

Boss Intro (reads your bio)

(Clap with participants)... WOW, lets give your boss a HUGE round of applause for that introduction... that is the best introduction that I have ever had, it's almost like I wrote it myself. Hahahahah (everyone laughs) Good morning how is everybody doing? I come all the way in here and that's what I get. Good morning how is everybody doing? My name is _____ and I am one of six Peak Performance Strategists from the Anthony Robbins Companies. By a show of hands how many of you know who Tony Robbins is? How many of you don't know who Tony Robbins is. How many of you won't raise your hands no matter what I say?

Tony Robbins is the leading authority on leadership, negotiation and peak performance. He has directly impacted the lives of over 50 million people from 100 nations. He is a leader called upon leaders, for example he works with leaders like Michael Dell, Donald Trump, Anthony Hopkins, Quincy Jones, Michael Jordon, Serena Williams United States Presidents, just to name a few. American express put Tony Robbins in the top 6 people in the world to turn around your business in todays economy.

Before we begin I just want to acknowledge you for being here today because we all live busy lives and by you being here today proves to yourself that **you've made a commitment** to ***step up and take action*** in your business and personal life. (Clap your hands)

PARTICIPATION

We all know that learning is earning. Learning is what, Earning? Research has proven if you just sit down passively like this (sit on chair) like we did in school where information goes in one ear and out the __ (other) and your retention level is only about 10%. Now if you ***raise your hands*** (raise hands), ***answer questions, take notes, shout back answers and participate fully, scientific research says*** your retention level goes all the way up to 90%. So today the keyword is...Participation! What's the key word... participation? Are you committed to participating and playing full out in the short period of time we have together today? Say yes. Are you committed to making more money this year? Say yes. Then sit up in your chair with lots of energy look at your neighbor and say "I'm committed are you?" ****I have a question for you. In today's economy how many of you in this room believe that with your current level of skill, knowledge, and talent plus all the time and energy that you put into your business that you SHOULD be

producing better results in your business and making A LOT more money? **(Smile and raise hand strongly)** THANK YOU!! There's nothing more frustrating, than seeing somebody who obviously has less skill than you, but they are making a lot more money. How can you have two people in the same industry, in the same market, the same economy, with nearly identical products and one of them is making 2x's, 5x's or even 10x's more money while living a balanced life.

INTRO TO PATTERNS

So, what determines our success? Write this down: Our patterns. Our what? _____ Great. Can anyone tell me what a pattern is? Right, like a habit. How many of you have good habits? (raise your hand) DO you brush your teeth that is a good habit. How many of you have bad habits? (raise both hands) Let me show you an example. I need everybody to stand up for just a minute. Thumbs Example: Now hold your hands apart 6 inches. (Hey, I like the way this man thinks, he thinks big) Now, when I say 1, 2, 3 and go, I want you to clap your hands together. 1, 2, 3 ... go (clap). 1, 2, 3 .. go (clap). 1, 2, 3 ... (clap) Hey, wait a second, I didn't say go. See how quickly you created a pattern. By the fourth clap we learned a pattern. Some of you saw me clap and you clapped, some of you heard me clap and clapped and some of you were just getting into clapping. Now, I want you to clasp your hands together intermingling your fingers.. Ready, go. The latest research shows that if your left thumb is over your right thumb (who's got their left over your right?) Research shows that you are a creative, you're incredibly sexy and an amazing lover (laughter). How many of you have your right thumb over your left? If that's you, then research say that you're the logical thinker of the group and you will most likely to be a millionaire. Do you want the sex or the money ... the sex or the money? **(LOL)** Anybody have your thumbs side by side like this? That's very bad. That means you think you're sexy and not very smart **(LOL)** just a joke. Now, I want you to switch your thumbs. How does that feel? (people say awkward or weird). Why, because I broke your "pattern." Sometimes do you patterns get so ingrained in you that you begin to run on autopilot? What happens if your patterns are taking you in a direction that you no longer want to go? What if they are taking you down a road that is not producing the results with someone of your level of skill, knowledge and talent deserves to be producing? When you knowledge come up against your habits, your habits always win. (Pause) So today, do I have your permission to take you to the end of your comfort zone even if at times it feels a bit uncomfortable? Yes?

What Tony Robbins found working with the best of the best over the last 30 years is that there are three major pillars to creating extraordinary results in your business and all areas of your life, who here would like to know what they are? Great write this down. (S.A.M.)

The first pillar: Strategies: What's the first pillar? Strategies. Your business plan, your plan of action. How well are you implementing your plan are you getting close to our goals or further away? Do we even have a plan in place? If you fail to plan you plan to ___ (fail) that's right. Today I want you to think about not only what you want but why you want it because when you have a big enough why the how just seems to show up. Doesn't it.

The second pillar is ACTIVITY: What's the second pillar? **Activity** How well are you executing your strategies, your business plan. How many calls are we making? Out of those calls how many deals are we getting? Out of those deals how many referrals are we getting? Out of those referrals how many deals are we getting? What are we doing for customer service or follow up? Ultimately how do you make your customers feel? What do customers buy? Emotion- not the product but how the product makes them feel.

The third pillar is the most important your **Mindset**. What's the third pillar? **Mindset**. 80% of your success in your business is your mindset, the ability to take action and to have an unstoppable mental attitude, the confidence and certainty in yourself, the market and your job knowing that there is opportunity everywhere around you. You're so prepared, so determined and fired up in a peak state with laser focus on your outcome. You do whatever it takes, prospecting daily, making those extra calls, asking for referrals EVERY time you're in front of a client. Executing incredible follow-up. Why? Because that's who you are! It's your **identity**. My friends this is what an unstoppable mindset looks like. 20% of your success in your business is the mechanics and that's what most people focus their time and energy. We all agree that the mechanics are important? How many of you know your business inside and out, but still aren't making the money? Why? Because you aren't doing what you know? What's worse not knowing what to do are knowing what to do and not doing it? You need to have that mental toughness, the ability to

unlock and unleash to transform your mindset to have that drive, will, conviction and determination to take action daily to see the plan through as the unstoppable mindset is the unfair competitive advantage in today's economy. This is one of the many things Tony Robbins teaches at the Unleash the Power Within Event. Knowledge isn't power, Action is. Here's the facts before the economy changed there was 1000 customers to every 50 sales people. In today's economy there 300 customers to every 50 sales people and 48 % of sales people give up after the first no. The difference between success and failure in any economy has everything to do with your mindset. Doesn't it.

Strategies, Activity and Mindset, So let's look at this together as a team because if we play as a team we win as a team. On a scale from 1-10 one being you're not liking the results and 10 being you are doing so great in your business you could write a manual on success for your company. Who here is a 1 or 2, 3 or 4 or 5, 6 or 7 or 8 and 9 or 10. I really appreciate your honesty. As team on average we are 6 (use their number)

I have some great news for you. If most of you are playing at a 6 or below (use their number) all that tells us that you are leaving 40% of your income on the table every day. If there was ever a time you could not afford to leave (their number) on the table it's now? True. Let's go get that money off the table and put it back in your pockets where it belongs. Who here wants a (use their number%) raise in the next business quarter by a show of hands? Great I will show you how to do that in just 3 days at the end of our workshop today. (point to UPW on the board)

Now, I have a serious question for you. What is holding you back from being a level 9 or 10 in your business? You want to be 100% honest with yourself not me but yourself. Go ahead and write those reasons down. Take as long as you need in the next two minutes. Pause (lead them to the board) and mention the list below. (field answers write on the board)

- There is no money in this business
- The market is bad/ I have bad leads
- I do not have the support of my company or boss
- Economy/ No time
- Lazy/ Lack of discipline

- Procrastination (procrastination joke) by the why who procrastinates by a show of hands? The rest of you will raise your hands later.
- Fear of failure, success, unknown

How many of you would agree to be successful in all areas of life you need to have planned strategies, commit to executing the plan daily and have an unstoppable mindset? How many of you would also agree that some of these reasons are why you are not playing at an 8, 9 or 10 in your business are the same reasons holding you back in other areas of your life? Isn't it true that every of your life affects every other area of your life? (point to the wheel) These are all great reasons (point to the board) but what are they really? Write B.S. on the board (pause as people will laugh) your belief system.

Tony Robbins helping millions of people achieve amazing results in business and their personal life at our Unleash your Power Within events, has always asked this question. What is the difference that makes the difference? In other words why would someone produce amazing results in their business while the person in the desk next to them is not producing? Why do some people have loving amazing passionate relationship, other people never find a way? Why do some people always find a reason they can and others always find a way they can't? **Pause** What is the difference that makes the difference? All those answers are correct, I agree too, but there is one other answer that drives all those answers.It's called your **belief system**. All human behavior is belief driven. Behind every action there is a belief. How you feel about any given subject determines what you think about any given subject and those thoughts influence your decisions and your decisions determine your actions or lack of actions which determines your results. So if this is true what is the definition of a belief? **(field answers) Write this down.** A belief is a feeling of **absolute** certainty that you and I have about something. (pause)

Beliefs: (Empowering vs. Limiting)

Let's talk about the different kinds of belief systems. Really quickly, there are two kinds of beliefs. How many kinds? Write this down:

#1 –**Empowering beliefs**. Empowering beliefs allow us to take MASSIVE ACTION towards everything you want to do, to be and achieve in your life.

#2 –**Limiting beliefs.** A limiting belief STOPPED you from taking massive action. They prevent you from getting everything you want, everything you want to be and everything you want to do in life. They are dream killers.

What I have found working with all different types of companies over the years, people are always producing at different levels in every office I consult with. The other day I was doing a workshop (use their industry) as I walked into the office they had some negativity funky energy going on in that room. Everyone was blaming the market, economy, the leads, people were saying I haven't close a deal in this long. Other people were saying it's been that long for you it's been this long for me it's like they were having a competition to see who was doing worse. So I opened my presentation by saying, "Isn't this market an extraordinary opportunity?" and the room went completely silent. I said, Isn't it true when a market shifts drastically, doesn't it **eliminates** the _____ and allows us to make even more money? I asked, is there anybody in here making a lot of money and one guy raised his hand his name was Steve. I said Steve why are you so successful? He looked at me as though the answer was obvious. He said I am always taking action, investing in myself and any client is foolish not to do business with me because when everyone else goes here, I always go to the next level for my clients. I don't believe in just having just a customer, I believe in having raving fans. What do you mean Steve? A customer does business with you once, but a raving fan is always sending me referrals and they're a customer for life. Then he said, there was a declining market down here once before but I just chose not to participate. Wow! What a powerful mindset. Steve had absolute certainty in himself. **He didn't allow what was going in the external world dictate his internal world (point to your head) and therefore his results.** I asked is there anyone in here not making a lot of money? My gosh, it was a waft of air from all the hands going up. So I randomly called on a guy and his name was Don. Don why aren't you getting the results in your business and making the money? He blamed the company, the leads, the economy and even the media. I looked at him and said, "Don you can't blame the media." and he just looked back at me and said, "Scott, I just can't make the money." I looked at him and said Don, can I coach you and speak from my heart? I know why your not making the money and will never make the money is because you

are not willing to take the action because you have a limiting mindset and don't believe in yourself. Success has a price and you're not willing to pay the price.

So why would clients invest in you when you don't invest in yourself? (pause) If you take one principle from me today take this. You will never out earn, out sell or out perform your belief system. You will never make \$250,000 a year with a fifty thousand dollar a year mindset.

Let me ask you a question 4 years ago where there people in this business making a lot of money? Where there people not making a lot of money. In todays economy are there people making a lot of money? Are there people not making money? Isn't it true that there's no such thing as a bad market? Just a bad mindset.(Pause).

Right now I want to share with you how it's scientifically proven how your beliefs and patterns determine how much money you are going to make this year, next year and every year in the future. They determine your success in every area of your life. By a show of hands who here wants to learn this?

(Go to the boxes)

Let's say as a team we are trying to produce a specific result, say financially (ask the team) how much money do you want to make this year? (Lead them her is it \$100k, 150k , 200k you tell me?) Lets get the company goal as well, (Fill in result and the team and company \$ goal in this result box). How many people want to be part of that team (raise hand)? Say I. In order to produce those results (\$ goal) there are specific and measurable ____actions we must ***take on a day to day basis?*** (Fill in actions) and our actions or lack of actions determine our result (\$ goal). True? In order for you take those actions to produce (\$ goal) result, how much of your potential do you need to tap into to a little or a lot? A lot. By the way, what's the potential of a human being, unlimited? In order for you to access your full potential so you can take the specific action needed to produce (\$ goal result box) what type of belief do you need to form about this business, the market, the economy but most importantly about yourself? **Pause**

SUCCESS CYCLE (BOXES)

Give one example to the negative first and one example to the positive

Suppose someone is working in ____ use their industry as the example.

And that person has been in the industry for a while and they are not closing

Deals and making the money they are (**use their beliefs from the board**). That is their result. What kind of belief do you think that person may form about the business, the company, the economy and themselves? Will they form Positive or negative beliefs? (**audience answers**). with that mindset, do we tap more or less of our potential every single day when we come to work?

More or less? (the audience will say less). When we use less of our potential, do we take more or less action? Less action. And what kind of results do we get? (the audience will say poor results). Do we produce (teams \$ goal)

Then we say I told you so it's not me, I told you so it's the leads, I told you so it's the market, I told you so it's the economy. Then what happens with our level of certainty when we think that those limiting beliefs are true? Yes, it gets reinforced and grows! (use a arrow pointing up on the board) Then you start to belief your doubts and doubt your beliefs. (pause) You become more certain of the wrong thing and a pattern is formed (make a box around all four boxes) You tap into less of your potential. You take less action and you get worse results. If you are not getting the results it's only one of two reasons. One you don't know what to do and if that's the case go see your boss to learn the mechanics, or two you not taking the action and if that's the case go to Tony Robbins Unleash your power within event because your boss can't help you with that. Resources are not the problem in today's economy. It's resourcefulness and the reason people aren't resourceful is they have emotional blocks and Inner conflicts (Motion to the board to the limiting beliefs)

What if you stepped up today and destroyed these limiting beliefs and patterns. (put an X through the limiting beliefs on the board) by going to the Unleash your power within event and your new belief is you are an absolutely outstanding (use their industry__ sales person) any client would be foolish not to do business with you because when everybody else is going here you always go here (motion upwards with your hands) You have absolute confidence and certainty in yourself, it doesn't matter what the

economy is doing because you also produce top results, prospecting daily, asking for referrals every time you serve your customers. Is this an empowering belief or limiting belief? Empowering. Are you going to tap into more or less potential as a human being? More or less?

By a show of hands how many of you ask for referral every time you serve the needs of a customer? How important are referrals in your business on a scale of 1-10? The reason why people don't for referrals is because they are scared. I tell people don't be scared of making money. People wouldn't have done business with you if they didn't like you. So here would like to learn how to get referrals every time you do business. Say yes. Write this down A.R.E. First, always **Ask** for at least three referrals (LOL) seriously though it all starts with the question, doesn't it? Second, always **Reward** them. I travel with the Tony Robbins hour of power CD's a \$30 value (hold one up) and I give to people for free when they give me three referrals. And third make it **Easy**. You need a Referral Sheet. (Hold one up) this creates COMFORT for the client. They think "obviously other people must give this person referrals so it must be ok for ME to give them referrals---does that make sense? You can't expect to get referrals if you never give them. So how many of you know 3 or more people who OWN or MANAGE or sell in a company with 8 or more salespeople that could benefit from this workshop in the area? (raise your hand) By a show of hands who here is committed to getting this CD for free? Great, got those 3 names down on the referral form and I will give you this CD (pause).

Now by taking all this action, what is your result? Then you go damn I know I was good but not this good. Which reinforces your belief that "you are an outstanding sales person" With this empowering belief you are tapping into more potential, taking more action, and getting phenomenal results and making this (\$ result box) and the cycle continues.

I believe we all have been given many gifts in our life and one of them is the most amazing machine ever created your body.

We have also been given the most powerful computer in the world, our mind. And every computer runs a what? A program, so what programs are you running? I'll get by program, a mediocre program or I'll wait until the economy changes program. The beliefs about your life are the results you're getting. (circle beliefs = results) pause. (motion to the wheel) Your current state of your checking or savings account, your health, your results in your career and the amount of love and passion you have in your relationships are a direct reflection of your beliefs about your life. Unless changed they will deliver the same results. Nothing will change till you change. Success and failure are on the same street success is just a little farther down the street.

The Dickens Process (induce the pain)

Now, I want everybody to put your coaching hats on (**pretend to put on a hat**) Does a good coach tell you what you want to hear or what you need to hear? So are we are willing to be good coaches and coach each other? As a team lets look at these patterns (**motion to the board**) I am not saying you

have all these limiting beliefs (point to the board) but isn't it fair to say that many people have one or two. Are these patterns new or old? Have these been here for a day, a week or a long time? (They will say a long time) I appreciate your honesty? I know that because there was a study done at Stanford University and they proved that we learn 50% of our patterns by the age of 5 and 95% by the age of 18?

PAST

- In the past do you think that these patterns may have impacted your careers, in a good or bad way?
- In the past what has (use all their limiting beliefs from the board) cost you year after year.
- Have you missed out on business deals? What have they done to your finances? How much money have you left on the table year after year?
- What have these patterns brought you in the past? Happiness or stress?
- Have they taking a toll health and your relationships?
- We all know the story about the doctor and the patient where the doctor says if you don't stop drinking and smoking you are going to heart attack or they may even die. And rarely does the person ever change. Why? Because these pattern and beliefs are so ingrained in them. (motion to board).

PRESENT

(Say, "Coach ____ You coach the team. Coach (____), what are the consequences of not changing these patterns?"(They say people say you stay the same) Do you?.

So let me ask you if I set this chair outside and I don't do anything to it just leave it there and we come back in 5 years, (and it does not get stolen) will it be the same chair, a better chair or a worse chair? Worse, exactly! It deteriorates; it falls apart because NOTHING in life stays the same. It is just like a plant, it's either growing or _____(have them tell you dying). In your business you are either moving forward or your getting left behind. My

question is, what if it wasn't a chair out there and it was you! **(Pause)** My friends, isn't it true the past doesn't have to equal the future.

Can we change the market our economy? No, we can influence it but we can change it. The only person we can change is who? Yourself, So lets say nothing changes in the external world we have the same market, same economy, same leads, same boss nothing changes in the external world but you change in the internal world by going to Tony Robbins Unleash the power with in event and destroy all these patterns and limiting beliefs (motion to the board). Realistically speaking, how much more production do you feel you would increase within the next twelve months, let's say 30% more, 50% more, 100% more Everybody right down your % increase on your paper. (get examples from the team and write them on the board) Wow! Now, write down next to it, how much that production increase translates in terms of additional personal income, let's say 100% increase equals \$ 100K extra. (Boss name) you know you team best what do you think the entire office would increase per person on average? Wow! How many people work here? (___X number of people) Wow what does that translate into additional dollars for the company? (write number on the board) That's a lot of money being left on the table I am really glad I am here to show you how to get that money back in your pocket where it belongs in just 3 days (motion to UPW)

Let's look at the facts you just gave us in a different way. Does it make sense to say, that not committing to change these beliefs today, will cost you \$_____ or \$_____ in the next 12 months and the company _____ dollars? Thats, just the money what else will it cost you? (motion to the wheel)

Pre Close – Deliver with High Energy

How many of you are 100% committed to destroying these limiting beliefs and patterns and going from just thinking about it to actually making it happen NOW? Say Yes.

Event Description:

Great I want to share with you the best solutions for making this happen now that has been proven to get results worldwide for over 30 years and It's my privilege and honored to share it with you today. Write this down. Unleash the power Within. (dates and city).

Day 1 is called **Fear into power**. You'll learn the most important skill a human being could ever learn or own in your life. How to train and manage

your own mind to be in peak state...That fast! (snap fingers). You won't just learn it. It'll be a part of you mentally, emotionally, physically. Like a muscle, you'll develop it so it becomes automatic. You will annihilate all your fears by walking across 12 feet of burning hot coals (Enact stomping down the coals) You'll storm across the coals and celebrate. You'll never look at your obstacles the same again as you just did something you thought was impossible and you made it possible. If you could do this what else got you do? Anything. Friday alone will change your life forever!

Day 2 is called **The Power of Success Conditioning** during day two you will create a life of your design by using breakthrough technologies such as the Science of Momentum and the 3 Steps to Lasting Change. You will learn the seven master steps to influence and how to create instant rapport with anyone you meet and the three basic personality types and how to relate to and influence them differently. Not only will you be able to influence other people to take more action most importantly you will be able to influence yourself to take the actions to accomplish whatever goals you set.

Day 3 is Transformation Day This is the day Tony takes you through an amazing process where you identify your top 5 limiting beliefs (motion limiting beliefs) as these are a symptom of a bigger problem that's embedded in your unconscious mind. Then he will eliminate any negative or non-productive patterns of behavior and design positive patterns of behavior that will move you forward so you can tap into your full potential and live your dreams. Our clients rate this day as one of the three best experiences of their lives.

Day 4 is a bonus Health day. Health is wealth if you don't have your health, you don't have anything, right? That's why day 4 is solely dedicated to the 13 master principals of Pure Energy. The foundation to achievement and fulfillment all starts with a healthy body and mind.

STATE MANAGEMENT

Write this down emotional state. What is emotional state? Basically it is just the way that we feel. Think about that. Would you rather have the outside world determine how you feel or would you rather be the one determine how you feel. That's right you. So what determines the way you feel? Three things what you focus on, your physiology the way you move your body and your internal language patterns. In today's economy are your customers certain or uncertain about the economy? Uncertain exactly. If you have an

uncertain client and an uncertain sales person is anyone going to buy anything yes or no? Absolutely not, that's why your certainty has to overcome their doubt. You must be so certain about yourself, your service and the opportunity you provide. This is why your customers do business with you. So, let's put this feeling in our body now. I need everybody on your feet.

WHOA CLAP I need three volunteers and everyone to stand up. (Boss) (Have them stand in front to observe) For the rest of you, Imagine every area of your life at a level 10. You're making the money someone of your skill talent and knowledge should be making, picture that cheque, make it even bigger, you have passionate relationships, you have the body you always wanted. Everyone got that picture? Great. Hold your left hand up and put that picture in your hand. Now hold your right hand up like this. I'm going to ask you a question, and when I do you're going to answer Yes! (clap your hand) and grab that picture with enthusiasm. Got it? Great! Here we go. Are you going to ***make this your best year of your life?*** YES! On a scale of 1 to 10, 1 being absolutely comatose, dead and 10 shaking this building – where would you rate the energy of that clap? Judges what was that a level _____. Can we all agree that this was not a 10? Well if we wanted to do it at a 10 could we do it at a level 10? So if we could have played at a level 10 and instead we played at a (use their number, anchor to board) what old beliefs and patterns made it ok for you to play at a level ____ (use their limiting beliefs, anchor to board)? Maybe you thought it was silly. Maybe you thought, what is the person next to me going to think if I play this silly little game full out? Or, maybe you thought let me watch them first and then I will participate. Or, maybe you were thinking, you didn't tell me I had to play at level 10. Some of you might have even said I didn't see the check. It wasn't a real check. One of my favorite quotes I want to share with you is from a man named Walt Disney. He said this...Most people said they need to see it before they can believe it. But Walt Disney said you need to actually believe it before you are ever going to see it. So let me ask you this question in a different way. If you played this silly little game at a level ____ (anchor to the board, use their number) and you could have played full out at a level 9 or 10, then is it possible that you are playing other areas of your life at a level 3 (anchor to the wheel), and you could be enjoying them at a level 9 or 10? And aren't these just the same old reasons and patterns that show up in every area of our lives? Now I believe **you have a level 10 in you, do you?** And we believe in second chances, don't you? So, let's do it again. This time it's going to be massively different. I'm going to ask you 3 questions, How many questions? The first one you're going to answer Yes!

The second one, Yes! And the third one, you're going to go, yes, yes, yes, yes, yes, building to a whoooooaaa yes! (give example) Some of you are saying "whoooooaaa, no!" (laughter) Listen only the most self confident type of group can pull this off. Do I have this type of group here? Yes! I like your certainty. Are you guys ready? Now everybody close your eyes and take a deep breathe in. Now imagine you destroy all your limitations, all these little things that have stopped you in your life. And you stood firmly in your belief by taking action every day it's going to get you ahead. Imagine your now, you are making the money with someone with your skill knowledge and talent deserves to be making. What kind of car would you drive? What kind of house would you move into? Where would you travel too? More importantly who would you become? What would your life truly be like? What would other people say about you? What would you say about yourself? Someday your kids will look at you and what would they say to you. Thanks-you Mom and thank you dad for being the great role model in my life. All because you made a decision today to step up and become your best self. Take this picture of yourself, take this sense, this feeling of yourself and make it bigger, make it brighter and make it vivid as it's all true now. Everyone take a deep breathe. Now open your eyes. Take your left hand out and your right hand back.

- Are you ready to have the best year of your life? Yes!
- Are you committed to destroying your limiting belief patterns? Yes!
- Are we going to step up? Yes, yes, yes, yes, yes, yes Whooooaa, yes!

In this state would you be able to made more money? Would you produce (result box \$ number) Do you think that you will be more effective if you felt like this before every sales call? Would you have more confidence and certainty in yourself? Would you like this to automatic in your life so it becomes who you are, it's your identity? This is one of the MANY things Tony Robbins will teach you at the UPW event. Have a seat, feeling great! **(Begin passing out forms – have boss or someone of influence help you)**

Final Close

My friends this is your ticket (point to the form) to your result (motion back \$ goal) These are your dates, write them down ____ (venue & date) . Isn't it true a lot of already made a decision to raise your standards for your life,

your finances, your family, your health and your future; you're definitely going. And others will once I'm done. Let me give you some options.

Diamond: The Diamond section is a very exclusive option, in the front rows. The best way to describe this is ...how many of you have been to the concert or sporting event? Is there a different experience being in the very front than in the very back? It's like being in Tonys living room. In addition to sitting in the very front, you get a professional coaching session by one of Anthony's top coaches. You also get a 40 page behavioral assessment to help you really understand what influence you, your communication style, your leadership style, and how to influence other people. In addition to this you will also have a private lounge where you're well fed and have a great networking opportunity with other diamond-level people. This investment is called diamond. Diamond Premier is \$2595 it's the first 2 rows and you will also receive the Ultimate Edge CD program. Diamond is \$2095 and it's rows 3 – 7. You know if you're Diamond you drive the best cars, fly first class, you wear the best clothes.

V.I.P. Is the next level back from Diamond and is an outstanding networking opportunity as you are right behind diamond; V.I.P. investment includes the momentum coaching session and the 40 page behavioral assessment. The V.I.P option is only \$1595

Executive The next option is Executive you will also receive the coaching momentum session. Tickets go down to \$1295 for this section.

General Admission Includes all 3 days plus the bonus health day and tickets go as low as \$995 for this section

LODI

Believing is important but the most important thing in life is to ***take action***. The # 1 reason people do not take action is LODI. Has anybody heard of this? It's a law in business from Harvard business school and it's stealing tens of thousands of dollars out of your pocket every single year. Who here wants to learn about this (raise your hand)? Let me give you an example. How many of you completely lost out on an opportunity that you didn't take an advantage of and years later you find yourself regretting you didn't take action?

How many of you have worked with a client or customer who says, “That sounds great, let me call you next week?” When do they call? (**audience says “never” or “months later”**). They have a scientific name for that: It’s called “L.O.D.I”. “Law of Diminishing Intent.” It means your best intentions will decrease over time. How many of you want to learn how to **destroy procrastination** in your clients once and for all (**raise your hand**). **Can I share with you the key to destroying procrastination in your clients?** Write this down: Ready? Here it is: **Destroy it** in your own life first, because until you **it** in your own life, you will always attract it. There is an old saying

of a feather ___ flock together. Successful people (motion to the boss) hang out with (Successful people) Lazy people attract (**Lazy People**). If you can take anything from our time together, take this: If you see something sitting in front of you (anchor to the forms) and you know you should take action, **DO IT NOW!!!** Tattoo it on your arm, write it on your bathroom mirror **do it now!** I don’t care what you have to do but build the muscle for yourself (**act out doing a bicep curl**) that says, if there’s something in front of me (anchor to the forms) that I know I should do, then I Must **do it**, and I’m going to **do it now!** When??? (**audience -- “Now”**)

DISCOUNTED PRICING

That’s why we reward you for taking action and signing up today. The diamond section is a very limited section in the front rows. Diamond premier is \$2595 rows 1-2 and also includes the ultimate edge. Diamond is \$2095, rows 3-7 you know if your diamond. GA we will reward you with a \$300 savings for taking action today, so cross out \$995 and make it \$695. Your investment for GA is only \$695. The best value is VIP because it is directly behind the diamond section, (Circle V.I.P) we will reward you with a \$500 savings for taking action today, so cross out \$1595 and make VIP \$1095.

SECONDARY CLOSE: emotional & logical/ equal/ inferior/ superior

Committed Close

How many of you believe that by spending 3 days with the number one success coach on the planet would actually do something to improve your life? (raise your hand) How many of you are interested in improving your life? (raise your hand) If there was ever a time to improve your life when would do you think it would be the best time? That’s right, NOW. By a show of hands, how many of **you are a 100% committed to making this happen today?** (Get someone to share why, Ask them, What possibilities do you see

by going to this event that will dramatically shift the results in your business or personal life? **(Future Pace them a bit.)** So, ___ isn't that what you want?... (Repeat back whatever he says). Thank you for sharing ___, clap for ___ and anchor to the form and say, "You know what to do." **(Transition to lock the rest of the room by saying)** By the way, Who here can relate to ___ in some way? Because isn't it true we all have an area of life which we want to improve or take to the next level? If there was ever a time to make that happen, when would be the best time to make that happen ___?) That's right Now. By a show of hands how many of you are (use their number %) committed? Let me ask you a question if you were to call your husband, wife, boyfriend, girlfriend and say, Baby, I absolutely love you, you are so amazing, I can't wait to see you ... but I'm only (use their number %) committed to you." What will they say? **(people laugh)** It's like anything in life we are either committed or not committed at all. If you are playing at a level (use their number) in your business in today's economy are you going to produce these result (motion \$ result box) No you are going to be out of business. If you play at a level (use their number) in any area of your life are you going to get the results? (motion to the wheel)

Wouldn't you agree with me that Albert Einstein was an intelligent man? What was his definition of insanity? Einstein said doing the same thing over and over and over (circle limiting beliefs 3 times) expecting a different result. You can't talk yourself out of something you acted yourself into (point-beliefs) You can't let the economy dictate your economy. In order for you to do something you haven't done you have to be someone you haven't been. (pause) What if we stepped up NOW and raised our standards as a company, as a team as individuals to destroy these limiting beliefs by going to the Unleash your power within event and started playing at a level 9 or 10 would you make (\$ goal) Yes Would you be more successful in other areas of your life? Yes. Isn't that what you really want? My friends, is today the day we are going to make this happen? Say yes. Is today the day we are going to step up, put that money back (\$ box) in our pocket where it belongs? Say Yes. Is today the day you're going to start living the life of your dreams? Say yes. Then say it with me today's the day x 2 times. Today's the what? ___that's right today's the day to make this happen Now.

On the top of your form put write down your company name because ONLY people who have been to a meeting like this get the corporate rate so we

need your company name. Jot down your email address and be EXTREMELY clear because we are a green company and you will get your confirmation letter, your tickets and we are going to give you an additional bonus a 12 week e-course a \$250 value for taking action today all will be sent by email. Jot down your name address etc. We will NOT give it out, no other company gets it and it will not go on a mailing list. Finally, cross out the investment amount in the middle and put the special corporate rate for whatever level you are signing up at. And finally however you want to invest---credit card, check if you're paying by check make it out to the Robbins Research International or you can pay in cash but then I need two forms of ID and a note from your dog. (just a joke haha) Now as soon as you have that done pass the forms forward and we will do the raffle for a free coaching strategy secession a \$250 value.

Bring the boss in at this point and say): As we move forward with this, I'm going to turn it over to **great leader (Boss' name) I am always investing in myself going to seminars and I heard a great quote** by Les Brown and he said "Judge a man or woman not by what they do but what they do when they don't have to do it!" **(Boss' name)** didn't have to bring me in here today, but he did because he/she believes in you. Let's give **(Boss' name) a big hand!! (Boss' name)!** Boss will speak and explain how they will support financially or verbally support you. Call to action: pass your forms forward so I can enter all of you in the raffle for the free gift.

BUFFET CLOSE

Warren Buffet was recently on CNN and they ask him what the best investment in todays economy? Do you guys want to know what he said? He said the best investment in today's economy is to invest in your _____, that's right, **yourself** as you guarantee your return on investment. The next three years are going to be the biggest opportunity to make money in last 100. Big companies are becoming small, small companies are becoming big. Right NOW you have an opportunity to be coached by the number one success coach on the planet. A man that gets paid over a million dollars for 12 hours of his time to work with him one on one and he has a two year waiting list. Why because he gets results, and isn't that what we are all after results? (motion \$ result box) and you could be trained by him for about \$11

per hour. Who here would go if I could guarantee your results? Everybody, great because we guarantee your results. We have a 100% risk free money back guarantee? You can go to our event for the first **day and half** and if you don't *experience profound results* after the first **day and half** simply turn in your work book and you'll receive a FULL REFUND. One more thing, its tax deductible, which means basically (some people will say "It's free.") If you could invest \$995 in yourself to get a (\$ result box) would you? Is this a good return on the investment? Yes or No. There are 289 selling days in a year and if you took 3 days to make the other 286 more profitable would you do it? You're an intelligent group you tell me what's the smart thing to do? GO!!!

VALUES CLOSE

In closing today I would like to share with you my personal story. Is this ok? I remember when I made the decision to go this event. I was really struggling in my business, I was stressed out overwhelmed and I was really sick and tired of being sick and tired of not making the money. That's when a friend gave me some tough love as he knew I needed this to change my life and he changed his life by going to Unleash the power within event. He said (your name) you have go to this event but I just didn't have the money to go. He said (your name) how long has it been since you been since you've been out of high school? It was about 10 years, and how old are you? He said you mean to tell me after (your age) years you don't have \$1000 to invest in yourself. (name) you really got to look at this problem as your best thinking got you in the situation you're in today. You can't afford not to go (name) If it's really about the money it's the number one reason why you must go? I still remember the questions he asked me because I made a decision to go after I answered these questions. He said what are the three most important areas in your life that really matter to you most and by transforming them now will change your life? What are they? Which of the 3 is the most important to you? In that area of your life if you were successful, what will success look like if you really turned that area around? What will your life look like? If you do that, how will you feel? What will you be saying to yourself? What will people be saying about you? By the way, if you don't **do it** what is going to happen? How is that going to feel? The way you *get yourself to change* is to *tell yourself the truth* right? What is the truth? How is that going to feel? What if I could tell you there was a way to guarantee the result in the most important areas of your life in 3 days, and it was taught by the most successful person in the world with a 100% risk free

money back guarantee? Wouldn't you ***do it?*** Write these dates down, (dates and location) below these days write the word freedom, below that write your 1 most important area of improvement. For a small investment of time, for a small investment of money will you ***do what is necessary?*** Would you do it? To change your life will you ***do it?*** (pause). It's in your moments of decision your destiny is shaped NOW is one of those moments. Choose wisely (pause) ***Step up, take action NOW, (anchor to the form)***

For those of you who are stepping up taking action **NOW**, your journey starts here today with your 12 week e-course to support you. Also for the people signing today, I am going to give you a personal gift the 40 page disc profile a \$250 value. (hand out disc example) as I don't want you as a customer I want you as a raving fan. Pass your forms forward so I can enter all of you in the raffle for the free gift. Pause and get all the sign up forms.