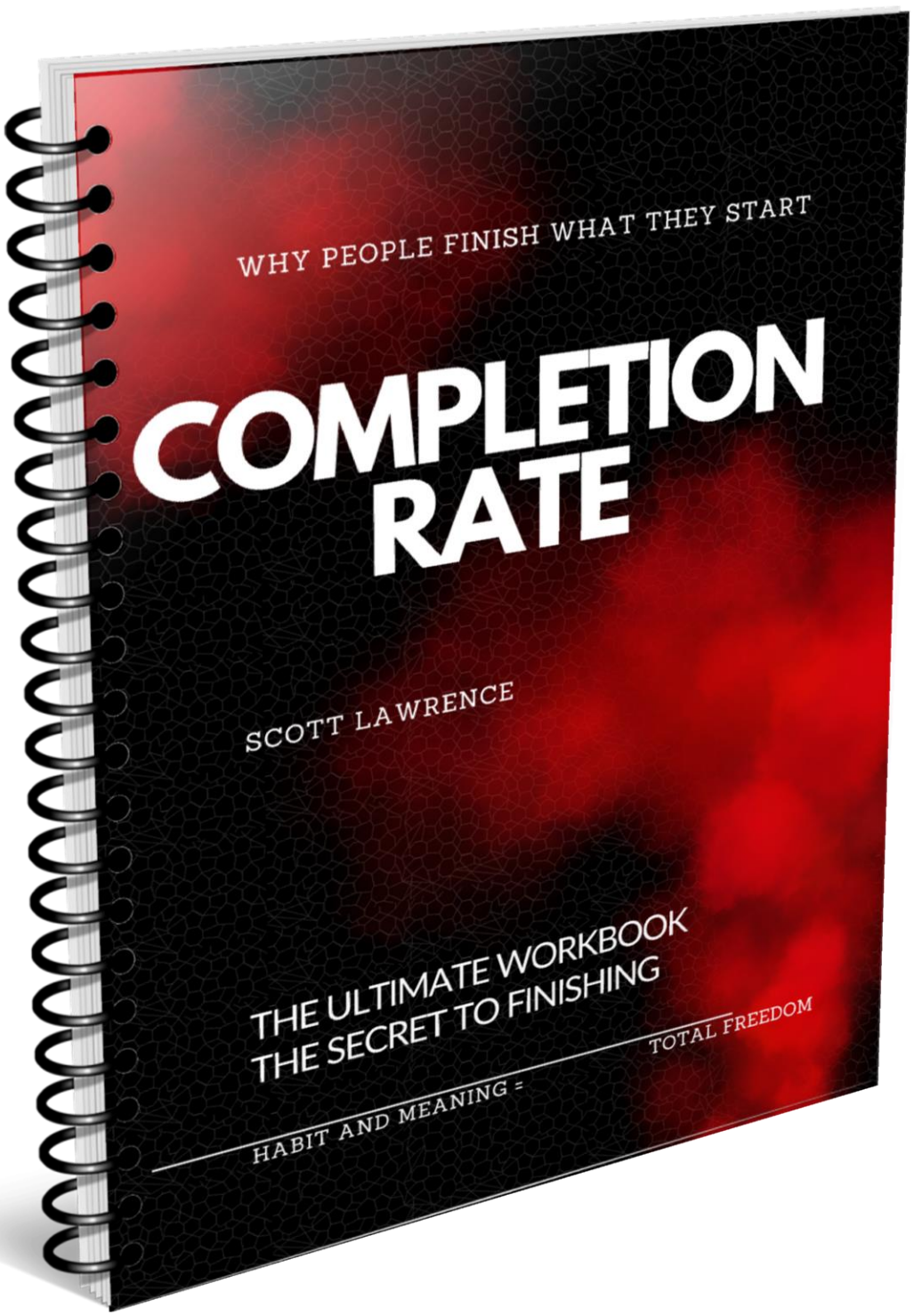

WHY PEOPLE FINISH WHAT THEY START
COMPLETION RATE
SCOTT LAWRENCE
THE ULTIMATE WORKBOOK
THE SECRET TO FINISHING
HABIT AND MEANING =
TOTAL FREEDOM



Scott Lawrence
Clinical Hypnotherapist
Lawrence Hypnotherapy
Business Coach
Lecturer, and over 5,000 Clients.

How do you complete your work and finish your business?

Watch this video first, and then we'll talk.



People get Stuck

If ever you've had problems with Time, Money, Mood, the World Changing, Problem Clients or Business Partners, then you may have become Stuck.

But you can get unstuck and finish what you need.

This eBook will look at 3 areas of how you Finish what you Start

The 3 Areas to look at

1. Your Actual Goal
2. Habits and
3. Feelings that make you do things.

How to Finish What You Start in Business or in Life, even if You're Beyond Burnt Out.

Most things are simple. We just over complicate them.

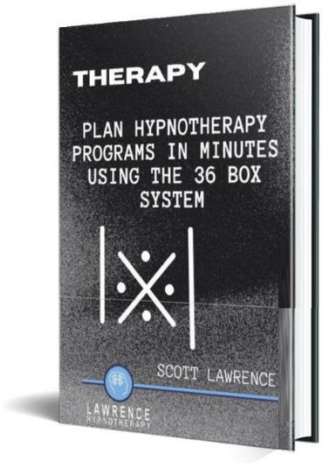
Do you want to earn over $100,000 per year in Hypnotherapy or Coaching, but haven't been able to?

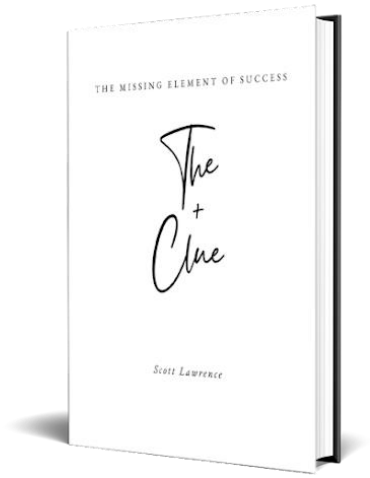
Have you been given task after task to complete and found it to be impossible to complete, too much work or doesn't fit into your plan, your schedule or your way of doing things?

Do you know that you should have ads out there, an email plan, doing live videos, eBooks, have a sales team, ect.... But you find that looking at the work and sacrifice involved in building such a business isn't even what you want to do?

Are you trying to find Money, Meaning in Your Life, Mental Health and basically struggling to bring it all together?

Yes, you're probably burnt out, but more than that, you're misaligned and looking for a clue to get started. Please don't freak out because I'm suggesting 2 more books to read, but I have everything that you need right here. But for now, let's do some healing and exploring about what's going on with you right now. I promise this will be fun.





What Makes You Do Stuff?

The human brain is quite different from Artificial Intelligence.

Think of the brain of an AI as a tool. Imagine a fork in your cutlery draw.

When you're not using the fork, the fork is just going to sit there in the draw.

The fork doesn't feel that you're neglecting it. The fork has no opinion.

AI, and a fork both want the same thing. They want nothing.

They don't Want. They don't Fear. They don't Desire.

Artificial intelligence is highly intelligent, but it's not like you.

Artificial intelligence is motivated by Code and Electricity.

A conversation with ChatGPT

how many Rs are in the word strawberry?

ChatGPT
There are two "R"s in the word "strawberry."

are you sure there aren't 3?

ChatGPT
Yes, I am sure. There are two "R"s in the word "strawberry."

I can count three Rs

ChatGPT
Let's look at the word "strawberry":

S
T
R
A
W
B
E
R
R
Y

There are indeed three "R"s in "strawberry." I apologize for the oversight.

how many Rs in the word strawberry?

ChatGPT
There are two "R"s in the word "strawberry."

If you ask ChatGPT version 4.0 this question,

"How many Rs are in the word Strawberry", you'll get a very strange answer.

Please check out the following conversation.

As you can see, AI can make mistakes. We're looking at a Large Language Model. That's all.

AI is a tool that will do it's best to help you out, but makes mistakes.

So how are humans different?

What makes humans do things?

The Human Brain + Endocrine System

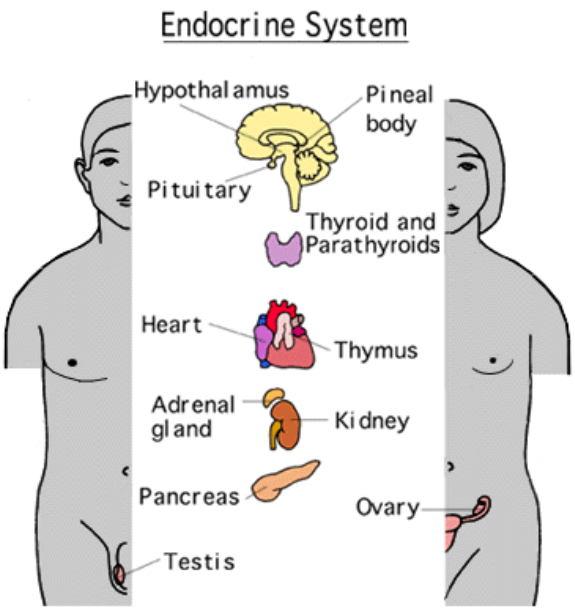
The human brain has similarities to AI. We develop language models that help us to think about our world.

But we have a few things that AI doesn't have.

We have an **Endocrine system** that secrete hormones that help us to feel things. These feelings help us to stay alive.

Humans want things. We need things.

We want to survive, be loved, eat food, drink water, have fun, rest, learn, explore, protect, love, etc...



We developed an **Endocrine system** for one reason, **survival**.

Your brain is biased to take short term activities that keep you alive.

Dopamine motivates you to DO.

Serotonin regulates you.

Adrenaline heightens you.

Endorphins reward and relax you.

Testosterone masculinises you

Estrogen feminises you

Artificial Intelligence brains or AI brains have none of this. AI is amazing and I love it, and I can't wait to see the future of AI develop. However, AI is just logic at this point. However there's something interesting that happens when you mix Logic with Feelings.

Survival

A plant can do it's best to survive. But when you look at the tools that a plant can use, they are very limited and require tremendous amounts of time to develop a defence against a new threat.

A lizard, however, can just start walking and leave an area if they are afraid of a threat in their environment.

Dogs can do the same trick, however, their ability to socialize and to forge relationships with their tribe (human or K9), allows them to hold on to territory and defeat or scare away other predators.

Humans, however, are a level above all of this with our mixture of survival instinct and ability to design new survival strategies. Yes, humans are amazing. But there's another layer above humans that we're lacking.

The human brain will instinctively protect itself against short term threats. We're so good at it, we have managed to dominate the planet. But in doing so, we have created new threats that our short-term **endocrine system** isn't equipped to handle. Quite simply, we can think long term, but we lack the ability to feel long term. This causes us to do 2 things.

Do you remember the issue with **AI not having an endocrine system**?

AI doesn't care and doesn't feel and doesn't want anything.

So AI will wait for a human to give it instructions.

Animals don't have the AI style of logic thinking that humans can assess, so they can't adapt quickly to new threats. But our Long Term Logically thinking frontal lobe is not able to make our Life Giving Endocrine System feel anything about Long Term Threats.

Long Term Survival

It’s easy to not eat a burning piece of wood from a fireplace.

It’s scary to even think about eating a burning piece of wood.

That is a perfect match up of your AI styled Frontal Lobe’s Logical thought matching up with your Endocrine System’s feeling style of thought.

If eating a burning piece of wood didn’t frighten us, then we could all have died out a long time ago.

So why doesn’t the **Endocrine system** fire up the **Adrenaline** needed to scare us away from donuts, alcohol, procrastination, financial negligence, lack of planning, lack of exercise, etc?

Simply put, your mind doesn’t feel much outside of the season that you’re in. You can imagine summer in winter, and yes, you can imagine winter in summer. But you can’t develop feelings of urgency for a season that is more than 3 months away. That’s why all weight loss plans tend to centre around 3 month plans, 100 or 90 day plans or 12 to 13 week plans.

You can deny your feelings for up to 3 months without getting any reward before your brain will simply refuse to do the work anymore.

Your brain is highly sensory and doesn’t care about what it can imagine in Pictures, Sounds, Feelings, Tastes or Smells. And the future past 4 months away just doesn’t scare us in the same way that the next 3 months could.

So if you’re counting on motivation, fear, feelings, desire or your endocrine system to build a business for you, lose weight, gain muscle or any other long term goals, then you’re either out of luck or in need of a system.

What to do with all of the Links and Extra Stuff

Ignore them (at first).

Or pick only 1 rabbit hole to go down.

Yes, this book is filled with links, videos, eBooks and other stuff.

Because of the length of this eBook, I recommend that the first time that you read it, that you simply ignore the links.

Maybe even take a note of 1 link that you would like to peruse later, if it's relevant to you. Anything else tends to be a barrier to reading the entire eBook.

I used to be guilty of this, opening every link until my browser would crash, and then I didn't have the motivation to get started reading the book where I had left off.

Also, reading is easy if you do a little bit per day and look after your eyes.

As you get older, or learn more about your eyes, you'll notice that focus, light, font size and other things really do affect your reading.

So, back to the main point, do you want to finish what you start?

Do you want to build a business, gain health or improve relationships?

This eBook centres more around the idea of business, but also dips into the topics of health and relationships. After all, they're all related.

Are you ready to do this?

Great, let's go.

I didn’t just write this eBook.

It’s based on conversations with real clients who I supported to finish their work.

There’s a reason why this eBook is so long.

I’ve been coaching people for 1.5 decades now.

I didn’t just download a coaching template from Google yesterday.

I’ve helped over 5,000 people to reach goals, and I know what questions people ask me, what resistance they can put up, what they worry about and where they get stuck.

More importantly, I know how to get people unstuck and over those hurdles.

And yes, it feels like the worst time in history to go success crazy, but the great secret is that it’s always been the best / worst time in history.

History is full of disasters, recoveries and back to normal.

But every time a new disaster strikes us, people get scared for their lives.

Let’s stay alert, but not anxious.

Read the book, have fun and give the exercises a go.

In the end, you may just find that you finish your goal.

How great would that be?

You Can’t Control Outcomes, Only Inputs

Winners and losers have one thing in common.

They both want to win.

When I say losers, I’m not insulting people. I simply mean that in every competition, a team or individual wins. On the other hand, a team or individual doesn’t win. They lost, hence the loser of that battle, game or contest. Please turn off your politically correct filters as you read this book.

It’s all written with love. So again. Relax and enjoy.

What do I mean by, “You can’t control outcomes, only inputs”?

Well, people keep asking me, “In your experience, how long would it take for me to build a business to replace my current income?” or something close enough to that.

And I say, “You’re talking about an outcome. You can’t control outcomes. Only inputs. So the real question should be, how long until you get off your but and put in a guaranteed 25 minutes per day into your goal?”

Do you know how many people I’ve given an eBook to or a course to after they’ve cried or complained about being broke, only to hear them 1 month later say that they were too busy to even open the eBook, open the Video Link or to even take a single minute of action towards fixing their problem?

And again, turn off those politically correct filters. They’re not helping you out. Remember, your Frontal Lobe isn’t motivating you towards Long Term Goals and your **Endocrine System** can’t see 4 months into the future. No one is insulting you. We’re just discussing how brains work, from a place of love. Again, relax and enjoy. We’ll do this together.

Break it Down into Inputs

OK, OK, OK. Let's go.

Let's say you want to bake a cake, but you've never made one before.

Do you just scrape together a mud pie and call it a day or do you go onto the internet, look up a recipe, buy the ingredients, clean the kitchen enough to make it usable, watch tutorials on how to cook the cake, schedule the time when you're going to make it and go at it with a step by step mind set?

Obviously, al of those steps were Inputs.
The cake is the output.

But cake is fast, **business is slower**.

So is 2 years of progressive weight loss or muscle building.

When you look at business as these things;

1. Learn a service skill or find an inexpensive product that you can sell for a profit
2. Pick a niche
3. Build a web page
4. Write ads
5. Pay for ads to be distributed

All of those steps sound much more doable than just "Replace my income"

Each of those steps or inputs can be broken down into smaller and smaller steps until you can schedule them.

If you put $10 away every day, in 1 year you'll have $10 X 365, or $3,650

$10 is the daily input and $3,650 after a year is the output. Let's focus on inputs. Those are easy.

What's the Difference

Between an Anxiety vs. a Threat?

Why am I asking this?

There are sales people who bank on fear.

People who sell you their products based on **Anxieties** such as, "You're going to die.", "You'll lose your house.", "You'll get sick.", "You'll go to jail.", "You'll lose everyone you love."

I'm pretty much against those tactics. **Anxiety** is high enough.

Threats are real components of your environment that could cause you harm. **Threats** are external. However, **Anxieties** are internal thought patterns and feelings that may feel the exact same as a **Threat**.

Anxieties stop more people from starting their business than Threats do.

Anxieties such as, **imposter syndrome**, **The Economy**, **Family Finding Out**, these are mostly thought patterns that paralyse people.

Where did the thought or feeling come from?

The way to know the difference between a **Threat** and an **Anxiety** is to track where the idea came from.

If your doctor says, "You'll die if you eat that.", then that's probably more real. That could be understood to be a **Threat**. Maybe the person is allergic to nuts and if they eat nuts, their anaphylaxis could end their life.

It's important to be careful with real life **Threats**. But the Endocrine System doesn't know the difference between **Threats** and **Anxieties**.

If a silly family member says, "Be careful. You could go to jail", just because you wanted to start a coaching practice, and you know that this family member lacks credibility, then this could be classed as an **Anxiety**.

Stay Focused.

Answer the Questions.

Now that we have established that your brain runs on, not only thoughts, but hormones too. Also, we have established that your endocrine system doesn't know the difference between a threat and an anxiety, it's important to take the reigns and teach your subconscious the systems that you want it to follow.

As this eBook has a bunch of pages to read, questions to answer, links about eBooks and videos to click on, etc... what I want you to do is to just follow this simple system.

1. ***Read the eBook.***
2. ***Stay calm.***
3. ***Take Breaks***
4. ***After breaks (or work, etc...) come back to the eBook.***
5. ***Finish the eBook.***
6. ***At this point and only at this point, have a go at putting your goal together, step by step.***

That's it.

So, simple right?

The journey of a thousand steps starts with a single step.

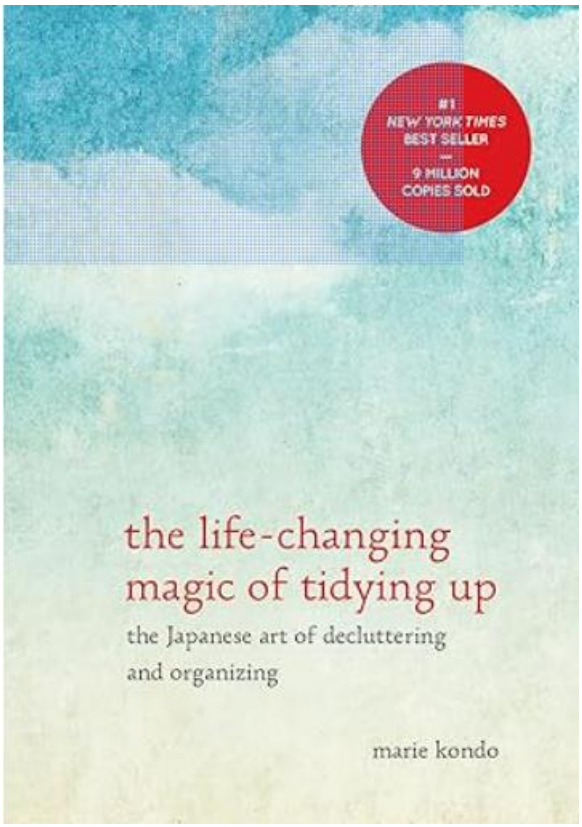
Let's get into how to complete your business journey.

(Not finish, but complete.)

You've read this far?

Take a Break. You've done well.

Before continuing, please have a go at clearing your desktop, clearing your desk, clearing a place for you to be and get your Marie Kondo energy on.



The basics of Marie Kondo's system was to grab the stuff in your house and divide it into 2 groups.

1. Keep
2. Throw out.

And you do a little ritual with each item, each time asking the question, "Does this object bring me peace or happiness".

If yes, keep. Else, chuck it.

I'm not asking you to clean your house, but metaphorically, I'm asking you to take the energy or the spirit of the exercise when it comes to distractions while completing you task.

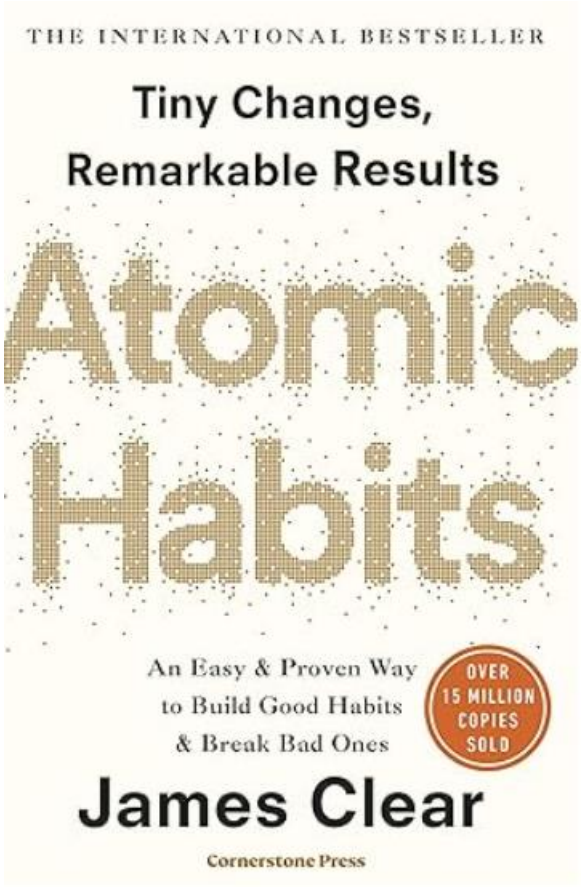
The get completely literal with you, I mean take any thought in your head and divide it into 2 camps.

1. Related to my business steps right now.
2. Not related to my business steps right now.

So grab yourself a cup of tea, coffee or whatever works for you and keep reading this wonderfully, action packed, practical eBook.

Take the rest of the day off to reflect.

Maybe pick out 1 or 2 points to specifically think about.



If you've read 'Atomic Habits', you may well know that Atoms have little to nothing to do with this book.

Yes, at some point, James Clear uses an atomic metaphor, stating that atoms are mostly empty space. And that most of the work is done by the very smallest of particles.

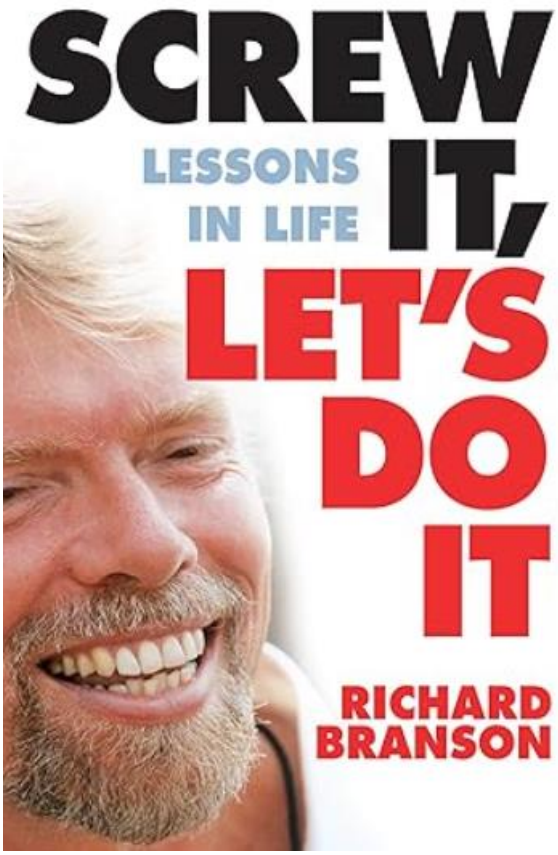
The same is true of your habits. Small changes make huge changes. It's the Huge doors that swing on small hinges metaphor. You don't need large solutions to large problems. You only need consistent small habits that you revisit more often than other people do.

He bases the crux of this book on the linchpin of todays thinking Scott Adams – creator of Dilbert, who bases his entire works starting with a hypnosis course that he studied in the 80-s to 90-s.

That core concept is that **Systems** are better than **Goals**, a concept that Scott Adams developed after his **"People don't behave logically"** hypothesis.

Let's get into how to Think to Stay Focused.

Restrict Options



Successful people don't get things perfect.

In fact, they are famously known to act fast and to make quick decisions.

Yes, people like Richard Branson with his book "Screw it. Let's Do it" is written by a billionaire who had back up after back up and other options to fall back on after that.

So the key is to pick an activity that won't kill you or harm you in any way if you fail, and use it over and over each day to build your business.

Hearing "No", can't hear you, so sales is safe to get into. Although, ninja fighting an army of mutant tigers with lasers, when you're only armed with a Frisby could kill you if you're not already an expert at it. But you get my point.

Restricting options is how you stay focused. There are Cert IVs in coaching, then masters courses, then coach the coach and speakers courses and more and more and more to study. And they're all great.

However, you shouldn't do them all before you see your first client.

Restrict how much information you actually take in before you put out your first ad, make your first sale or get your first real life result.

You can't do everything. You also can't do every niche. So pick one and get on with it. If you're wrong, change it in a few months after you've experienced a bit more of real life outcomes.

Don’t Undo

You’ll get everything you need if you just stop undoing your work.

People who don’t finish things are the same people who second guess themselves, change niche every 2 seconds if they run into just 1 tough client, turn off their ads after 1 bad week, change their price point every 5 minutes or advertise a seminar and then continually cancel due to low numbers.

The world is watching you.

They want to see consistency from you.

If you keep undoing the work that you’ve done so far, not only would you be taking 1 step back and 2 steps backwards, but you’ll teach your friends, family and marketplace that you don’t mean what you say.

Your word is worth something if you back your word up.

One of the tricks to speed reading is to trust yourself and to not keep going back and re-reading what you’ve already read.

If you believe in the spiritual stuff, then this should make sense to you.

If you’re using affirmation to find a lover on a Monday, and by Tuesday you’re using affirmation to keep a lover away from you, then the universe thinks, “Hey, this person doesn’t know what they want yet.”

So pick something and stick to it for a bit and stop undoing everything that you do. It’s costing you everything.

Make Some Decisions

(and stick to them)

Do you want a $100,000 per year coaching or hypnotherapy practice?

[Again a Disclaimer: I can't promise that you'll do the work or earn money]

I can promise you my best thoughts, tactics and evidence. That's all.



When I first started, I knew nothing about business. I'd just finished studying hypnotherapy for 2 years to get my Cert IV and Diploma.

In my first 6 months, I was seeing 40 clients per week.

All I had to do was learn a few incredibly stackable skills. I read books on how to write ads, build web pages, put offers together, run programs, deliver world class seminars, etc... See what I mean? I widened my education with just a few little books here and there.

And I got the lions share of the business, soon after teaching Diploma Students at the Academy of Hypnotic Science.

Yes, there were struggles along the way.

If you've heard my stories over time, I've been divorced, I've had many past business partners and had to start again.

Click on the video to see my story.

Day 1 - How to Get Your Clients Attention with a Social Media Post



But each time, I wasn't starting from scratch.

Each time, I had more and more resources, skills and ability to recover faster and faster. Each time, I was becoming more and more untouchable. I was investing in the single most important life skill that a person can invest in. I invested in my own ability to control my own financial future.

You will make mistakes. Everybody does. You're a human.

When you lean into your mistakes, own them, take responsibility, you will save countless amounts of time and energy.

You Will Rise Again.

Have you ever heard the saying, “Your Ego is not your Amigo”?

Often a person takes life and business far too seriously, and this paralyses their frontal lobe. Especially because they need money to live.

In other words, without money, they’ll die. But they won’t die without money. Being broke isn’t the same as being dead. I don’t want you to be broke, but I don’t want you to fear it either.

Broke people can sell and make money.

Broke people can beg and receive social benefits.

Broke people can still use other methods to regain their business footing.

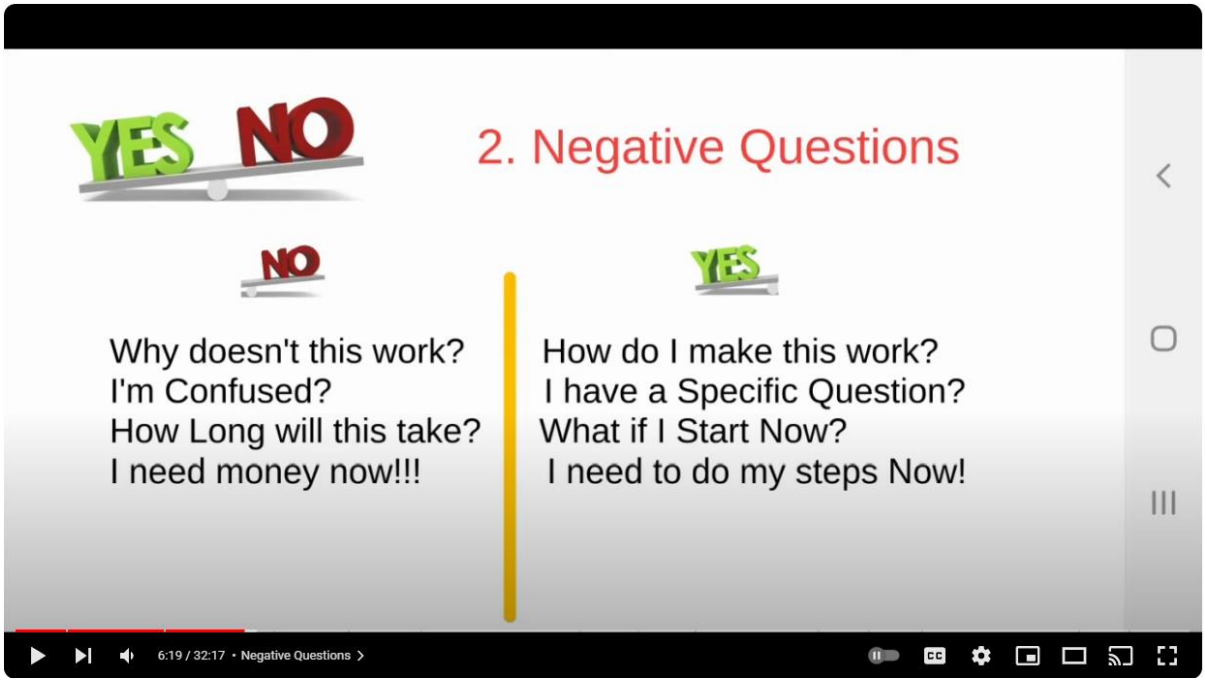
Trust me, I’ve had times when I just couldn’t work. I’ve been divorced. I’ve cried and I’ve been stressed out. But my favourite learning about life is that we’re often wrong about how serious things are. If you could just chill out, stop awfulizing everything that happens to you and just do the steps then you’ll get there. And again, stop undoing all of the work that you do.

Do you want money?

Great.

So, do steps, keep going, don’t undo, keep going, do the next step, keep going, take a break, keep going, back the win and keep going.

Some people keep asking their coach questions like, “In my 10-step plan, what do I do after step 3?”. You get me? Then they’ll say, “I didn’t do anything else because I was waiting for your answer.”



You will save a life time of wasting time if you could refrain from saying a few things to your coaches or mentors.

The number one thing that all coaches don't want to ever hear you say after a presentation, video, coaching session, eBook, set of instructions or any other learning environment is, "I'm Confused."

Think about it. What is the coach supposed to do about it?

I mean, it's not a question. If the coach felt like being sarcastic back, they could just say, "Good for you", or "Cool Story. Let me know when you have something intelligent to say."

Now please forgive the cheekiness of this.

And really put yourself in the shoes of your coach.

If a student says, "I'm confused", it leaves you with the responsibility of finding the real question like you're pulling teeth.

It wastes everyone's time if the coach has to ask, "Confused about what specifically?"

Do you want great answers?

Then ask great questions.

In my career, I've earned a lot of money, met a lot of very interesting people and had many life enhancing experiences.

These memories are mine to take with me for life.



Lunch with a friend (while I should be working)

Yes, your own business can let you have more and more free time.

You can pick your own time line. Chose your own adventure.

It comes with the territory.

Robert Kiyosaki – author of Rich Dad Poor Dad.

I've met him several times and managed to have drinks with him and hear his ideas on wealth creation.





Brendon Burchard – New York Times Best Seller, Speaker and Worlds Number 1 Motivational Coach.

I've read his books, studied his courses and spoken with him face to face on several occasions, just to pick his brain.

Aaron Sansoni and **Michelle Bridges** – Speakers, Business Leaders and Authors.

My brother and I enjoyed private meetings with these two as we brought our life and business questions to them to soak up their impressive wisdom.





Gary V (Gary Vaynerchuk), Internet Personality and Speaker, CEO of multiple Big Businesses.

I crewed for him multiple times and got called "Lawrence", which was a huge step up from "Red Shirt" that he used to call me.

Eventually he called me "Scott'



Scott Harris – Speaker and Coach – Close friend of Anthony Robbins and key speaker at Unleash the Power Within.

I've been crewing for this man for years. He is an absolute veteran in his field.

Kate Langbroek – Australian radio and TV personality. Channel 9 Host and regular presenter on The Project.



A friend / client and hilarious person. We did a segment together on national radio as I used a tin of tuna to hypnotise her to find the card that she wanted to send to the Kardashians.

The tin of tuna was a funny story. I needed a device to help induce the hypnosis. I usually use a weight on a string so that the client can show me an ideomotor response or feedback.

We had nothing except for tuna tied to a lanyard because a tuna company shipped a slap of tuna cans to the studio and didn't say who they were from and couldn't receive the endorsement they wanted.

So Kate signed my tuna tin. True but strange story.



Rove McManus – Australian Tv and Radio presenter, star of Channel 10 Rove Life and frequent guest on The Project.

After a few drinks at the comedy club, we got chatting about his kids

Richard Dawkins and **Peter Hichens**

British Evolutionary Biologist, Zoologist and Author

Emeritus Fellow of New College Oxford Professor for Public Understanding of Science.





Joseph McClendon III – Instructor at the University of California – Coach – Speaker – Close friend of Tony Robbins – Key Speaker at Unleash the Power Within and Global Thought Leader in the Peak Performance field.

After meeting with him so many times, crewing and picking his brain, he really simplifies the steps to success. Most of which is to stop getting in your own way and to listen to what the experts are saying.

Joseph is a charming personality and a must see on stage.

Why do most people not make it?

As a humble brag, I've achieved a lot. I've done well for myself.

Do you remember the problem that we talked about earlier about the human brain? Your feelings don't care about long term problems.

You need 3 things to succeed.

1. **Logic** to identify and solve problems
2. **Feelings** to motivate movement and
3. **Systems** to consistently keep you on track.

Most people only have 1 and 2.

Aristotle outlined 4 layers of thought.

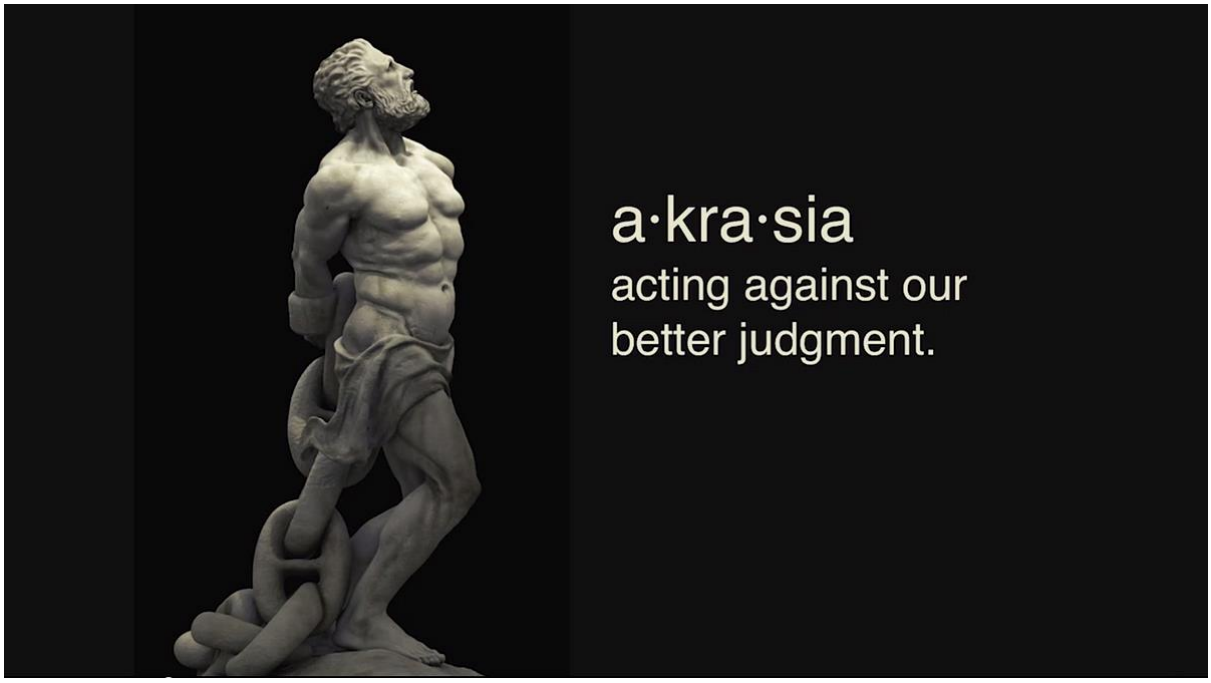
1. **Vicious** – Lowest level of person. User of Vices. Poor choices.
2. **Acratic** - Weak willed person
3. **Encratic** - Self-Controlled Person
4. **Virtuous** – Highest level of person. Desired Good and Does Good.

While this fantastic early ranking system is something to strive for, it offers little advice on how to get to the top. Philosophy has developed into a science more so in recent years.

But **Aristotle** was a genius of his time.

Socrates taught us about **procrastination** or what was known as **Akrasia**.

AKRASIA



The Akrasia Effect – acting against ones own better judgment causes people to start and stop projects, getting distracted and through weakness of will prevents happiness and success.

The Bad

These days, with social media distractions, social movements that focus on anger, the pessimism of the news, the economy, the lack of support from others, the lack of character from leaders it's easy to be afraid of the future. The youth of today have been bombarded with negativity at school, colleges and through their online devices every day.

The Courage

Enkrateia – the Opposite of Akrasia. It's the worst and best of times simultaneously right now. You have some bad problems, but you have the best solutions available. You just need to be more deliberate. In Socrates time, the science of improvement was mostly through brute force. These days, you have practical means to improve gently. You just have to lean in.

Ghosting, Quitting, Blaming & Complaining

These are the **4 Evils** or the **4 Horsemen** of not succeeding at life.

Please quickly check out these two videos by comedian Neal Brennan.

Male Social Mecia vs. Female Social Media





Yes, Neal Brennan is making fun of both, because we need a little bit of humility. The boys are “Clappers” and the Woman are on a “Journey” and most of it is silly. Most people blame others for their poor results instead of adapting to what the market wants from you.

We need a return to old school values of instead of **Ghosting**, **Quitting**, **Blaming** and **Complaining**, we **Communicate**, **Negotiate**, **Accepting** and **Solving**.

If you need to know what the industry wants from you in todays weird and wacky world, I have prepared 2 trainings for you.





People are still spending money.

But they don't want to pay you for clapping (men) or being on a journey of trauma (woman).

They want you to do 2 things.

1. Solve their problem.
2. Make them feel 1 of 2 different energy types.

The Logic part of their brain wants you to

1. Articulate their **problem**.
2. Describe the **Solution**.
3. Make a desirable **offer**.

But the **Feeling** part of their brain wants you to either;

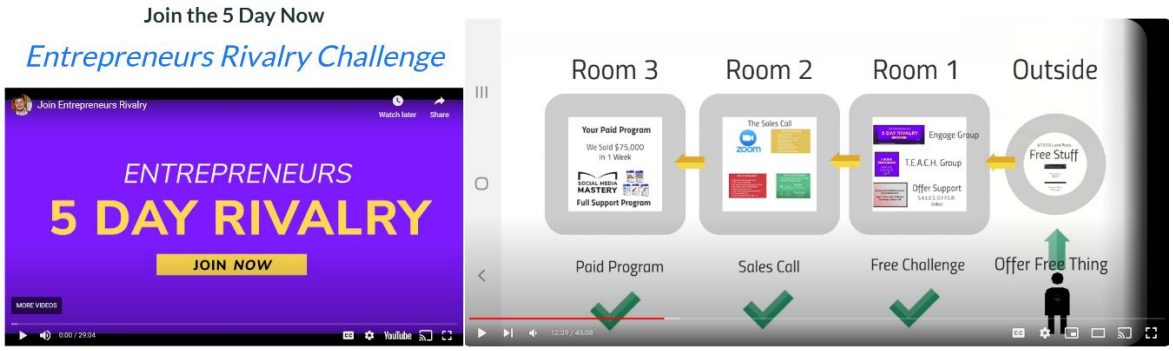
1. **Masculine** – Give them a Greater Mission or
2. **Feminine** – Nurture them and Hold Safe Space.

That's it really. Then just don't quit by using a **System**.

Community, Games and Teams

How do you increase completion rates for your students or clients?

Here's a couple of videos for the advanced people if you want a full run down of how Community, Games and Teams increases Sales and Completion rates.



The TLDR of it (Too Long Didn't Read) is that people are motivated by competition. If you gamify the learnings and steps, people will throw their energy dynamic into the game instead of relying on logic to make them feel motivated.

Thought doesn't create motivation.

Feeling does.

Now, if you want the simple version of this, you don't need prizes, competitions, and complicated 6 figure online events.

All you need is **1 friend to keep you on track**.



It's been shown that you can increase completion rates by **236%** just by socialising your goals.

Use your social circle to help you finish.

Incentives for Introverts

But maybe socialising isn't for everyone.

I admit, I love my alone time just as much as the time I spend with family and friends. And even more as I get older, I favour my own company.

And No, you don't need an Adrenaline Junkie life style to make accountability gently work for you.

And what if you have a busy life style with kids, family, work or other obligations and you just want some alone time?

You can still get your work done if you follow 3 steps.

1. Write everything down, even if you don't have time to complete everything.
2. Turn off the distractions, and plan some alone time.
3. Set alarms for waking up, for obligations and any thing that you have to do. That way, you know that if your alarm hasn't gone off, then you're allowed to spend that time focusing on the Work, Rest or Play that you need to.

This, self-managed, system allows the mind to focus on one thing at a time. Without giving yourself **a list**, **eliminating distractions** and giving yourself **permission to focus**, then it just isn't going to happen.

Introverts can be some of the most productive people. And yes, being on call 24/7, having to travel, having children, being a care taker with unusual hours or any other form of time interruption does make it harder for you. But try to notice the longest time of the day where you get left alone. That's your target time to focus on you.

Sometime you need to swap and play with your schedule to get the best focus time. You can exchange sleep at night for a nap during the day.

Above or Below the Line.

Click on the image to read more



But, maybe these steps for yourself too.

You really want to stick to the green in this example.

Interruption is when your client isn't even listening

Preconception is better because they're listening but they have already made up their mind that this won't work before seeing the evidence or doing the steps.

Confusion is better, because they're open minded, but they don't know what they want.

Vision is the first positive state. This is a clear idea of the desired outcome.

Strategy is better again, because now there's a plan, broken down into skills, resources and methods.

Action is best because the strategy is now scheduled into small and manageable daily chunks.



Let's flip this around and look at another version.

This is the Above and Below the line map.

Victims are **below the line** and focus on **Blame**, **Excuses** and **Denial**.

Victors are **above the line** and focus on **Ownership**, **Accountability** and **Responsibility**.

When your **Identity** is set as a **Victim,** then you must behave according to **Blame**, **Excuses** and **Denial**.

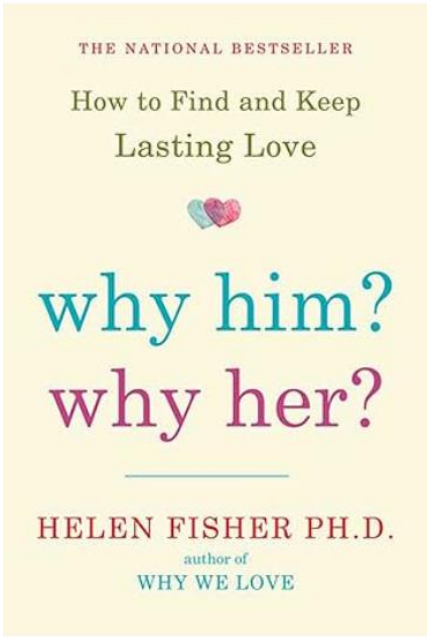
When your **Identity** is set to **Victor**, then you must behave according to **Ownership**, **Accountability** and **Responsibility**.

So what creates your identity?

What causes a person to want to live above the line?

How does the brain influence this?

Faith, Nihilism and Absurdism.



Mostly, I want to avoid politics, but this is some important brain science.

It's been shown that people don't just follow their parents when they vote for Right or Left wing politicians.

Their brains are either more Progressive or more Conservative.

In the book called "Why Him, Why Her" by Helen Fisher, PHD, she talks about 4 hormones that influence most of the predictable human behaviour around dating.

After testing her theory in 72 countries with online clinical surveys, she discovered four types of people.

1. **Directors** – Driven by Testosterone.
2. **Negotiators** – Driven by Estrogen.

Mostly, these two groups get along best with their opposite. Next.

3. **Explorers** – Driven by Dopamine.
4. **Builders** – (also known as gate keepers), Driven by Serotonin.

Mostly, these two groups get along best with similar minded people.

Explorers are more likely to ignore human history, in extreme cases deny it altogether in favour of a better future. These people are **progressive**.

Builders are more likely to stay where they are and build up what they have and cling to traditional values. These people are **conservative**.

Religion influences much of the thinking of **Conservatives** and **Atheism** influences much of the thinking of **Progressives**.

This means that you are mostly genetically pre-programed to be either Religious or Atheist based on your Endocrine System and Hormonal Structure.

I know that this is a lot to take in. But it's good news.

It means that instead of looking at Right or Left wing voters on the other side as enemies, instead we can think of them as part of our collective genetic library.

We need **explorers** like Columbus, Elon Musk and Neil Armstrong to explore, or else we'll get stuck and fail to evolve.

We need **builders** like George Washington who are careful and don't plunge ahead too quickly.

In todays modern life, the Left and the Right wing have divided so much that it creates culture wars, and possibly in the future a civil war.

Why am I talking about all of this?

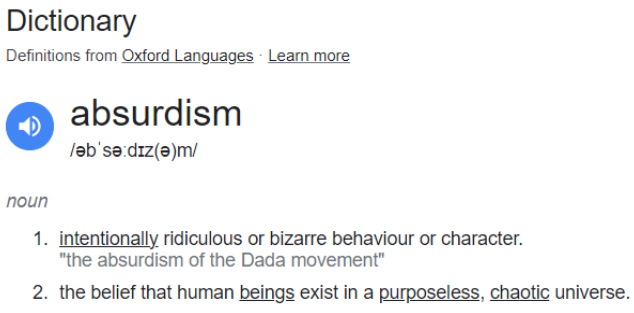
Well, the Right Wing, Conservative Builders who are often Religious, use **Faith in God** as their primary thinking style.

The Left Wing, Progressive Explorers who are often Atheist, use **Nihilism** as their primary thinking style.

The problem with **Faith** is that it often ignores exploring new information in favour of a belief that everything will be OK. The **Nihilists** seem to be dooms-dayers who are destroying everything we love. Faith, if unbalanced keeps you stuck in the past with no hope for change or improvement.

The problem with **Nihilism** is that it often believes that it's already explored new information, and see's the religious conservatives as idiots who need to be re-educated and believes that the world is about to end any second now. **Nihilism**, if unbalanced can lead to misery, self-harm and giving up.

Absurdism



Dictionary

Definitions from Oxford Languages · Learn more

absurdism

/əbˈsəːdɪz(ə)m/

noun

1. intentionally ridiculous or bizarre behaviour or character.
   "the absurdism of the Dada movement"
2. the belief that human beings exist in a purposeless, chaotic universe.

Absurdism requires a balance of **Dopamine** and **Serotonin**.

Absurdism is the next step after Nihilism and Faith.

Faith seems to give you a God, but doesn't let you meet him until you're dead, at which point you can't come back and prove the existence of God to those who are still living.

And as the Nihilists have quite correctly pointed out, religion keeps needing to blur the line between fact and metaphor.

I'm not saying that there is or isn't a God. That's so far above my pay grade that it's not funny. But the idea of a God requires Faith, not Proof.

The Nihilists feel the lack that comes from letting go of religion. They feel the lack of community. They feel the lack of family. They feel the lack of belonging. They feel the lack of elders in the community that you can turn to when your marriage is at risk of falling apart.

And the scientists continue with the narrative of this "God of the Gaps", turning the idea of a God into a shrinking vessel. As we explore the mountains an find no God, we turn to space to look for heaven. Our telescopes can't see heaven so the religious turn to metaphors and other dimensions to explain the location of God.

Meanwhile, it's the **Dopamine** and **Serotonin** of the **Endocrine System**, not **Logic** from the **Frontal Lobe** that makes someone religious or atheist.

Again, maybe there is a god, maybe there isn't. I'm not to decide that one.

Absurdism in Action

Absurdism is not the same as Faith or Nihilism.

Absurdism is not concerned if life has meaning.

Absurdism is to find meaning in the mundane, the ordinary, the common.

The **Absurdist,** doesn't care if there is a God. They feel divine purpose every day. They may find divine purpose in helping others, in doing the dishes, in dancing to music. And an **Absurdist** does not lose their **absurdism** due to their results.

You've seen me recommend the book **'Atomic Habits'** previously in this book. My favourite quote from the book is "You don't rise to the level of your goals. You fall to the level of your systems."

A person who has **faith won't start a new system** and a person who is more **scientifically minded will quit too quickly** before their system has generated fruit from their tree of effort.

This comes down to the idea that we talked about earlier.

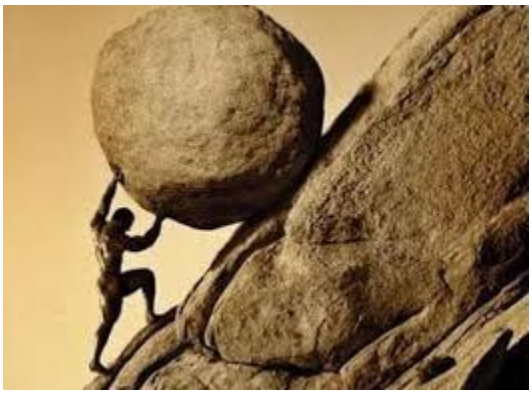
Your **feelings don't care about the future**, past 3 months, and **logic can't motivate you**. And it's going to take you more than 3 months of "failure" or effort with no result before you really crack the code of success. Isn't that **absurd**?

What you need is a **System** if you want to build a 6 or 7 figure business.

And it's going to be **Absurd**.

Sisyphus

Sisyphus is a figure in Homer's Iliad and other works of Greek mythology. He is reputed to be the founder of the Isthmian Games and is a trickster who receives eternal punishment for trying to cheat Death.



Sisyphus was cursed to roll a rock up a hill.

This sounds like a Goal.

And Sisyphus achieved his goal.

However, once he had completed his task, the rock would fall back down the hill, and he would have to push it back up again and again and again for all of time.

Some say that Sisyphus found pleasure and peace in the act of rolling the rock up the hill. Instead of the goal of finishing the task that can never be complete, he gained a form of enlightenment and started to enjoy his work.

This is **Absurd**. This is **Absurdism**.

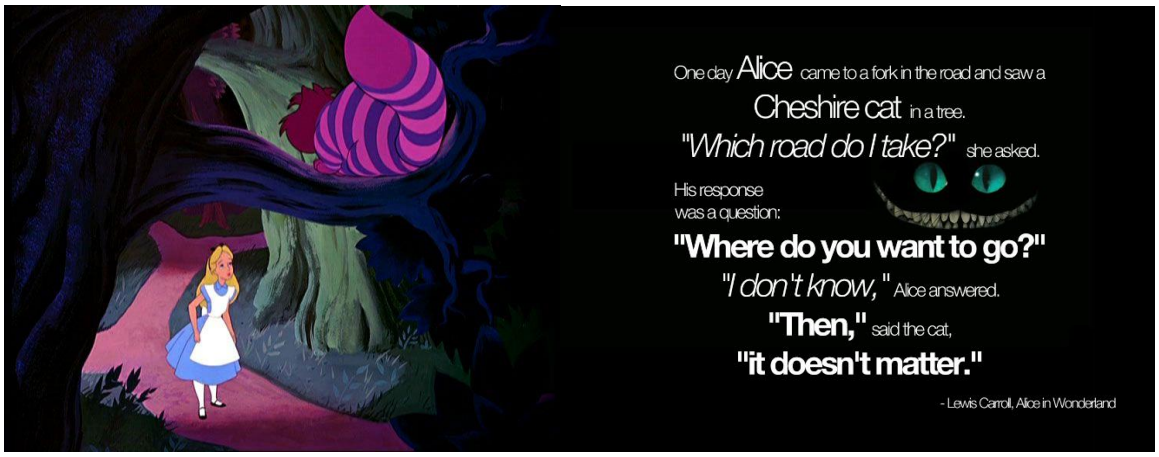
There are 4 key skills that you'll need in business in order to be successful.

1. Technology
2. Speaking
3. Writing and
4. Rejection.

The fourth skill, rejection is where the absurdism comes in handy. If you can learn to love failure and rejection with the goal (or system) or trying to win and succeed, then you'll absolutely get there. We just don't know how long it will take you. Learn to love the steps that you'll be taking more than the success itself. This is your **System**.

Analysis Paralysis

I do want you to think. But I don't want you to over think.



Many people get stuck between two options that don't even matter.

If you haven't picked your niche yet, then don't worry about it, just pick it.

Have a go for 6 months, and then if you really want to change it, then change it. Because after 6 months, a wrong niche will teach you more about what you want than doing nothing ever could.

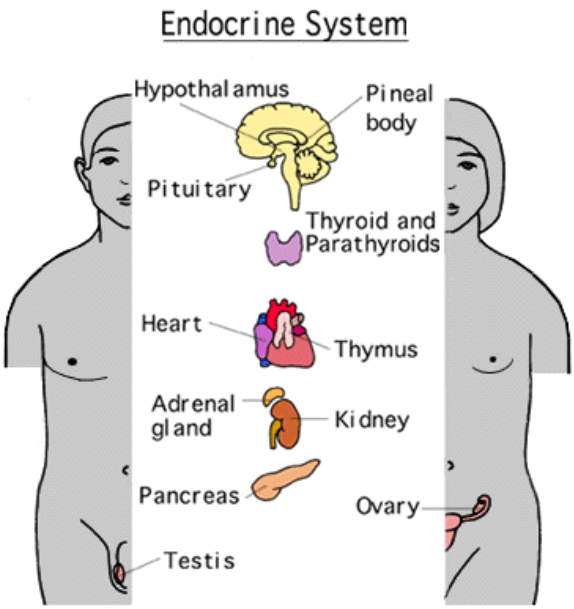
How do you approach a restaurant when you've never tried their food before?

Don't you just pick something from the menu, and it you don't like it, you chose differently next time?

Ok, **here's a bad joke**, but I think that people who can't decide what they want to eat should either be banned from drive throughs to stop holding up all the other cars or be forced to have their order written down before they order. **(Just kidding. I don't really think that.)** If you laughed at that instead of getting angry at me, then you're one of my people. If you just got angry with me, then we might not be a good match as friends or business partners. Either way if OK with me. You know, free will and everything.

Any decision will break the spell of indecision. Just make a decision.

10 Minutes Per Day Plan



Before we get into your 10 minutes per day plan, I want to talk about the other two hormones for a minute. We're talking about **Testosterone** and **Estrogen**.

Do you remember this picture?

And do you remember the book that we talked about, "Why Him, Why Her?" Well we've covered **Builders** and **Explorers**.

Next, we're going to talk about your **"10 Minute Per Day Plan"**, and we're going to cover **Directors** and **Negotiators**.

People who are **Testosterone** dominant and **Directors** and people who are **Estrogen** dominant are **Negotiators**.

Unlike the **Builders** and **Explorers** who are both needed, but can't get along, the **Directors** and **Negotiators** thrive on each other's company.

The **Masculine**, **Director** = **Mission** Orientated.

Their purpose is to use their **Courage** to **Create Safe Spaces**.

The **Feminine**, **Negotiator** = **Nurture** orientated

Their purpose is to use their **Safe Spaces** to find **Courage** and to help **others to find their Courage too.**

Do you follow so far?

So, back to your 10-minute plan.

If you find yourself to be **more masculine** than feminine, then here is your 10 minute per day plan.

1. Write down 2 things that you want more than anything in life.
2. Write down what skills, resources, time and people you will need to get there.
3. Use your courage to take 1 big step toward your goal.

If you find yourself to be **more feminine** than masculine, then here is your 10 minute per day plan.

1. Write down 2 things that you want more than anything in life.
2. Write down what skills, resources, time and people you will need to get there.
3. Find a safe place where you can access your courage.

At this point, the opposite dynamic to you should probably make no sense.

But I guarantee that the other gender dynamic will understand theirs.

You need to focus on yours.

If you put $10 aside every day, you'll end up with $3,650 at the end of the year. If you read 4 pages of a book per day, you'll be through a 400 page book in 3 months. So don't underestimate this 10 minute per day plan.

You can do anything in bite sized pieces.

Small Skills Matter.
In fact, they Add Up

The skills that you have today have created the person that you are today.

But in the future, with your new goals, you're going to need new skills to be the new version of yourself.

What to do

1. Write a list of every skill that you will need to achieve your goal.
2. Cross off any skill that you already have or isn't too rusty.
3. Take your smaller list of skills and either buy books or start to study those skills, bit by bit, day by day, until you've upskilled into your new life.
4. Apply your new skills.

How it Works

Think of it like this.

This year – Coach

Skills – Coaching

Next year – Speaker

Skills – Coaching, Speaking

2 Years – Business Coach

Skills – Coaching, Speaking, Business.

Do you get it? So this person needs to learn **Business** and **Speaking** within **2 years** to fulfil on their expected job tittle of **Business Coach**.

If You've Asked for Help, then

Report Your L.I.S.T. to your Coach.



Communication is a funny thing.

As babies and as children, we learn that crying makes an adult come over and fix our problems for us. If we're scared, tired, hungry, cold, hot, dirty, thirsty, lonely, etc… all we must do is cry.



As adults, we're supposed to develop more sophisticated communication strategies for achieving our goals. I'm not saying that you can't cry. Sometimes crying as an adult is healthy. But it shouldn't be the only tool in your tool box of life.

Just have a few more tools. That's all I'm saying so far about crying.

Now, if you have a coach or a mentor, that old instinct to be negative, cry or appeal to the warm heart of a rescuer can cost you years of progress.

Your coach needs to know a few things about you since the last session.

I call it your **L.I.S.T.**

Learnings and Insights- What have you realised since last time?

Issues and Questions – What step are you stuck on?

Successes and Completions – What did you finish or win at?

TO-DO Next List – What are you doing before our next session?

It really drives coaches crazy if their students or clients only complain.

Most students or clients don't know this fact but, your coach isn't a mind reader. Your coach doesn't know if you're winning or struggling until you let them know.

Also, if your coach has given you a **7-step plan**, and **you finish step 3** and ask, **"What's the next step?"**, they're likely to worry that you have a brain injury, (I'm only joking about the brain injury.) But still, please don't waste your coaches time with low value questions or low value behaviours.

Instead of asking **"How do you get leads and sales?",** and the next week saying, **"That didn't work. Got anything else?",** what I want you to do is, using **absurdism**, say, "I tried your strategy for gaining leads. Can we please go over my results and strategy to see what I can improve upon?"

Do you get me?

It's your job to report your **L.I.S.T.** to your coach, not theirs to ask you.

This is what we call **Above the Line Communication**.

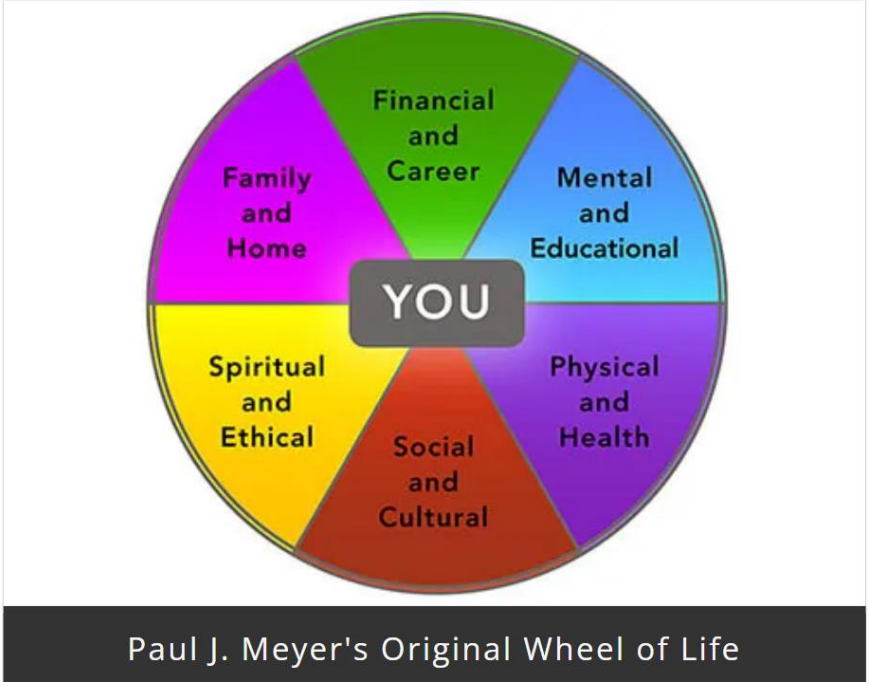
It's OK for you to have "stuff going on" in life. This is still more reason to communicate with your coach. Don't yell at your coach, insult them, put your responsibilities on them or any other below the line behaviour. Just communicate in an adult way and your coach should be able to help you.

Life has 3 main areas that people want to improve or are bothered by.

1. **Health,**
2. **Money and**
3. **Relationships.**

If you're honest and continue communicating about what area of your life is holding you back, then you may be surprised by the advice that you can get from your coach about how to solve the problem.

The Bio-Psycho-Social-Spiritual Model



Paul J. Meyer's Original Wheel of Life

Your life can be broken down into more categories than just Health, Money and Relationships. Some people use the wheel of life as a method of scoring each area of life out of 10 to see what area needs improvement.

Imagine the wheel of life as a wheel on a car. Your wheel doesn't need to be the biggest, but it does need to be even in order for you to drive it.

If you've worked out your spiritual and family side, but fall over in finance, mental health and physical health, then your wheel becomes flat on one side and undrivable.

Please give your life a score out of 10 in each of the categories.

1. Financial and career -?
2. Family and Home -?
3. Spiritual and Ethical -?
4. Social and Cultural -?
5. Physical and Health -?
6. Mental and Educational -?

Don't stress out about your score right now. But we're going to be using this concept to help to grow your business and improve your life. But first, we need to look at who you're going to need as help.

The Business and Investor Triangle

8 Specialised Skills and 3 Generalised Skills



Have you heard of **Robert Kiyosaki** – Author of Rich Dad Poor Dad?

Well, Robert has also come up with the BI Triangle to show you what a business really is.

As they say in the "Think and Grow Rich" book by Napolean Hill, **specialised skills** can be sold for more than **generalised skills**, however, you don't need to be the person in possession of the **specialised skills**. Or in other words, your **Product**, **Legal**, **Systems**, **Communications** and **Cash Flow** are all **specialised skills**.

But if you want to Scale Up, then you're best-off hiring others to run your 8 departments of **specialised skills** and instead focus on the **generalised skills** of **Leadership**, **Teams** and **Mission.**

In other words, you need other people to work IN your business while you work ON your business. Too many people are only focused on their product and fail to ever scale beyond themselves.

Any business that scales needs at a minimum, **2 players**.

5 players is better than 2. Any more than that can wait until later. But how do you chose your players? Follow me for a bit and I'll explain.

My Viral Funnel – 112,000 Views



Please watch this video quickly.

It has over 112,000 views at the time of writing this eBook.

If you follow the funnel, you'll see where I'm getting new leads every day.

However, when I was running this funnel, I ran it with my business partner at the time Jacqui Hutton. She is brilliant and I recommend her to everyone.

We're no longer working together, and that's OK. But I learned a lot from the adventure. And I want to teach you what I learned.

Jacqui and I were able to work together for a very long time when our pathways were aligned. But eventually, people can go their own separate ways. But when that happens, you can not only do great business from the partnership. You can also learn extremely valuable lessons about who you want to work with next and why.

Just in case anyone thinks that I'm dissing Jacqui in any way, I am not. She is truly great. We just happened to reach the end of our time working together. Again, I recommend her to everyone. Next let me take a sidestep to explain how to grow a team using an unusual comparison.

The Adventure of a Life Time

Dungeon and Dragon Stats

Have you ever heard of Dungeons and Dragons?

If not, then maybe you've heard of fantasy football.

When you pick your characters, you need to think about different players with different strengths.

The movie **Money Ball** staring Brad Pitt and Johan Hill used a sabermetric system of buying and selling players to achieve 20 consecutive wins.

The old idea of buying and selling players was all about star power.

When you have a limited budget, you can't buy the big stars.

But this new system wasn't interested in buying great players.

This new system was designed to buy games by breaking games up into smaller functions and buying cheaper players who have less star power but are great at one particular part of the game.

Some players need to bat well, some need to field and catch, others need to run.

Next topic, if we look at **Dungeons and Dragons**, it pays to put together the best possible team.

Do you remember the Wheel of Life scores from before? Well picking players is kind of like that. You start of with points that you can put into character statistics like Strength, Intelligence, Wisdom, Charisma, Dexterity, Health, etc… And you don't make all of your players the same.

The Damager, The Tank and The Healer

There are 3 main types of characters that you want in a game if you want to win the game and defeat your evil enemy.

1. The **Damage Per Second** character
2. The **Tank** character and
3. The **Healer** character.

If all of your characters rushed into a bunch of orcs or goblins, and had exactly the same character statistics as each other, then you may lose the battle very quickly. But what if you want to actually win the battle?

The **Tank** is the character with the most health. The **tank** charges in to draw the fire of the orcs or goblins to keep the others safe. Meanwhile, the **tank** is slowly taking damage and will die if they don't get some help. The **tank** isn't that great at dealing out damage, so on their own, they will die.

The **Healer**, due to their high intelligence or religion can focus their effective healing spells on the **Tank** to keep the **tank** alive for a very long time. But at this rate, both the **healer** and the **tank** will eventually die if they don't do something about their enemy orcs or goblins.

Lastly, the **Damage per second** character, or archer just throws arrows from his bow from the distance taking out orc after orc and goblin after goblin until the entire area is completely cleared of enemies and the team can now collect up their gold.

At this point, you have a strike team that knows how to win. But is this possible in business?

The Wheel of Business

Just like with that BI formula by **Robert Kiyosaki**, you may have **Product**, **Legal**, **Systems**, **Communications** and **Cash Flow** people on your team.

But let's start with a smaller team of just 3 people.

What if you had a **Tank**, **Healer** and **Damage per second** character in business? What would that look like in business?

Well, you need Leads, Sales and a Product or Service as a minimum.

So what if you had a **Sales person**, **Coach** and a **Marketer**.

1. The **Sales Person** is like the tank who takes **rejection damage**.
2. The **Coach** gives group webinars and seminars to students, but also gives therapy to the sales person to **heal the wounds** of both Students and the **Sales Person**.
3. Meanwhile, the **Marketer** keeps creating paid ads and emails to create a **Fresh and Engaged Leads Database**, safe on their computer from the real life interaction with students.

If you had these three players working for you, what stats would you be looking for on the wheel of life when you hire these players?

If **Healers** have **Intelligence**, **Tanks** have **Health** and **DPSs** have **Strength** and **Dexterity**, then what do **Marketers**, **Coaches** and **Salespeople** have on the sabermetric wheel of life?

Here's the list again

Financial and career, **Family and Home**, **Spiritual and Ethical**, **Social and Cultural**, **Physical and Health**, **Mental and Educational**.

The Leads, Sales and Coach Stats

Let's look at some of the jobs that need to be done in your coaching business to scale it up to 6 or 7 figures.

- Emails
- Sales Calls
- Classes for students
- Funnels
- Follow up Emails
- Lesson Plans
- Web Pages
- Accounting
- Q & As with students.
- Logistics and Onboarding of Students.
- Branding.
- Etc...

We can categorise each job by who's doing it.

Sales people need to be very good at relationships. **Family and Home**, **Spiritual and Ethical**, **Social and Cultural**, **Physical and Health** are important stats for a **Sales Person**.

Marketers need to be self-starters, well educated and disruptive to the marker. **Financial and career and Mental and Educational** is vital for a **marketer**.

Coaches need to be on top of everyone else, plus looking after their own health. **Financial and career**, **Family and Home**, **Spiritual and Ethical**, **Social and Cultural**, **Physical and Health**, **Mental and Educational** are all highly important for a **Coach**.

The Marketer Stats



The Marketer has to think in **Linea**.

Linea is a system of steps that must happen one after the other in order.

Do you remember the line from a song that goes, “Hey, I just met you and this is crazy. Here’s my number so call me maybe.” That song gets quoted when people teach marketing funnels because you can’t just walk up to a stranger and ask them to marry you. You need to date them first.

*Please check out my eBook “**Get your 6 Figure Funnel Finished”**. It goes into massive depth about how to attract leads and walk them through a sales funnel.*

The marketer starts with their Red Ocean market space.

RED OCEAN STRATEGY	BLUE OCEAN STRATEGY
Compete in **existing** market space	Create **uncontested** market space
Beat the competition	Make the competition **irrelevant**
Exploit **existing** demand	Create and capture **new** demand
Make the value-cost trade-off	**Break** the value-cost trade-off
Align the whole system of a firm's activities with its **strategic choice of differentiation or low cost**	Align the whole system of a firm's activities in **pursuit of differentiation and low cost**

Red Ocean is basically any competition or product that’s already going on out there. Generally it’s a terrible idea to start from scratch because there’s usually no demand for anything that you start from scratch.

Red Ocean could be anything from Milk to Curing Back Pain.

It's already out there and you have a ton of competition already.

The **Blue Ocean** strategy comes next. You change your offer or product so that it's playing all in a space of it's own.

I've given this example in other eBooks, but I'll be quick with it here.

If I suggested that you could sell Fit Bits for Cows, then you might think that I was mad. Fit bits are for humans to help them get their 10,000 steps in per day, as long as they don't cheat by swinging their arm around to trick their watch.

But Fit Bits for Cows is a perfect example of a successful Blue Ocean product. Farmers lose millions of dollars in wasted product per year due to lacking a better system for knowing when the cows need to be milked. They've bought computer systems that decrease waste through clever schedules, but still, you need to know what's going on with the cow.

The fit bits for cows is solving a **Red Ocean** problem, millions of dollars of wasted milk, with a **Blue Ocean** solution, Fitbits for cows.

Do you get me?

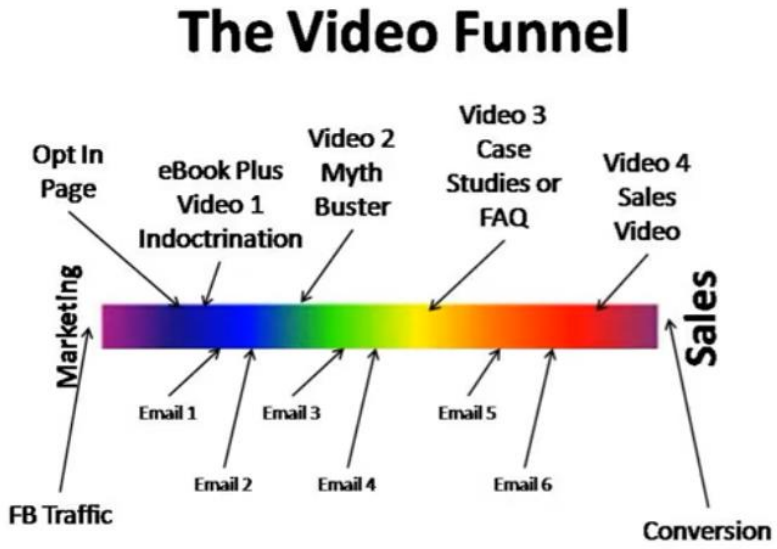
And do you remember when I talked about marketing being **Linea**?

Well, the marketers job is to not just give leads to the sales person. The marketers job is to find the right leads, who have money, who have the right problems or desires, and to engage them so well that they become a delight for the sales person to gently push over the line.

It comes down to the Marketing Vs. Sales Spectrum

You can just pick the phone up and sell people with zero marketing, but it's very hard to do. You may have to ring up thousands of people to get 1 yes.

Or, if you work on the other end of the spectrum, you can market and brand your business so well that you don't need to introduce yourself and sales really take care of themselves.



Once the marketer has picked their Blue Ocean niche, they can get busy on Headlines, eBooks, Videos, Emails, Challenges, Events and Paid ads.

The headline and the niche really start with this positioning statement.

I'm (Who) and I help (Who) to

Solve (what problem) without (what downside)

This is more effective than saying, I'm a coach.

You could say, **"I'm Scott and I help Smokers to Quit in 60 minutes without patches, pills, gums or sprays"**

Or,

"Welcome to NLP Academy. We help Healers to Get the Career of their Dreams without the need for a 7 year PHD in Psychology."

The marketer then has to convert paid traffic, not into a sale, but first from a curious cat into a loyal dog.

They need to turn strangers into subscribers and fans, and then fans into hot leads. Little by little, email by email, video by video nudging them along.

The customer journey can go like this.

1. **Aware** of the problem – (hates their old job, ready to look around)
2. **Browsing** – (is actively searching for schools that teach NLP)
3. **Considering** – (Looking at their budget and calendar to see which school fits their needs the best.)
4. **Deciding** – (Ready to buy or easy to sell to.)

Our funnel system does this with Paid traffic, plus some organic, followed by 1 eBook and 4 videos. We call these videos the;

1. **Indoctrination** – Introducing a new world to your lead
2. **Myth Busters** – Answering those important FAQs and SAQs
3. **Case Study** – Proving that your system works
4. **Sales Offer** – Making an actual pre-offer.

On top of this, the marketer needs to know their numbers, their advertising budget (usually 10% of t/o), and which group of leads are ready to send to the sales team.

This sounds like a lot huh?

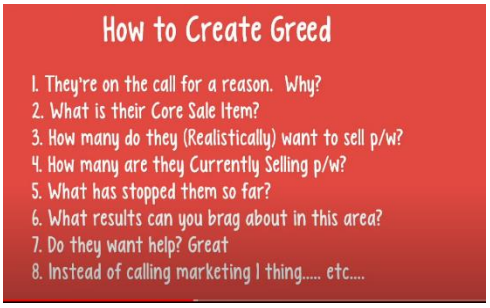
That's why you want a **marketer** who is **intelligent**, **educated** and great with **psychology**, **maths** and **technology**. They don't need to be great with human interaction. You're not looking for an all star in the sabermetric system. And these people can generally be hired cheaply at first and then given performance-based raises.

Remember, you're **not buying a marketer,** you're **buying hot leads**.

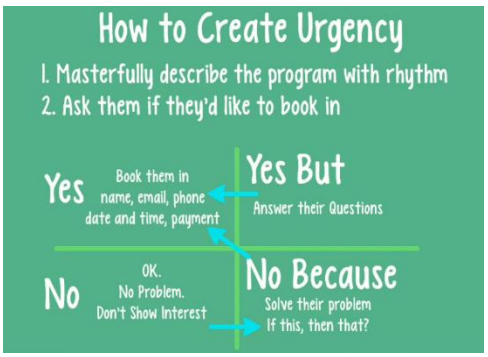
The Salesperson Stats

Check out my $10k Sales Intensive for a full explanation.









Basically, the **salesperson** needs to be an extravert and ready to bring **3 different styles** of energy in the right order.

The order is **Greed**, **Impact** and **Urgency**.

I've included these cue cards so that you can follow along. Each of these cue cards are a stage of the phone sale. The idea is to **continue on that cue card until you get 1 heightened emotional reaction** from the potential student.

Once you've received 1 emotional reaction, you simply move on to the next card.

Greed is about clarity on what they want, Impact is about showing them where they've gone worn in the past and urgency is about making 1 calm offer for a program that starts soon.

This is followed by a smooth onboarding exercise that welcomes your student to the group, even if the training hasn't started yet.

Greed, Impact and Urgency

Of course, these cue cards are for selling a marketing system to students.

But the questions don't need to change very much to change to your niche.

The **Greed** part is still just talking about what they want, what they've tried so far, what their realistic goal is for themselves, what stopped them in the past, what they've achieved so far, what they want to achieve next and how you can help them on this call.

The **Impact** part again is still just talking about what they want, how it's going, taking a look at their latest attempt, finding a mistake, bragging about your own results, a shorter teach segment, talk about their future results using this different approach, offering help and then asking if you can tell them about your program.

The **Urgency** is a very calm description of your offer. If yes, go ahead. If yes but, then answer their questions. If no, then say OK, and pause. If no because, then handle the objection with a **trial-commit-close**.

A **trial-commit-close** is really just asking, if that (what ever they brought up) wasn't a problem, would you still want to go ahead? (It's usually money, timing or the partner objection.)

If the **trial-commit-close** still doesn't work, then you probably rushed through the **Greed** segment, because if they really wanted help, then they have to join your program once you've lowered the barries of entry enough.

OK. Who do you want as your **sales person**? They obviously need to be a people person, charming and conversational. They need the stamina to do this job every day for years, because they're well suited for it. If they work on commission, then they'll never cost you a cent. They make you money.

The Coach Stats

The coach needs to be across the board in the business.

The coach is often the star and requires junior coaches under themselves to assist the students if the business scales up sufficiently.

The coach is there to teach the students, but they're also there to make sure that the sales team are OK.

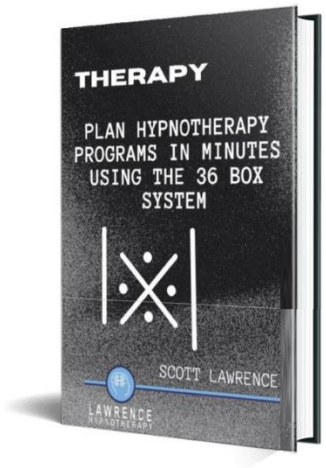
The coaches can hire and fire.

The coaches can bring in new Marketers and Sales people.

The coach can hire an accountant, an assistant or a legal service if needed.

Your dream team really pivots on your coaches performance to either;

1. **Use courage to make safe spaces or**
2. **Use your safe spaces to allow yourself and others to find their courage.**



This this has been a lot. And if you want to learn more about coaching, please read my eBook called 'Therapy'. It's very in depth about how to help someone from start to finish.

But at this point, I want you to think about how you are going to build your fantasy business team. And I don't want you to find **1 salesperson** and **1 marketer** and then stop. I want you to find as many as you can just in case any one doesn't work out for you.

You can get a lot more done than you'd think with an absurd step by step system. OK. Keep reading. Let's keep going.

Burnout and Recovery

That was a lot in that past section.
But remember, you don't do everything in one day.

This is about progress, not perfection.

And your goal may or may not to be to build a business.

Your job is to do the **Absurd**, and not to let your **logical mind** to talk you out of doing the steps, and not to let your **feeling mind** torture you.

Your job is to not **Reach the Goal**.

Your job is to **Do the System**.

And your system involves rest and recovery.

The truth is, you're never going to get all that much done in one day.

You're going to get so much done in years. Again it's like saving $10 per day for a year and ending up with $3,650 at the end. Or reading a 400 page book in 3 months with just 4 pages per day.

You may not even believe that such an amazing business can be done, starting with such a small system of 10 minutes per day steps.

But just like at the gym, your job should never be to cause injuries.

Your job is to fall in love with the gym so that you want to turn up again tomorrow. It's that simple. Do your day and then go home.

Let your mind wander for the rest of the day with music on, the lights down or candles on while you relax the evening away.

Rhythm.

As a human, you rely on **rhythm**.

You breath with a **rhythm**, you live with a **rhythm** of getting up in the morning and going to bed at night. You can be an extravert and introvert **rhythmically**. Happiness is basically being in rhythm.

Suffering is being out of rhythm.

If two people are talking to each other, they should have a rhythm of one at a time, and then the other speaks.

You need people around you.

You also need the people around you to go away.

If one person needs space and the other person needs company, then a fight will break out. But if the two take it in turns and have a fair rhythm of alone time and together time, then they can both get their way.

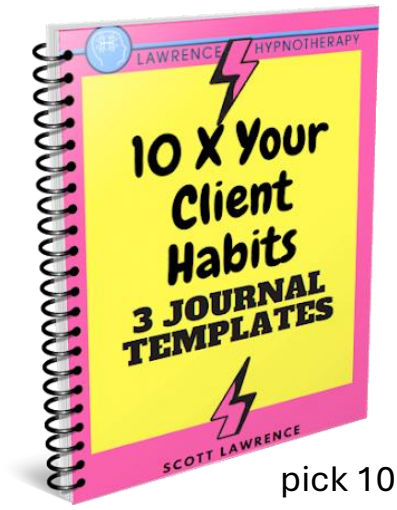
Sometimes you need to do nothing for the rest of the day, because your week has been effort heavy earlier on. Or you need to rest now because your next few days may be intense.

Your brain is not a battery.

Your heart and body act as a battery for the brain, so don't force the brain to do all of the heavy lifting.

Just have a go at the system, and then chill out. Be calm. Fall in love with the system and the rhythm.

Your Goal



What do you want?

What do you actually complain about on a daily basis?

Can you write it down?

What do you wish for on a daily basis?

If you're not too clear on this yet, I'd like for you to pick 10 minutes of the day where you just write until you notice what comes out of you.

If you're having any trouble at all figuring it all out, then please download my '3 Journal Templates' eBook.

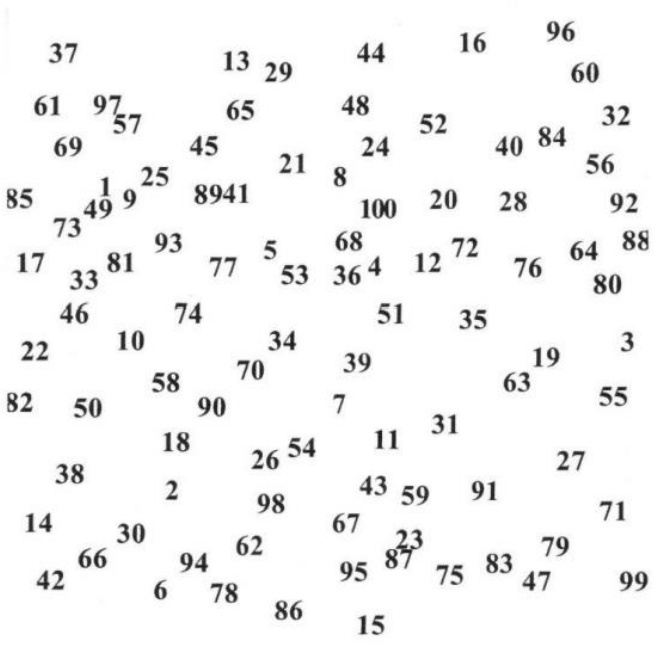
There's an exercise that you'll love where you think about your favourite fictional characters and the advice they give you.

Can you think of 1 **Genius character** who is always working far too hard on something, 1 **Empathic character** who's like the best friend and 1 **wise character** who doesn't speak often but in very few words gives you amazing wisdom?

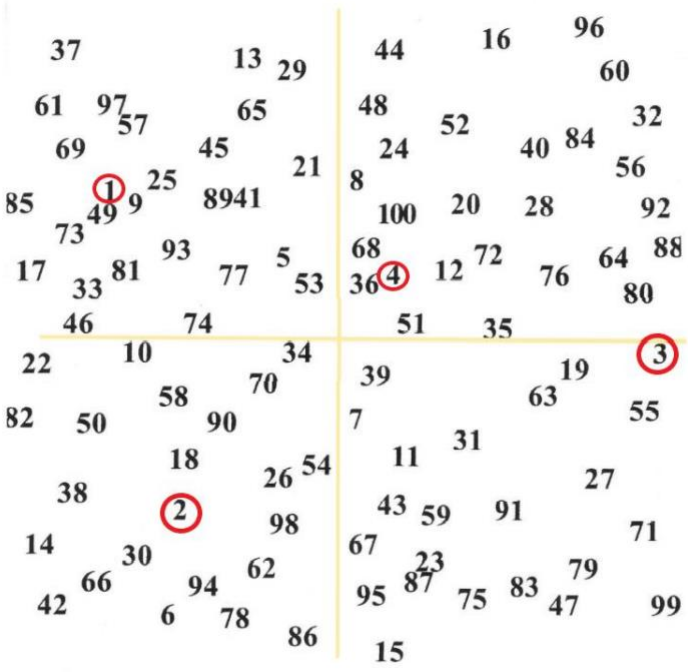
Next, just **journal a paragraph** for each of these characters, as if those people were giving you advice.

Hey, that last chapter talking about building your team and growing your business may have put you off, but I want you to check out this test and see what you think at the end of it.

Here's an exercise to prove that Systems help your clients to get results faster. Have a go at finding all the numbers in this image from 1 to 99 in order. Time yourself to see how long it takes.



Try it again but follow the pattern.



How long did it take to find all 99 numbers? Were you faster?

See, it’s not so scary.

Don’t worry, if you want to build your own business and you’re a bit newer to the game, we have some very tiny little steps for you that will get you paid.

I just wanted you to notice how your mind works. Did you fall in love with the information or get scared?

It’s OK if you got scared off. But just notice it.

There’s nothing to be scared about. As I said, it’s just information, plus we have the tiniest steps that you can imagine to start getting you paid.

But isn’t it nice to have a map to come back to later?

See, not so scary now is it.

This entire book is about increasing your completing rate.

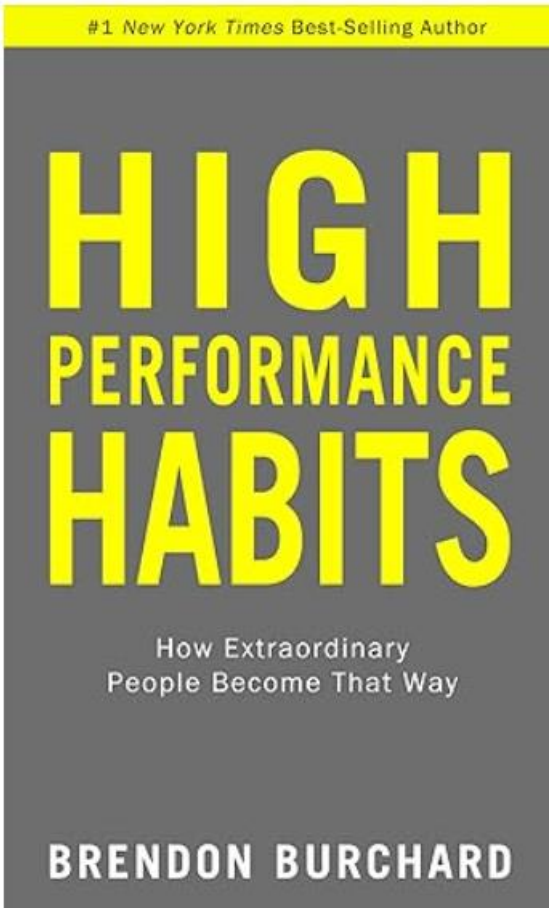
It’s not about scaring you away from your goal, just because somebody gave you a plan that was bigger than what you’re ready for at this moment.

Do you get me now? You can hear it? You see how this works?

We’ve covered a lot in this book so far, from the **AI-Logical style thinking** to **feelings** and **the endocrine system**. Next, we’ve deep dived into Systems and why they work, to actual real life business steps to build up your life style.

Next, let’s look at what a habit really is.

Habits



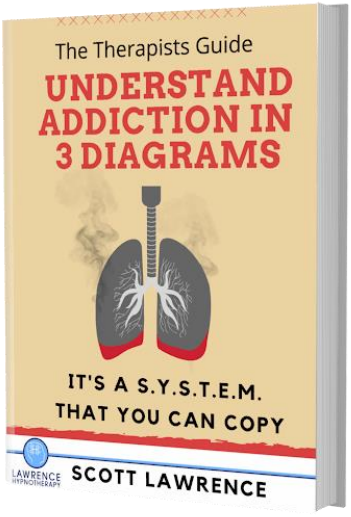
Give this book a read if you get a chance. Brendon Burchard has done his research and really knows how to help the 1%ers to optimise and to truly become extraordinary.

I, however, have a different direction that I want to take this discussion.

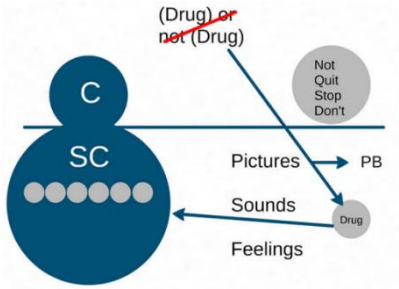
Brendon is fantastic and has the best tips, but also is branding himself to a wider audience at the same time. And sometimes when people widen their branding, they pull their punches a little bit to not offend anyone.

I think you'll find Brendon to be Useful and Non offensive. But get into his live shows and it's a different story.

This is what I want to say about habits from a hypnotherapists point of view.



The brain gives you freebies if you know how to speak it's language. Grab this eBook 'Understand Addiction in 3 Diagrams' to see what I mean.



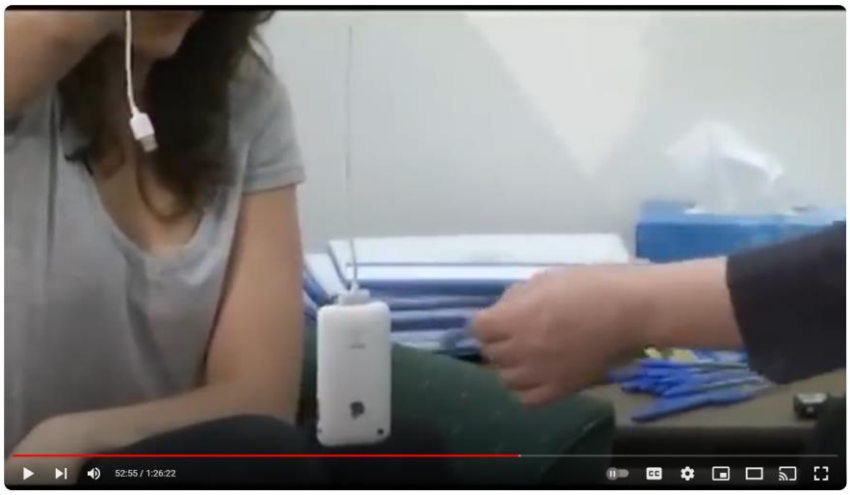
This picture is from the eBook as it demonstrates that the subconscious mind can't hear negations like Not, Quit, Stop or Don't.

Watch this Quick Video on Not Thinking

It’s quick, but it makes a powerful point about **Power Language**.



I have seen over 5,000 clients in my clinic to help cure their addictions to smoking, marijuana, cocaine, gambling, alcohol, coffee and others too.



Each time, we do a proving segment where we do the ideomotor response exercise. Please quickly watch just 5 minutes of this video. (It’s part of a larger video.)

What did that Video Prove?

Is it true that the subconscious mind can't do logic?

Yes. I want you to watch one more video, and then I'll get on with my point.



That was Carl Barron, Australian comedian. But what he's demonstrated there is that many people are speaking about the opposite of what they mean to say.

In order to train your habits into success, you need to talk about what you want more than what you don't want.

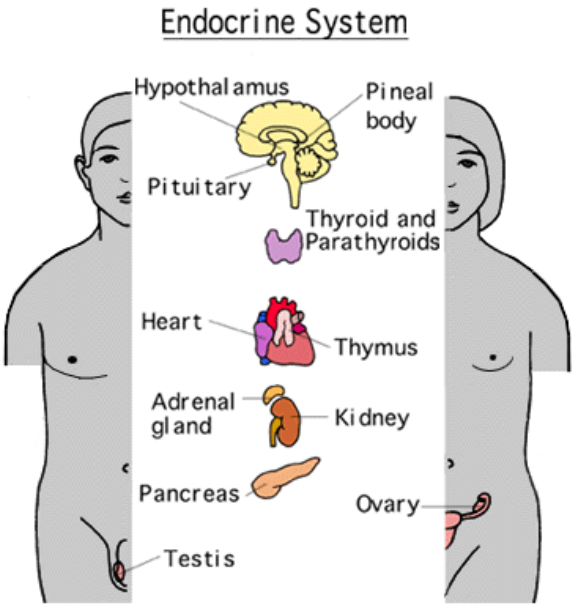
Instead of saying, "I don't want", say, "I do want" and notice the difference.

What ever you repeat in your head will repeat again and again. That's what a habit is. That's what I want you to know about habits.

That's why you shouldn't watch the news more than once per day.

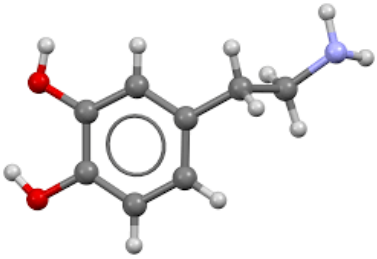
Feelings that make you do Systems.

Again, you have very few desires.

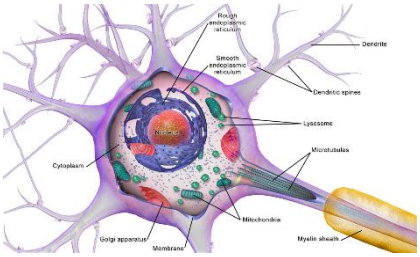


You have an active **Endocrine system** that keeps telling you what to want.

I'll keep using this picture because I want you to really get the idea that your brain is a repetitive machine that takes it's 'Feeling' cues from neurotransmitter chemicals called hormones that activate different parts of the brain to load programs to make you do stuff. (*out of breath after that sentence.)



Just imagine this dopamine hormone on the left, going into this brain cell on the right. (not actual size.)



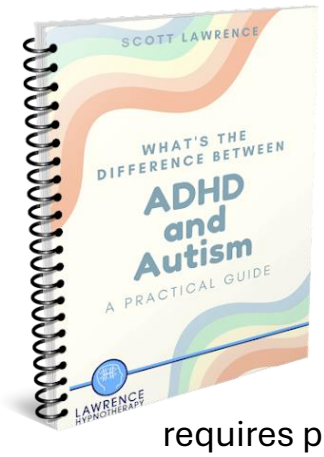
What is going on there? What are these hormones doing to your brain?

Answer: They're making you want things.

If you want your **Habits** to follow your **System**, then you need to use **Positive Power Language** until your **Habits** use **Hormones** to create **Feelings** that make you follow your **System**. The system is FREE if you use the right words to program your brain.

A Story of Adventure

(and completing the impossible)



Throughout this story, I refer to psychological conditions such as **ADHD** and **Autism**. Click on the eBook to get an in depth understanding of each condition.

The TLDR (Too Long Didn't Read), is that the two conditions look the same sometimes and different at other times. Both involve hyper-focus, but ADHD struggles to regulate attention and generally requires preparation and executive friendly environments, while Autism struggles with social cues and often needs training on how to understand people and the environment around them. Then there's AuDHD when a person, twice exceptional, has both AHDH and Autism. Yes it's true that you can have both.

(Now on with the story)

As a kid, I struggled to make friend. Not only did I misunderstand all the social cues around me, but I also had a temper. On top of that, I would fixate on one topic at a time and try to force everyone else around me to get interested in it too.

The way that this looked was, a girl would come up to me. (We're both aged around 12), and while I'm eating my lunch, she'd ask, "Scott, why do you hang out with the garbage bin at lunch time. That's gross!"

I was being bullied. So I got mad. I yelled, "Where do you put your rubbish? I'm eating lunch, and after I get my sandwich out of this plastic bag, I need to put it in the bin. My empty drink bottle goes in the bin doesn't it?"
She just looked at me and said, "It's gross to hang out with the bin."

This conversation sounds like a small deal but imagine every conversation going that way as a kid. Most kids would say, "I don't know" and move on.

But I stewed on it all of lunch time, sat by myself and then couldn't focus on class. The teacher called me out for not paying attention and I'd get notes sent home about my temper or how I wouldn't do the class work.

I was so bad at making friends, that I just sat by myself until both primary and high school were over. I just couldn't figure people out. I was too weird.

After school had finished, and I was old enough to work, I found some friends to drink alcohol with and wasted the next 9 nears working in retail and drinking with friends on weekends. My career wasn't going anywhere.

I was happy though. The alcohol meant that I could keep feeding my friends drinks on weekends with the little money that I had, in exchange for going on about what ever special interest I cared about at the time.

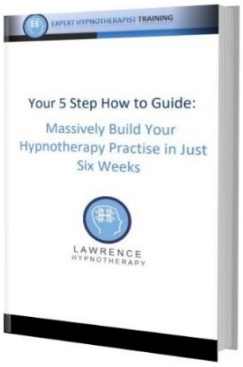
Outside of my group of drunk friends though, I just couldn't communicate with the average person. I could never quite get the hang of it.

In 2007, I was 25 years old. I'd finally had enough of my life and the way things were going. I was working for my parents at the time, but I just blew up at my parents, stormed out and wanted to just start over.

I enrolled in a Certificate IV and Diploma in clinical hypnotherapy. And I loved it so much. It taught me all about myself. My ADHD and Autism (still undiagnosed. But it's real), the brain, NLP, Hypnosis and all sorts of self-exploration.

I still didn't have a career though. At the end of 2 years, I had a piece of paper to put on the wall.

(Starting my business)



This was my first ever eBook about business. I wrote it not long after starting up. I was required to put something together for students at the Academy of Hypnotic Science in Melbourne.

Traffic sources and technology has changed a lot since then, but the basic principles of business and psychology are timeless.

(back to the story)



This little training video contains a method that is mostly responsible for putting my on the Hamish and Andy show in my first year of business.

I had no idea on how to make a business, so I had to go around asking people bit by bit what to do.

There were no web page tools. The best advice that you could get was to put an ad in the Yellow Pages for maybe $700. That's how advanced marketing was back in 2010.

A supervisor for hypnotherapy taught me about putting programs together. I needed sessions and a CD set, and then I had a program. So I made my own CD set.

It was 3,000 words per CD. I had no idea what I was going to say. Imagine writing 6,000 words for 2 CD sets. These days it would be a lot easier.

The Method

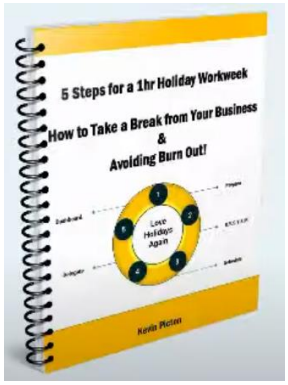
It's all about using methods.

I broke down my script into 400 words per day.

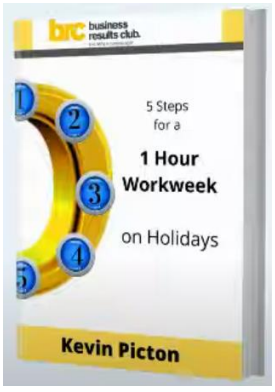
I had sub-headlines for each section. It's all in the little video on the previous page if you want the full version.

Then I met a business coach who liked my CD sets so much that he told me to hold them close and not to let anyone copy them.

I felt a level of fear and scarcity in the advice, so I did the exact opposite and put my 6,000 word script up on the internet on my website. The Search Engine Optimisation from 6,000 new words on hypnotherapy put me to the top for Hamish and Andy, Australia's most popular radio hosts for find me and give me a 3 day segment hypnotising Cackling Jack on National Radio.



Following a system will get you everywhere. Do you see these two eBook covers? The left is the first version from a student and the right is when I showed them some design tips. Click on either image to see a short 8 minute transformation from one to the other using a system.



At this stage, I felt bullet proof. I'd been taught psychology. I seemed to be making friends. I was the highest paid lecturer at the Academy of Hypnotic Science. I was paid to show students how to make programs, packages and general marketing materials. I'd show up to class with a Box full of CD and DVD sets from seminar that I'd filmed at the academy of Workshops that had sold out. I didn't intend to sell them. I was showing students how to make them. But in the breaks, students were stuffing $50 notes into my pockets and racing to ATMs to buy them off me. Also, I was getting married.

The Fall, and the Fall of my Pride



I tell the full story in this video about how my divorce caught me off guard.

Without blaming anyone, I do believe that ADHD and Autism had a lot to do with the divorce on both sides. As I mentioned earlier, I had no idea how to get on with other kids in school. Then I studied Hypnotherapy and NLP, and then seemed to magically be on the top of my game. I got married, built a business, was constantly on national radio, the highest paid lecturer at my academy and could basically do no wrong, until my divorce caught me off guard.

I had learned about business, therapy, how to read people and an entire box of tools. But I was still masking. I was playing a character. And in a marriage, you can't keep the mast on 24/7. My ex took every cent that we had saved up together, just as I thought we were about to buy a house.

I bounced back with my business very quickly. I even used my business as a form of self-therapy. But I needed a new skill set.

Before I get into the next part of the story, I want you to get a few steps done.

I don't regret anything that's happened in my life. I still needed to go through my ups and my downs to learn what I know today.

So keep reading the training and keep making momentum toward your life, your business and your dream.

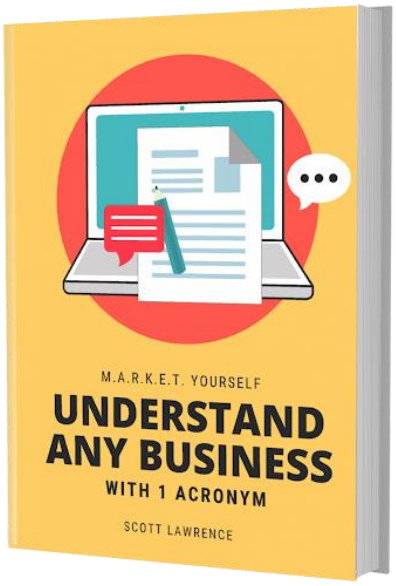
This lesson that I tell you has affected everyone at the top of their game.

Now let's get on with some training.

6 Steps to get 42 Hypnotherapy Sessions per month fast.



6 Steps to get 42 Hypnotherapy Sessions per Month Fast



Now grab the eBook for free by clicking on it

What have we learned so far?

Stop posting unless you are solving a problem.

Add value first.

Make an offer.

And keep the traffic flowing.

It's your completion rate that I'm interested in.

If I can help you to complete your business, then I'm a very happy person.

Just give it 10 minutes per day. And keep coming back to your **System**.

Hype can only take you so far



You can pump yourself up on caffeine, but eventually you'll deflate like a balloon. There are seminars like Unleash the Power Within by Tony Robbins that hype you up. But you're also supposed to be listening to his content. Tony is constantly telling people how to find their alignment. But most people aren't listening to the actual framework that he teaches over those 4 days.

It's called his 6 Core Needs. Study these if you want permanent change.

Hyperstition vs. Affirmation

If you haven't heard of Hyperstition, it's based on Superstition, which is a false belief plus Hyper, which is like a craze.

The official definition of Hyperstition is 'A fictional entity that makes itself real'. One episode of Rick and Morty, Rick went to a dimension where their McDonalds served Szechuan Sauce. After the episode, McDonalds actually created and released this sauce to the public for one year.

We can actually make things true by focusing on them for long enough.

We can bring things into existence, even if they start off as superstition.

What would you like to bring into existence?

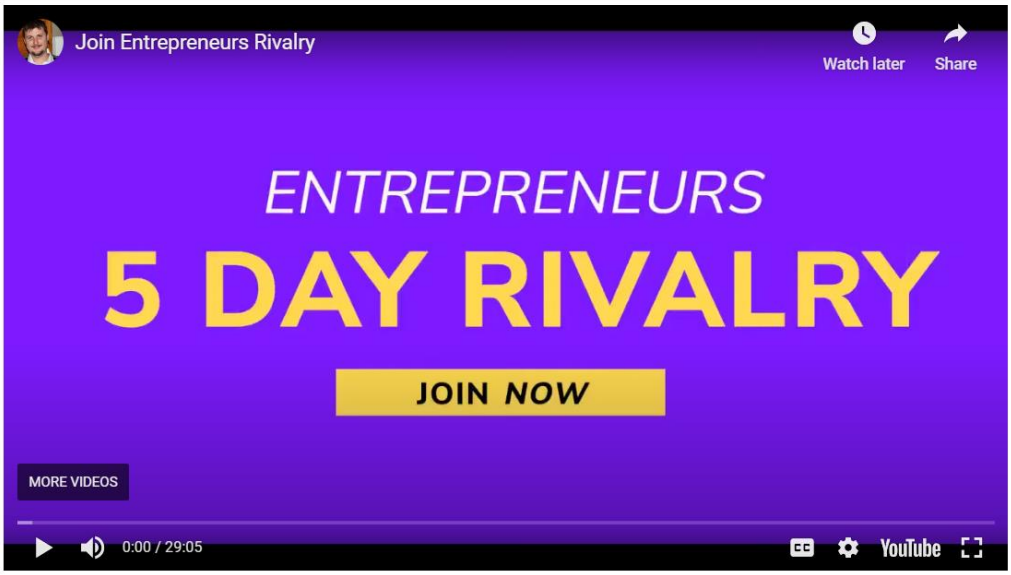
If you continually focus on it, it may come about.

5 Day Challenge

I had mentioned earlier that we had super tiny, micro steps to get you started. Well, here's the first one. Here's your free 5-day challenge to get new clients into your business.

Join the 5 Day Now

Entrepreneurs Rivalry Challenge



If you're a bit more advanced than that, then please move onto the 21 day challenge. You're going to love the step by step walk through and, workbooks, trainings and video support.

Only 2 payments of $75 AUD

- **Your Offer Page:** Create a Landing Offer Page for your clients to Book in.
- **Facebook Advertising:** Learn how to bring in the Right Clients with the Right FB Ad.
- **Experienced, Step by Step 3 Week Training Course:** Get exact, easy to follow steps.

Buy Now

Story Continued...

What I needed to learn after the fall.

OK. Back to the story.

Have you ever been caught off guard by a massive life change?

People ask you, “did you see the signs?”, and you just think, “No. No I didn’t. What signs? What did I miss?”



This next lesson is what I teach to millionaires and people who are at the top of their game to prevent their fall or to help them to recover after a fall. Some people have been on top for so long, and this issue has never come up before.

Click on the link above to see the full training in depth.

Have you heard the saying, “Girls play face to face, but boys play shoulder to shoulder.” This will come back up in a minute.

We have an issue at the moment with culture, as representations of the LGBTQI+ are getting mad at innocent people.

Yes racism is wrong. Yes homophobia, transphobia and any other forms of discrimination are wrong, including sexism. However, the conversation has ended and we’re simply now at a stage of throwing rocks at faces.

And the problem has nothing to do with LGBTQI+ people. Not a single thing.

The problem is that people are judging quickly and hating too quickly.

I have many straight and gay friends. (Well, I’m in my forties, so not as many friends as in my 20s.) But you know what I mean.

There is a growing divide and a growing sentiment of hate and judgement that is growing.

A Social Contagion.

The old way to end racism was to treat everyone the same.

The old way to end homophobia was to treat everyone the same.

This makes a lot of sense. Doesn't it make sense to be nice and respectful of people?



But not the Left Vs. Right, This Vs. That War that is going on is tearing people apart. Have you heard about the idea that if you get a jar of Red ants and Black ants, they'll get along perfectly fine. But if you shake the jar, then don't attack you for shaking the jar. They start killing each other.

So our human race has now been divided into races and our straight, gay and other friends have been turned into opposing sides ready for a war.

The values of love have gone, and the choosing of sides has begun.

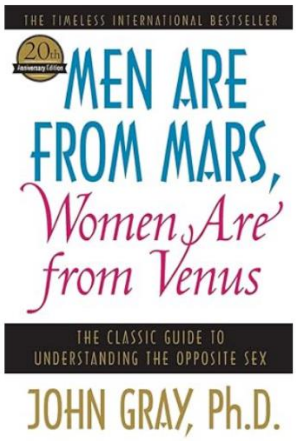
I truly believe that we need to treat all people as generally equal, not special. The other day, a man in a wheelchair in a supermarket asked me to grab some ice cream from the back of the store freezer for him. I didn't work there, but I was happy to help because he was so polite. That man paid for my effort with his manners. If he was rude and said, "Hey stupid. Can't you see I'm in a wheelchair? Now get me that ice-cream!" , then I would have just walked off. That man did NOT feel entitled to my help.

Instead, he asked for it.

There is a Social Contagion going around that is causing hate.

Now to make things more complex, (and please don't hate me for saying it), Men and Woman are different from each other.

What's so Different about Men and Woman?



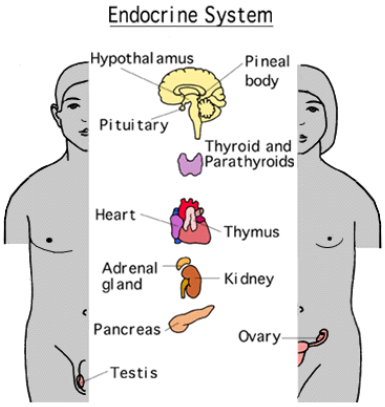
John Gray, the author of 'Men are from Mars and Woman are from Venus' struggled with the right words for many years before he nailed it.

Either way, no matter what he said, it came across to the audience that he was either insulting Men or Insulting Woman. But he wasn't trying to insult them. He's a marriage counsellor.

(Side note. The conversation around trans people comes up here a lot. Also, note that the conversation around trans people is new. If you're 20, all changes are usually seen as forward thinking and progressive. If you're 40+, all changes are blasphemy and unwanted. So cut the old people some slack with pro-nouns. It's a lot for them to take onboard. The new generation is growing up with pro-nouns. They'll adapt.)

While black and white people are identical except for their skin colour, it makes total sense to treat them identically. Just respect them both. The same goes for any other race. But men and woman, while equal in IQ, importance, ability to feel joy and sadness have some important differences that means that you can't treat them the same. They don't want to be treated the same. "Girls play face to face. Boys play shoulder to shoulder."

John Gray says, "Men have a switch in their butt. When they sit down, their brains turn off." Both men and woman agree on this.



When a woman sits down, her brain thinks even more about what she's not doing because she's sitting down. Do you remember this picture of the Endocrine system?

Well, as it turns out, the endocrine system plays a vital role in how different genders relieve stress.

It's a hormonal pathway difference.

Relieving Stress for Men and Woman

Men have 2 ways to relieve stress.

1. **Fix or**
2. **Forget.**

That's it. When a man relieves stress, first he must express **Testosterone**, and **Dopamine**. A man needs to feel as though he is making a difference in his world, or he needs to stop thinking about it.

Woman however don't have the switch between Fix or Forget. Their hormonal pathway to relieving stress is **Oxytocin** and **Estrogen (US)**, also spelled as **Oestrogen (UK)**.

Woman relieve stress by

1. **Socialising their problems** and
2. **Finding alignment**.

This means that often, woman can write 10 pages in couples counselling about what's wrong with their husband, but the man struggles to come up with one or two dot points. The man thinks that the problem is over as soon as his wife stops talking about it.

Do you see what I mean when I say that Men and Woman don't want to be treated the same? Their hormonal pathway to stress relief demands very different methods.

Do you remember when I said that Femininity needs to use their safe spaces to access courage and Masculinity needs to use their courage to create safe spaces?

Completing what you start

for Men and Woman

Also, do you remember when I said, “Girls play face to face, and boys play shoulder to shoulder”?

Basically, the girls want to socialise; to see each other and the boys want to almost forget their friend exists.

Have you seen boys and girls playing with their toys?

Why do boys have so many different characters, Superman, Batman, Spiderman, Ironman, Thor, The Hulk, Heman? And then villains, Lex Luthor, The Joker, Skeletor, The Penguin and Thanos. And then there’s the Anti-Heros, Loki, Deadpool, sometimes Wolverine.

But girls have 500 different versions of the same Barbie character. And they chuck a Ken in there to even things up.

Why is this?

When a boy plays with 2 toys, he let’s the toy take on it’s own persona. He escapes into the toy. He forgets about himself.

When a girl plays with a Barbie, she becomes the Barbie. She doesn’t escape into Barbie. She leans in and self inserts herself into her toy.

Boys and girls are not better or worse than each other, but they are different. In the Men are from Mars and Woman are from Venus book, John Gray talks about men solving problems. He wants to buy 1,000 roses in bulk and forget about it. But if you give a woman 1 rose or 1,000, you still only get 1 point. Because every act of love with a woman is worth 1 point.

You, if you’re a man, may make 100 sales in 1 day, and be retired for the next 99 days. But you can’t retire from woman. That day will never come.

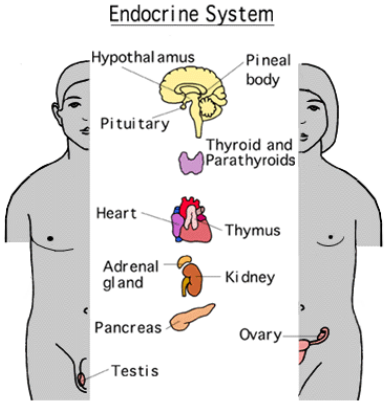
Back to me and my story.

I realised why ADHD, Autism and different hormonal pathways contributed to my divorce.

My problem was that I didn't know how to make her happy anymore, so I gave up. No amount of Hypnotherapy or NLP training from the past had prepared me for this truth.

As a person with Autism, I was missing the social cues. I had fallen behind in my life from a childhood that held me back, so all I wanted to do was to catch up and get ahead. My (now ex-wife), needed me to slow down and to create a safe space for her. I didn't do that for her.

I have learned so much more about the role of the Endocrine System on Money, Health and Relationships since then.



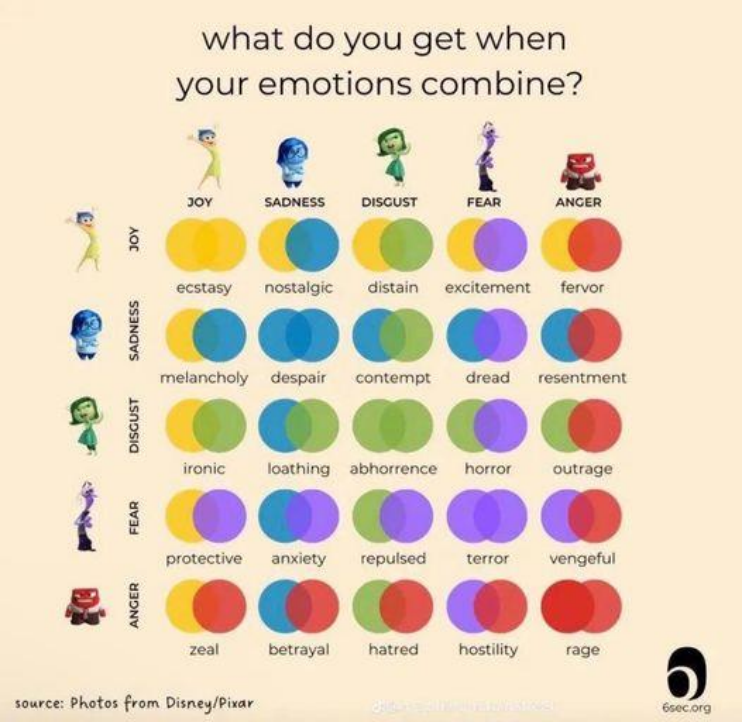
If you are a man who used to have a thriving business, but now your numbers are down since covid and all of the new social changes, then you probably just want to catch up as fast as you can. But the faster you go, the worse your marketing becomes. So you go even faster.

Do you get me?

Why are these 'Woman in Business' groups doing so well while the men seem to be losing ground? It's because the woman are creating safe spaces for the woman to assess courage, right from the start of their marketing.

And if you're a woman who's still struggling to get clients, then your completion rate has more to do with feelings of safety than anything else.

End of Story – and Wrap Up



I don't care if you want to learn psychology from Disney / Pixar or not. That's up to you.

Hey, some of their stuff is good and other stuff, maybe not so good.

But now you know that your brain is Computer, an Emotional Animal run by the System of your life.

Where does that leave me with my new understandings about Men and Woman, Completing Tasks and building a Life for Myself?

It leaves me happy actually.

My new mission is to help you with your completion rate.

The rest of this eBook is full of small skill sets and resources to help you to get your project completed. From business, to life, what ever it is, I wish you the best of luck and enjoyment.

What are you working on right now?

What is it going to take to get your **100% Completion Rate?**

It’s OK to get Sick.
It’s about returning back
when you’re healthy again

Have you heard the saying, “Learn to Rest, not Quit”

Winners do stop to take breaks just as often as anyone else. But they return to their goals more often than a teenager returns to Tic Tok.

Habits Can Change Fast
But Beliefs Need Proof

A habit is just a program in your brain.

NLP shows just how fast a habit can change. Yes the new habit takes a little bit of time to move up to full speed, but the habit can still change as instantly as you can disrupt the old habit.

Proof however is what is required to really change a person’s mind.

Proof is easy enough to find. You just need a mentor who has achieved what you have achieved and can show you how to do it.

But you must have a go.

The mentors and coachers are happy to help, but you must meet that at least half way or else you’re just wasting your time.

You didn’t come this far just to give up

If you’ve read this far, keep reading. You’re almost there.

Also, remember not to go into every video or link on the first read.

You can read this eBook as many times as you like. That’s what the links are for. I mean, I’m not a monster. I’m not trying to use up your entire day.

Just read the book. And keep working on your goals.

Time and Energy – Young

Energy and Money – Middle Aged

Or Time and Money - Old

It’s been said that the young have Time and Energy, the Middle aged and Energy and Money and the Old have Time and Money. But this kind of misses the point.

What you should be focusing on is that every year you have more and more perspective and experience. That’s what matters.

It’s the difference between Optimism and Pesimism.

Remember the **Faith**, **Nihilism** and **Absurdism**.

Circle of Getting Things Done

Bean Counters will **Measure and Dismantle Bad Ideas**, (but they also dismantle good or incomplete ideas.)

Visionaries will get excited about ideas, (but they can't execute alone)

Doers will complete anything, (but they need Bean Counters and Visionaries if they ever want to Scale Up.)

Watch the video for the full explanation, including the "How to Cure a client of Failure" explanation. You'll really like it.



Doers do,

Visionaries think big and

Bean counters check up on the details. All three are needed, but in the right order. Remember, you can do this.

Take Advice from Authors, not Tic Tok

Tic Tok is there to rot your brain and to give you a 17 second attention span. However, anyone who has written a book has probably given what they have to say a bit more thought than some random Tic Toker.

Even if you're watching a video, try to watch a video from somebody who has written a book. This way you'll know that they've organised their points and basically know what message they want to say to you.

Escaping a Complicated and Unusual Problem

Yes, sometimes your goals are harder to achieve because you first need to escape a complicated or unusual situation or problem.

These complexities exist all over the world, and too many people are keeping them secret. Often, they're kept secret because someone else is scaring, gas lighting or being a jerk in some way to them.

If you're in a bad way, go and ask for help.

It's that simple.

Put the word out that you need a hand with what you're working on.

If people don't know, they then can't help you.

First Steps. Again, don't panic.



If you haven't heard of or seen Douglas Adams, Hitchhikers Guide to the Galaxy, then you've got a treat ahead of you.

On the cover of the book, it says "don't panic" in large red letter.

This is my favourite piece of advice.

It doesn't matter what's going on in your life. Panicking won't help.

Panicking is an insufficient tool to solve any problem.



This is something that we discuss in the "Government Funded Clients" course. If there was ever an area when people are trying to scare you for no reason, it's when you're dealing with lawyers or governments.

How to Eventually Run 1 Hour per day, even if you've never had to run before, starting with only 2 minutes of work today.

Forget about running the 1 hour.

The technique is simple.

Just run from your front door for 60 seconds and then run back. That's it for day one. You can go back to bed after that if you want to.

On day 2, extend the time by 1 minute. And set an alarm for 2 minutes.

On day 3, do 3 minutes, 4 on day for and so on until you get up to 30 minutes. At this point, you've now achieved running for an hour. But you did it progressively so that you can build up to it.

It's the same as going to the gym.

Please don't lift so much weight that you hurt yourself.

Instead, start with where you're at and allow your endurance and strength to increase over time.

Your job at the gym isn't to break yourself. In fact, please don't.

Your job at the gym is to enjoy coming so that you want to come back again tomorrow and every other day.

The same works for business.

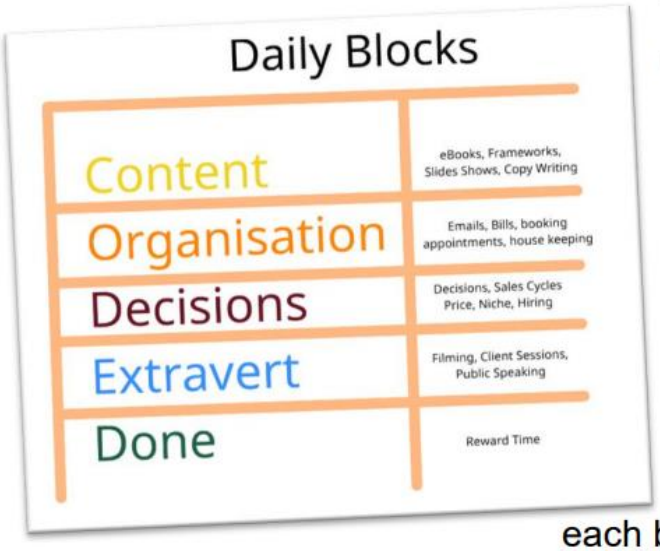
Take it easy and grow your endurance by enjoying what you're doing.

You can do this progressively.

C.O.D.E.

Creative, Organisation,

Decisions and Extravert

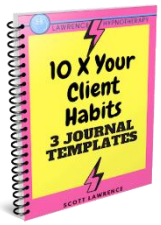


To gain the most efficiency, we use the **C.O.D.E. System**

See the chart to the left to find out how we separate our tasks into **C.O.D.E.** blocks.

The reason for using these blocks is that each block uses a very diffenet type of energy and focus.

We explained this process of C.O.D.E so well in the 3 Journal Templates book, so please click on the link for the full version.



But the basic idea is that you lose time and energy constantly switching between extravert and introvert energy.

So try to have 4 hour time blocks where you do all of your introvert work, and then have a 4 hour time block where you do all of your extravert work.

Does that make sense?

C.O.D.E. is how I get so much work done.

You've climbed to the top of the ladder, but it was leaning against the wrong building.

It's never too late to change direction these days.

In fact, most careers take off even more when they zig zag their way up the food chain.

For example, in the olden days, if you had a job, you'd keep that job for 40 years until you finally retired from the factory and got your pension.

These days, if you want to get promoted, all of the companies are hiring externally on job web sites.

So if you find yourself at the top of an industry and you want to re-invent yourself, you really may as well have a go at it in today's world.

Just don't waste your time doing what you don't really want to do.

You'll never scale in the wrong environment.

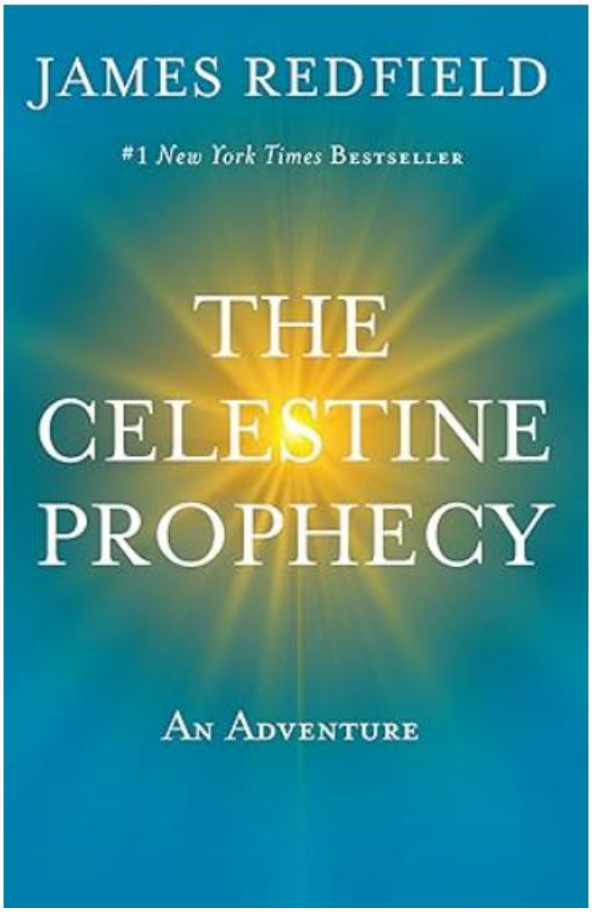
In fact, in the Kabbalah (mysticism), they say that the only thing that you can change is your environment.

Remember that your brain is a hormone driven, partially logical repetition device that is constantly responding to your environment.

If you don't like where you are, you need to believe that you can survive somewhere else. I mean, why wouldn't you? It's safe to more around isn't it?

Magic and Affirmation

The Universe Provides, but you can't track it



Often, things just happen that can't be explained.

If you haven't read James Redfield's book 'The Celestine Prophecy', then it's about time that you get onto it.

His first insight is about how simply by looking for coincidences or spiritual meanings in your life, they tend to be more attracted to you and show up more so.

Yes, the book was intended as fiction, but there's an eerie sense of truth to it.

What you pay attention to seems to come up more in your life.

Watch this video that my friend Les and I call The Road Runner Method. If you keep your head up, you'll be alright.



Speed of Implementation

It's easier to do something as soon as you get the idea then to wait for the inspiration to die off. I find that I need to capture my ideas somehow.

I start with Canva and design a book cover when I have a new idea. And from that book cover comes the book, the course, the ads, the coaching program and the little seminar to go along with it.

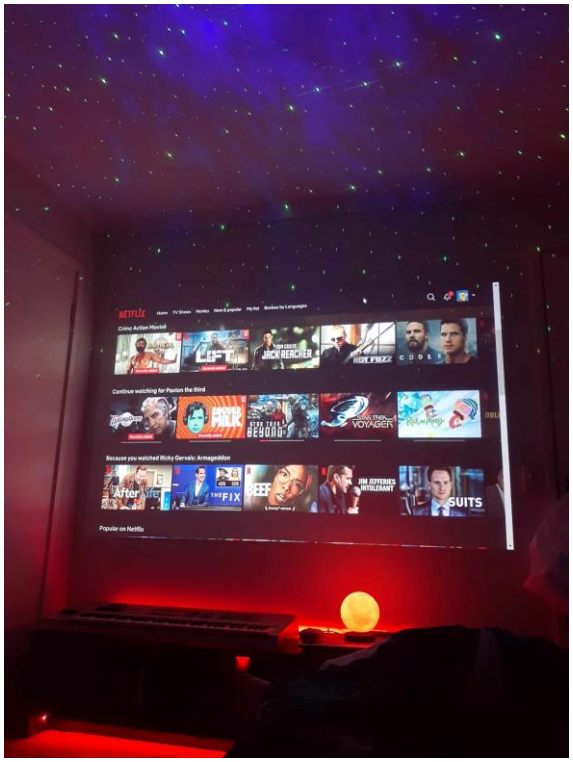
Your brain pieces the pieces together better when it happens in real time.

That's why we put together this course called,

"How to Finish Your Marketing in 1 Day"



Inspiration from Your Environment



Control your environment to make your work more fun.

Look at what I did to my office and bedroom during the lockdown from 2020 to 2022.







Just remember to get sleep and exercised too for inspiration.

I still find that music is my number one source to get my creative or motivational juices flowing.

If you're not comfortable in your environment, then you're not going to get much work done. So make it fun.

Comedy and Jokes lead to Real Ideas.

When our students are asked to make web pages or to write ads, we ask them to make a comedy page first.

It's too much for your brain to try to learn 2 things at once.

1. **How to write ads.**
2. **How to build web pages.**

So we separate it into smaller, more fun steps.

I learned to edit videos on a couple of comedy videos.

Check out this (just for fun) video.



Editing Software – My tools

Here are a few tools that I use for my videos.

https://www.prezi.com – this helps me to make slides where I can zoom around the screen.

https://www.avs4you.com/ – this is my video editor.

https://www.epidemicsound.com – This is where I buy royalty free music for my videos.

https://youtube.com – this is where I host my videos.

https://leadpages.net – this is where I host my opt-in pages and sales pages.

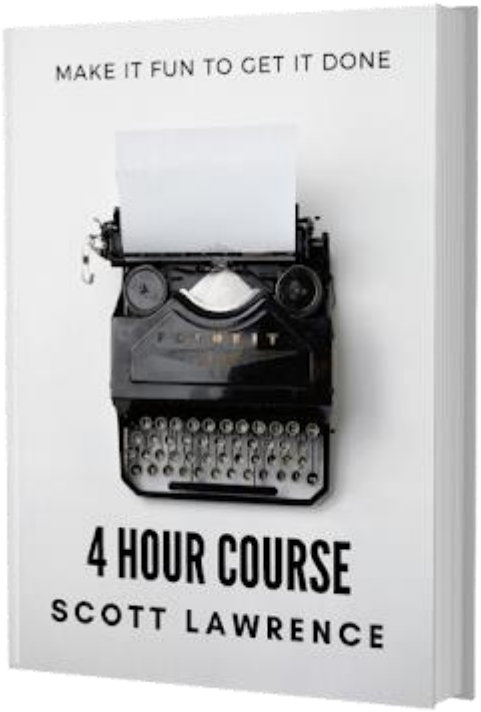
https:// https://ivipid.com/ - this is where I get fancy animated introductions to my videos. They're parodies of production company opening cards. https://canva.com – this is where I generate and edit pictures.

https://https://www.adazing.com/cover-mocks-2/ - this is where I create my 3D eBook covers. https:// https://y2mate.is/en32/ - this is how you can grab YouTube videos for private use. https://

https://docs.google.com/presentation/u/0/ - this is where I make presentations that I can speak over.

https://apps.apple.com/us/app/reface-face-swapvideos/id1488782587 - this is an app that lets you create special effects using faces.

Teach others how to finish



Nothing will make you learn faster than to help somebody else to finish the same thing that you're trying to finish yourself.

I recommend holding a small seminar to teach something to other people even before you feel that you're ready.

It's just a small seminar. You can do it.

Even consider putting together a short course for other people to study.

Just make it short.

In this eBook, I show you how I (and Jacqui) make an entire business course from scratch and sold 11 enrolments in 4 hours.

It's quite a fun story, and step by step walkthrough to read.

And watch the video below with Jacquis story. What an adventure!



Mistakes can be fixed.

Momentum is often more important.

I used to teach business at the Academy of Hypnotic Science. This one time, a student asked me if I could help her with her ad for hypnotherapy.

I asked her to show me what she had so far. She showed me a black piece of paper. She said, “I’m not sure what I’m doing wrong.”

Staring down at the black piece of paper, I said, “Neither do I. There’s nothing on that paper. I can’t tell you what’s wrong with your ad because it’s a blank piece of paper.”

The thing is, if you have a go and actually try to make an ad, and then you show it to an expert, they can tell you what’s wrong with it and how to fix it.

But nobody can fix a blank piece of paper for you.

At some point, you’ll just have to take a risk and put pen to paper.

Trust me, I was a nervous student who never put his hand up in class.

I was more likely to be smacked or laughed at then helped.

Do you know what I mean?

But business coaches, unless they’re a real jerk, shouldn’t be laughing at you. They should be encouraging you to act.

Remember, either use your courage to make safe spaces or use your safe spaces to find courage. Either way, start now and you’ll be happy that you did.

You can actually do this. Yes you! I believe in you.

Don’t follow most of todays leaders.

Most of them are misguided.

(You can’t grow an apple from a lemon tree)

It may feel that all the adults have gone away.

I mean, politicians speak to each other like small children fighting in the play ground after their blood sugar levels run too low.

But you can attract the right mentor, you simply need to ask for them to appear and they will. It’s worked for me every time.

This is the part of affirmation that I’ve never even had to have a learning curve for. And I think the same will be true for you.

Do you want help?

Do you want a mentor?

Ask the universe and see what happens.

My bet is that someone will show up within a week.

In the meantime, can I please show you a micro-step that people aren’t doing today that got me many new clients.

It’s called targeted blogs and it’s plainly simple.

Targeted Blogs

with no more than $50 ad spend

(Disclaimer: Your results will probably vary, because I don't know who's reading this.)



Recently, I tried yet again another experiment. I started writing Google Blogs for a bit of extra SEO (Search Engine Optimisation) and something occurred to me.

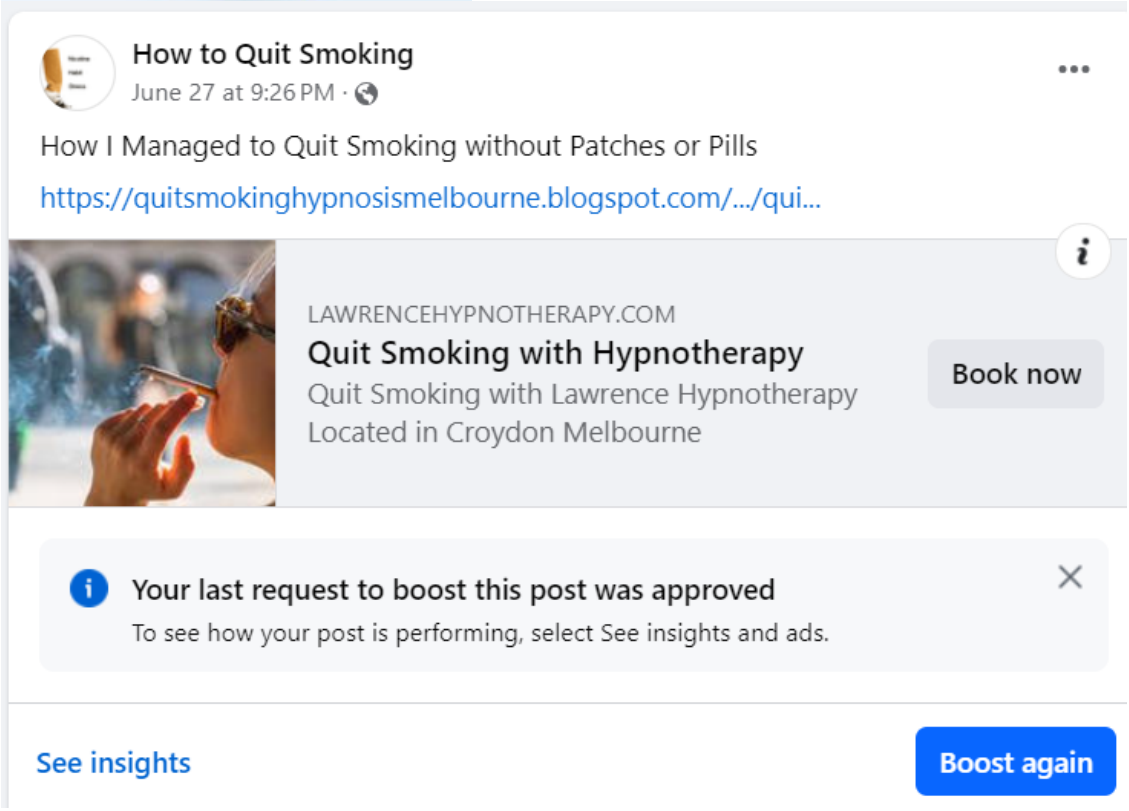


I have my own Facebook page called "How to Quit Smoking". So I copy and pasted my blog link to my page.

I added a picture, dumped in my link and there it was on my Facebook page.



So I took it just one step further and put some money on my post. I boosted the post to my local suburbs and for just $50, I got 3 new clients booking in. That's an amazing ROI.



YouTube Views to Free Leads Database



People aren't using YouTube these days as much as they should to run ads to their business. Facebook is completely saturated, but YouTube is where your real leads are going to come from.

You might want to create the occasional fun video.

Watch this one as it explains it well.



Have you noticed that social media hasn't given you the same leads that they used to back in 2019?

The last 5 years, people have been slow to notice that the Facebook bubble of free leads is over.

But your best days are still ahead of you. Here's a little philosophy to get your mind going. You'll like it, trust me.

Swap Love for Truth
Truth for The Unbelievable
And Unbelievable for Love

Hopefully by now, you're used to me playing philosophy major. And this is one that I want you to notice about how people seem to behave.

It's a pattern too large to notice unless you've been told about it.

People have many awakenings in their life, and there's only 3 types.

Love for Truth awakening:

Sometimes people break up or get divorced or lose somebody through death. As one form of love disappears, they receive a truth awakening and see the other side of life. They saw life so much through someone else's eyes, that as they grow apart or lose the person, they're hit with sudden truths. Often, they become aware of past gaslighting and lies.

This person learns to let go and grieve.

Truth for Unbelievable awakening:

This awakening is when a "know it all" discovers an entirely new world or way of being that makes them admit that the world is bigger and stranger than they'd given it credit for.

This person learns to release control and trust.

Unbelievable for Love awakening:

This awakening is when they've been at the top of their game, but someone comes along to teach them that there is more to life than the game they are playing. When you're in love, you see the world through four eyes, not two. This person learns to love again.

JFDI – Michelle Bridges

Michelle says “Just Do It” because if you wait too long, you’ll never start.





“Bite off more than I can chew and chew damn hard.” – Michelle Bridges.

FSA Model

I wrote this quite some time ago. Maybe 14 years ago.

"Welcome to the FSA model, the guaranteed way for you to attract positive results through positive actions. When you achieve any type of goal in life, you need so many factors to be working for you at any given time. But how do you even know what those factors are? It could be anything from the state of mind you're in to the quality and holistic or partial nature of your plans.

***Fantasy** – "You deserve it"*

Congratulations for being brave enough to dream and for taking action towards those dreams. During this stage, I want you to really consider your own believes, the ones that may have held you back in the past. If anyone ever told you that you can't have something or can't do something, well, guess what? That's their beliefs, not yours!

You deserve to have all of your needs met and for all of your dreams to come true.

Make a list of 30 things that you want in life. Make it colourful, ad emotional and descriptive words to it. These are your dreams manifesting into goals so be creative and true with yourself. Most importantly, be sure to include the following five basic human needs. They are a must.

Love and connection, we all need people, we all deserve people. Imagine how you would like your relations to be ideally.

Empowerment, you have all the resources you need to make anything happen just by taking responsibility for your outcomes.

Freedom, this is your life. It is a basic human need to be free physically, mentally and emotionally

Fun, allow yourself some time to just do those things that come naturally to you, and Survival , health, sleep, diet, exercise, mental health etc...

Structure *– "Everything is important"*

Structure is just organized information. This is the time to be holistic about things. Include everything. Write down every thing that appeared in your fantasy stage and decide how much of the pie each part is worth. Never let one piece of the pie take over another. By this I mean, if you schedule two hours with a loved one because you only have two hours before you need to leave to go to a medical appointment, don't let the need for love over take the need for survival. Every part of your life is important. Start to schedule out your fantasy plan specifically in real life terms. Include; Time, Money, Sleep, Social interaction, Health. And remember that every thing is important and deserves to be a part of your plan.

Action *- "The things you want also want you"*

Relax, take a breath, you've already done so much good for yourself. You deserve to feel really good and calm right now. At this stage you do not need to be stressing about the quality of your decisions or worrying about whether or not your plans are going to come together in the end. It's best for you to act like it's not even any of your business right now how well your plans are working for you. The important thing is to stick to them.

By sticking to your structure and breaking down the jobs into small manageable chunks, you can move mountains. The important thing for you is to keep taking one step after another. There's a reason why you are where you are right now. The things that you want also want you just as much as you want them."

Final Story

In 2009, I had just graduated from the Academy of hypnotic science. My dream was to learn hypnotherapy and then to base a career around it. One of my fellow students invited me to his 50's birthday, and as we drank a beer together, he told me that he bought the Academy.

This was great news for me because I could join up as a lecturer. I loved what I was taught so much that I could just about recite it all word for word. So I asked the new owner of the Academy of Hypnotic Science if I could get on board as a lecturer and to help him to build the academy.

It took courage to ask, but I'm glad that I did

Unfortunately, the answer was 'No'.

Not only was the answer a 'No', but it was one of those 'No's that come with feedback. They told me that all I had was a diploma in hypnotherapy and no experience in the field. I didn't have any training qualifications and had nothing to bring to the table. I hadn't proven myself in any way and they've already been asked by quite a few academy graduates if they can teach. Of course it looks attractive to a graduate to get paid $400 per day to teach their favourite topic for 5 hours per day and then go home risk free. It's a dream. But that dream needed to get backed up with a TAE, training and assessment certificate and industry experience. I didn't have either, so I was completely crushed. I felt as though my last 2 years of training now meant nothing.

As a kid, the third and last born, I was often ignored. Don't get me wrong, I always had a roof over my head and food to eat. I grew up with a not-so-rare, yet expensive skin condition. It was nothing life threatening, but both of my parents had to work to pay for my medication. Basically it meant that my older brother and sister got to spend time with my parents as they were growing up, but when I was born, I missed out and was ignored.

My dad once said to a friend jokingly, "You teach everything you know to your oldest kid." I found it hard to learn anything in school because I just

didn’t get any support. I wasn’t popular in school and even the teachers used to bully me. I became such an introvert.

I was willing to do anything to just gain some life skills and to just find my place in the world. It was a lonely journey, but as soon as I finished high school, I found any job that would teach me something. I did managerial roles and then finally in my mid 20s, I signed up to study hypnotherapy. I was curious to know about hypnotherapy because I felt that it would lead to answers about my life and why I was the way that I was. And it was amazing. I learned social skills and self reflection that I had never heard about or had any access to previously. Hypnotherapy was a life saver. I became addicted.

My favourite life lesson is that my life values will get me through any situation. This sounds like an over simplification, but let me explain.

As a kid, youngest of 3, when I was presented with a problem, I didn’t know how to fix it. If I got bullied, I would freeze like a deer in the headlights. If I got asked a question by my teachers, I’d freeze like a deer in the headlights. Basically, I did a lot of freezing like a deer in the headlights.

After I started to study psychology, I was able to swap ‘Deer in the headlights’ for a few new techniques. If somebody asked me a question, I’d lean on one of my values of ‘Have a go and see what happens’, so I’d have a go at answering their question.

If I needed money, I leant of the value of ‘Activity creates income’ and I had a go at doing some advertising and attracted clients.

If I didn’t know how to do something, I leant on the value of ‘Ask somebody who knows best’ and then I would call an expert or study a course until I knew the answer.

But what do you do when you don’t know enough? Again, as a kid, I didn’t know any values to get me through situations, except for one.

The only value that I knew as a child was, ‘Hang in there, it may get better someday’.

The reason why I put so much emphasis on “Values will get you through any situation” is because before I learned what my values were, I basically wasn’t getting through. I was simply suffering.

I grew up with asperges, (AS). It’s not deadly, but it does stunt your social growth, especially when you’re the youngest of 3 and mostly ignored. When I saw the other kids having fun, socialising and just being normal, I didn’t know how to join in.

It’s like showing up to a war where everybody has full body armour, guns and driving a tank, and you turn up wearing thongs (flip flops if you’re American) and a T-Shirt and don’t even know that there is a war going on.

There was this girl that I was very interested in when I started high school. A normal guy would have just asked her out. But not me.

She even asked me one time if she could sit next to me.

How did I respond?

I froze like a ‘Deer in the Headlights’

That must have been weird for her. She asked me a question and put herself out there and I just creeped her out by just staring back blankly like a ‘Deer in the Headlights’

It was very uncomfortable for both of us, I assure you.

I spent years regretting freezing up like that.

It was like something was missing from my brain, but somehow, every other person out there seemed to know what to do

One of my favourite values that has gotten me through life is ‘Rejection can’t kill you’

After I studied hypnotherapy, I had a tool box of values. One of my first moves was to get back into the dating game after being single for 5 years. So I asked out a girl who I later married. Yes, that marriage didn’t last, but ‘Rejection can’t kill you’

This is an important value to know about. My all time favourite value is “People don’t care what’s on your mind. They care what’s on your heart”.

As I started to let my guard down, ask people for what I wanted, not feeling rejection and telling people who I felt, I started to receive more rewards in the Money and Love departments of life.

I asked again to become a lecturer at the Academy of Hypnotic Science and told the owner about how I Feel about the industry, and I became the highest paid lecturer there.

I asked people to buy my programs / courses, I asked for space at home, I asked for company, lowered my filters and told people what was on my heart.

Another value that's made so much sense is that 'Nobody gets there alone' It's tempting to avoid asking for help, but avoiding doesn't make us look stronger in the eyes of everybody else for handling everything alone. Most people can see through a macho act.

It takes courage to ask, but "Rejection Can't Kill You"

I asked the universe for a mentor who was close enough to my age that I felt that I could relate to them. So the universe sent me Ryan.

Ryan, at only age 24, had already built a social media company that he grew to over $10,000,000 per year.

I got to travel the world with Ryan, from Melbourne, Sydney, Switzerland, Hawaii and we'd sit next to each other on the planes just talking about life and business.

His ultimate advice for me was to learn how to do phone sales. He said, "If you'd just pick up the phone, your business would triple."

It was uncomfortable because phone sales has this real Icky feeling. People can be rude to you. And even if you go in with noble intentions, you can still get hung up on.

After a while, I picked up the skill and found that if you're strong and confident, they stop testing you with their nonsense and they start to really listen to what you have to say. I stopped trying to be a people pleaser and just got to the point more quickly.

The real change for me is that I no longer have to live my life in frustration because I lean on my values.

I move quickly and I do what I want, because my experience has let me know how to make the best of a situation. I would never have been able to do this if I wasn't trained.

It may have actually been a benefit to me that I started off in life frustrated to the point where I put education first, because I see so many people live their entire lives frustrated because they won't ask for help or get a coach. Sometimes falling apart is a blessing because it actually makes you cross a boundary that you would have spent your whole life inside of.

I am now free. I am loved and I am happier than I've been in the past. I value these things now. I value my freedom, being loved and being happy. You need to value these things too if you're going to get anywhere.

Get as much education as you can, allow the education to shape your values and let those values guide your life.

Ask for help, act quickly, don't take advice from somebody who is afraid of life and let your natural genius flow.

Honestly, I don't have to stress too hard about anything because I've learned how to create what I want stress free.

Is your mind holding you back, are you stressing out or are you suffering? It doesn't have to be this way.

Thank you for reading.

Oh, and just one more thing before we go....

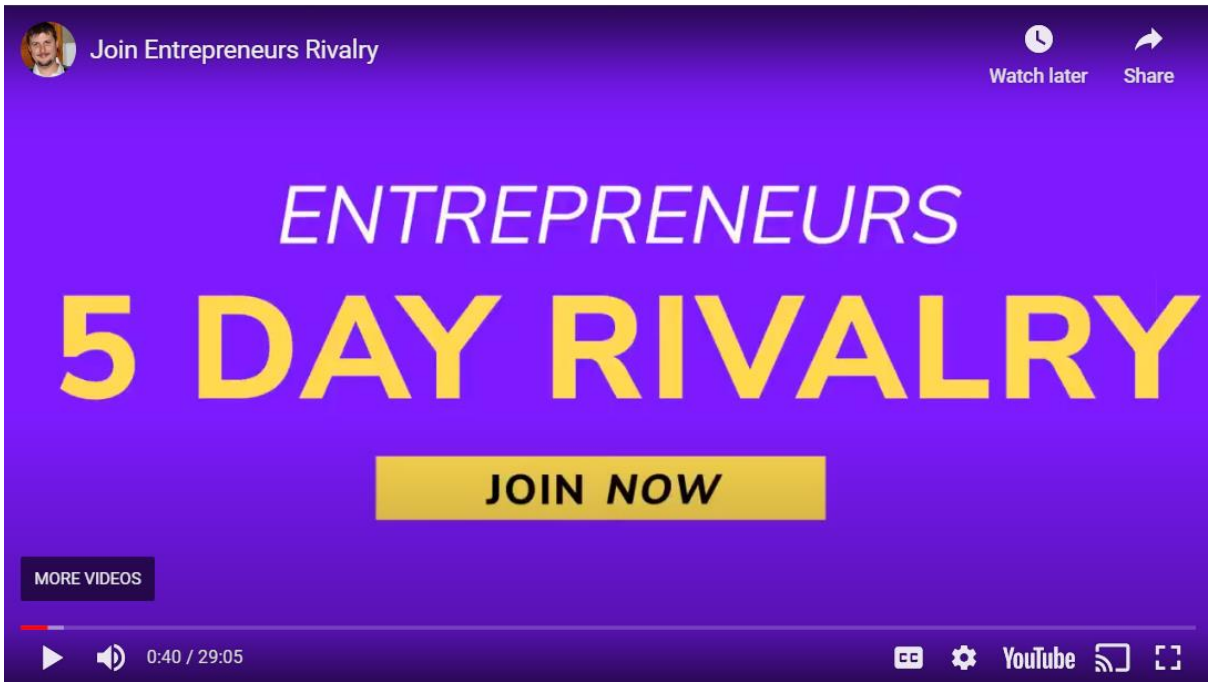
Do you want help with leads?
I've got a whole free training for you, tiny step by tiny step.

Get Started, Free

Do you need 800 New Leads?

If you're broke, but willing to do the little things to get started, then this challenge is for you.

Just click on the link to get started



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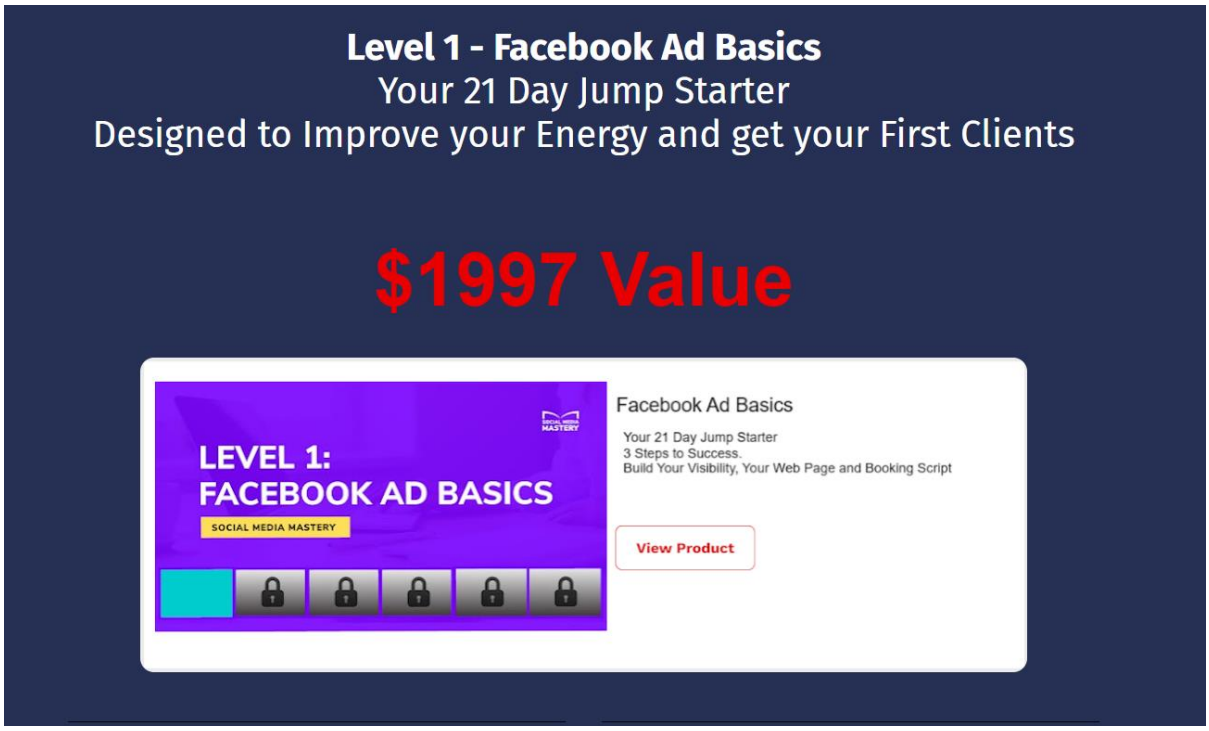

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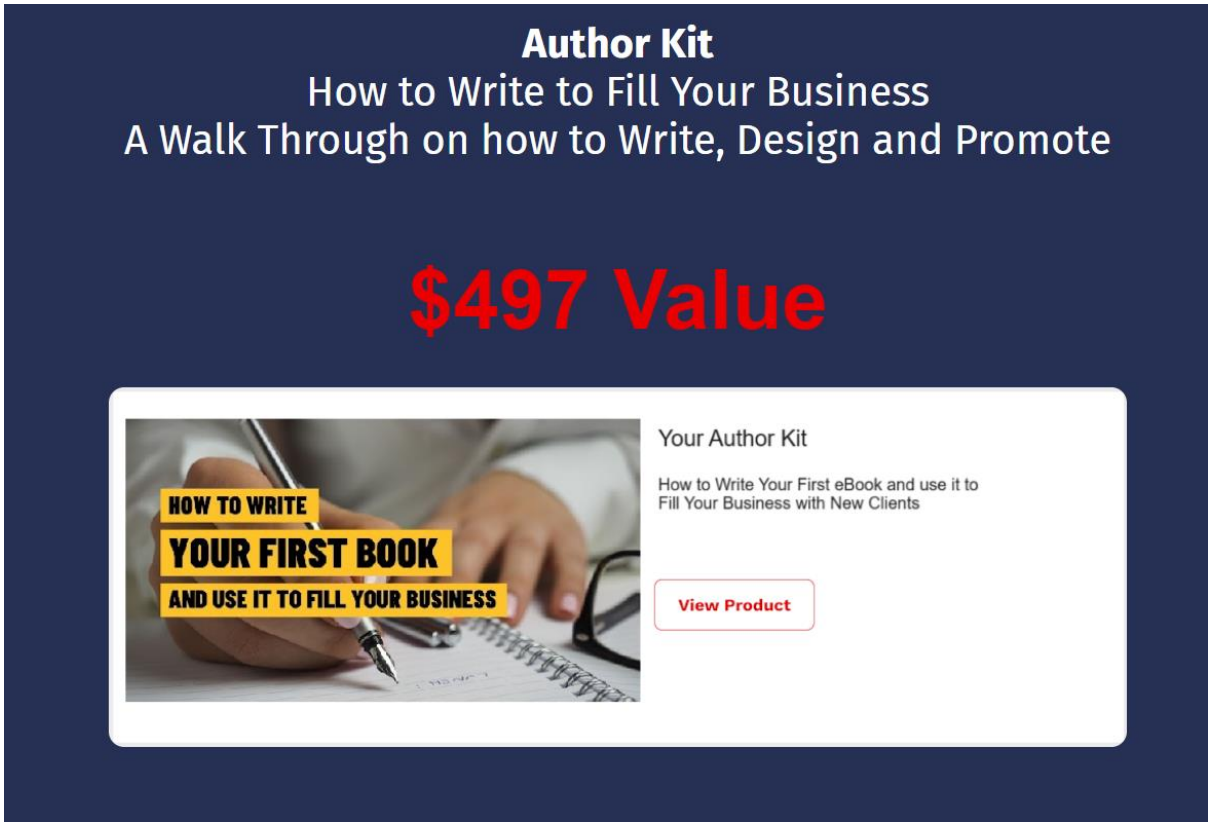

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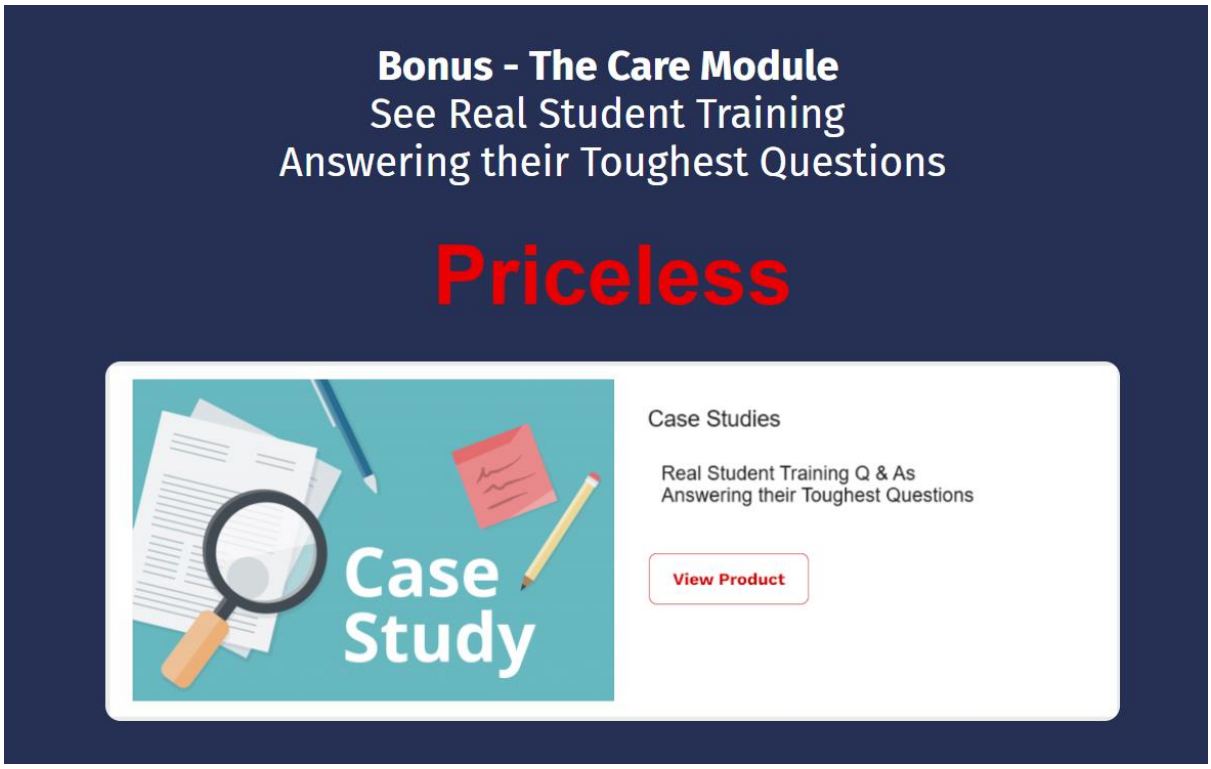

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Thank you, and I'll see you on the other side.

Scott Lawrence