SPEAKER TRAINING

WITH

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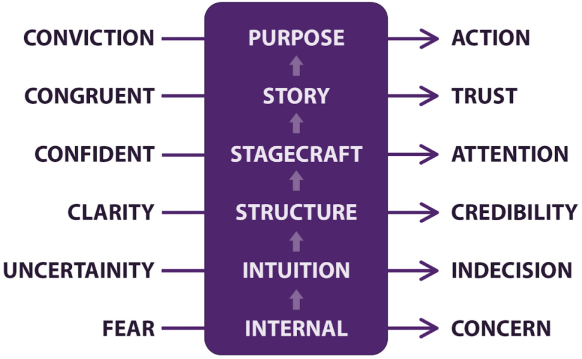
EMOTIONAL STATE **FOCUS** **OUTCOME**



14 CORE FOUNDATIONS OF SPEAKING

1. Belief (the Magnetic force of Mission)

If you’re going to be outstanding at any kind of group communication, you’ve got to discover what beliefs does it take....

It takes belief. But I mean real belief at the level that I’m talking about which is not intellectual. I’m talking about absolute **emotional certainty**, a sense inside of you that what you are about to share is so vitally important that if someone does not hear it, their life could be destroyed, their life could be hurt, they could have pain for years.

Speaking shouldn’t be about just memorizing a bunch of catchy phrases *(though you do need to practice what you will say)*

What is required is communication, persuasion, influence and leadership

“My belief is what you have to know is before you walk into that room, you have to be absolutely certain within your soul that what you are going to talk about you have a passion for. What you’re going to talk about, in your heart and soul is going to make a difference that day. Because that brings an animation into your voice and your body and your gestures and your eyes and your face, that no one can teach you how to create. But if you sit back and you memorize how you’re going to do this and when you’re going to do that, I can promise you, you’ll be admired as a speaker, or I should say, as a speech maker, but you will not be a person of influence.”

Tap into your belief before you start speaking that, this is massively value to those who hear it.

Most speakers do not have rock solid **Belief** because they asking questions in their head like. “Well what if they don’t respond to me? What if they don’t like me? What if they like it? What if they don’t? What if I screw up?

*If you stand in front of the room and you get nervous or scared. Then the audience is influencing you which is a far cry you you influencing them.

Belief is the KEY to speaking and living INSIDE OUT NOT OUTSIDE IN.

You Must absolutely fill yourself up with a sense of certainty.

(Then fill the room with this energy)

The problem most folks face in front of the room is that their belief is that this speech is about them (the speaker)

HINT- It's never about you.

The core belief is that what you are here to do is to be guided to deliver a message that will touch somebody's life.

You are not in the way of the process. You are part of it.

It comes through you.

The belief is that you're getting up to influence, to pursued, to lead, to assist the person to realize **what's already inside of him/her**. (Desire)

When you speak you are transferring something that lives inside of you to someone else.

You cannot give that which you do not posses.

And if the feeling is fear, uncertainty, wanting, etc, that is what you will produce in your audience.

You cannot transfer what you are not feeling.

Not intellectual belief.

Stick pen vs. Iron bar.

You've got to be connected to that process

You got to say, "Why is this important. Why?"

The big thing is 80% of success in being a communicator, 80% is your WHY.

"Why will this make a difference? Why will they want to hear this?"

The core beliefs you have to believe to be effective.

People will want to hear your message.

(If you don't believe that, then you're going to walk in with uncertainty, and when you're uncertain, the audience sure as hell will be.)

You have to believe that you cannot fail. It's not even possible. And the reason is because you believe what you're going to share is so critically important that you will be guided in the process, that you're not doing this for you, you're doing this for a higher good, for a greater good. When you have that, then guidance steps in.

This is the confidence you gain from your VISION.

See it the way you want. (For them- and you will be guided)

When I had no experience I did it because I got so fully associated to what this means to them.

Sit down and say,

"Who are these people,

Why do they need this?

How can I share this?

What is my greatest passion about this subject?

Why is this something that is a necessity for life, not an accessory?" (Connect to the core values of your audience) When you are in that mode, there's nobody you can't reach.

You must go to that place inside of you more often.

You must condition that passion and purpose inside of you so that it shows up automatically.

Take time to get associated.

And don't let the law of familiarity kick in.

Every opportunity to speak is building muscle inside of you.

Every opportunity to speak is in service to a higher good.

Every opportunity to speak is an adventure that allows you to explore grow and give. It's what life is about.

Think Legendary Singer vs One hit wonder.

Everyday is not YES another seminar for me.

BUT- A professional knows how to make it new every time because you know the goal is not to please yourself.

The goal is to serve. So if you're in a state of service to the people who are there, and you're clear about the mission, you're clear about the purpose. You know why it's that important, you're going to find... and if you're passionate about the subject, and you know why you're passionate, you know why it matters. You know, "Why does this **really** matter?"

If you know that, there's going to be a brand new state inside of you when you step up to communicate to people. So above all else that's it.

What most people do is they look at the audience and they let the audience dictate how they are going to feel and behave. This is not leadership.

You audience will at best be nice to you. At worst. Hate you for wasting their time.

You will get hatters any way- show up strong. If your purpose is aligned you will win regardless, even if not in that moment. **I promise you.**

You want to be connected to your audience but there's a BIG difference between knowing your audience, and letting your audience direct/control you.

1. See it as it is.

Don't kid yourself, but don't make it worse than it is. Look out and see what it really is, because you want to know where they really are.

2. See it better than it is.

Picture them, what they're going to look like at the end of your conversation. See their smiles. See the positive state they're in at the end. See it now.

3. Make it as you've seen it.

CREATE POSITIVE POWERFUL REFERENCES INSIDE OF YOURSELF.

How do you know you can get this person?"

Start imagining you've already got them. (I believe every no person has a yes person somewhere inside of them.)

See in detail vividly, feel emotion, experience that they are yours. You own that interaction.

You're taking them to another level.

It's your job as a leader to make that happen. You've got to see and feel it so you have the certainty.

You draw from these emotional resources and that is why you are able to lead.

"A leader is someone who goes forth first. You go first, like a scout. You go forward, and you check out what's going on, and then you bring everybody to where you are. As a communicator you've got to go there first."

You got to build a ritual for yourself that says,….

What do I **believe** about this subject?

What am I passionate about it?

Why is this critical?

Why is this a must?

Why do people have to know this?

Why will they want to know this/ do this?

And how am I going to do this in a way I feel is powerful and impactful?

2. Physiology

You got to have a powerful physiology, a dynamic, flexible, outrageous, strong physiology. And that alone will change the audience's response because they so rarely see it. So rarely do people see somebody walk on the stage, who owns the stage. All of it.

Be intentional with your movements. **55% of communication is Body Language.** Nervous energy must be directed and channeled.

The physiology has to have variety.

So there's got to be strength and there's got to be release.

It has to be dynamic. Otherwise folks will get bored quickly and its hard to influence someone if they are not engaged with you. They will tune out.

Yes even your vocal tone is a physiology pattern. People need to feel you.

They have to be wondering…"what is he/she going to do next!?"

"I build up a tremendous amount of pressure in my body, and then I release it at the key moments as I'm communicating. I release it through my hands. I releases it through my movements. I release it through my eyes. And I release it, just imagine. I walk in a room. This is my core belief. It sounds fluffy, but this is what I do. I walk in a room. I fill that room up with my energy. I just imagine when I'm back stage, I have my power moves that I put myself in state to make it happen. And I should point that out. I don't show up and hope the belief is there. I don't show up and hope the physiology is there. I don't always feel the belief. I don't always feel the physiology before I start. And before I ever get out on the stage I feel both, because I put myself there."- Tony Robbins

You need to be able to access that energy inside of you.

Its got to be there before.

This doesn't mean that you stay pumped up..and you will most likely not start out that way…

As Jim Rohn used to say..”Don't shoot a fire cannon at a rabbit. Shooting a cannon at rabbits works, except at the end there's no rabbit. It definitely changes the state, but they're dead. “

3. Know your **Outcome**

It's hard to hit a target you can't see.

Belief is what drives you. Your energy and physiology get the energy up and dynamic…When the energy dips its the the belief is what will carry you and your audience thru your talk.

But the outcome is what you are working towards.

What is the goal?

What is the outcome.

It cannot be just to make a sale.

Not to do a good job.

And certainly not to have people like you. This may get them to like you but they will not respect you, buy from you, or be willing to be lead by you.

If you don't have a clear target …you will be all over the place.

The only way you can trust your gut and get up and not have a scripted talk and still be effective, is having some specific targets of what you're going to hit while you're communicating.

I did this for this talk today…making them quite explicit for you here.

This is what I feel you need to get.

Yes - you will need to have parts of your talk scripted. And that should be so ingrained in you that you aren't thinking of what you are going to say…but as your brain is going thru that part of you talk..you are energetically connecting to the room. You are focused on the audience - not on yourself or what you are saying. Just to be clear- yes yes yes. Certain parts of your talk need to be MORE than just scripted- i'm talking internalized. That way- im not thinking of what to say- I' evaluating my audience. I can tell in the first 15 minutes who is going to buy from there- i'm leveraging those friendly eyes in a way that allows me to create the bandwagon effect to enroll the other folks who may not be as actively engaged.

The Key is this—They're not going to remember most of what I'm going to say and neither are you. So I got to make sure I know what results (actions, emotions, thoughts, belief shift I want to produce in these people. **What are the things that they MUST remember?**

How can I have them say it…or RE-PRESENT that information to themselves. Saying it, thinking about it, writing it down, acting on it in an exercise so they get an experience….not just information. It's too logical.

What are the things that they must do? What are the changes that must occur here? And again, "WHY" am I doing this?

You must know that target, your brain is like a heat seeking missile, it's likes a target. You take a bomb, and they've got those little servomechanisms …now where the target moves, and what happens? It follows it. Well your brain is exactly the same. Your brain, once it is so clear about what the target it, it'll find a way to get you there.

When you know what the outcome is, you are on target.

How will I know when I got it? How will I know? What's the evidence for me knowing when I've got it?

"If this session/event/ talk was the most incredible hour and a half, two hours, three hours you ever had in your life, when happened during these two or three hours?

What occurred between us?

How do you know that would happen?

Next,…What prevents you from doing it now?"

What is your outcome in being here? How will you know once you have achieved it. I'm helping you (subtle for now), generate an outcome.

When someone tells me what prevents it, we work towards that. They learn with a direction …a target, and we all benefit.

The more clear you are about the outcome, the more powerful it is. You should have an outcome for everything you do. Napoleon Hill Called this **Definiteness of Purpose**. It works.

Do this in advance of ever getting on the stage.

You have got to get your beliefs right where they belong, so you have that sense of purpose and clarity and certainty. (The 2 core emotions you must transfer to be effective at the front of the room. You have got to get your physiology strong, before you step up on the stage. And you have got to know your outcome before you ever walk out in front of an audience.

What is the outcome?

So knowing your outcome is the critical key and will guide you through the process. But you must be explicit about those outcomes. And then you got to ask yourself,

"How am I going to get those outcomes?

What are some of the key components that I'm going to go after?

Maybe will have some key stories. What are some key examples? What are some key things that once I get into them, there's no question. They'll automatically get the result that I want. So you get some sign posts along the way, which is critical…The talk that I did for Tony a bajillion times has key parts where I check into get a sense of my state and the overall energy in the room. I might need to change my approach..I may need to intervene, I may have to call on someone.

Because my target is an emotional one…getting them connected to me..to themselves…and to their vision…and looking at what is preventing them…now I have a GAP. And then are open to have me help them fill that gap w my product or service if they respect me as their guide. They buy into me as a leader with an outcome before they ever buy my product. (Remember - no gap= no sale)

This leads us to….

4. Rapport

When you look at most people, again, they go out there and they speak with the audience, and their goal is to be significant. Their focus is, "how am I going to do?"

How am I going to look, how am I going to feel? That's the greatest way to have **no** real rapport with your audience.

The way to have rapport with your audience is to care so much about them, there's nothing, there's not an ounce of it that can be fake. Everybody can feel it when its real. Even if they're the biggest skeptic on earth, they're going to absolutely look at you and go "wow! …I want some that!" It's a massive pattern interrupt.

NOTE- Most folks have significance wounds…they want to be more significance, so some folks will try to break you down…If you're sincere, real, aligned, playful, with a sense of purpose and genuine caring their resistance will begin to melt away.…some folks tougher than other..Don't focus on them…at least not until you get really really good.

You still won't get everybody. But you're get the majority of people. And that will build rapport more than any tool you'll ever come up with.

I will almost always do something to tie the room together.

"Like the bit on …we are only as strong as our weakest link bit. It's subtle …but helps to get negative Nancy's on board. Because I frame it in the groups best interest and I get group buy in. (More on this later.)

Before I go up to speak to any audience, I want to feel associated to them. I want to care. It makes me show up better when I'm engaged and care. It feels fantastic!

Leaders go first and so I give rapport or genuine caring before I get it. Im prepared. Im a pro.

I start to thinking about who are these people. I make gross generalizations, but generalizations that make me feel connected to the audience.

So with you guys here, my generalizations are these are real givers. These are people that are totally committed to their own personal development. They flew all the way here and spent money to be here. I do that …even when I didn't have it I did that… That means something to me personally. I align with that and it makes me appreciate those who do it too. I feel connected to those who have committed (even if its small to hop on the same path to better their lives)

I think the majority of people who buy my programs and listen to me really want to make a real difference. They are walking in the same shoes I am. These are my friends. We are on the same path.(Yes some are not the most ethical or aligned folks but if I go into it with that mindset…that these are broke or broken people…I won't feel as connected to them and they won't feel as connected to me. It will be a shitty talk.

None of us will get those moments back. It's a big deal.

If I come up here and I see you just as an audience or group I'm here to "speak to". That creates a separation, rather than a connection…It doesn't feel good.

If I'm going to speak to a group of sales people for example, I think about what do I respect about these people.

I ask myself questions that connect me to them. So I might say to them, and I'll say to myself,

"What do I **really respect** about these people?

What I respect about them is, this is the part of the population that moves everything." **Nothing moves until it's sold**. You can have the best idea on earth, but until someone is persuaded to part with money, time and energy, **it goes nowhere.**

I might say…"listen, I'm excited to be here bc you are my people. I'm not going to just come in here today and give you some canned scripted talk. We are going to dig in and get to what's real."

When others use those same words ….of use some fancy framework…it might not land bc they missed 1-3.

Sales calls and presentations often start w the speaker trying to get something. A yes, a hand raise…whatever and It's fine to do that from a tactical perspective. But you will lose them quick if you do not show up with the belief energy and outcome required to own the room..and yourself!

In short …do your homework.

Immediately I have their attention when I stand in front of the room…their physiology shifts and they can see I'm different and I respect them. (So they will often.. give it to me.). This is happening on an unconscious level btw. When you add the powerful physiology with strong belief and some real leadership in the form of direction. I've got momentum in that moment and automatically they are engaged w me.

Tips…Call people by name. (They love it, but don't over do it)

Grab one person..and folks will lean in. What you do to one person - you do to the group. If you have to de-frame someone - you may lose the whole room. Try your best not to be combative. If someone is challenging you..its ok..they want significance. Give it to them. But don't be a wuss.

Engage them.

Teach them how to respond to you.

Have fun

Show empathy…

Mind read…I know that you know this…I know you may be thinking….xxx and exaggerate it..they will feel bad for having negative thoughts about you. Call it out.

Make them feel significant (not below you in any way) (Equal posture)

If a real negative group- I might start off overtly raw and meet them where they are at.

"Listen guys..im not going to bullshit you. Things are real fucked up right now…. The economy has tanked. Its put you in a tough spot…Im not here for some pump up. Im here to give you some real strategies that have changed my life and the lives of others…what's happening isn't your fault..but its your responsibility (this is a shoot it to you straight frame).

Be honest. Connect. Care.

Understand LEVELS of ENERGY. More on this.*

Rapport is trust and responsiveness.

It's also commonality. "Hey Im like you. Ive been in your shoes."

Speaking about mutual pain. This can be your relationship, kids, biz problems, challenges etc.

People love to connect in pain. We all do it.

From the front of the room the stuff you do creates **IDENTIFICATION.**

They must relate to you in someway.

We have rapport with folks who are like us or how we want to be.

But if you just start blabbing about how great you are..you will loose them.

All of your stories will fall into 1 of 2 buckets.

ME TOO or SO WHAT.

YOU MUST SPEAK IN TERMS OF THEIR INTEREST.

You can CHUNK UP*

You can keep it high level and aspirational- this will connect the room to you.

It cannot be a fake me too. You must find it emotionally in yourself. Make it real for you.

When Tony did a talk for us on Influence……He yelled at us after reading our FSR script…It had **27 I's on the first page.** I, I, I, I….the talk was about the speaker..not the audience.

If you are super famous you can pull it off…kinda. But not REALLY.

Tactic to connecting

Referential Index - I, me, my, …
you, yours, ours….
Us, them
We, community

Remember it's You You You.

"Note that top speakers have very minimal use of the pronouns "I" and "me". Instead they'll say "we". Using the first pronouns should be done with a degree of humility and even a degree of embarrassment. "I" speaks of ego and it's best to minimize it's use in writing and giving public presentations."

You can teach people how to respond to you…Here is a pre-frame for you. Listen to what is implied.
Language of showing people how to respond to you implicitly.
"There is a real excitement comes when someone realizes that something great is about to happen. In that moment you become aware of everything around you and at the same time you focus in on what's right in front of you. That's when you know you're ready to learn/experience something powerful. You know?

More on frames later.

I often talk about how I sucked..How I was terrible and insecure and I felt like crap bc I couldn't perform, It was depressing me…I about gave up on myself. I get **me too**…It's relatable.
Your story should have a PIT. **This will be a connection point.** Look at all the greats…they all do this. (People like to connect in pain)

If you just give the answers without having the audience connected to you..they will say so what.

I will be doing it all weekend I'm sure…largely unconsciously at this point.
Even though I have a relationship with all of you…I can't just talk about how smart and great I am and all the great things I do.

Relationship comes first …then they are ready to be lead.
The word RELATIONSHIP comes from the root word RELATE.
THEY MUST RELATE TO YOU.
"Telling people how to do something before you've got a relationship does not create rapport, you will have no influence."

Earlier this year I sold my NLP course via the DM's. Strangers who heard my stories online and in other programs asked If I should do this program even though they had no job.

I told them what was there and what they would experience.

They bought.

Not just because of the content.

It's because they felt connected to me.

SpeakSellSclaeLive.com

1/2 day event breaking down how to consistently create a talk and event that converts $.

5. Shift your Audience's State

Stories

Questions

Examples /demonstrations

Context/ content reframes

1-1

Roleplay

Games

6. LOGIC AND REASON

I constantly shocked by how small this is in getting folks to buy.

I saw Myron Golden speak. I liked him. He had a 55K offer.

He embodied 1-4.

I bought.

You all paid to be here. I gave you nearly no details of what I would teach really.

Logic and reason should make up roughly 10-20% of you talk. If you have 1-4. They will be enrolled in you. And then your process.

If it's all process it will fall flat.

Sell the payoff not the process.

(But yes, you should have a process- it will help you brand yourself and stand out in the market.)

What is a brand though? Let's discuss.

Back to logic and reason…

It is this…here is what we are going to do, here is how we are going to do it.

You give people facts.

Here's what we're going to do, here's how we do it.

In order to get this done, here's the steps we're going to go through.

Logic and reason is "here are the seven steps."

Logic and reason is here's what we're going to do, A,B,C over the next 3 hours etc.

Logic and reason is this and it's that.

Facts, figures, statistics, examples, telling people what to do and all of that stuff. That's the smallest part. How to do it. The smallest part. How to do it is so easy, in anything.

Take 75 hard.

Here is what it is.

The reason people push on was visibility and accountability and community. (They are emotional drivers)

How to do it. Easy.

7. Consequences (COI). Hell if you don't.

I'll demonstrate.

The strategy for the 7th step here is really "**Attack and Confess**".

Ideally you can use a GAP model(easiest). This should be in the middle of the presentation…. Again, I'll demonstrate. (**BOXES!**)

Or an ascension model. (Like I started with.)

This is designed to create internal pressure and to show there is in fact a process or as we say…"There are levels to this freaking game!"

You must **attack** their objection. Whatever you know their objections are going to be, it's taking action before they say it.

Kill the monster while it's a baby.

Vilify the behavior, attitude, thought, and feeling that will keep them from buying.

If they say they can't do something …and I say .."oh yes you can".

They feel attacked. This will lose you connection. And it's a shitty way to influence someone.

Here is a written example:

Who here has ever procrastinated? Ever said you were going to do something and then waited til someday…or put it off so long it just didn't happen…God Can I tell you something? You know how I used to do it? I used to say, You know I'm going to do this. I really want this, but I just don't have the money right now.… I really want to do this, but I don't have the time right now…. But let me tell you what happened to me, because I did that, I never found the time, I never found the money. Instead I this and this and this and this and stupid thing (download ebooks, watch YouTube videos, etc.… And man,,,…I struggled and struggled. I was such a stupid jackass kidding myself that any of that shit would actually work. I was so stupid, because if I just would have taken action….If I had just burned the freaking boats…I coulda had what I wanted a lot sooner…and you know what …the pain got so bad…I finally did it. And OMG! Here's what happened….XXX

I had to push thru and just do it…I just regret I didn't do it sooner so that I'd have more time to be where I wanted to be in life…I'll never get all that wasted time back.

Now there's no sane person on earth with half a brain that says "I'm going to wait to do better." Can anybody here think of somebody that wants to wait to do better? Someone who wants to wait to take care of their family, be happy, help other people, life a life on purpose…??? No….You would be totally stupid, wouldn't you? Yet that's what I did…Totally stupid right?!

Now why would someone do this? Why do you think I did it? I want you to coach me…

What would you have told me if you were my coach? What would you have said to me to help me not waste 10 years of my life?

If I run out of money…I can alway make more money…who here has ever run out of money?

Did you get more?

What happens when you run out of time?

Everyone repeat after me…."IT'S MY TIME!"

THINK AND GROW RICH DECISION CHUNK WORKS HERE TOO….Or you can confess for someone else…

You know I talked to my buddy the other day…or the last time I talked to deceased person…

He said the purpose of life is…XXX (hell if you don't)

I can tell me grandfather story here if you like for an example.

reminder…check in with 1-4 again.

8. Solution (not your solution quite yet)

This is the HEAVEN IF YOU DO.

Sell the the vehicle then the range rover.

The destination before the airline.

The payoff before the process.

Ex. Emotional mastery and more money..then UPW. *Get them sold on the process, then the product.

Example…

So I put it off, and I put it off, and I didn't do this, and I didn't do that. And then you know what happened? Finally, one day I got up enough courage, enough guts and finally said,

You know what? I'm not going to stay at this income level, living in this shitty part of town with this crap car, in relationship where I don't feel appreciated (or job, but not at a company obviously), where I'm not fulfilled, where I'm just getting by. I said to myself one day…"This is disgusting". And finally…**FINALLY** I I finally got up the freaking courage and I finally did it, and let me tell you what happened in my life after, the pride I felt, the joy I felt, the freedom the true happiness. I could help my mom financially. I dint have to beg my wife to see if we could buy something and the didn't have to freaking ask me…. We support each other…we don't ask permission…we have dreams and we fulfill them…any other way we were just resenting each other… God, it was like having my own self-worth back, stepping up in a different way. By body changed and my mind and my spirit. The respect I received from others…most importantly myself…

All of this stuff happened, all because I finally had the guts to just freaking do this.

And if I hadn't, can you image what would have happened? But I did, and this is what I got. And if my grandfather was here, I'll tell you what my Pops would tell you….Do not give up on your dreams. I believe he would say that bc of the change he's seen in me…I wish I had done it sooner…maybe I could have been strong enough to help him hang on and get the support he needed…but I can promise you this…I'll be that strong for my grand kids…

Everyone say LEGACY!

When guests come over your kids, or even your grandkids house one day…they are going to show a picture of you…and they are goin to say..that was the one…he turned it all around for our family.

This is your life everyone..this is your legacy. Don't let anything take it from you. Not a thought, not that little voice…not anything from your past..don't let any of that stop you from what is rightfully yours.

This is the hell if you don't, the heaven if you do.

9. Get commitment (CTA)

This is completion. We will talk about it.

10. Behavioral flexibility and sensory Acuity

11. Challenge your Audience

Challenge your audience really means putting yourself in a position where you get people to raise their standard

Everyone wants to raise their standards at some level, because it feels so good

You must challenge with the intend to serve.

You cannot challenge as a way to make yourself more significant. If somebody in your audience gets up and he challenges you, and then you fight back with him, you just lower yourself down. But if you challenge him and then you're playful and you do something that's different that they won't expect. Now your got something that really works. Because now you've got something that they're not ready for.

Best interest frame is key….

12. Energy

80% of charisma is energy

You meet somebody you think, "Wow, they've got this charisma, they're just charismatic, that person is." The charisma is they've got energy. They got a passion. It comes through them. It's powerful. It's ready to go. And you guys have that charisma

Enthusiasm comes from the Greek words en and theos, which means Godlike. Enthusiasm means Godlike. And if you can have enough passion, enough enthusiasm, enough energy in your body, you're going to sweep up anybody else along with you and make that process work. Energy is absolutely critical.

13. Utilization.

Utilization means whatever happens in your audience, you use it. You don't ignore it, you use it. Something happens, you apply it. Utilization means anything that happens in your audience that would normally be a disruption becomes to an asset to you.

14. Fun

You got to have fun. Because if it's not fun for you, it's not going to be fun for them. And people want to have fun. They want to have playfulness. They want this thing to come together for them

Additional Notes

PUSH PULL TENSION

Like in any relationship if you are only PULL (as in this is so great, you can do it). It makes folks pull away.
Its a great opportunity - but its overwhelming
There are nearly unlimited ways you can make money with this, but there are also unlimited ways this can go wrong
There are a ton of tools out there that can work, but very few that work cohesively as a system..in fact there is really only one that we have seen produce these consistent results

REPETITION OF POWERFUL IDEAS

If you have a powerful belief shifting concept, or idea you want them to believe
You need to say it in multiple ways (make it visual when you can with images and/or descriptive language/metaphors (without this you are shooting in the dark)

Does this good thing, but bad thing, however good thing. Creates inner tension, excitement