So, talk to people. What is their pain anyway, right? And then we can move it onto a live stage which is easier than a virtual stage, easier than when we can't see people and so on. Always start close in, remember that principle. Close in, then move to far away. Same thing. How am I going to go make that sales offer on my landing page? Well, be in conversations with people. It's the same principle. Close in to far away. And when I know how to make that offer, when I'm talking to a real live person, I'll have a much better idea of what to put on that page.

Michele Gunderson: And if I'm talking to a real, live person with eyes, a nose, and a mouth, and they start yawning or yelling and throwing tomatoes at me, well, work with it there. Right? Work with it there and then, as sometimes as people come talk to me, they're like, "Hey, Michelle, you had me at hello and now we've been talking for quite a while, but I already knew that I wanted to do this. I'm leaping in." How do we create that, as I say, in that close in situation then we'll have a much better idea of what to do over on the landing pages. I'll table that a little bit other than that one little hint and then we'll talk more deeply about that next time.

Michele Gunderson: Alright. So, sales and offers. Man, I really want a whole week to teach you this. So, going slowly to go quickly. Sales and offers. I want to give a foundational principle in and around sales and offers so that ... when I go and work with my trainer at the gym, I want to understand how his brain works. Do you get it? Or, when I sat beside, when I enrolled, I invested \$30,000 to go work with [Sandra Yanzee 01:00:24], founder with E Women Network because I wanted to know, I wanted to sit beside her and understand how her brain works. So, if I'm working with somebody in a particular field, I want to know how their brain works. I'm trying to transmit to you the best I can, how I think about story, how I think about words, so that it's not just a fill in the blank kind of thing. But you have understanding, a feel, for the game. Right?

Michele Gunderson: So, I want to give you that feel for the game. How I think about sales and offers as the foundation for our discussion today, right? And how I think about sales and offers, it's the core of your business. It's the core of your business. If we don't have words that move people to action, we don't have a business. If we're not making offers, we don't have a business. We have a hobby. So, when I understand that, and this is something for those who are in my community, we did a deep dive, day one at the high ticket virtual retreat. On Thursday, so you can hear all of that behind this.

Michele Gunderson: And for those who are in Karen's community who weren't there on Thursday ... This will suffice for today. If we're not making offers, we don't have a business, we have a hobby. And that offers are a way of life. It's not like how do I get it

one and done? If I'm not continually making offers in my business, yeah, I have a hobby, not a business. So, how and where then can I make offers. And an offer is just an opportunity for somebody to step in and do the work at a deeper level.

Michele Gunderson: And that's something that for me, now, is super fun because my, for example, for those in Karen's community, I came and spoke with you guys for, what was it? An hour, hour and a half in the summer? I can do so much. A certain amount in an hour and a half, but when we've got this space, there's so much more time and space to play it and I can teach so much more. There just isn't that time or space in an hour and a half. I could teach so much more in a week long retreat in Mexico than I can in an hour and a half call every week, right? And I can teach so much more in a year, so, for me, then I can in a week. So to me, it's fun to make offers because there's someone in front of you, so it's a mindset. It's how I think about offers.

Michele Gunderson: When there's someone in front of me, they've got pain in my area and I have a solution sitting in my court, it's a disservice not to. Of course I'm going to want to make an offer. Because if I don't, it's like I'm hoarding the stuff that I have. I'm not helping them in the best way that I can. So, to me, it's fun to make offers. It's a joyful place. Notice that? That's an internal story. Right? That's a story that, I don't have, I'm not trying to convince myself of that. Can you all hear that? It's really, actually how I feel. And so if you feel differently about offers, you've got a disempowering story inside you about offers that is impeding you at the core of your business. And you're going to want to play with that inner world story because it's going to be an uphill battle.

Michele Gunderson: If offers are the thing that you dread, but you have to do because you're unfortunately running a business. There's a whole bunch of disempowering stories intertwined in that. What are offers? They're at the core of your business. If you don't make them, you don't have a business, you have a hobby. And it's fun and it's a service to people because we're helping at the highest level. And then for those in my community, the whole day of the high ticket retreat kicks in. How do we serve people at the very highest level that we're capable of? That we fulfill our purpose on this planet. For what we're meant to do by serving at that highest level.

Michele Gunderson: Alright, so how do we do so? Well, the easiest way to do so, how do we make offers? Always start close in and then go to far away. So, the easiest way to make an offer is have a real person with eyes, a nose, and a mouth in front of us and make an offer. And an offer can be as simple as, I think I mentioned this moment before because it's a really important offer moment. If I didn't mention this series, I'm mentioning it now, here in this context. Here was what one of my offers sounded like. Once I was at an event, somebody came up to me and said, "Michele, I" ... There was a deep desire in here. You could feel it. She said, "I really want to work with you. I know I'm going to be working with you someday, just not now. I'm not ready." That was just what she said. My offer consisted of one sentence. She said, "I want to work with you, but I'm not ready now."

Michele Gunderson: I was using everything we learned over there in networking and I'm listening to her intently. Not just what she's saying, but all of her body language, everything in her. She says, "Michele, I want to work with you, but I'm not right now. I'm not ready." My offer consisted of four words. I'm not so sure. I'm not so sure. Yvonne, you know who I'm talking about and you know the results of that. Phenomenal growth in who she was, what she ... I mean, she was thrilled with the investment she made, and Marie, I think you know who that is too.

Michele Gunderson: A real life person with a eyes, a nose and a mouth. A great place to make offers, some people would call it sales, but I don't even call it that. I don't ever have to sell stuff anymore. I love sales, don't get me wrong, but I don't sell stuff anymore. I just open up possibilities and people can step in or not. It's up to them. I don't care. because if I care, it's going to cause me suffering. I don't want to suffer. So, I just open up the possibility because I know it's over here in my court. Let's say there's somebody you know something about what we're doing in practical applications now. And there's somebody I'm at a networking event with and they're really messing it up because they're being Miss Spew It all over the place and they're pushing people away and everybody knows it but them. Don't I have something in my court that might help them?

Michele Gunderson: Practical applications hasn't even been offered to the world yet, but it will be next year, or later this year. Right? It hasn't been offered out even to my list. I haven't even offered this to my list yet. So, if I were to just sit on that and not offer it to her, it's a disservice. How am I going to offer it to her? Well, I love people to come and talk to me. It's called a strategy session. Now, what's a strategy session for? It's a one on one, here's the definition of strategy session, it's a one on one conversation where I'm going to do my best to help the person find their best next step. In my case, what I say is for it's their business and for their life. How they find that empowering story.

Michele Gunderson: In the strategy session, I will always help them find that next step and it's going to be one of three things. One, I'm going to refer them to somebody who can help them. Many of you know Dr. [Sarah Riefhecking 01:07:37]. Maybe they've got a huge time management, and Erin, you do some overlapping work with Sarah, but a lot of people here know Sarah's work, and I know, Karen, you've done some work with Sarah, right? They're overwhelmed and they have a problem managing their time and they can't get stuff done. If, in that conversation I find that, I might go refer them to Dr. Sarah. because I know people.

Michele Gunderson: They want to write a book and they don't know where to start and they're real heart centered person and they're going, "I can't, I don't even, I'm not sure I have a book in me, but I think I do." I'm probably going to refer them over to Marie. You're welcome, Marie. So, I'm going to listen to what it is they need. And one possibility is a refer them.

Michele Gunderson: A second possibility is I will give them something in their own area. You've invested in 10 programs and they've cost you a total of \$80,000 and you haven't

opened the first page in that first one yet and maybe you're also angry with all your teachers because none of them have worked, but you haven't started any of the programs yet? I will refer them to somebody. I'm giving you an exaggerated example, but I'll probably refer them to somebody in their own court. Well, tell me about one of these programs that didn't work. Okay, and you haven't cracked it open yet, but the promise of that is, "Well, I suggest you go do that." Or maybe you're already working with somebody and I suggest a deeper dive into that, but pay attention to this. So, one possibility I refer them, the second possibility I refer them to something in their own court.

Michele Gunderson: A third possibility, maybe that person who is really having networking and they're having trouble with words everywhere in their business and they're not selling anything and they don't know why. If I meet them next October, I might offer them practical applications. For example, because the best thing that I know in that area is right in my own court. Right? So, a strategy session is a place where I can help people find the best next step.

Michele Gunderson: And I tell them that. And people are really afraid of, "Well, I don't ever do sales calls. I don't need to. I'm just helping people find the best next step." I had one yesterday morning and that person is not ready for anything in my court, even though desperately needs the work. The person, you don't know who it is, so it's confidential, so I can tell you these pieces around it. This person has been spending 35 hours a week for the last year resulting in no sales and sometimes 60 hours a week. Desperately needs the work that I do, but is not ready for it yet and I referred her to something else. I didn't even mention the higher level work that I do.

Michele Gunderson: So, I'm always meeting people with what do they need? And as I walked into that strategy session I was pretty sure that that person was not going to be ready, but my daughter says to me, "Mom, you're just going to serve them and help them the best you can, right?" Of course I am. I always do that, love, right? So, it's a very honoring conversation that has all the principles that we learned over there in networking in it.

Michele Gunderson: And to then, in a strategy session, if that person's pain can be solved with something in my area, I'll mention it to them, but by the time I mention it to them, they're probably really already going to want that. I'm not going to, I don't have to sell anything. Usually by that time people are saying, "Michele, how can I work with you? What's the next step?" And then there's a bunch of things that I do. Maybe that there's an event coming up that I can do. Maybe it's practical applications. Maybe it's my next go retreat. Maybe it's working for a year. Maybe it's, if it's in my court, it might be a multiple. Maybe it's a VIP day. Maybe it's this community. There's multiple different things I might do with them.

Michele Gunderson: So, I have one on one conversations just like I started there in networking one on one, I start one on one as well and I learn there. And when I've done hundreds of strategy sessions, or maybe I've done thousands by now, I don't

know how many I've done. I've just spoken with so many people. Listened to so many people's pain. They've got some kind of pain in my area, they wouldn't be talking to me. By that time I know what to put on the website. Does that make sense? Start close in, and move to far away because I've had multiple conversations with people and I've actually listened, refer to all those pieces from the networking part, alright?

Michele Gunderson: And then actually listening in that conversation. So, strategy sessions are one way that people can enter in one on one to higher level work. People can enter in when you have an event. You can make an offer when you're speaking. But the easiest place to do it and the place to, I like to begin is in a one on one conversation because think of it this way. Let's say I were to make an offer to all of you to come to my daughter's 20th birthday party in May. Well, it's not going to happen, but I'm using that as an example. There's my offer, okay?

Michele Gunderson: Well, why might Erin come to the birthday party? Why might Charlene come? And why might Yvonne come? Yvonne lives in my city and we've known each other for many, many years and she was there an hour after my man died. So, we've known each other for a long, long time. She drove us to Edmonton and celebrated my Dad's birthday party once with me. The words that I would use to suggest to Yvonne that she should come to [Dana's 01:12:46] birthday party would be very different than the words I would use for Erin because she's gotta fly in from Victoria. Why would she want to do that? Now, she's heard quite a bit about Dana. Maybe she wants to meet her. That's not going to convince Yvonne. She's already met her. And Charlene, she's got to come from even further away and doesn't even know my daughter and hasn't heard much about her yet compared to what Erin's heard.

Michele Gunderson: So, if I'm trying to talk to just those three people, I have to have much more skill with words. Hear what I'm saying? Does that make sense? But if I'm just talking to one person and I'm saying to Yvonne, "Hmm, why might you come to Dana's birthday party?" I can find much more specific words. And then if you imagine that I'm talking to more and more my ideal clients, and then the aggregate of that, I'll know what to put on my website. Okay?

Michele Gunderson: So, having one on one conversations with people is huge because I learn the words to say it. I have a strategy session and the aim ... So, what's a strategy session? If you have an offer that is \$2,000 and up, that's what I call high ticket. You need to be making that offer, now, there are exceptions to this, but generally speaking, unless you're really skilled, you need to be making that offer either one on one with the person, or you can do it at an event that is structured to do so. You can make the offer at an event that is structured to do so, or you can make it one on one with the person. It takes a greater skill to be able to do that from stages, speaking. I would encourage you to do that to have that offer one on one with somebody.

Michele Gunderson: The other thing that I encourage you to do, and again, those in Karen's community, you might be learning completely different things. Whatever Karen

says, go do that. She's awesome. And sometimes you might hear different advice. Sometimes you might hear me at different times giving this advice over here and then a different piece of advice over here because life is paradoxical. Don't ever think it's written in stone, but I'm going to make a suggestion here to start with high ticket. To start with something that is a high level offer because you get to work with the best people.

Michele Gunderson: You get to work with that person and find out what they really, really need. Then, as you're crafting your low ticket offer, you've already worked, I'm always about starting close in. Starting close in. Who can you work with right away, right now who at a high, high level who really needs your work where you can refine your work and really understand what's needed and serve in the best way possible?

Michele Gunderson: The way to do so, then, strategy sessions become a really important part of your business because that's where you have those one on one conversations where you can make an offer to people and something high level that you do. And those who are at the high ticket virtual retreat last week, you know, it's a simple process that I teach there. Me, my time, and my stuff. But basically, if you weren't at that day long retreat, it's like you've got things in your court. Let me say it in a word what I teach in a day over there. You've got things in your court and you are a very unique human being, even those, you're all teaching about horses in Karen's community. You have something to do, your business has something to do with horses.

Michele Gunderson: But you do, you know among you, you do very different things. And the more you can bring out the uniqueness of what you particularly do ... the easier it is to know what it is your offer should be. Your offer is always the transformation you provide. What's the change in there person's life? A transformation.

Michele Gunderson: And then you're going to use some kind of vehicle. We mistake what the offer is. The vehicle might be a year-long, joining a year-long mastermind or community. The vehicle might be come to Mexico and work with me for a week. The vehicle might be get on calls Tuesday mornings at Practical Applications. This is a vehicle, but the transformation is what the offer is. In this case, it's Practical Applications. Getting results with your words. That's what the offer is. So that you actually get results with your words and find out how to do that in multiple different areas.

Michele Gunderson: That is the offer of Practical Applications for instance. Just as we did last time, we took it a little deeper with speaking. On this call, even though last time we were talking about speaking, we went from networking to speaking. Here I'm starting to talk to you about sales and offers and strategy sessions and we'll continue this conversation next time as well.

Michele Gunderson: Let me stop, just for a moment. I want to hear what you've heard so far. One thing that you heard so that one piece of this is mattering to you. Some piece of this. Not does it apply, but how does this apply to me? I was asked that

question. There's something that's landed for you. One ah-ha. What have you heard in around sales, or strategy sessions, or offers? Something that you didn't know or something that you knew and you know more deeply or something you've been reminded of. What have you heard?

Michele Gunderson: Yep, Sergio.

Sergio: Your offer is a transformation.

Michele Gunderson: Yes. Thank you. Crucial. And when you got to talks you'll find most people miss that. Even skilled speakers. Here is my offer. You can come and do ten calls with me and I'll give you my book and we'll meet every week and you can ask me questions and ... I have no idea what the transformation is. There's no offer there. It's just a vehicle. What are you actually offering? Know your offer, alright? Thank you. Really good. If you just learn that one piece you'll start to see how people make mistakes with that all over the place.

Michele Gunderson: My teacher, [Lisa 01:18:38] teaches that 90% of what you talk about should be about the transformation. 10% about the vehicle. Because people need to know if they need to get on a plane and fly to Mexico or whether they're going to be meeting Tuesday mornings on virtually, right? They do need to know that, but it's kind of a footnote. If they really want that transformation, they will come in whatever form it is. Alright? When they really, really, really want that transformation. They need to want it. But it's about the transformation. And how do we know they want it? Because we dive deeply into their pain. We understand what their pain is.

Michele Gunderson: Let's hear one more ah-ha. Yep, Karen.

Karen Jones: Oops, sorry.

Michele Gunderson: No worries.

Karen Jones: Didn't know that was gonna ... Okay, so I'm thinking about my talk and there's so many things that these people and I have in common. We have so much in common that I've made a ton of notes because I have to totally change, thanks, for how I'm going to shorten this talk.

Michele Gunderson: So, before you go on, did you hear that one piece of the internal story is going to entire change the words that will come out of her mouth, how she appears on stage, what those people will hear. One shift in the inner world story, right? Fantastic. Thank you. I just want you all to hear that. Fantastic. Yes, good.

Karen Jones: So, from that happening and then what you just said and you said a lot, but these, I wrote three words down and underlined them and one of them is a word that Karen uses all the time and you said, "Open up the possibility." You know, my offer is a statement. Do this. No. My offer needs to be here's the

possibility. Here are the possibilities if you come and book a strategy session with me. Here are the possibilities. Not the this is what you will get. X, Y, Z.

Michele Gunderson: That's all good, right?

Karen Jones: So the wording has got to drastically change there to open up for possibilities, not just here what you get. A new car. And here's the keys to your new house. It's not that simple.

Michele Gunderson: Thank you and thank you for underlining once again. So, opening up possibility. And thank you underlining, once again, why I don't give you fill in the blank templates and that sort of thing. And if you want me to, I will. I will produce them for you. They will have some use. But how many of you tried that before and it hasn't worked and it's for all the reasons that we talk about throughout all of Practical Applications. It's talking to real people about real things and real conversations don't happen in that way.

Michele Gunderson: Whether they're online even, on a landing page, or we're talking to somebody, networking or we're giving a talk and so on. So, I open up possibility and if somebody's just sitting in their head, I'll speak more about this, I'll teach more about this next time. How do we actually have this conversation? More details next time. We'll carry on this conversation and then we'll take it onto online, alright? As well.

Michele Gunderson: If I just stick with this list, bullet list of things and they're all in their heads and it doesn't touch anything of the deep transformation then nobody's gonna care. What's the possibility? And possibility, this, notice, right, move from pain to hope. That's step number nine in speaking. I say that's going to be important when we move to strategy sessions as well. We can't open up possibility in a real way unless we've understood the pain. These things are related. And so this is, I said that word gap would need to come out of my mouth today and the word gap should come out my mouth, Yvonne, will you text me the word gap please? And open up possibility and pain to possibility. From pain to hope.

Michele Gunderson: Because I want to make sure we dive into that in more detail next time because it's crucial to offers that land. It's crucial having a strategy session with integrity. It's crucial to what you're going to do on that landing page because you can't open up possibility for somebody if they haven't ... really allowed themselves to feel the pain of what actually is. You're not creating pain for people, you're letting them be in that. So, for instance, that imaginary person.

Michele Gunderson: I've had people come to strategy sessions with a story of something like this. I've been working on this full time for three years and invested \$80,000 and I haven't made any money yet. But if they're in a place of, "That's okay. That's alright. It's okay." But they really are hurting. You can see they're hurting, but they don't want to face it. Or they don't want to talk about it, or they don't want

you to talk about it with them, how are you going to open up possibility for them?

Michele Gunderson: "Well, listen, I see the ways that you can make these 10 sales or you could actually make some money at it and then you could have your daughter go to the school that she wants and you could" ... If they haven't really let themselves feel that ... The possibility will just be words. If you only heard that. This is transformative for your business. If they will not let themselves feel that pain, you're not going to make an offer. Not as something that you do. because none of it will land anyway. They have to be willing to be real with you. And if they're not willing to be real with you, how are you going to do the work with them afterwards with them anyway? "Everything is good." Happy face on an empty gas gauge. "Everything is good. I love my life. Haven't sold anything and I've gone, I'm about to file bankruptcy next week but it's all good." Or whatever it is.

Michele Gunderson: Or, you know, whatever it is in your area. Great. Then what I would do is keep doing, if it's all good, then I'd keep doing what you're doing and especially this one thing and give them something that will hopefully open up something for them. because you can't speak something that somebody is not ready to hear. That's why the listening over there in the networking, too, is so very important. How to have conversations in deep integrity. There's nothing of manipulation. There's nothing of forcing. There's nothing of you don't have to sell something to somebody.

Michele Gunderson: You just open up a possibility that somebody can step into if they choose. And again, more details on how to have that conversation, I'll talk about next time. But, it required, just like Karen's talk, required a shift in the internal story. because if she didn't shift that internal story first, it doesn't matter. She could work with the best copy writer on the planet or the best speech writer whose helping her write that speech and it's not gonna work. It just can't work from that place of that story. Not that I can see. Not in the deepest way that it could work.

Michele Gunderson: She's smart. She's capable. She's great. She'd make it work, but not in the way it could. Are you hearing what I'm saying? Yeah. Yeah, Karen especially, you heard it. Really good because it's yours. Alright. Anything else that I want to tell you for sure today?

Michele Gunderson: One last thing and then we're going to open it up to ah-has and inspired actions and we'll continue this conversation next time. I really wanted to make sure we gathered up the threads of where we were. I'm telling you a story all the way along too, right? I'm telling you a story about your business. I'm telling you a story about how stories work. I'm telling you a story about how words work. And there's a flow and an order to these things too.

Michele Gunderson: I want to add a couple more pieces so that how you make, if you're about to go make an offer, you already be able to run with it. Reference the things we've

already done. It'll make sense and you'll be able to already to a lot in that conversation.

Michele Gunderson: One big thing when in a strategy session is you're not selling anything because it's only one of three things that might happen. You might refer somebody, you might give them a suggestion in their own court, and it's, when you're doing strategy sessions it's maybe one in six people, one in five, one in four that will say yes, and most, and you're maybe not even making offers to many of those peoples to somebody in your own court. It's a conversation to help people. It's really easy to have because you're just helping people all the way along. Alright?

Michele Gunderson: What you're looking for if you begin with the end in mind for the strategy session, you are all heart centered people with amazing gifts. I know that you can help people in that conversation if you choose to, use this model and have real, live conversations with real, live people who could do work with you. And I suggest that that's your testing ground anyway. Of learning how to have those conversations online, for instance.

Michele Gunderson: If you begin with the end in mind, this talk teaches a lot of things that the end is, I want you to want Anatomy and I want you to want to come and talk to me. And a long the way I'm going to teach a whole bunch of stuff. I've had people in tears. I've had people that change my life. You can teach a bunch of stuff along the way. Same thing with strategy session. A whole bunch of things will happen along the way. But if you begin with the end in mind, for the business end, is there a fit between what you do and what they're looking for? You're just looking for a fit. You're not selling anything. Is there a fit?

Michele Gunderson: And maybe you do multiple things. What is the fit then? And you need to know that before you make an offer and if you don't think there's a fit, you're not going to make an offer, and if you think there's a fit, but you think you know that they can't see a fit, you're not going to make an offer. The end is, is there a fit? All those things from networking kick in. I'm just going to show up and genuinely serve. I've spend three and four, I'm not saying you have to use this model, but this is what I've done. Three and four and five hours sometimes with somebody and in the end I've referred them to somebody else.

Michele Gunderson: But can you bet that comes back to me as good will? Are you kidding me? Can you bet that comes back to me in referrals? That comes back to me in them sending their best friends saying, "You've got to do this strategy session with Michele? because I've learned things there that I've been working with a coach for one and two and three years and learned more in that strategy session than, it gave me a 20 year breakthrough that " ... You know? To be in the same integrity that you are networking, you be in that conversation. Then it's easy and fun for heart centered people like you.

Michele Gunderson: I'll give you more about how to do that, about how to construct that offer. What it is that you're even offering and also, I'll be following your questions. So, what do you have the most questions about? And then we'll translate that. We'll both

talk about those offers and those sales. If we don't do those, we don't have a business. And then how do we translate that to online? And, again, I'll be following your questions. What do you have the most questions about? And there's content that I think you all really ought to know so I'll be teaching that as well because it's going to make a difference in your business and in your life.

Michele Gunderson: Yvonne, will you text me the word transmutation? Just say transmutation and that whole segment because there's a piece that I wasn't sure if we were going to get to today or not. We didn't get there and I want to make sure that I teach that segment next time. How are you even going to find that offer that is at the deepest level of your being? Not something that somebody told you to offer or those, you know, here's a card, here's that, right? How do you really find that and we're going to do some of that work next time too.

Michele Gunderson: It's already 11:30 at my house. Time flies for me. I don't know if this is slowly or quickly for you, but I'm like "Man, there's so much I want to share with you guys." Let's end with one ah-ha and one inspired action from each of you and a reminder we have two more calls in the series, not one. I think our Story Freedom Academy still says one, but it's two. Please get them on your calendar. I'm giving you a bonus Q and A call. Please post a question. If you don't know how to do so it's Emily at Michele Gunderson dot com. If there were questions from all of you and we ran out of time I would find a way to make sure I got those answers to you.

Michele Gunderson: We got two more calls. Let's make good use of them. One ah-ha and one inspired action and we covered a lot in this call. Different people heard different things. You may find your most important thing, Mary-Kay's most important thing may be what Teresa says and Teresa's most important thing might be what Yvonne says in her ah-ha because sometimes there might be something that I said in half a sentence that I could do a whole day training on, but somebody else picked that piece up. Just a sentence.

Michele Gunderson: One ah-ha. What's the one thing that landed in you. One thing you remember here. Don't think about what it is because if you're busy thinking about what your ah-ha will be you'll miss somebody else's. Don't worry, it will come to you in that moment. Trust. One ah-ha and one inspired action. What's the one thing you're going to do. So the things we're doing here are actually going to move something in your business and your world and I'm just going to go from my top left and if you need to leave right on the half hour here, thank you for coming. You can catch this part in the transcripts. Remember those transcripts are there for you. They're always posted within 48 hours of our call.

Michele Gunderson: And you can listen to the call again. That's posted, probably, even sooner. Let's start with you, Caroline. You're up in my top left-hand corner. One ah-ha, one inspired action, that's a check off-able thing so I know I actually did it. Something easy I can do in the world as a result of what we've learned today.

Caroline: My ah-ha was probably start with a high ticket. I never thought of that before. I always try to start low and get people into my network, kind of, and then move them to something higher.

Michele Gunderson: I'll only do this once, I hope. I'll do my best, but there's so much I want to teach you guys. [Alex Mendosa 01:31:26] whose an amazing teacher. He said this stopped me from making my first seven figures for three years. Because I feel like I have to give people a low ticket and then a little higher and then a little higher and then a little higher and then a little higher and all the headaches are in the front end. All the rewards are in the back end.

Michele Gunderson: It's not that that's a wrong path. One can do that, but when we begin with that high ticket you get to work with the best people. For those who were all at the high ticket virtual retreat last week, you got a whole day on that, but you get to work with the best people, you get to really refine your offer. You know what it is and it's really hard to start as Wal-Mart and end up as Nordstrom's. Because Wal-Mart is Wal-Mart and Nordstrom's is Nordstrom's. Thank you for hearing that piece. It's not that there's only one right way to do it, but that's the way that I know how to do things.

Michele Gunderson: And it's a really fun way to be. It creates a road to happiness as those who were at the high ticket virtual retreat know. It actually produces the conditions of happiness in our lives when we get to work with people at that level. So thank you for that. I couldn't help myself. And one inspired action, Caroline.

Caroline: To think more about this because that's going to shift everything. So that's kind of like, "Oh. I really need to look at this piece."

Michele Gunderson: Yeah, what if I just work with one person at that level? And then everything that I'm doing with them goes over there to that low ticket that I'm creating. And they will tell me what I want and what I need and they're amazing people that actually do the work and et cetera, et cetera. All the headaches in the low end, all the headaches in the front end, although all the rewards in the back end. Thank you, Caroline for hearing that.

Michele Gunderson: And again, all those were in my [crosstalk 01:32:58] reference a whole day at a virtual retreat we just did. Yvonne, go ahead. You're next.

Yvonne: Your offers are your foundation to your business.

Michele Gunderson: Yes, thank you for hearing it.

Yvonne: And my inspired action. I've been asked to do a talk.

Michele Gunderson: And you're really quiet. So, really speak loudly, Yvonne.

Yvonne: Oh, I've been asked to do a talk. And this afternoon I want to spend some time in kind of laying the foundation for that.

Michele Gunderson: Yeah, fantastic. You've got some great tools here to do it. Great. And so that you know it's check off-able. How do we know that you can check that off? because that wasn't one check off-able action. What are you going to do to lay the foundation? I'm going to spend an hour to lay the foundation. Check. Or, I'm going to figure out the very first step that I'm going to do. Check. Different actions so she knows she's actually doing it. What's that check off-able action, Yvonne?

Yvonne: I'm sitting down and create a frame.

Michele Gunderson: Okay, she's going to create the frame. Once she's created the frame she can check it off. She knows it's doing real things in her world. Fantastic. Erin, go.

Erin: My ah-ha is I think, well, not entire sure what my ah-ha is, but maybe we'll get to it by my inspired action. Is to really consider and apply the practical applications kind of content to a talk that, not a talk, an event I'll be running tonight and I'll be making an offer there.

Michele Gunderson: Yes. We haven't even talked about events but everything we do, it's just a different genre. It's going to have a few specific things, but all we learned about how words work, it's all gonna be useful to you. Yes, beautiful, Erin. Thank you for that. And if you want more specifics on that, ask questions about it. I know for you it's tonight, but whatever your area is and I'll go over there. Thank you. And what's your ah-ha then? It might be what I just said.

Erin: Yeah, well, I think what it is is that ... Well, maybe, sure I'll call them blinded flash. The options when you're supporting them. You can refer them to someone else, you could refer them back to themselves to do work that they continue doing with a tweak, or offer something in my court.

Michele Gunderson: No one taught me that but it just made sense to me and that's one of the most powerful things. Thank you for underlining it. That I do, I would say, in strategy sessions. because I really do do that. Anyone who has a strategy session with me knows that that's what I do and so it makes that conversation really, really easy and fun to have. You just get to serve people and serve people and serve people. It's fun and easy. Thank you for hearing that and underlining that.

Michele Gunderson: Grace, you're up.

Grace: Do I have to choose just one?

Michele Gunderson: Thank you for that.

Grace: Wow. I think part of it is what is the transformation. That's the offer. What's the transformation that I bring to people? And right after this call at 11, I'm meeting with the marketing group and so throughout the call I've been writing down what is the transformation I offer and so my action is to become really clear and ensure that the words within me are not lost with the marketing firm and we have that confirmation today.

Michele Gunderson: Fantastic. So, it's focused in the right place that will actually yield you results. Yes, yes, and yes. Thank you, Grace. Teresa, you're up.

Teresa: My ah-ha is that I can probably ... do the higher ticket consultation carry something over several months. I've been thinking in terms of designing a class and going module based and now I'm thinking it might work better to be more personalized.

Michele Gunderson: And again, it doesn't have to be either or, but when you work with that one person, and again ... in our community, a higher ticket told us to do, we just did it so it's really, really fresh in my mind and it's also why we're doing sales and offers right now. I will learn how to do those modules and what people even need by working with that person so it will help me make a much better module.

Teresa: It's visual.

Michele Gunderson: Modules and classes and so on if that's what I want to do. And then, yeah, go ahead.

Teresa: The action will be, now, in the strategy session, we need to be able to refer people. I need to reach out to the Karen masterminders, what is it everybody really does?

Michele Gunderson: Ah.

Teresa: That maybe they're the appropriate referral person.

Michele Gunderson: Fantastic. And do you see how generous hearted this is to you? And how uplifting it is and how none of it has to do with, I remember the first call something about, oh, words that manipulate people. And it's nothing like that. It's like how do we uplift each other? And in the words of E Women Network, how do we climb? How do we actually serve on this planet and use our words to help each other?

Michele Gunderson: And then I've referred people who really need work in story to other people who work in the field of story. They needed a different aspect of story than they need or could get from me. And how powerful is that? Then I can tell people, "Hey, you might need some work in story." I refer people to other people in story if that's what they need. It's really powerful. It helps people get past their

fear of, "If I have a conversation with you, you're going to sell me something."
No. Not if you don't want to. Why would I do that? That's just a dumb conversation to be in.

Teresa: Well, because, yeah. Everybody does something different with horses and I'll be talking to horse people.

Michele Gunderson: Yes. [crosstalk 01:38:38] I think you need Caroline's work because what she does is et cetera, et cetera. Fantastic. And then, again, we're all up leveled. And it helps you find the words more distinctly for what you do. How is what I do different from what Caroline does or what Mary-Kay does, et cetera? Thank you, beautiful.

Michele Gunderson: Marie, you're up.

Marie: My ah-ha is around the transformation as well. What I offer, my offer is the transformation. Similar to Grace, I really want to dive deeper into what is that. Having the words for it. I know it happens, but finding the words.

Michele Gunderson: Oh, and I love that you made that distinction. And you work with words, right? And to have the words to say it. What is the thing that's happening? Makes me look more closely at that transformation too so that I understand my own at a deeper level as I find the words to say it.

Marie: And my inspired action is to meet with Anne right after this call because we're talking about my high ticket in writing retreat in Bali.

Michele Gunderson: Fantastic. Yes, beautiful. Beautiful, thank you.

Michele Gunderson: Anne. One ah-ha, one inspired action.

Anne: Okay. My ah-ha is ... I think similar to Marie too. Just working more on how to get my message across. To go into me and get more focused on what my message is.

Michele Gunderson: When we do transmutation next time, there will be another piece of that. What is exactly that's mine and not somebody else's. So, we'll do a piece of that next week that's going to help with that. And then your inspired action, Anne. Beautiful. Yes.

Anne: Is to go back and look at these calls because I've missed most of them.

Michele Gunderson: And so enjoy it. You have so much waiting there for you. You got the quick cliff notes overview and now you're going to get to do the deep dive. Super exciting, Anne. Fantastic. That's a great, great thing to do. Check off bullets. Going to take you few hours. There's a lot of really cool materials there for you. Thank you.

Michele Gunderson: Sherry, you're up.

Sherry: I think my ah-ha is that you can go from being a little unsettled, because that's how I started the call, and get focused and really get some great inspiration if you don't give up.

Michele Gunderson: Nice. That's one of the reasons we start with Shavasan too. because we all come from wherever we come from. What is it to bring that mind into focus and then know that there's going to be something there for me because there always is because that is the empowering story that I tell within myself and learn, right? And create. Fantastic. Yes, beautiful. And then your inspired action.

Sherry: I'm going to sit down and script my webinar presentation for Monday, this afternoon.

Michele Gunderson: Beautiful.

Sherry: I have the outline and the slides, so I'll script it and that may be tweaked, but that's my inspired action.

Michele Gunderson: Done. Love it. Check off a bullet. When you say script and it's a webinar. Let it be not like that wrote thing, but I do understand what you're saying. It's like what is it that I want to say and then when you're there be awake, be live, be, let it be from the heart. And you have questions about that too, let me know. Perfect, thank you.

Sherry: That's usually how I do it because it then flows.

Michele Gunderson: But you need to know what the points are, right? Here's what I'm going to talk about. Good.

Michele Gunderson: Mary-Kay. I think you're up next.

Mary-Kay: Oh, well, I'm excited because I found out how I can find out more about my ...

Michele Gunderson: Hard to hear you so speak really loudly please.

Mary-Kay: I found out how I can learn more about the audience that I'm speaking to in April and ... because I never thought about just asking what do we have in common. I got a whole page of that and I also have, I can network with some the day before I think.

Michele Gunderson: Yes. Beautiful. And all those skills that we're learning over there in networking directly apply to sales and if you're speaking somewhere you can call up the host and ask them. Tell me about your audience here, right?

Mary-Kay: I did that, but she doesn't know anything about the audience.

Michele Gunderson: Right, right, but you can learn more and can know more and the thing from Karen. Yeah, beautiful. And then what's your inspired action, Mary-Kay?

Mary-Kay: I'm going to go back to my, I have two simple mind outlines and I'm gonna look at them and make a third one with this in mind about what do we have in common.

Michele Gunderson: Yeah, beautiful. Love it. Thank you. Directly applying what we've been doing here. Alright and I know some have been leaving as we go and you're on my screen and then you change places, so if I ask you twice or I miss you, let me know. I'm not doing it on purpose. Sometimes you spoke earlier in the call and I think you've said your ah-ha right now. Yeah, so forgive me if that happens. Karen, I think you're up next.

Karen Jones: So hard to choose between the ah-has and the inspired action. So, I'll start with my inspired action. I need to rewrite in a day the beginning of the top because this was a bright piece of paper, but now I have all these bullet things and I have an order now that I know they need to be in.

Michele Gunderson: Fantastic.

Karen Jones: Yeah, and that really is because of me starting off by saying we have nothing in common and me knowing that we have a ton in common, just like you said to that woman. Four words. I'm not so sure. It's the exact same thing.

Michele Gunderson: Yes, and a whole different talk will be produced at a whole different level from the one inner story piece. Fantastic, thank you. And that's both your ah-ha and your inspired action, yes? Or was that your ah-ha? I think, yeah.

Karen Jones: It was both, but now, here's what I'm going to say about my inspired action. As I'm doing this rewrite now after all these post-it notes that are everywhere. I had written the introduction that the woman whose sponsoring this talk that would just read. It's just kind of like, yeah, this is Karen Jones, blah, blah, blah, blah, blah. But I think I want to rewrite the introduction with a bit of an offer. Here's Karen Jones and here's what she can offer you.

Michele Gunderson: Ah, right. Your bio's not about you. It's about why it matters to them. Just that one key about bios, but it's always the same. You come in service and whose that person and know your audience and so you'll have answers to how you write your bio that I haven't even talked about here yet. Thank you, yes. From the other genres that we're diving into.

Michele Gunderson: Sergio, you're up. Beautiful, Karen, thank you. Sergio.

Sergio: So my ah-has are to do with the study research session. We can make long ones, three to five hours and offer at the deepest level of being and you can transform just within the strategy session.

Michele Gunderson: Yeah, and here's something that I want to emphasize and we'll go into this more further, like, further next time, your aim is not to coach in a strategy session. That's really important. It's single pointed. What is that person's next best step. because if you do accidentally too much coaching, or even any coaching, don't do any coaching. Try not to coach and I'll tell you more about that next time. Then, they will end up too full and you won't be able to serve them more deeply. They'll have that one day and they won't have something further. How we do that? We'll talk about that next time.

Michele Gunderson: Yvonne, can you add that? Just make sure, don't coach in a strategy session. I'll teach more about that. And still, remarkable transformation can happen, yes. Your inspired action.

Sergio: Going to work through a course I got on creating strategy sessions.

Michele Gunderson: Yeah, fantastic. Good. Yes. Good.

Michele Gunderson: Lorry, you're up.

Lorry: Okay, so my big ah-ha was that your offer is always the transformation you provide because I think my offer tends to be the vehicles as opposed to the transformation. And so my action item is that my husband and I are re-vamping, hugely re-vamping our website and I really want to make sure that problem, solution, problem, solution keeps coming up as we're doing this and so that front page needs to have that transformational offer as problem, solution, problem, solution.

Michele Gunderson: Thank you, yes. I love that there's been so many transformations on your website and we haven't even got to that part yet. That's next week. But when we move from that close in to far away. When we understand the principles of the words that we use to create that transformation, or the words that we use in those different areas, and what words have people, what reach people. What words land, then we start to know how the game is played. We start to know how to use our words in all those different arenas.

Michele Gunderson: So great to hear. Thank you to those, half of you are still here. I know we've gone quite a bit over on this call, but I wanted to stay to hear all those ah-has. Was there anybody I missed because people needed to leave, you're on a different page on my screen. Did I miss anybody whose still here live? Okay, thank you.

Michele Gunderson: So, have a fantastic week, everybody. Love you all so much. I'm so grateful for your amazing participation here for all the things that you're receiving of this and taking it up and grabbing and running with it on your own. Words matter so much in every area of our businesses and even if one piece from this call changes words you use to change your business out there so you can help even one more person on the planet, that makes my day. That's why I get up out of

bed in the morning. So, thank you for touching my life so deeply. Have a fantastic week. Please remember to post your questions and we'll see you here, if you're in my community, I'll see you on Thursday for another call. If you're here just for Practical Applications, I'll see you a week from now. Same time, same place. Thanks, everybody. See you next time. Bye-bye.