

## **Make your content Compelling...**

### **Make it real for them (VAK-AD)**

Explain it to them in terms they relate to.

Use details

If you make a statement- -give them an example this will give them a concrete example to relate to

**Use rhetorical questions** to tie down points and keep the audience engaged. Do that make sense?

How many of you would agree with that?

Can you begin to see why that is important?

Where could you do this more?

Can you see how powerful this is?

What would it mean to you if all of your participants were hanging on your every word??

### **Get them active in their experience**

- Ideally doing something physical when appropriate. How many of you here would agree with that....

If so say "I'm gett'n it!"

Wave at me people...

**Give them a reason** why when you ask them to do something and frame it in their best interest.

So that..

In order to

To be able to..

Means to you...

**Challenge and acknowledge the audience when live...** I didn't

hear you....what Was that? Great job high five someone or acknowledge someone.

You sir participating..This why I can tell you are going to be

successful..not just in biz but in life..bc its so important to to be a participant in life...How many people out there are just spectators. Today is about getting in the game... and learning how to win...If you are ready to get in the game say that's me! Awww say it again louder this time...Say that's me!!

**Keep them compliant with your suggestions ...** Write this down. This is a million dollar tip...be sure to put this in your notes. Have them draw something.

**Have some sound bites.** (Ideally somewhat controversial) (Nuggets that are principal based) The Quality of your life is the Quality of your Communication.

Money doesn't move to you.. unless there is a reason to do so. You are sick and tired...but that isn't enough...you have to be sick and tired of being sick and tired.

It's in your moments of decision that your destiny is shaped.

**Priming statements...** So what do I mean by priming statements... Well...it ...is...This. And it is probably one the most important things...you will ever learn.

It's so important you do not want to miss it.

Because if you miss it...it could mean the difference between you succeeding or completely flat on your face failing. (Remember people have the attention span of a goldfish).

### **More Examples**

\*Im going to give you something here today...that I promise you...that if you...listen very carefully ...and absorb and actually use this information i'm about to share with you here today....If you do this..I promise you it will change your life....for the better.

\*Because I want this to be as actionable as possible for you..and here is the thing

\*Because think about this.

\*And here is exactly what you need to know and remember

Here's the thing  
Now, listen to this..  
Now this is important..  
Now this is crucial ..  
And here is exactly why..  
Whatever you do, don't do this...  
Here is what I believe  
Here is the biggest mistake I see...  
Here's where folks really mess this  
up.. Now...  
This is going to...  
The great news is...  
Super simple  
And before you know it..  
Just follow the steps..  
Look...  
And I think you'll find...  
Its as easy as...

**Teaching** - Tell them what to do...  
Show you have system  
And a subsystem or pillars for  
each. Pull them into your process..  
Give them tangible slight edge principals  
Give a demonstration (Tonality example)  
Don't just tell..show them if possible  
Make the concept tangible —  
Explain why your points are true...  
Give examples  
Give facts..  
Use slides for flip charts.

**Get agreements..(affirmation)**  
Does that make sense  
Can you see how that works  
If you are with me raise your hand and say

yes. True or not true?

Do you see value in this, yes or no? Who follows what I'm saying?

Who's getting this?

Who understands this?

Who's with me here?

Raise your hand, say yes, wave at me, snaps, if you are getting it give me a clap, 1 2 3 Clap...there we go.

**\*\*Do not give (or at least very few) specific how to...or exercises.**

WHAT and WHY focused content when selling. Do not drill down deep into content...

Instead go deep into examples and metaphors and stories.

### **Look for and Master the Referential Index**

Going from I, They and YOU.

Indirect to direct.

Acceptance of agreement followed by direct suggestion

### **Use of Bounces and Breaks**

Bounces are when I pull you into my story or content. Breaks are drastic changes in the flow that break/ release tension and create more emotional engagement.

### **Creating Compliance**

Verbal

Physical

Mental

### **Open Loops**

This is this the foundational principal you must first understand before I give you the exact framework...

Before I tell you the exact formula ...here is what you need to know first...

## **Proper seeding**

Problem

Consequence

Seed

Advantage

## **YOU- Speaker STATE**

Physiology

Eyes

Tonality

Breath

Gestures and body language (stance)

Main topic

Sub system - pillar skills

Steps

## Statements vs questions

Make it conversational

## **Rhetorical Questions explained**

Conversations are question and answer

So here's the key ...The key to making a great presentations is to combine the questions and answers in the presentation

If you were being interviewed...the interviewer would ask...How did you come to that? What do you mean by that? Why do you say that? What is the impact of that?

Asking the right questions does a number of things...What are those things?

First it makes it conversational...as opposed to feeling like a lecture

And next it does something very very important...

Questions trigger content.

Now what does that even mean?

If you were to type a question in to google...that search engine would bring back answers...and that is what your brain does. When you ask a question of your brain...you come up with answers.

Questions help you to “memorize” and trigger the next bit of content for you to teach...

Questions control focus (yours and the audience)

The great thing about speaking is...we can control the questions and answers. We can ask the questions we want. And when you question your own content..The audience won't feel the need to.

Ex.

So, What do you do 1st?

What do I mean by that?

Why is X so important?

So, how do you do that/X?

When should you do X and how do you need to think about it? So where do people mess this up?

What is the biggest mistake everyone makes when they start to X? Who is X for?

What situations should you do X?

In order to become a great speaker you must manage your own emotional state...

So how do we do that?

Well there are 2 things you must do to manage your emotional state... now what are they?

The first thing you have to do is...X

Now what do I mean by X?

What are the exceptions to X?

\*too many back to back statements will make your content boring.

## **Putting it all together - Develop your first teaching point**

1. What do you want to say about this point?
2. What questions does that raise that you can answer?
3. Ask those questions rhetorically.
4. What primers can you use to get attention?
5. Are there facts you can refer to?
6. Can you demo it?
7. Can you break it up into parts or a system to help teach it?
8. What can you get them to agree with?

## **POSTURES**

Superior  
Equal  
Inferior

## **THE BUYING POCKET**

They must believe that it is possible to achieve the result they want..BUT they must also believe they need YOU (or your system to get there. (Faster, easier, cheaper, with better results)

The 2 folks listening to your presentation  
Folks with an Inferior mindset.  
Folks with a Superior mindset.

INFERIOR Mindset Folks Believe they can't achieve the result you offer.

-What are the beliefs SPECIFICALLY to what you do that keep folks stuck?

*BASIC*

I don't have time

It takes too much time

I don't have the money

*SPECIFIC*

I am not good enough at what I do to get up and speak about it. I'm self conscious.

I have imposter syndrome...I'm ok making waves in the industry ..but not too much bc I don't deserve to be on the big stages bc im not good enough.

I'm not ready for that level of success yet.

They compare themselves to others ahead of them

They are charging too little bc of this believe and so their biz won't work.

They need to Believe they CAN do it.

\*we are there to shift beliefs ...Their reasons for not doing "it" need to be invalidated/changed.

\*they need to believe that you will get them there faster, easier, safer, funnier.

Money is Rarely ever the issue.

The reason people don't buy...is they do not have a big enough motive.

Their problem or excuse is bigger than their goal.

You have to make their goal Bigger than their problem. Otherwise they buy their problem every time.

If you believed you or your close family member would die if you didn't get X \$\$ together in the next 30 days..you would find a way. (If your offer is 2K-3K ish...anyone can get that. Anyone.)

Its not a lack of \$..\*\*\*\*its your inability to sell them the thing they need and create the belief they they can do it.

If what you do can change a person's life (health, relationship, income)

The number one reason you aren't selling it is bc you don't fully believe it.



If you don't believe it..you cannot transfer that belief to them. You buy their excuses because you buy your own.

So you have to sell this to yourself...\*\*\*

Otherwise you will just get the easy sales. You have to be able to get the folks who need to stretch a bit to do this...you must motivate them to stretch.

“But what if they borrow the money and it doesn't work? 1. You need to know that it works and make it work for them. 2. How they are sold and how strongly you get them to buy into the belief that it works will determine how well it works. (Regardless of how good your product or service actually is.

\*\*\*the transformation is in the transaction.

Selling is a transference of feeling and belief.

If you aren't feeling it 1000%...then you are transferring

uncertainty. They pick up your vibe of uncertainty.

You have to sell your self daily on what you do to condition the belief. It must be bullet proof.

Some of your audience will have a **SUPERIOR MINDSET**  
These folks believe they can get there but they don't need you.

Inferior mindset person needs to move up into the buying pocket. Superior mindset person must be dropped down into the mindset.

\*Your best and most successful clients who will get you the best testimonials will have a Superior Mindset. You need to be able to sell to these people.

80% of your people will be inferior mindset

20% of your people will be of a superior mindset

Superior Mindset people need to believe you are better, your way is better/faster more efficient. And or that you have some sleight edge principles they can learn from you that will add to what they are already doing. These folks have money and a desire to grow. That is what makes them superior. I target my talk primarily to these people unless I know the audience is mostly inferior...then I talk about how easy it is (with integrity though).

### **Inferior Mindset NEEDS**

**Inspiring case study stories** (voice that objection in the story) -Was - result they were getting, how they were thinking and the beliefs that they had which was why they were stuck. This was their situation. This was their PP.....As it WAS.

-DID- Here is what we did together to resolve that.

ARE- Here is where they are now. Here is the results they are getting.

These should appear in your presentation in a place where you validate a teaching point inside of your content. Not at the end.

After you teach a how...

When Susie came to be she was here and believed this. We dialed in her X together.

And now she is HERE.

\*The point of this is to PRE-HANDLE objections.

If they can do it you can too.

(These are unbelievably powerful, I don't do many of them

though). Or you can use small antidotal stories that create belief.

**A Proven Process-** Show you have a system. Talk about how your system has worked for you and your clients.

**Foundational Principals** - If you go to nuanced the beginner will be lost. (I can teach this but its pretty boring, I like prefer folks come to me with a basic understanding first. Or commit to level up fast). Know that if you overwhelm folks too early they will have the belief that it's too hard, and I'm not good enough to do this.\*confusion is good frame

Stories that shift state- Antidotal stories.

What is the belief/behavior I want to change?

Why do they believe this?

Why do people behave this way?

Where did I or someone I know have this belief or behavior? What struggle did I/they go thru bc of the belief/behavior?(link pain to old behavior)

What event caused the belief to change?

What belief to I/they have now?

\*Inferior mindset people are more afraid of the solution than keeping the problem. (Secondary gain)

This must be changed. Get them so associated to the problem they are hungry for the solution. Phobia to the problem and a compulsion to the solution.

Right now they have an addiction to the problem - it meets their needs.

3 pitfalls of failure.

You have to empower them. YOU CAN DO THIS.

**COI-** use pain around inaction

People are very good at distracting themselves...Get them to be aware. Reveal to them what they have been hiding form. Give them a preview of life's consequences.

**Powerful Impact Lines**

**SUPERIOR MINDSET PEOPLE**

They believe they can do it without you.

So why are they at your free event?

To steal your content. To see if there are little things they can take to make what they do better.

They say..." I just want to see what so and so is doing". They have some uncertainty in their own process...Or are again...Just looking for an edge.

**You need:**

**Strong Expert Positioning Story** with great results.

**Fast working process**

**Slight Edge Principals** - What I am teaching you now is slight edge.

If you teach cliché's they are out. (SMART GOALS, How you do anything is how you do everything.)

Stories that shift Belief - they believe they don't need you. Tell stories of folks who are successful, but you gave them the edge. All your case study stories can't be about people who are broken. Sell to the folks who are successful and the less than successful folks will still buy. (Tony Sells to the Superior but connects to the Inferior.)

**Cost of wrong action**- Missing potential revenue.

Cost of waiting.

**Wow Factor Demonstrations** - show your examples. Easy for me here bc I am speaking and teaching speaking.

**BE A BUILDER OF BELIEF**

**Authority**

What beliefs must they have about you in being their guide or helper?

### **Vehicle**

What beliefs or proof must they have about your vehicle to move forward with your offer?

### **Themselves**

What internal beliefs must they have about themselves to say yes to your offer?

### **Environment**

What things in their external environment that could stop them saying yes. What must they believe about that?

### **Support**

What must they believe about community and support related to your offer? \*what happens after they buy(this is where uncertainty is the highest)

### **Urgency**

What must they believe about the timing for your offer? How can you demonstrate urgency in your offer?

External and Internal

\*How can you make it not their fault?

How can we get them to take on more responsibility? (i.e. frame their identity is a leader)

Use complex equivalence- the fact you are here means you are ready to play a bigger game in life.

People come to me for one of 2 reasons...They are in a challenging moment and are tired of settling so they have committed to do what it

takes to turn it around....Or they are already at the top of their game and are looking for the edge and are ready to go to the next level (both of these folks are buyers- this is a micro agreement that leads to a double bind.

\_\_\_\_\_

To make this more simple we can break belief down

into: **EXTERNAL- time, money, other people**

And

**INTERNAL- Who they are in relationship to others (leader, supporter, spectator, Values, Beliefs, commitment level, Hierarchy of Values, The logical Level they are operating from, Motive, Patterns, Thoughts and feelings, etc.**

**Shifting Beliefs**

The audience may have beliefs that are disempowering or those that are not in alignment with a buyer. We need to shift those beliefs with conviction.

Experience ->**Beliefs**-Thoughts/Feelings(state)-Decision->Action

Take on those beliefs.

This is where you transform people.

This may not get you liked...But this is where the work is done.

This is not where you are teaching. This is where you transform people.

What beliefs does your audience have that are fundamentally wrong?

Falsify  
Attack it

Truth

Evidence

—

## LANGUAGE PATTERNS

I'm not saying...(seed plant)

**Conditional Mind Reading** - Claiming to know what your audience is thinking and feeling.

If you are like most of the folks who come to an event like this you are *probably* feeling/ thinking/wondering...

If you've ever\_\_\_\_, then you're probably thinking...

**Cause and Effect** - Implying one thing causes another.

If you're really committed, then you will find away.

If you can see how life happens for you not to you, you are going to get exactly what you need here today.

**Meaning**- Implying 2 things being equal.

The fact that you\_\_\_\_, means\_\_\_\_. Which means, or and that

means. Practicing these patterns means you are going to get better at

them. **Tag Questions**- (or tie down) - making a statement into a

question. Doesn't it? Isn't it? Can't you?

**Pacing Current Experience** - Pace the undeniable reality setting their thoughts up to be lead where you want. (People feel more understood when you are pacing their current expense of life)

As you are sitting here listening to this presentation...

As you are watching this video...

**The Double Bind**- The Illusion of Choice

Are you going to learn this now or later?

Will you attend the workshop live or just watch the recordings at

home? **Referential index switch** - Switching up I/They to You.

Tony gave me the best advice that completely changed my life when he said, "You need

to do whatever it takes. Otherwise you are fucking lying to yourself.”

I used to think going to the gym was hard until I realized you just need the right coach and a proper plan.

I used to think learning these language patterns was hard, until I realized you just have to practice them and get feedback.

**Future Pace-** Get your audience to envision a bigger brighter

future Imagine...

And I don't know if you can imagine what it will be like when you...

What will happen when you...

How will it feel when you...(if you were able to captivate and audience)

**Compound Suggestion** - A belief followed by a statement of fact.

Effective selling is the most critical part of your business, If you doubled your sales that would help you, wouldn't it?

Forgiving others for the mistakes they have made and loving them is the fastest path to healing. Because it's important to feel love from those you care about, isn't it?

### **Counter Example -**

Today I want to talk to you about one of the biggest mistakes I see X make when I comes to valuing their work and charging higher fees. They think for some reason that, how long they have been coaching on X determines how much they can charge. (Address the belief and label it as the big problem).

Now the biggest problem with having that belief is what? You are probably going to struggle for a long time before you allow yourself to charge what you are worth. You are going to have to work longer, and harder for years and years and charge less than your work is worth.

So let me ask you a question...do you really think...The perfect client who needs what you have is sitting around wondering how long you have been a X, or what degree or certification you have? Do you really think time is the Key factor in their buying criteria? Do you think that is the MOST significant determinant of someone making an investment with you? Do you think that is it?...Not because of your results, your understanding of their situation, the results you can produce or how you make them feel. No you think they are saying ...Wait a second...how long have they been X? Of Course they are Not doing that! But then why do so many think that way?



And the truth is...when you are new, you tend to not value your skills, ability, and uniqueness. Because you question your own value...You under value the work you are creating. But who are we to determine what is value to another human being. What if there was something you could share/teach only from your personal experience that changed that person's life and gave them exactly what they needed?

So maybe you haven't been X for a long time..but when was the first time you (helped someone, gave advice, were a great listener, etc.) Haven't you been mastering this skill your entire life? (Change frame size)

**Give a reason** - The unconscious question is WHY (use the because frame)

**Possibility frame**- Well, what if you could? The quality of your life is determined by the Quality of questions you ask. So what if you were able to learn these skills and get a standing ovation every time you spoke. What would that look like?

So I have to ask..is that something you want?  
What id got to happen if you don't?

Would it be worth it so you could "pay off" linked to Identity)

Some people think if I go after X they will miss out on Y. Let me ask you are there people who have X and Y? What would that look like for you. What if it were possible for you to have X and Y?

Lets show them what's possible so you can be an example...

**You Frame** - Talk to one person.

**Presuppositions** - These are assumptions that you convey that bypasses critical analysis.

\*\*What action do I want them to take? Or what Belief do I wan them to have? And how do I communicate that in a way that assumes they are going to do it/have it? Ex.

By the time you finish the course...

When you submit your application...

After you get onboarded you will have your fist coaching call.

When you log in you are going to first go thru the training on the fastest path to cash. This is where many folks in the community make their investment back in the fist day.

At the end of the webinar you are going to get...

Make sure you go over your notes a 2nd time so you can see what you might have missed..

Why are so many of the world's most iconic speaker using the trust trinity...? Why are so many of the speakers I've trained seeing results?

This is the real secret that makes our process so effective...

When you enroll, you will receive...

Here is what you get when you sign up at...

Just take a look at all the bonuses you get when you PIF...  
Which option will you choose...the one time investment or the payment option?

After your husband sees the result you have created you won't have to ask for permission ever again.

After you talk with your husband and let him know how much this means to you..you will see that he has always supported you.

Even tho you don't want to go to the gym right now, by the time you finish you will thank yourself because you are doing something great for you.

What is going to happen to your business if you don't learn how to sell one to many?(if you don't something is going to happen to your biz, and that you don't already know)

When would now be a great time to be the leader you were born to be?

When you sign up, you are taking the first step in becoming a biz owner instead of just an operator.

The real secret to why we get the results for our clients we do is the community, when you join you are a part of a like minded community of people just like you and many ahead of you. When you are in the right tribe results come easy.