

2022_07_19 - LYL Sales as a Story Part 2 - Session 2

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But that doesn't. So here's part two, no, wait segment two, part two, sales a story. And in part one, you know, we were we were doing a meditation not sure Boston and then sharing some amazing wins. And if you're listening to the recordings and you start here go back to that go back to that part. Because what it does is it gathers the energy and for any inspired action for any movement for for any real learning that happens, we always want to gather the energy energy first. Otherwise we're it's like we're, you know, in a growth place, we're in a, nothing can happen place and then we're trying to move something and it's like moving uphill. So all the work that we do that energetically begins this call is a part and parcel of why things move so quickly for everyone here, right? So it's not it's, it's the foundation. All right, what I want to do anything else wanting to be said before we go forward? Oh, good for now.



00:52

All right. So I just want to do a bit of a review of some of the things that I thought were really important for the from the last call, and again, can't get to all the points, but just an energetic grounding around it. And just a reminder of some of the places we were at, on Thursday, so just a few days ago, so part one of sales a story. And really, we the biggest thing that we were accomplishing together is a huge mindset shift around sales. Really huge mindset shift shift around sales, and I told the story about my students, I was gonna tell that stories off the cuff where they wanted manuscript conventions, you know, so



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got it. Thanks, Dan. So, so they wanted all the externals, like, how big are the margins? And you know, when they're writing a paper at university, and which font should they use, and it was so obsessed with that, that they, they couldn't hear what I had to say about where words come from, we're writing comes from where stories come from. So I had to give them that I made it very specific for them so they could relax and actually hear the core teaching, right? And so when we approach sales is often like that we're looking for, not in this not in this community, not anymore, right. But we're looking for techniques or scripts or tactics. And will these can be useful. And I'll give you some ways of approaching that some questions that are

useful for some ways of thinking about sales, which for us, when we're doing high ticket work comes in what we call strategy sessions, right? And you can name it whatever you want. But I hear, you know, we call them strategy sessions. And so I'll give you some ideas about it. But the more foundational idea is that huge mindset shift around what the out there in the industry people think of as sales. And I gave the analogy of the example of used car salesmen the actual use car salesmen like stereotype, but I actually ran into that person many years ago. And any anyone, and why I wanted Yvonne on my team, she's a dear friend to client for many, many years. But also, she just sat there and held space for a fellow student for hours, like, hey, what do you really want to do? And let me listen and how can I support you and what's bothering you now? And, and, you know, what are you afraid of right just held space, until he could make the decision that was aligned for him. And I'm like, that's who I want on my team. I use car salesmen on one side, Yvonne embodying what's beautiful about sales on the other side, and, and as heart centered entrepreneurs, you already know a lot about sales.



03:15

That's what I want you to know. I want you to come from a place of



03:19

power and a place of knowingness. And not that something out there that sometimes it's also that mean people do or it's, it's a horrible necessity of business, or it's not that at all, when we in the way that we talk about it here, then out the other analogy I gave is like, imagine my mom was a nurse walking up to somebody bleedings spurting blood in the street? Well, isn't she going to offer help? Isn't that the heart centered thing to do? And that's, that's all it sales is. It's like, hey, somebody needs help. And as entrepreneurs, if it's not a hobby, then we use an energy exchange that simply is called money. It's a way of exchanging value in our culture. Right? So and, you know, if we, if you just walked on by how horrible would that be like, there are people who need your help? Well, why wouldn't you offer to help them? Why wouldn't we, as heart centered entrepreneurs. And so what's really important about sales, it's just about listening, and trying to help people let's



04:14

not being attached to the outcome, try to help them with whatever is best for them. Ask them questions, find out what's wrong. See how you can help people like be a human being. Right? We we have so much on conditioning that we need to do have the strange conditioning that we have around sales. I was like be the human being when you've helped a friend through a divorce, or you've helped them when they've lost a loved one or they've just had a bad day. You have these skills already. I know because you're amazing people, right? So and then all the other parts about sales simply follow naturally from this. It's a natural thing that you have. And there's also this I didn't say last time, but it's a skill that you're going home.



04:51

And I'm really interested in sales. I want to understand sales because I want to do it really, really well. Because I want to be able to hold space for people in the best way that I know how

really well. Because I want to be able to hold space for people in the best way that I know how

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are, the more skilled I am at that at sales and making friends with that word, you can call it whatever you want. But the more skilled I am that the deeper I can hold space for that person, the more I can help on this planet. So, because sometimes, maybe there's somebody say five years ago, I'd been holding space for them in a strategy session. There's somebody that I really could have helped. But they they said no, because they just didn't, couldn't quite find the courage inside them. And I'd be able to help them find that courage better now, for example, it's not making offers to somebody who isn't the right person, we send them away with love, right? There's somebody we really know, we can help, we want to we want to increase that skill. We also talked about in the bonus for afterwards, Karen's bonus question afterwards, she talked about, you know, I do cancer coaching, I'm really I'm a relationship coach. Now, I used to do cancer coaching. So I expanded the analogy, and some of you may not have been there live, you have that you'll have that recording available, you know, if my mom if somebody was bleeding in the snow,

 05:59

right, and then somebody else has a car that they need pushed out of the out of the snow. That's what we do here in Calgary, Alberta, Canada in the winter, it's, we help people, you know, just very common, if there's somebody stuck in snow, there's a bunch people don't know them, pushing them out of the snow is just what happens if somebody gets stuck. So my mum could I could, instead of helping that person could end up pushing that car to the snow, because it's what Canadians do in the snow.

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But then as entrepreneurs, there's confusion, will she a nurse or she pushed the car out of the snow pusher.

 06:29

And the confused mind doesn't buys like, I don't know what to ask her for, because I don't know who she is. So they go ask somebody else. So know who you are and what you're offering.

 06:41

Know what that thing is, and we have the offer creation retreat. So lots to help you with that.

 06:47

But know who you are and what you're offering. And the more deeply you know, your transformation. And you'll know that by talking to people, I remember I showed you that in the

offer creation. We talked about that in the in the offer creation retreat. And also I showed you that picture that I was so proud of making myself simple graphic, I'm so proud. You know, here's the transformation we offer. Here's was lying around on the showroom floor, here's a real life person, those things needs to interact with each other, we actually do it on the court.

 07:15


When our what we think is our transformation is infused with what we've got lying around on the showroom floor. Jonathan, we had talked about this, in terms of, you know, one way you can attend Can I mentioned something that was a conversation from a couple of months ago, but it came up here, it's like you happen to not have been born in the US.

 07:36

You haven't, you've got something lying around on the showroom floor. Right, by not having been born in the US, you have a party and but you live in the US, you have a particular angle at a particular point of view, you know what it is to move to a place. And that can be of advantage to you as you're carving out what the transformation is. And, and it might be who your ideal client is, it might be something of their background, it might it might enter it in different ways. But we are whole human beings, we have an idea of what the transformation is, we figured out was lying around on our shop floor, it's more than we think helps us own our value. And then and then we encounter real life people like Anna Maria, like you were talking about with that person you were talking to yesterday, so great. And as they ask for things as they want things as they describe what it is they're looking for.

 08:23

Then we get a better and better idea of what the transformation is that we offer. And we pick up more things off our shop room floor. It's got to be on the court. Otherwise, it's this theoretical idea. And we wait 10 years, and we never get it out there. We just talk to real people and try to help them why wouldn't we? And then mediating all that is finding the words to say it these things happen in conversation just happens in conversation. And there are different stories. I don't want to go into this really deeply. But there's different stories playing out. It just makes sense. There's a stories that we're sharing, like I shared a story about my mum and the snow. And I didn't know I was gonna share that story, right. But in order to get a point across and in strategy sessions is the same thing as like what you're saying reminds me of such and such, you know, we might be using a story or a story of a client that that had success in that area that they're looking for story that shows them but we know what they feel like, right? So there's this we're always telling stories even we don't think we are the ones we're telling. There's the ones inside of us. And sometimes you're going Oh no, this person say yes. Oh, no, when's the next year? Like gentleman's She next shoe gonna drop or whatever it is? Or we're going, wow, you know, I'm so excited to talk to this person. I wonder what's going to happen. So the stories inside is really affect what's going to come out of our mouths, right?

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And then the same thing is happening with that other person. They're saying the words and

And then the same thing is happening with that other person. They're saying the words and their stuff going on inside them. And all of that is in play. When we're having a strategy session and whatever you call that conversation. We had one of our clients listen to about strategy sessions for a couple of months, saying like, that doesn't apply to me that doesn't apply to me wasn't listening. And then she said, you know, she's a naturopath.

 10:00

I think she said, Oh, well, you mean doctor's visits? Oh, I do those like all the time every week, lots of them

 10:08

different names or whatever you call it not does this apply? How does this apply? You're you if you have a business, you do something called strategies like that may be called by a different name, but you do strategy sessions. So apply, you know, just figure out how it applies to you here, we call them strategy sessions.

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All right. So when we think of this framework of we're trying to help people, we're just being human beings having a real conversation, figuring out what's wrong, and then helping them the best we can, it gets to be so much more fun.

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And instead of that thing that we want to farm out as a necessary evil, sometimes we think of that when we're really heart centered, I just want to do my thing, I want to farm that sell those sales out as soon as possible. Now, when you have really understood about sales, you don't want to farm it out to somebody else, you'll want to keep it this way, you're on that cutting edge with somebody who you could maybe help and they're on the verge of a decision of change that will change their life.

 11:04

So you want to reach that place, and then maybe you'll have somebody helping you out you can as your company grows, for sure. helping you out with that, right? But

 11:13

you want the way to do that well is to be so reluctant giving it away, because you have fallen in love with it. And then that love will be transmitted to them as well. Otherwise, they're picking up that dirty, awful used car salesman thing is a hard way to go. Right. So that's some of what we were adding a few more pieces as well. And



11:33

let me see.



11:39

Any questions or comments about that? That was mostly review, I added a few more things. And I wanted to draw the threads together. So we're all standing in the same place. consents, all good, okay.



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So, a strategy session is a particular thing. It's a particular kind of conversation. And it's like a particular, I call it a genre, sometimes you can call it a particular container, it's different from a connection call is different from other, it's different from speaking from stage is different from other kinds of conversations.



12:12

And when we know when we're not in a strategy session, and when we are, that's really, really helpful. And we want that other person to know too. And there's some key words that you can use here, some helping things. So first, be a person. And then let me give you some hints that will help you navigate this kind of conversation. So



12:31

a connection call versus a strategy session connection call, you're mutually helping each other. It's like Jonathan's two lunches that he had yesterday, today, probably, right. just catching up chatting with somebody, maybe it's somebody new, and your mutually helping each other. Maybe you're sharing stories, maybe you're going to go on a trip together, maybe going to be new best friends, whatever it is, that's very different from a strategy session, a strategy session has its framework.



12:55

Let me help you find your best next step in x. And x is the transformation that you offer.



13:04

So before a strategy session starts, you want there to be an agreement that that's the kind of conversation you're entering into.



13:12

Because in the context of that, we have permission to say things. And it makes sense to say some things, it doesn't make sense, that don't make sense in another context.



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If it's a connection call, it would be strange for there to be an offer at the end that can feel like a bait and switch. I thought we were meaning to help each other and they'll that'll be you know, 2995 for this, please like what?



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So



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we want the agreement. Hey, and it's really easy and natural for that to happen.



13:44

So Diane, you know, the your your meeting with grandma, like I love that, that that's such a quintessential



13:52

ideal client for you. Right, they might come in the form of a brother or a sister or whatever it is, but the drama with the autistic child, really great touchstone for you of your ideal client, right? So your ideal client is saying, Well, you know, maybe something like this, my grandson, I don't know what to do with him. And it's so hard and he's got so much like, energy that he you know, better than I do, but I'm making this stuff up. But something like this, he's got so much energy, they just know what to do with it. And sometimes he's just like, you know, he, he's so unhappy, and I get tired. I don't know what to do with that and something of their pain, right? And you go, wow, there's a lot going on, and you be a human being. I'm so sorry. That was That sucks. That's hard. It's you know, and you say it in your own language, you know, maybe even like, I might say, that sucks. You might not use that language, right? It's a real language, right?



14:41

And then you say, Listen, you know,



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would you like to hop on another call? Because we've you know, we're having this connection call or have lunch, gotta go for whatever it is in 10 minutes and to want to hop on another call or do want to meet for the company done over lunch? I used to do them in my home. You know.



14:57

Do you want to meet next sometime next week.



15:00

Eat? I'd love to, you know, sometime soon whenever that is you book it. So would you like me to I don't mind, like holding space for you to see what your best next step is?



15:11

And if they're understanding it more to this like, well, you know, you got a lot of pain in my area. Sometimes I say it explicitly, sometimes I don't it's It depends. I can't even remember John and Jonathan, when you I remember was like, we're sitting beside each other for dinner. It's like, do you want to be on call? And actually was you met Yvonne first? Right?



15:26

See, Vaughn is amazing, she will listen, she will do all of the things I just talked about. Right? You know. And so whether it's you or another person would you like to meet?



15:36

To see if we can figure out what the best next step is for you with your grandson. Because Emma's really hurt, you mean, you would do that for me, you'd hold space for me, yes, I will hold space, and then you actually do it for whatever the best next step is for you. Fantastic. And then you book the book the call.



15:55

And then, once you have that agreement, we'll figure out what your best next step is. Later on, you can have your when you're just beginning, you just do that, you start really simple. As your, you know, for those with more experience, you know, we have a survey that we have people fill out the house gives us a better idea of what their pain is and what they want, and so on so forth. You don't need that right away. Right. Um, we have a booking calendar, you don't need that right away. It's like what time you want to meet, right? So start with low tech, and then build other things on and don't think that you have to build low tech, I mean, really,



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the word that came to me is a business, the word about big deals, big deals, or just helping people A lot can happen very informally by, you know,



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making an appointment on your phone with your calendar, you know, so you book that appointment with them. And then when you meet with them, just some key things that help to structure the conversation. So we know that we're in that container of what's finding the best next step.



16:58

Say, hi be a human being, you don't have to leap right into things, right? Connect whatever it is, because they're a human being, it's nice to connect with people, how was your day, whatever it is, right? Hey, I love that shirt you're wearing, you know, connect. And then. And then I asked to record the call. And the words I use is like, you know, Can I record this call? Usually I say this for the purpose of internal training within my company. It's not a broadcast to the world. But that means that myself and my sales team can meet. And actually to be honest, like we still rarely have ever used those recordings. But I know I have permission, right? Is it okay, if I record this call for purpose of internal training within my company?



17:38

Right? And



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very rarely, they say no, usually they say yes. And then you've got a stock of recordings of yourself, holding these kinds of calls, you can hone this skill and get better at it. And then when you have somebody helping you, you can say, here's one that I did a while ago with this person, you got their permission. I repeat those words on the recording to make sure that I've got their permission on recording. And I let them know if they change their mind. We'll just stop the recording just be human being right.



18:08

And



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so then you repeat the agreement. Hey, just want to make sure we're on the same page, are you we're here to find your best next step with your business in your life. Are Does that sound okay? And usually going like yeah, thank you

okay: And usually going like you, thank you.



18:26

And a great next question to ask. So there's a couple of things that help structure. Here's a few structuring things that help you get the conversation on track. You know, I love this sentence. What made you decide to invest your time to talk to me about



18:39

your grandson today? You know, it doesn't have to be rocket science, not a big law. Right? Just what made you decide to talk to me about your horse today?



18:48

What made you decide to talk to me about



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your Heidi, if the mom is really you know, in that difficulty about your, you know, really challenging day that you had yesterday, today?



19:00

Just a couple of words about what it is.



19:04

Because we're making decisions and investing what made you decide to invest, it helps them know, they're already making decisions. It's just noticing what's already true.



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are already making decisions and they're already investing. They're investing time which is really precious. Right? And



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and then listen for their pain.



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19:24

Listen for their pain. So we touched on a lot of that both in q&a calls and in sales a story last time and I wanted to gather that up and then start talking a little bit more about the structure of the strategy session itself, how to hold those calls. And then we'll have more time tonight for questions and I want to do some more mindset pieces. Because I really, my intention is for you to show us fall in love with sales.

19:51

Absolutely head over heels fall in love with sales. That is a great place to be in your company. And if you are getting closer to that, as well.

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Talking about a year in sales a story, raise your hand. It's like, oh, yeah, it's not a used car salesman thing. It's like a good. Yeah. Thank you. And Dan, thank you for that, you know, honesty, right? Oh, it's, you know, again there. Anyone told her story last time, too. It's like she, you know, took her while to wear that hat, or her center. And foreigners, you were so good at this. The ones who come in as used car salesman and want to be good at it. That's hard, you know?

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Because because it doesn't work very well, when you're actually Hartson and want to help people, you've got the best skills imaginable that they're going to have to develop, you know what I mean?

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Actually, to get good at sales. All right. Let me see.

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A couple of things. I just want to gather threads of I'm not going over everything, but just some of the places we've been in some of them on the q&a calls. Last time, Diane was saying, you know,

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how much should I follow up with somebody? Well, when we have this, you know, when maybe we can have have a strategy session call, you know, somebody that's in my ideal client zone, when we have this framework, and you think of my mom and the person bleeding in the street?



21:05

Well, like you just follow up until there's clarity, right? My mom might go, Hey, are you okay?



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Hey, you know, she tried to stop the blood. I mean, maybe they're maybe they're this horrible. But this was coming to mind for me, right? Or lying in the snow dead, and the paramedic pronounced him dead, she's gonna stop



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it, you know, they go away. I don't want you anymore. But that's what we're afraid of. Right? But it doesn't, it doesn't feel like that. When we're heart centered, people receive it.



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And often, you know, when you're following up with them a number of times they go, Oh, my goodness, thank you so much. And this and that. And that happened. I didn't get back to him. Sorry. I'm so glad he followed, I think will include a human being, you're offering help, you're offering support, it's going to be received by the right people. If it's not, and they're nasty, they're not your ideal client anyway. All right.



21:59

I want to add a couple of other pieces, and then start talking about the structure of the strategy session itself, I noticed a lot of information. I'm also pulling together some things that we've done recently, Heidi, on the q&a call yesterday. She said it was a great question. Heidi, were asking, I'm not going to do the redo the whole thing here. But, you know, how do you avoid saying something like, Hey, you know, avoid coaching, because it's not supposed to be about coaching is supposed to be about the best next step? Right? When they're kind of trying to pick your brain on something well, just, you know, give me all your work for free.



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I will only tell you that when you pay me that that's not the energy of it.



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And if they're asking, and the example from yesterday, Heidi's like, well, you know, why did you put ease in and what kind of, you know, home did you choose and why? And all that kind of stuff. But the the greater service would be? Why are you asking that?



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Because it doesn't really matter in a sense of what you did, what matters is them and we're trying to find their best next step.



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And the quick fix answer that they're looking for, we know isn't really going to help them if it's a deep dive service that is on in, you know, in the offering potential for them.



23:07

So if they're just like, trying to get little bits of information, keep you can keep going back to we're trying to find the best next step, their real one, not the surface level answer.



23:18

Well, I'll just do whatever Heidi did, and then they'll work out for my kid. Well, if we just think about as human beings, that's not true. And they'll know that too. They'll respond to that you're actually trying to help them. Alright.



23:30

Let me see.



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When I tell you another piece about it, too, this is another piece of the mindset as we enter in. And this is something from that I love from Jay Abraham Hicks is a wonderful, amazing marketer, and his clients have sold billions I believe it is I mean, he's really, really well known has been in the industry for decades. And, and he talks about, you know, let's say you were talking to a lawyer,



23:56

and they said, Well, you know,



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I know this whatever it is, like kind of sort of protect you so I'm going to offer you that there's this giant loophole, but I'm not going to mention that I'll just give you this lesser service. How would you feel about that lawyer? It's like I've left you gaping Lee vulnerable over here, but hey, it'll be cheaper isn't that good?



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Like if a lawyer to that you go Wait, why didn't you protect me? I hired you to do job or I'm inquiring to do a job right? So you're going to offer them the highest service that they're ready for.



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It's not just make sense when you think like, like a lawyer who's there to protect you maybe that you know, I'm here I'm thinking about something really negative. It could be something wanting something positive or avoiding something negative. It's like well, you know, I know your brother in law's about to sue you. But I'll give you just this like really small piece and good luck.



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It just it makes human sense. We wouldn't do that.



24:57

Or like taking a Heidi you know your mom who's



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stressed out got an artistic child and his is ready to like almost ready to like, call it quits on the planet. Because of that, you know, you're not gonna work with that person who's that? Desperate, you want them a little further further along than that. But let's say you were working with that person that was your target audience. And you're gonna go, Listen, I can go for coffee with you, it'll cost you \$2.37. How about that? And we'll chat for a couple minutes. Like, I'm giving extreme examples. So you can see it, like, what a disservice?



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Can I do that? Or like, what's that we're going to know them at their highest level,



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or not gonna offer them the highest level service, not something they don't need, we're not gonna go, Hey, take this elephant. I know you don't like elephants, but take this elephant. So none of you would do that. So don't worry about that. It's instead it's the highest service that they're ready for. So they can take the greatest steps forward, because they have pain in your area and you want to help and serve.



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sells a service is the highest service. It's where the person is making the Leap, leap. All right. Let me see jot down your biggest aha, because I've been doing lots and lots of training, jot down one or two or three of us for yourself, what's the most important thing for you right now just want to empty out the room a little bit, because I want to do some more training. And we'll make sure you have ears to hear.



27:20

All right,



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I want to hear your husband just, oh, I want to hear your house right away. So let's, let's hear a couple of them. I want to hear what you've been hearing and what matters to you in this, and how you've, you know, adapted this for you. So let's hear one or two of these a has was opening for you now who'd like to go first?



27:44

Do you think you've



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it was actually quite a revelation, that what I did is not the point



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that, that it's not in this in that moment. It's not my story. That is the topic. In that moment. It's their story.



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And the conversation is around their story. And it would do them a disservice



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to be talking about my story if we're looking to solve their situation and and not to mix the stories. Oh, I'm so glad you said that. And it's right here next in my notes. So you're taking us right to the next place to noticing that and we're relating that tells me we're right on track.

Because, you know, you've worked hard in the work that you do. You've Yeah, everyone here you spent years studying or training or working with people whether you've been volunteering or helping people professionally in in this work that you've done for a long, long time. And so sometimes, as we get in these conversations, we want to go like, well, there's this and I've done that, and I can help you with this and I right. But

 29:00

that's the wrong here of the journey.

 29:04

You're not the hero of the journey. They are

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just really easy to forget it because we've worked so hard with the work that we do.

 29:13

And we so know how it can help them. And we still want to tell them here's ABC 123 years this 5000 things.

 29:21

And Heidi, again, you could do the there to go to the examples like Well, here's how I did it. And I did this, I did that. And then there's this and there's that. They think they want to hear that but they actually don't.

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Because it's not the founding question this strategy session, what's your best next step?

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So it helps us take a different position and this, you let us reach to a piece in my notes here and that's the like, what stance do you take in stride to Session? I'll tell you, I say tell me more about the strike decision itself and its structure.

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You know who you are.



29:56

For them. You're not the hero



30:00

You're, you're the trusted adviser, you're not Luke Skywalker in Star Wars, you're Obi Wan.



30:08

You're the one guiding you're the one beside them, you're the one helping them out to try to find a solution. And often we position ourselves as Luke out to save the day accidentally. It's not true at all they are, it's their journey. We're standing beside them giving advice, listening, trying to figure it out, knowing some things that they don't know in our field, right?



30:29

So, you know, if Luke in in Star Wars came up to Obi Wan and said, Tell me exactly what you did. And this and this and that situation in that battle. If Obi Wan The mentor is actually wise, he's he's gonna go to what Luke actually means and what the conversation you know, how Luke is going to take his next steps, not you reliving glory days, you know, and and we can be actually accidentally reliving glory days or the things we've struggled for whatever it is. Great observation. Thank you. This tells me you're really tracking on



30:59

both what I'm saying and why it matters so much. And you're hearing whether you put it that way for to yourself or not the some of the structural story foundations of these conversations. Thank you. Beautiful ID. Let's hear at least one more. What are you hearing in this? Yep, Annamaria.



31:20

What is inside of me, my inner stories are really affect how I communicate to my ideal client and how they receive my words are?



31:35

Absolutely, absolutely. And



31:39

thank you for noticing that. And, Jonathan, can I give an example from our conversation yesterday? That could be one example of this would that be alright, thank you for that permission. So Jonathan, you've got a lot on your plate. Right. And we live in a busy world, you know, lots of people do lots of stuff, right? So



31:59

one thing that can, we can have all the right structure systems techniques, we could have scripts that are supposed to work and all that kind of stuff. But if Jonathan or any one of us, for instance, and it's one of the conversations we're having yesterday, is carrying a story of wow, there's a lot to do. I don't know if I have enough time for everything, everything is like, going so fast pace is like the you know, the I barely have time for a cup of coffee.



32:20

And then we're going to have exactly the thing that that person needs. We might even be a really great listener. Normally, we might know them really well and have like, oh, no, like interest is there, we have exactly the offer for them. And but that inner story that's going like gotta make time and there isn't enough time. And that alone could unhinge the strategy session.



32:43

Because a person just picks that up, like, have you ever been to a department store and you're trying to get help? And and, you know, does I know doesn't happen as much these days, right?



32:53

In the old days, it used to work, but you bumped into a person, and you know that they're just headed somewhere else. Like they're busy there, they've got to like something to go shelve somewhere else. And they really don't want to listen to you, because they're in a hurry.



33:06

You're not going to stop and engage with that person, that's too hard. They're going somewhere else, and you're gonna go engage with the other person, that same kind of energetic effect can happen. Everything else can be right. And that one inner story can undo all the other good work, right? I'm not saying this to scare you about it, I'm saying the more we can know what's going on inside of us. And that's the inner work the yogi's call it stuff it is self study,



33:34

the more we can be that neutral. I think of it as kind of like a neutral slate, it's a place to be a mirror for that person, it's a place to hold space for them the best we can.

 33:45

You know, that's one example of it. So thank you for that. Annamaria sometimes it's you know, we're making a new offer. And even though we know its value, some part of us these two little are trillions of cells are aligned to these tumor cells over here going, maybe not, what do they think is too much? Or whatever it is, right? Well, they pay this amount.

 34:06

I'm not sure they have the money, right? They're gonna hear that they're gonna pick that up. It's like we're broadcasting and we don't even know it. And the next thing next words out of their mouth will probably be I'm not sure that sounds like a lot of money. Right? And instead of encountering that, it's like, yep, that is neutral. Can you hear that? Just Yep. What do you want to do? Like, that's a lot of money. Do you want to come in or not right? Neutral.

 34:32

But if I have a button inside me going, Oh, I don't know how they're gonna think is too much, man. They they says because a lot of money, we're going to run into justify or say no, but or whatever it is, right?

 34:43

In our story, it's huge. Or maybe it's that we don't know the value of our work, or maybe we think that who knows what that that person will have a particular objection. What do you know they're gonna they didn't have it before, but we're carrying it and they pick it up from us.

 35:00

Ah, yes, but it is really,

 35:06

when I'm going to Strategy Session, that's my best aim, I want to be, to the extent that I can in my day, I want to be well rested, I want to just meditated or done Srivasa. And I, I want to have a cup of tea beside me, I want to be able to be that

 35:22

in that place, and I want them to be in that place, too. So, Karen, who came into our

community, most recently, she was having a hard day, and we've met and everything was aligned for them. Like, I meet later, let's meet later, no rush.

 35:37

Wednesday night, we met Saturday instead, whether it's that person or myself, and if I'm in a rush, if I think it's gonna happen now, if I think oh, no, if they don't say yes, now they're, they're going to say, No, later, they'll say yes to somebody else. All that interferes.

 35:51

And conversely, when we, the opposite, those positive inner stories that go like, this is I know the value of this work. I so hope this person can see it, simply because it's going to change their life. If they don't, often I just feel sad, because then I know what might have happened for them, but they don't know. And I have to let it go like, but that, you know, productive, beautiful inner story can serve us deeply knowing the value of that work. Now, somebody says a lot of money, we just go. Yeah, well, of course it is. Because you know, is that's what it's worth, it's that we don't have energy around it. So thank you for that beautiful and marine. Alright, anything else? Anything else that you wanted to add?

 36:35

Any other Aha, so you'd like to share? These are great. Yeah, it

 36:39

is just a quick follow up question. So I

 36:44

the neutrality versus positive. So is it standing in the neutrality when listening to their story? And their pain? As opposed to? I know, I can help them and be positive about that. I'm not neutral about my offering. Right. Right. So and nobody's ever asked it quite like that before. So I love this question. How do you thank you and maybe I've never expressed it quite in this way before. But when I say neutral, maybe the best way to put it is like I don't have my own stuff in the way

 37:19

none of my own stuff is getting in the way. And I'm I'm a great stance to be in this will come to some key points for holding these conversations well, committed but not attached. It's in lots of spiritual traditions is in the Bhagavad Gita that the yogi's, you know, draw on, committed but not attached, do your duty be unattached to the outcome is how good they say in the

Bhagavad Gita, go look it up and other spiritual traditions, I'm sure it's there, you know. So I'm committed to them making a decision for themselves, whatever that decision is, I'm not attached to what that decision is, as long as I'm attached, you have to do this, because I want you to do this. Because otherwise you're I think your life will fall apart or otherwise, whatever. But I think that they've, the reason is that, because I want that next person to be doing this work, or because I think otherwise, they're gonna go to somebody else who's bad, or whatever it is, then it's about us not about them, we got the wrong here on the journey again.



38:14

It's really truly about them. So that's what I mean by neutral. And then the positive part is



38:26

the positivity part would be deeply, utterly in every cell of your being, knowing the value of you the work that you do, I want you to know that it's worth double that is worth triple what you're charging. Now, because I want you to undercharge, I want you to so know the value of what you're doing. Whatever number you're charging, multiply by two multiplied by three.



38:48

And actually come to understanding, not understanding that's head but in your heart, why it's worth that.



38:58

What real change is gonna happen to people when they do this. And then when you do that, when you're making that offer, it's so easy to be unattached. You so know the value of it, they'll say yes, or they'll say no, if they say, if they say no, like I said, I often I often just feel bad for that person. Like, oh, you know, sorry, you couldn't see that. Maybe you'll see it next, but not like heart wrenching this just like, maybe we'll see you next time, you know, or I hope something else serves you or whatever it is that that neutrality again, right. Committed committed to their making a decision not staying in confusion. Maybe I shouldn't, maybe I shouldn't I'm not sure. Maybe I should. How about next week? confused mind?



39:36

Not worrying about whether it's a yes or no, but that they know clearly what the best next step is? Because that is after all the structure and Strategy Session. Right. So thanks for that. Heidi, does that help?



39:46

Yeah, great question. Okay.



39:51

All right. So you're the trusted advisor, you're Obi Wan, you're not Luke, and watch yourself if you happen to notice that you're stepping into the role of Luke. Let me



40:00

Just tell you, there's the three ebooks and let you know, let me, let me show you, you know, there's like, there's at least like 10,000 calls that we do or let me show you let me showcase these 10,000 people who will have said good things about me or whatever it is, right? Sometimes this ego is this is not an ego filled group, but we all have ego, or we've all worked hard for things that we're doing right? Instead, it's, it's for them and about them. All right.



40:26

So



40:30

the structure of the strategy session, really, it's a story.



40:35

It's a story.



40:37

Stories move from pain, like Luke finding out that his aunt and uncle have been burned in the fire by the bad guys in Star Wars, pain, pain of thinking that he can't ever have the life that he wants pain of not knowing his father pain of all kinds of pain, right? And it goes to hope. Maybe it's possible, maybe we can defeat the bad guys, maybe we can. Great



40:59

story moves in that one, one, at least one kind of structure, not tragedy, the opposite right? moves in that way. And strategy sessions will follow story story, we're hardwired for story.



41:14

And



41:17

so we start out by investigating what their pain is with them.



41:22

And then the conversation naturally will start to turn to hope. There's some things that we can do to help move that along. But often what we do is we try to move too quickly.



41:31

There, they have to be able to face that pain.



41:36

Or



41:38

the hope and the solution isn't going to make sense to them.



41:43

So to go back to Heidi, for example, an



41:47

autism mom, who's deep in denial about how bad things are for herself. And you wants to pretend that really, it's okay, I'm doing fine. I'm doing fine. I'm doing fine. And then you'll here's my solution. 123 She doesn't care.



42:01

She's not she hasn't even faced with her real pain is in your area. And sometimes it's a deep wrenching pain. Sometimes it's just like the possibility of there's both pain and pleasure, right?



42:14

I was using this example, Jonathan, you weren't on the carpet about lighting, you know, when I used to teach in Kamloops University. And I tried this test when the committee and what one of the things that we worked for while I was doing that many years ago was getting lighting on

one thing that we worked for, while I was doing that many years ago, was getting lightning on campus. But it wasn't even to keep women safe from assault, it was that people were falling into holes. The lighting wasn't that bad, right? So pain comes in different forms. Right. And and so we as a committee, were wanting to lay the college to understand the pain of the people, you know, on campus before they could find a solution. And until we could get the administrators to to admit that people were actually are in danger of breaking their legs not not to mention assault and so on on campus, they weren't going to find even a simple lighting solution, for instance, right? So we start with pain, it has to be acknowledged, they have to be real with you.

 43:05

Otherwise, you know, and the university example is a great one because universities and budgets, well, why should we put money into that we've got this, you know, whatever it is all this is something that the university wants money for. Right? So they have to understand what the pain is first before the want the solution.

 43:24

And more pieces from story. There's other places in the air where we dive into the structure of story more.

 43:30

But I'm boring some things that you guys know from just watching the movies, right?

 43:35

There's an inciting incident, there's something that sparks it things off like it and I'm going back to Star Wars. Here's a great example. Because most people know something of the outline of that story is pretty iconic. So that original Star Wars movie.

 43:50

Luke is just kind of wandering around bopping around going like, life sucks. I'm you're on the planet with two moons. And I'm just like my uncle. And I will never have the life of adventure that might I think that my father had. And my uncle needs me on the farm. Everything's rotten, but life is like that. As long as he stays there, you know, nothing is going to move him.

 44:14

There's something that sparks at all. There's an inciting incident in story. Right? And one of the things that forms that in Star Wars one of the things like no, I can't help and Obi Wan wisely says unless your father speaking or, or that's your uncle speaking, right? You're just mimicking

what somebody else's saying. When really wants something bigger. So So at the beginning, there's got to be something that kicks it off.

 44:40

I mean, Jonathan, we were sitting having a conversation over dinner, right? It's like, wow, there's more going on here than I realized. Wow, maybe I could use some support. Let's chat. Right. So Anna Maria, you're the one you're speaking to yesterday was a dangerous horse. And we hope like they've to give the example of a danger.

 45:00

score. So that person will seek some help before getting thrown off and the horse maybe even I don't know what happens in the, you know, do horses even end up getting killed because they're so dangerous, like the horrible things probably happen in some arenas, right? Or the person gets injured or could even be thrown off, like, horrible things. And that, you know, just, hopefully we catch them before that happens, right? But if they're just blindly going along, going, hey, I can keep tranquilizing my horse, everything's fine. There's got to be, you know, a story has an inciting incident, something sparked them to want to talk to you. And an example is, you know,

 45:33

my friend Pamela, who we were friends for, she came in did did work in the community for a couple of years, I could see that she really could use the work here.

 45:42

But there was nothing in her that sparked that off until one day it did. And then we started talking, then she came to do the work for two years is life changing for her? Right. So there has to be something. And sometimes, you know, is a talk that you give, or it's something that's happened in the industry to them, or they've, you know, finally that, you know, that

 46:03

child has run into trouble that really can't be put on swept under the carpet now, or whatever it is, right?

 46:10

So some kind of inciting incident, we explore the pain. And, you know, then I'm going to switch to a different movie Princess Bride, one of the movies I like to point to, how many of you seen Princess Bride by the way? So like some of you have of you, okay, half of you've seen that I can see here, I've seen Princess Bride. So doesn't matter if you've seen it or not. But there's,



46:32

there's a frame story where a grandfather is reading a story to a grandson. And then what we watch is the story that he's telling him right. And it might Yeah, so dad as well. We've seen this in the show, right? So at one point,



46:45

it looks like the the hero of the story is dead.



46:50

Like what stories are supposed to go like this and the grandson. So iconic moment in the movies. Like what? Grandpa Wessling can't be dead. He's only faking right.



47:01

And the grandpa says, No, he's dead. And the kid is destroyed. And this is a comedy, it's light. But it actually gets to that, you know, the pit of despair, like the person is going Oh, my goodness, I didn't realize that it was this bad. My horse is this dangerous. And also, I've been tranquilizing them all along, and they're in pain. And I'm the cause of it is causing pain in my family. I didn't even realize it, you know?



47:24

Is this like, tragic late, and I'm using that as an example of Princess Bride. But you know that, but in our lives, it feel is real. We watch those stories, because there's something that resonates with us. What do you mean, Wesley's dead he's only thinking right now? Well, do you want me to stop reading? Because I can stop reading? No, no, keep writing, right? You want to know how it goes. But people get to that place



47:51

when they really face their pain.



47:55

And you have to be a real human being and help them and listen to them and hold space for them. They have to be real with you.



48:00



48:03

It gets to places really hard.



48:07

And then I just want you to imagine this because you wouldn't think that you would do this, but this is what we tend to do.



48:13

They get to this place is really hard. And it's pain in our area.



48:18

And this is what it feels like to them. I have my handy dandy 123 is going to fix that. No worries. How would that feel if it were you?



48:29

Yeah, you're all shaking here. You get it as a human being right? I'm giving you some structures, but you'll get it as a human being too fast.



48:37

Not ready for that. And even though you know, you've because you've worked with our clients before, you know what happens you so want it for them. You're not the hero of the journey. We're not the hero of the journey. They are



48:48

an Obi Wan knows that probably that Luke's gonna come along and that he's gonna save the day and he already knows that layers is his sister. And he's way ahead right here because he knows this journey. But he has to go at the speed of look.



49:02

They have your phrase Annamaria about moving at the speed of trust for the horse gonna move with the speed of Luke. Right though the hero of the journey like how fast can he go? And so or how best can she go?



49:13

So they get to this place is really vulnerable.



49:18

Ground but why did you read me the story and I didn't realize how bad it was gonna get.



49:22

Because this problem they have, you know, it's going back to Jonathan's like, Hey, can you just put up I don't know how people talk to you about it a job. It's like, can you just like, add a few lights for us? It'll be better.



49:36

Right?



49:40

They have no idea that it's the equivalent of you know, like, what will happen in their lives and when it's actually appropriate and so on. And you know, and it's like the administrators going well, you know, what is pretty good on campus, whatever and maybe if we just, you know, have give people a couple flashlights everything will be okay.



49:59

And then the



50:00

To find out and they started, it's like, if I following up that with that story, they start finding out that so and so just broke their leg. And this woman had to run away from this guy because she was nearly assaulted. And the administrators would be like, they actually heard what was happening on campus. And they did put lighting in for us, you can bet, right?



50:16

They'd have been in tears if they really understood.



50:19

If we just said, here's our proposal all coming in here before.



50:23

And they're going like, we didn't know, we're over here in the tower. And we actually didn't know I'm so sorry. She's



50:32

at that place in the strategy session, here's what you do.



50:37

It will naturally start to turn like imagine ourselves as those administrators right now at university. Are you with me? Like they're there, the potential client in a lighting story? Okay.



50:48

Wouldn't it be natural at a certain point where they're going? You mean so and so broke their leg and got them into the hospital? You mean that?



50:56

And,



50:57

and in this case, it happened to be it was very, very stereotypical. When When I moved there, it felt like moving back into the 50s. It's like they were way behind? No. So was, in this case, stereotypical male administrators, you didn't really understand that how women were feeling on campus to change now. Right? So then they're like, getting to feel what that felt like. They're like, No way. When you walk around, you feel like that.



51:21

And you're afraid that somebody's going to do what?



51:25

And again, pulling out the proposals, like why didn't you see this before this loud, you know, be a human being.



51:32

You stay with that person in that place, because they've just been really vulnerable with you.



51:37

Just be their friend. Listen, and these fictional administrators, I mean, really happened. But I'm making a fictional story from this, right, combining Jonathan's work and what happened years ago? And I like geez, I



51:48

wow, I had no idea.



51:51

I'm floored I we wanted to fix it. We tried this. We tried that. We talked about what they tried didn't work. Well.



52:00

What what it what if, you know, what if? What if we could even just get some lights in around the portables because I know that they're the darkest places where your office is right, Michelle? Right? Like, what would that help? Like? How do you think that women would feel then how do you see it starting to turn to hope? Yet that like, it naturally starts with like normal human being conversation, but there is a structure and you know, you're in that structure out of service to them, right? was naturally naturally going to start to turn? Oh, what if I kind of what if?



52:31

What if it could be better that what if the women on campus could feel safe? What if it's not just women? I mean, it's not just women who could get assaulted the men as well.



52:40

When you thought about transgender in those days, when I was teaching there, you know, like, oh, well, we welcome to all genders anyway. digression squirrel, we come back.



52:52

So what if what if we could have better lighting over the portables? What if you know what, maybe we could even bring in a lighting specialist? Who could tell us what were what what's

the most needed? And oh, my goodness, then there's the classrooms, too. I mean, it's, the students can hardly think because of the glare of the lights. And what if we could have some more natural lighting? And what if you know, the students would feel more energized and then executed? Can you see is like starting to gain momentum? Right? What If, on the What If, if they're your ideal client, the what if the pain has been in your area? And the wolf is in your area to like in this fictional lighting story that I'm combining with my university story in Jonathan's work, right? What if, what if, what if, and they've just outlined something that is deeply around in and around your program or your service? What you do?

 53:40

You don't pounce on them, right? And what have you, and they're starting to be hopeful now?

 53:47

They're starting to see that a different world is possible. And isn't natural than just going to have any questions? Yeah. How do we do this? Well, I've got an idea here. And now you can show them, right? You've just asked you for your offer.

 54:01

Or sometimes you go, do you have any questions? And sometimes they're so floored by this vision of something bigger and better? They'll go like, No, thank you. That's great. But they've forgotten it hasn't actually happened.

 54:11

It's just an idea. Right? Do you have any questions? No, thank you. I feel so much better. Well, we're here to find your best next step. Would you like to see how we might be able to do this? Oh, right. Yes. So the whole conversation then it's structured, but it's also natural. Does that make sense? Because we're hardwired for story. We're helping them own their own story in the in, in, in the field that we were designed to serve.

 54:38

And if they're if, if that doesn't happen, if it doesn't go from pain to possibility

 54:45


they're probably not your ideal client.


 54:48


..


You know, like, let's say in this fictional story, the administrators they go, Well, it's not really that bad. Well, you know, a couple people broke their leg, but who cares? Next


 54:58
and you find a solution.

 55:00
Throw them the best you can,

 55:02
for whatever, whatever it is, you know, the real problem on campus is there's no good food, great, let me introduce you to the chef by,

 55:10
you can make better food or she can make better food on campus, you know, so we find a solution for them. But the person who has pain in your area, and you're, you're finding them in different ways, right? You're finding people who have pain in your area that you may be able to serve. This does it, if it makes sense that the trajectory of that conversation will we will move from that there's an inciting incident, something that had been talking to you. Right, maybe they went to a talk and then more of their they've had a conversation over dinner, they, they somebody introduced you to them, because they know that and it could be even they only know a piece of the problem within it goes to a bigger problem, because they hadn't realized how complex it is, then it turns to hope. They're going to ask you for your offer. Or you're going to offer it in that way, only if they're the right person. And then you walk them through it and why it's going to make a difference in all the ways that they were looking for in that picture of hope. If that just is as a human being, if that just makes sense. Raise your hand. It's not rocket science. When we see how it works fantastic. Okay, really good.

 56:08
So

 56:10
as I said last time, you're what you're what you're really offering is a higher version of themselves, aren't you?

 56:16
... ..

Like, in my fictional story, but administration, we really did get better lighting. But we didn't have to have conversations like that. But imagine we did,



56:24

aren't we offering? That person is stepping into a bigger personal version of themselves? Hey, I'm an administrator, who cares, hey, we can spend money on this. And not that, hey, it matters. If people feel safe on campus, they they have become a bigger version of themselves. We haven't just given them some lights, whatever our field is, we've always introduced them to a bigger version of themselves.



56:47

All right, let me see.



56:55

One of the things that we've added Amy's busy adding it for you right now, we have our I just want to give you a couple things about how to follow up from this right. And then. So we have our q&a Call coming up in three hours.



57:09

Reach time for you be asking questions about this like, and always be thinking, how does how does this apply? What does my shortest route to that next conversation with that next person? And what does it What else do I want to know in order to actually just hope the whole that conversation and want you to know that people have in this community



57:25

and get in close multi \$1,000 deals, don't don't be afraid of that language. It's offered their services to somebody who stepped in who decided to step in, and they help people. That's what that means. All right. But I want us to get used to that business language, if that has felt off putting to you before, right. They've closed like multi multi \$1,000 deals with less than what I've given you here much, much less didn't know anything about the structure of a strategy session. But with just the pieces about, Hey, go and have a conversation as a human being know the value of what you have to offer. Don't get caught up with scripts and all that stuff. And people have done it with less than what we have. So I want you to know you're so ready to have these conversations right now. And if you've already been doing them, the next level one with that next level client, whatever is the next level for you. All right. And we have implementation week next week. So catching up on if you missed the offer creation call, and oh my goodness, right. Our half day retreat, go back and listen to that if you miss some other calls, it's time to catch up, you catch up with them beyond connection calls with each other to help each other on the court doing this is head knowledge, nothing happens. Right? So, you know, you can play game with each other to be on the court. So then, so we have our

implementation week next week, time to lean in with Maria and Yvonne and get support and masterminding help. And then the following week, we've Amy's probably already added them to your calendar. There's a call on Tuesday and a call on Thursday with some more key tips for sales. Because again, this is stage to step into your big self

 58:49

with with sales and offers and is foundational for our companies. Right? So more support with that on the Tuesday first week in August than the Thursday's already on your calendar or if not, it'll be there soon. Amy's added it had to get virtually free part two. Now if you've already done high ticket virtual retreat with me before you've never done this, right. So we're adding another piece of the high ticket virtual retreat in this love your life committee, you're not going to want to miss it. And this these are foundational skills for your company and there's always next level skills. I'm always learning more about this. If you're already good at it, you can be better at it. One person who might say no might say yes, one person who would have said yes, and you're going to send them away because there's another a person and you will save countless headaches, how to sift and find just the right people. There's many many more skills that I'll be teaching you in a couple of weeks but just get out there on the gorgeous get up there on the court. Have fun with it. And the last piece that I wanted to

 59:44

empower you with before we go today and the second part of sales a story is show not to tell

 59:52

like it's speak all day on this but show not tell you don't tell them what the issue is. Because like if I just

 1:00:00

waltzed in as a chair of the status women committee and said,

 1:00:04

let me do like I was never this person I was I was always me. Alright, but let me see if somebody else had waltzed in and said, you evil bad administrators. It's dark here. And I know here's the things that you should do, and it's going to make it better. How much would they listen? What would I actually would they actually take the action that's going to serve them to campus and everybody, right?

 1:00:25

If I just told them, even though I, I can see other people on campus can see it. But didn't, they

have to realize it themselves, so that they can own it.



1:00:35

And this is for them as what they're creating is themselves as aligned administrator caring about the campus.



1:00:44

I can't tell them that they'd be very presumptuous, very egoic of me to do that.



1:00:49

So that's why I wouldn't give you the why for that. That's why you're asking them questions. That's why you're listening to their story. You're hearing how they tell it? What's their words? What matters to them?



1:01:01

And if I was talking to administrators, I would probably you know, I wouldn't come in with the things that the women on this and the men on this committee, were telling me about why we need to do this. Let's start with their top of mind problem. It's probably about budget, you know, right.



1:01:17

So what are their problems? And then and then they know that, that we're meeting they're probably going to expect trouble when I became chairs desks when committee they I got invited into the Vice President's office right away, because they didn't know me very well. It was new on campus, like, Who is this person?



1:01:31

We got along great.



1:01:33

You know?



1:01:36

So don't tell,



1:01:39

ask questions, find out what's really hurting them. See what there, you can help guide them into a vision of hope. If they're, if it's something you're willing to take to take Annamaria? As you know, what if you didn't have to tranquilize your horse anymore? What if you actually, you know, your horse? I don't know, you know, these things right, nuzzled up to you when you walked up? What if? When you walked out, you weren't terrified that you're going to get through? What if you know, and they are saying these things, you're not telling them that by the time you get to that what if part of it like I just, I just want to once even just once come up to my horse and not feel X feel guilty that not fit right there saying it



1:02:21

has just given you some tools for how to navigate these very human conversations. If you more tips and tools about how to do this, I want you to be empowered to go and do this this week. Right now, today, this is the lifeblood of your company. This is working with people in a heart centered way in your field to make a difference. strategy sessions. Alright. So there's so much more again, we'll we'll do some more in early August. But don't stop that from having you go out there. It's like, where do I find the strike decisions? Michelle? And what do I say when or when I'm asking for money and all these things, we'll we'll cover them both. As your questions arise. I'll give you some more tips and tools coming up in early August. But I could we could do a whole year on on sales. And I would not run out of things to say about it.



1:03:05

We won't.



1:03:07

It's not the only thing that we're doing here. But also want you to know your you have more than enough to do whatever, you know, your \$5,000 \$50,000 million dollar offer. And these are the foundations, you've got it you can go out and do this and have fun. Have fun. All right, let's, let's finish up today with one AHA and one inspired action. And we're right at the top of the hour right now. So if you need to go you've got another meeting or something this recording will be here for you always and and you can go post your has in the in the in the program channel, that'd be a great thing. That's a great use of the program channel. If you need to leave before we finish up if I'm a couple minutes late, go post your husband will serve and support people by way of the materials of the program. So it's a great thing to do in the program channel. Daniel in the upper left hand corner, when a whole when inspired action



1:03:55

think I really liked the Yamaha was



1:04:00

to bring them to hope is using the water off getting them to start to change their mindset.



1:04:08

So that to me was really really powerful. That whole process. Yay, you heard it. Yay. And it was inspired action.



1:04:18

Oh dear, um



1:04:22

See why we always do this if it just had knowledge. Who cares right?



1:04:30

It's connection calls. Thanks Mark for that, chico. Fantastic. I'm so glad because I was gonna say what I hope for all of you is like, take the shortest route to having these calls. And a connection call is a really great route like because I could make my website my first website took me nine months, you know, make my website and then do my logo and I could just have a connection Columbo straight, just right decision and be working with somebody like a few days from now. Right. fantastic thing to do. Diane, thank you beautiful Annamaria you're up next.



1:04:59

Bye



1:05:00

Ha ha is that



1:05:04

when I speak with their potential or ideal client, just stay with them where they are, listen to the pain, and don't give the solution so fast to them.



1:05:17

So don't be too quick. Thank you for this is one of the biggest mistakes people make. Because also we don't want we think we're causing people's pain. We don't want to dwell on the pain, but it's a huge gift. Sometimes it's the first time they've had a safe place to talk about what's hurting them. We live in a surface level culture so much of the time. And if we rush the solution on them, it's like they can't even hear it yet. And it comes across as you know, pushing about us. And instead, it's like, I hold space gonna hold space gonna be a human being for this beautiful soul in front of me. You got it? You got it. Thank you. Yes. And what's your inspired action? Annamaria connection calls. Brilliant. Yay, I'm really happy to hear this. Yes. And then also

 1:06:00

listen for is this person in your ideal client zone, and be brave enough to offer strike decision in all the ways that we've said it's really easy, right? Listen and ask them questions. And it's like, if they're the right person, who isn't your ideal client zone? Go ahead and offer? What do you got to lose? Right? So notice that connection is not not every person is going to be some people, you're going to introduce them to your great aunt who is makes great cookies. And that's what they're looking for. I don't know.

 1:06:25

But for those for the right people, it's a natural thing. And they will be so happy that you offered. Thank you. Beautiful. Thank you, Heidi.

 1:06:36

I loved that if they don't go from pain to hope they're probably not my ideal client. Right? I really like that.

 1:06:47

Yeah, that shows how far along the client is to because if they're only they're only willing and pain and they only want to continually complain, and they really want to be in the ended Auto Club or not your client, right, Heidi? No, you know, no, I know. No, I didn't I, I wish I knew this then.

 1:07:07

Now No. process. And here's the thing, like every person, we talked to every person we actually work with, the more on the court, the faster we're going to learn and edit just like we just learned, and it builds our it builds our stamina builds or wasn't built who we are, to encounter these things. And so like, to me, it's just like, Bring it on, bring it on.

 1:07:26

11 1:07:20

Heidi, you're inspired. Um,

1:07:31

make calls and watch The Princess Bride.

1:07:37

Because I love referring to that movie. It's super fun.

1:07:40

I read the book a million years ago. So

1:07:44

beautiful thing to do. Have a fabulous, fabulous couple of hours. I would love to see some of you here at five o'clock. Annamaria. One more thing you want to say before we go.

1:07:56

I was wondering, I wanted to see then some of the recordings that I have missed some of the calls, I wasn't sure how to access them. Right now we've got them, we should have them posted in Slack. If there's a recording from recent times, like from the love your life community that's not posted there. Just you can send a note.

1:08:14

Let me see right now.

1:08:16

What's the best way to do you can ask questions in the program channel. Right? I'm looking for this recording. I don't see it posted yet. Could this be posted because we're going to house those in story freedom Academy. But Amy is making busy making that beautiful for you, we will have that free soon. I'm not in charge of the timing of that. So that's a great thing and in service to others as well. You post that question in the program channel. That's what that's one other. Anything that is about the program, anything about material and abroad in the program questions or has your questions for the community that you want feedback on right away? That kind of thing? And this sort of question would be perfect in that program channel. Makes sense? Yes. Thank you for asking. So we've got the implementation, like please do post that because if

there's anything we don't have there, we want you to have that so that you can do that in the implementation week. That's where we've got it. We've designed it that way for you. Thank you for that. Good anything else before we go?



1:09:08

Watch Star Wars again. A



1:09:11

couple of my favorite thing is to refer to your



1:09:16

great, great few hours. I will see some of you in less than three hours. Have a great, great couple of hours. We'll see you soon bye for now.