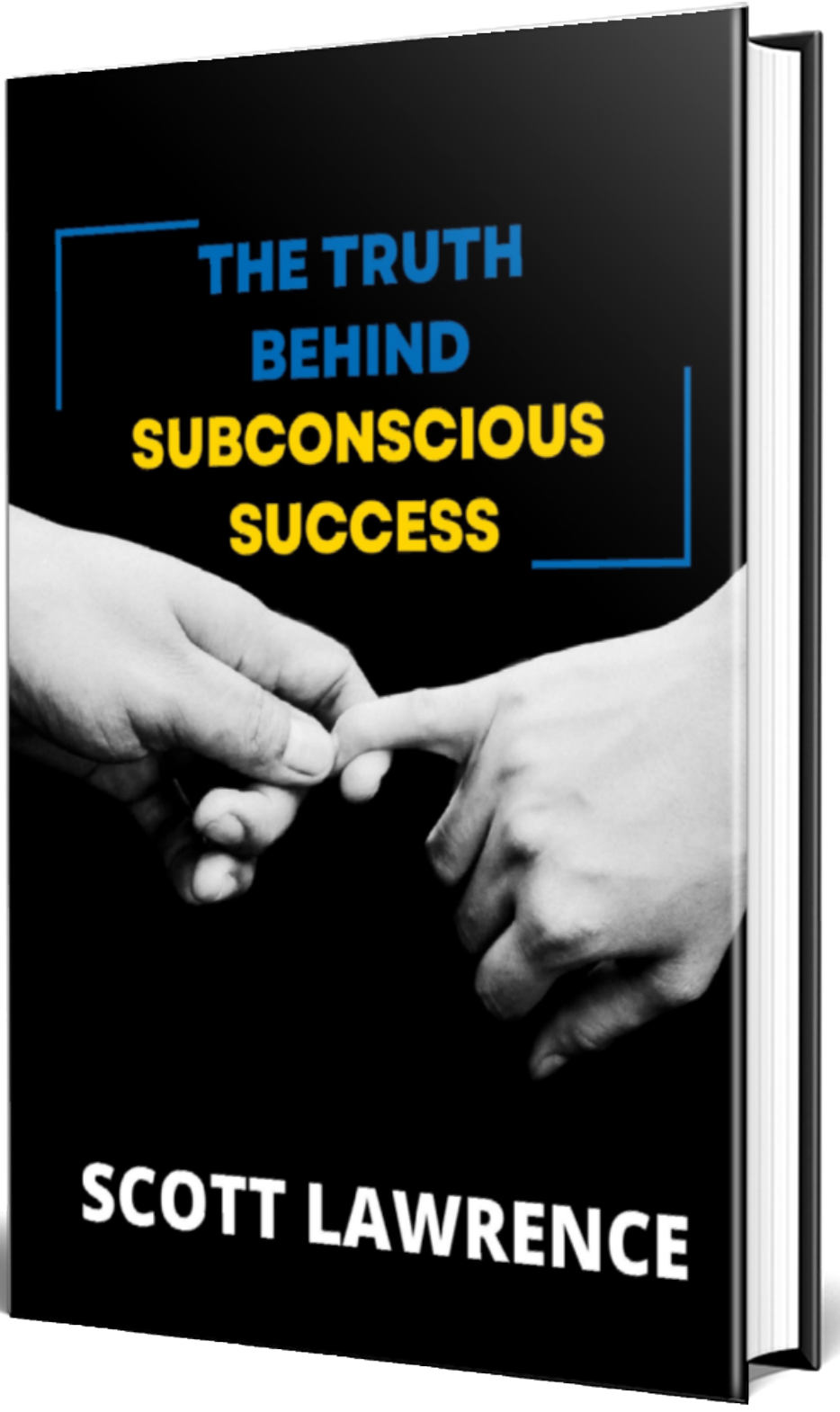

THE TRUTH
BEHIND
SUBCONSCIOUS
SUCCESS
SCOTT LAWRENCE



I have been blessed to be a full-time clinical hypnotherapist since January of 2010, a Lecturer at the Academy of Hypnotic Science teaching Hypnotherapy and Business to Diploma Students and have seen over 4,000 clinical hypnotherapy clients in the past 12 years and frequently appear on National Radio.

Is your Subconscious Mind Holding You Back??

Have you noticed how quickly some people succeed and others get stuck in the same loop for years??

Are you Ready to Program Your Subconscious to Automatically Create Winning Behaviours?

Have you Been Tired, Feeling Deeply and not quite sure where to start?

In this eBook, we are going to cover every subconscious secret from scratch that you'll need to finally succeed.

Trigger Warning:

Even though I will be showing you the exact steps, both strategic and psychological to become successful in business, I warn you that this eBook contains many themes that many people will find triggering.

We will be discussing themes such as

- Money
- Trauma
- The unconscious mind and
- Examples of both Successful and Unsuccessful behaviours.

There are real examples taken from Facebook to back up these points.

Anybody who has been used as an example of negative or unsuccessful behaviour has had their identity hidden from this eBook. I have done this because you don't need to know who they are to learn from it, plus it's not fair for me to name and shame individuals for making their own choices. All examples are chosen purely as an educational tool to illustrate a principle or point.

Remember: You have been warned!

I will also be telling stories from my personal experience that are both pleasant and unpleasant.

Please make up your own mind if reading this eBook is the right decision for you.

The (FSA) Fantasy, Structure, Action Model of Subconscious Success

As Dr Wayne Dyer says, “Most people are mixed up in their emotions.”

It may not seem obvious from the inside, but the symptoms look like this.

- Second Guessing Yourself.
- Not setting any life goals that actually interest you.
- Being offended, acting sceptical or feeling judged each time somebody who you know achieves their goal through effort.

We can all be guilty of these 3 sins against success from time to time. However, until people are honest with themselves, they can expect to remain stuck in their problems.

When I first started in hypnotherapy, I learned these 3 basics from multiple mentors.

1. Design a Multiple Session Program.
    a. 3 new clients per week who book in for an 8 session program will give you a 24 session per week clinic within 3 weeks.
2. Pay for traffic that sends your clients to your program page.
    a. If your ad is good, then you can easily book in 3 new clients per week.
    b. If your traffic or ad isn’t good, then you should get an expert to help you to fix it.

3. Make your phone script short.
    a. You're not selling, you're booking people in.
    b. Don't confuse people on the phone with too many options but book them in for your 1 program.
    c. Be confident on the phone. People lack enough confidence already. They don't need to hear a lack of confidence in your voice too.
    d. Practice your phone script 100 times and you'll be successful on the phone.

I saw 40 clients per week in my first 6 months. (I'll tell you more about that in a minute.)

I know that in class, I worked harder than other students. Quite literally, at the Academy of Hypnotic Science where I studied, learned counselling and hypnotherapy and gained massive life skills, I swear that there were a large group of students who only turned up to argue with the teacher.

If seemed as though there were those who were there to learn and those who were there to fight. I was too fresh and inexperienced at the time to understand why people enrol in a course, pay their fees, and just want to fight their teacher. But I'll explain that one too soon. It's basically to do with past trauma and triggers.

After I graduated, I heard so many stories from students who told me that the industry has changed now, was too hard to be successful in and had basically died. I was young and eager to prove them all wrong, and I did. (I'll get more into that story too in a minute)

Let me go back just a couple of decades earlier.

When I was a child, I noticed my parents and teachers would often talk about the world or about life it self as if they hated it.

They would always tell me how hard life was.

They'd say, "Be careful. It's dangerous out there."

"Be careful, it's cold out there."

"Be careful at that party. There could be alcohol."

"Be careful in business, most people fail."

The majority of everything that I heard in life from experts was negative.

Then I looked at the results of the people who were giving me advice.

Most of them seemed miserable most of the time and lacked in money, health or healthy relationships.

So I wanted to know the secret to getting better at money, health and relationships. Then I studied Dr Wayne Dyer, Hypnotherapy, Anthony Robbins, Brendon Burchard, Kerwin Rae, Christopher Howard, Andy Jenkins, Gary V, Richard Branson, and other successful people.

I noticed 2 philosophies.

1. The Philosophy of the Successful is – Commit, show up, get results and then help other people who need help.
2. The Philosophy of the Unsuccessful is – Complain, rarely show up, fail to get results and then try to Tear Down anybody who is either Winning or Trying to get results.

This brings me to the Success Formula vs the Failing Formula

The Success Formula is

- Fantasy – Set your goal and decide what you want.
- Structure – Plan out what you want into steps, skills and tasks.
- Action – Schedule times to do each task. Get them done.

The Failing Formula is

- Complain about life constantly.
- Argue with anybody who has learned methods or techniques that are proven to work.
- Never do the Steps and shut out any coaches or friends who try to help them.

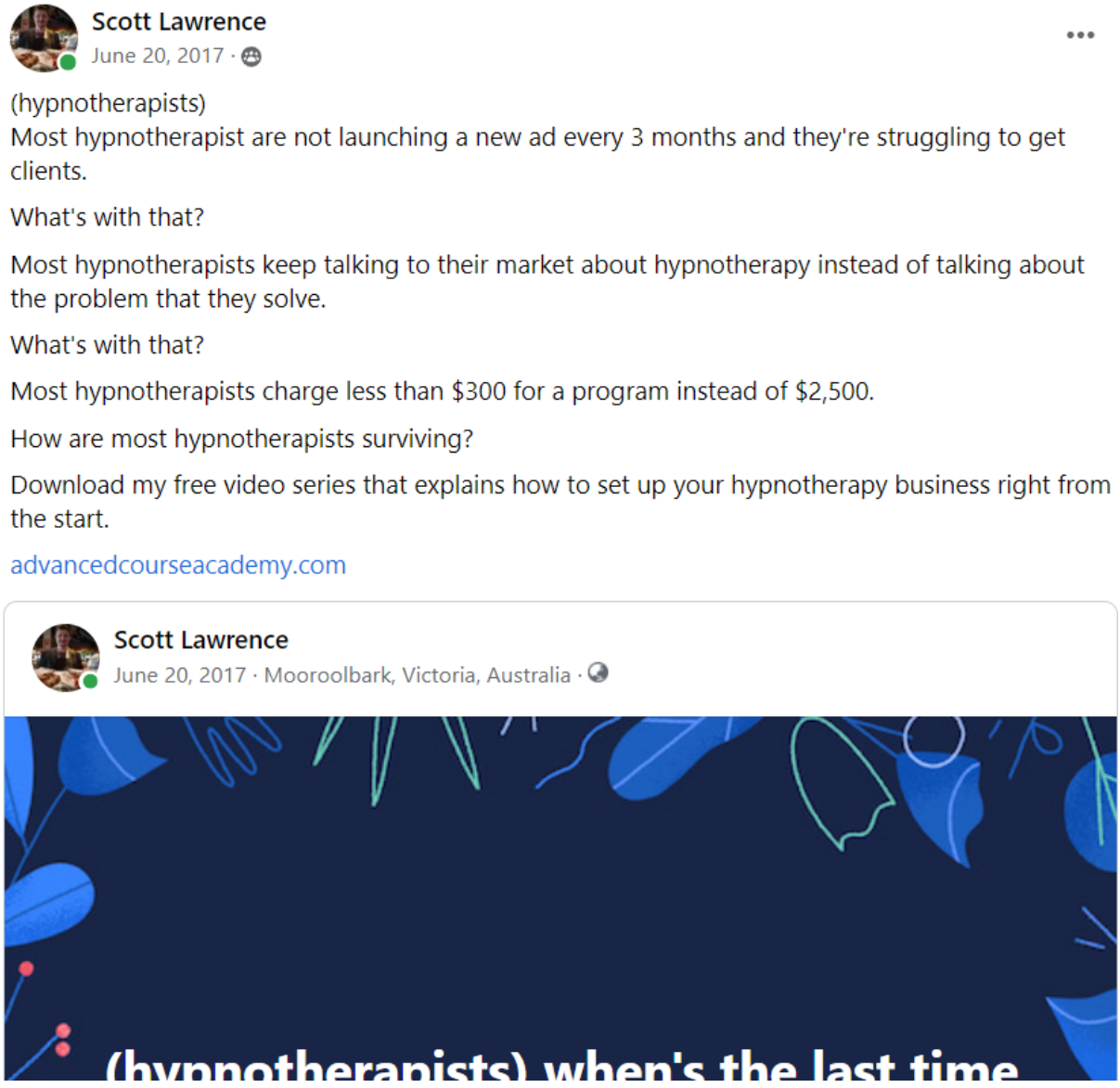
Let me show you examples of the Failing Formula in the form of Social Media comments, just so you know what to avoid.

A few years ago, I posted this in a Facebook group for Hypnotherapists.



This is the description or Top Text that I put above my post.

I had been advertising and teaching my results in this group for a little while by this stage. So other hypnotherapists were familiar with my results of 40 clients per week and becoming a Lecturer a the Academy of Hypnotic Science by age 30.

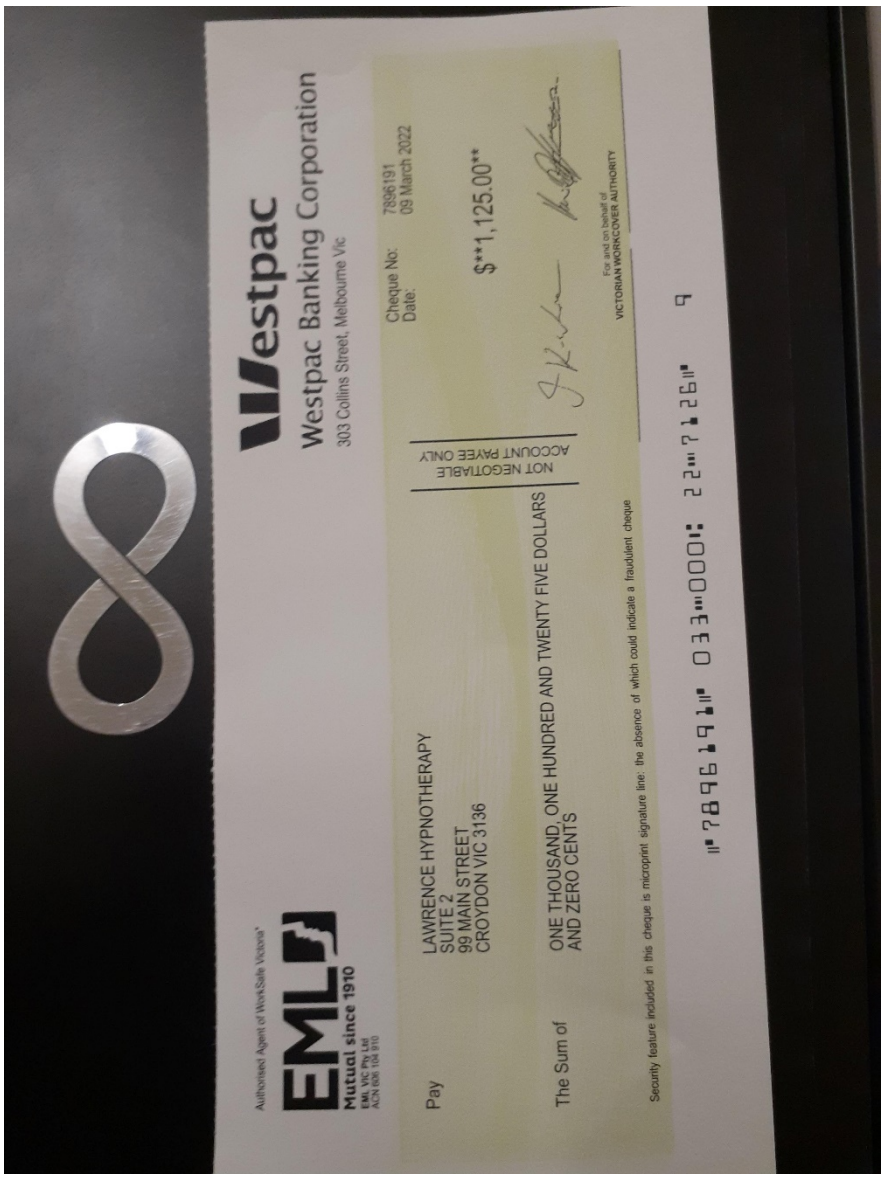


I love to post pictures that give undeniable proof such as service awards, and government checks that prove that my government funded clients course works.



Here are 9 years of service awards based on testimonials.

If you click on the image, you can see the testimonials.



Here are pictures of just 2 government checks that I've received that prove that my Government Funded Clients course brings results.

Again, if you click on the images, you can purchase the course. And the only reason why a hypnotherapists wouldn't buy the course is if they believed that they couldn't make it work.

But what would happen if you Knew that you couldn't fail?

I mean 100% believed with your mind, heart and body that you couldn't fail? Well the truth is, you can only fail if you stop or follow the Failure Formula. You will win if you follow the Success Formula. It's that simple.



It's undeniable that if you keep a positive mind set and do the work, that you can get to the other side.

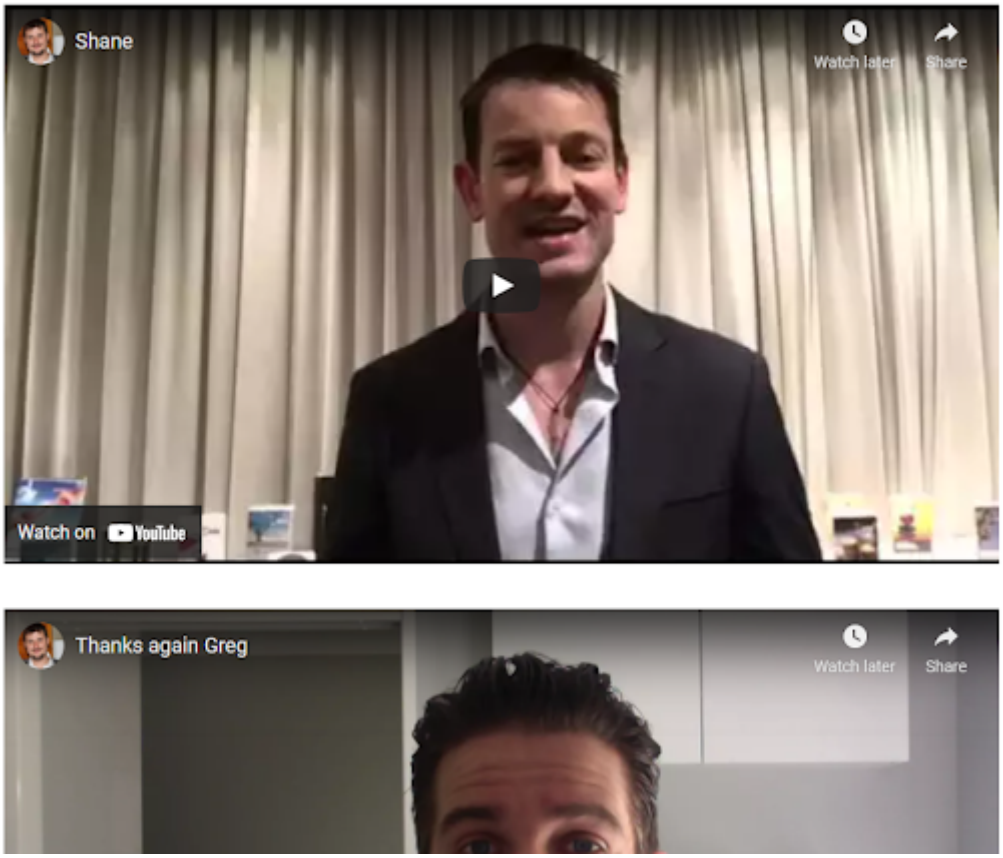
So, why do so many people follow the failure formula instead of the success formula?

Again, we'll get to that soon. And it's nearly 100% related to Trauma Habits.

Let's get back to that social media post that I put in that Hypnotherapy group.

Many people took my free training and many people bought programs from me and many people followed the steps and many people got results.

Testimonials for Scott Lawrence



If you click on the image above, you can see an entire page of testimonials and results.

And again, I'm not trying to brag, I'm just trying to show you that my success is not in question here. What is in question is how some people follow the success formula and some people follow the failure formula.

Do you remember the Failure Formula?

The Failing Formula is

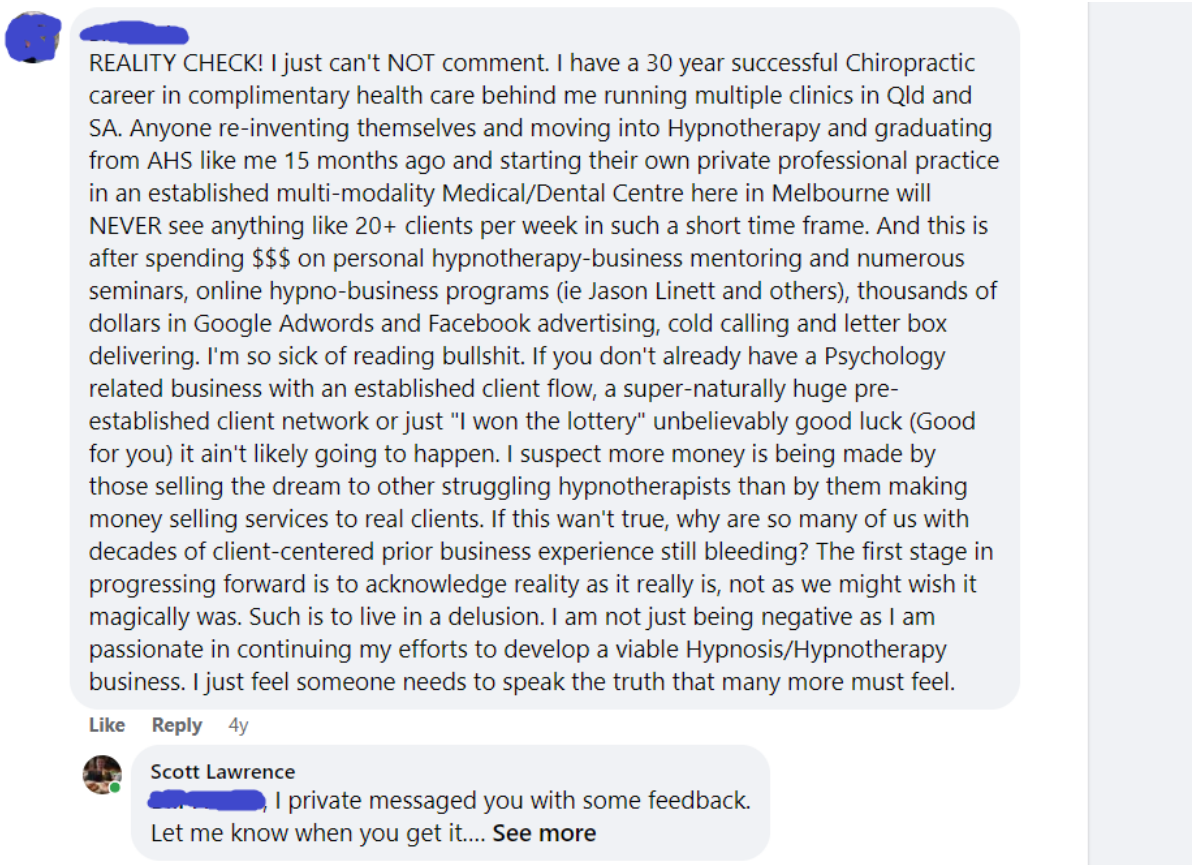
- Complain about life constantly.
- Argue with anybody who has learned methods or techniques that are proven to work.
- Never do the Steps and shut out any coaches or friends who try to help them.

Let’s see if you can spot the Failure Formula in some of these post comments.



Also remember how simple and un-triggering my social media post was. I basically posted this and the majority of the comments were positive.

Take a look at this comment. I have covered up their identity.



Can you spot the Failure Formula in that person’s comment?

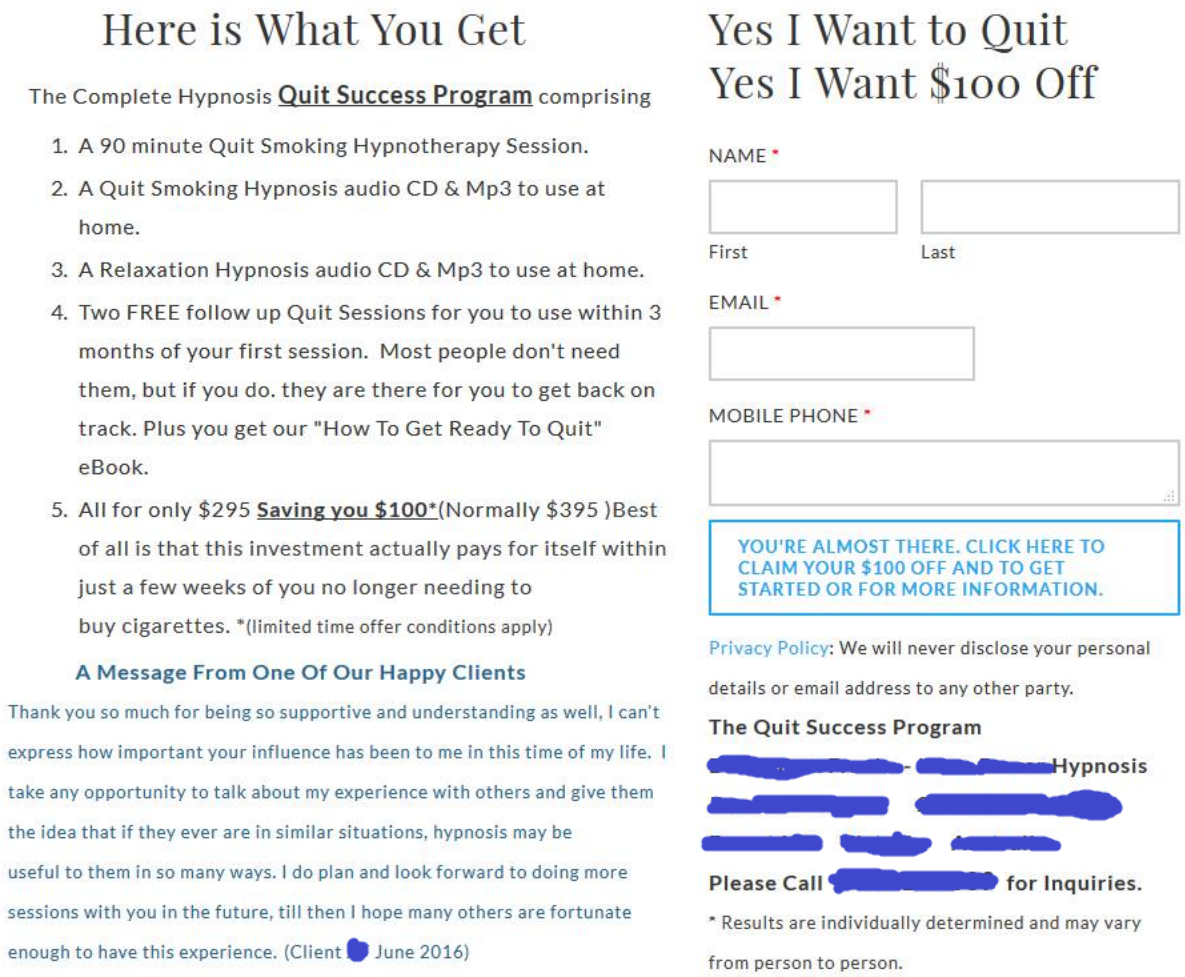
What is also strange is that even though this person who commented had never bought any of my training before, I they did reach out to me for help about a year earlier.

Despite claiming to have a successful practice, they told me that they didn't even have $200 for coaching. They offered to buy me breakfast at a café and I agreed.

These days, I would normally charge $12,000 for this, but I went through their web page and showed them exactly what to fix.

Their web page was a mess.

Let me show you a screen shot.



Here is What You Get

The Complete Hypnosis **Quit Success Program** comprising

1. A 90 minute Quit Smoking Hypnotherapy Session.
2. A Quit Smoking Hypnosis audio CD & Mp3 to use at home.
3. A Relaxation Hypnosis audio CD & Mp3 to use at home.
4. Two FREE follow up Quit Sessions for you to use within 3 months of your first session. Most people don't need them, but if you do. they are there for you to get back on track. Plus you get our "How To Get Ready To Quit" eBook.
5. All for only $295 **Saving you $100***(Normally $395)Best of all is that this investment actually pays for itself within just a few weeks of you no longer needing to buy cigarettes. *(limited time offer conditions apply)

A Message From One Of Our Happy Clients

Thank you so much for being so supportive and understanding as well, I can't express how important your influence has been to me in this time of my life. I take any opportunity to talk about my experience with others and give them the idea that if they ever are in similar situations, hypnosis may be useful to them in so many ways. I do plan and look forward to doing more sessions with you in the future, till then I hope many others are fortunate enough to have this experience. (Client June 2016)

Yes I Want to Quit
Yes I Want $100 Off

NAME *

First Last

EMAIL *

MOBILE PHONE *

YOU'RE ALMOST THERE. CLICK HERE TO CLAIM YOUR $100 OFF AND TO GET STARTED OR FOR MORE INFORMATION.

Privacy Policy: We will never disclose your personal details or email address to any other party.

The Quit Success Program

[redacted]Hypnosis

Please Call [redacted] **for Inquiries.**

* Results are individually determined and may vary from person to person.

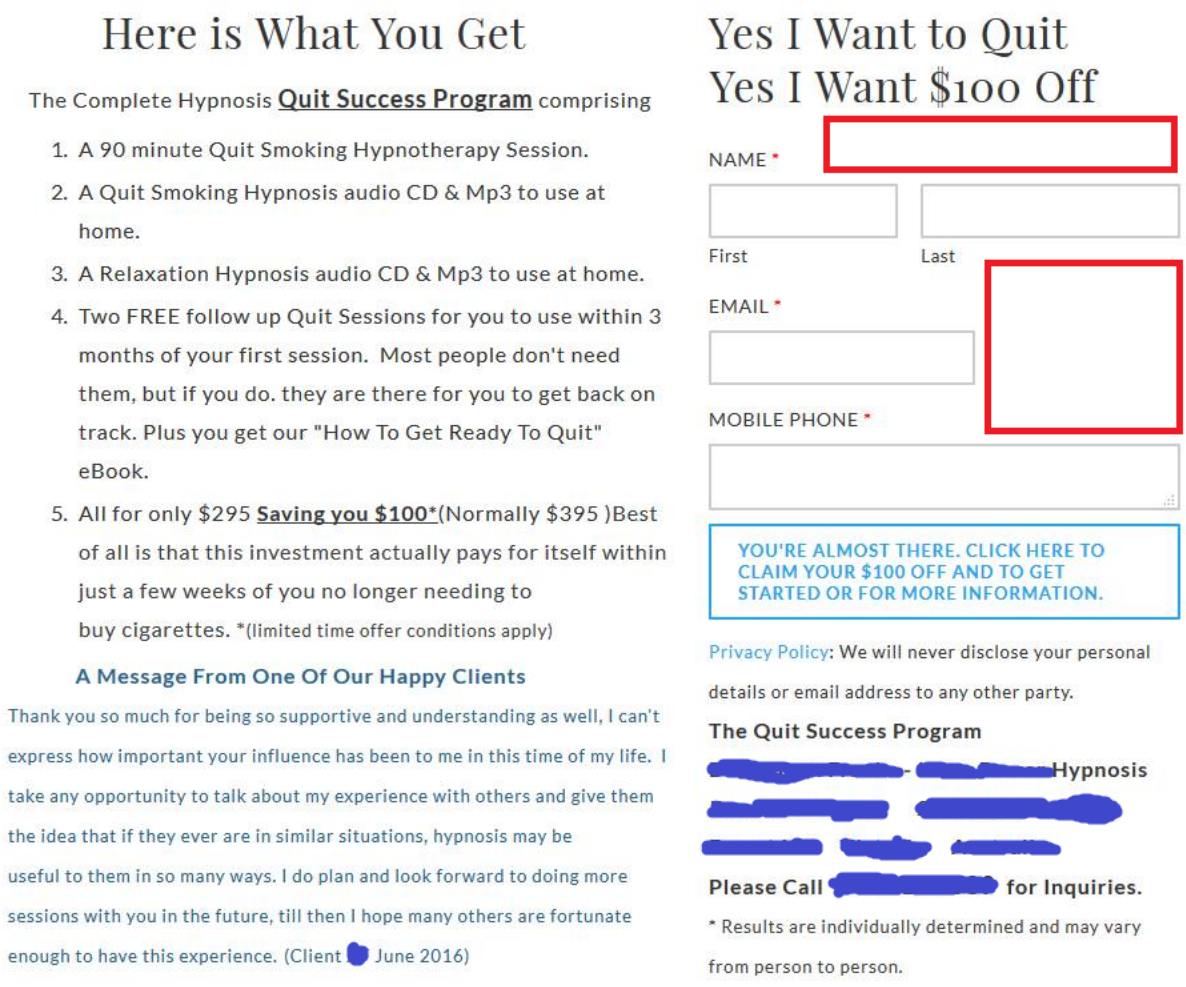
It may not look like it, but that box that says, “YOU’RE ALMOST THERE. CLICK HERE TO CLAM YOUR $100 OFF AND TO GET STARTED OR FOR MORE INFORMATION” is actually the ‘Make an Appointment’ button.

His button had way too much text on it.

His entire webpage had too much text on it.

And when I gave him the feedback and told him that his web page basically going to be seen as the viewer as just a slab of text that’s too long to read, he argued and told me that his web page was “Not a Slab of Text” and it was fine.

I sent this picture back showing him the only spots that offered any kind of eye relief for the viewer.



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5. All for only $295 **Saving you $100***(Normally $395)Best of all is that this investment actually pays for itself within just a few weeks of you no longer needing to buy cigarettes. *(limited time offer conditions apply)

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Yes I Want to Quit
Yes I Want $100 Off

NAME *

First Last

EMAIL *

MOBILE PHONE *

YOU'RE ALMOST THERE. CLICK HERE TO CLAIM YOUR $100 OFF AND TO GET STARTED OR FOR MORE INFORMATION.

Privacy Policy: We will never disclose your personal details or email address to any other party.

The Quit Success Program

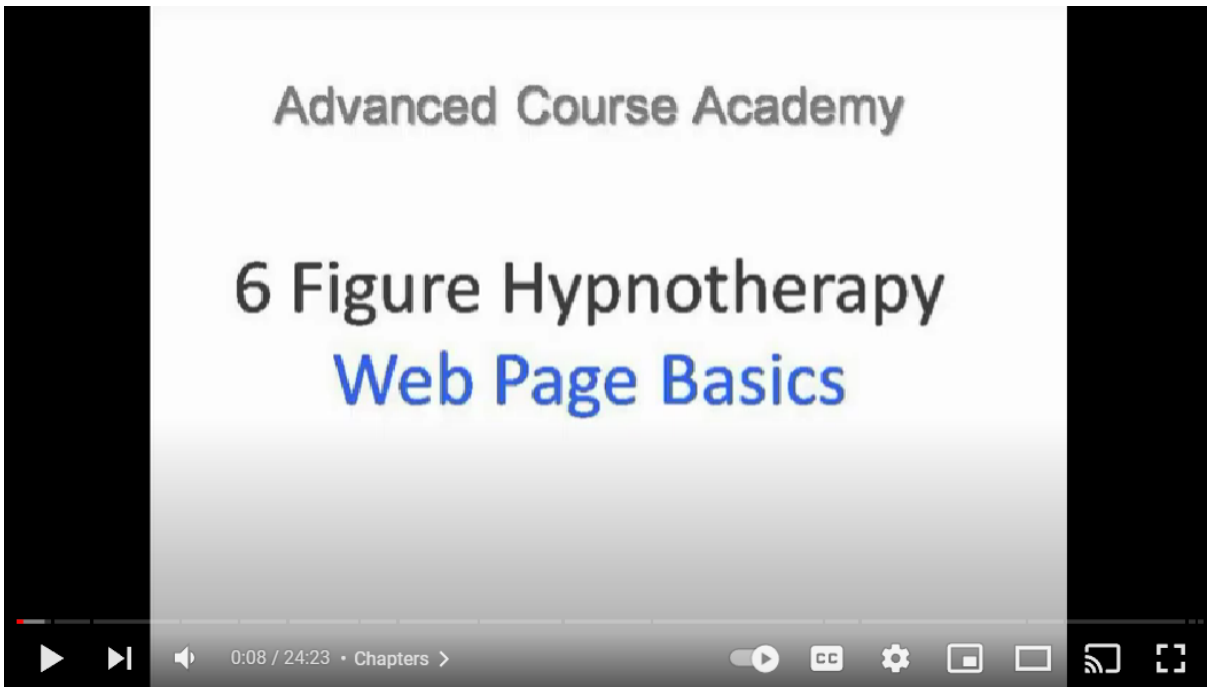
[redacted]Hypnosis

Please Call [redacted] **for Inquiries.**

* Results are individually determined and may vary from person to person.

His web page actually inspired me to make this video where I break down the basics about how to make your web page look.

Click on the video for the complete ‘6 Figure Web Page Basics’ training.



I know what you may be thinking. “Go easy on the guy” right?

Well, I’m not here to beat up on him, or on you if you’ve ever found yourself triggered and unsuccessful at times.

Not everything that he said was negative. Back when I was helping him out, he was very thankful and even called me a Genius after giving him feedback.

So what lead this hypnotherapist to leave such a nasty troll comment on my post one year later after I gave him so much free help?

Well, I reached out to him to let him know about his behaviour.

This was his reply…

"Thanks for your reply Scott. I am not a negative troll and my "reality check" comment was polite, not personal and was not directed at you. I took the comment down very quickly once I had vented my frustration. What I am interested in is learning if there is something I can do better to make my business work viably. I do not believe my private question to you is in any way innapropriate. Any business claim that I or you make publicly should be transparent and open for scutiny. If it passes the test then it can only enhance your image and prove your integrity and so be a good and positive thing. I am NOT being argumentative or challenging you publicly. I want to believe you, and I am just asking if you can help me do that. This should be easy for you to do. If the tables were reversed I would simply say " Scott I am happy to quickly show you, in fact I would be proud to do so." Previously in my Chiropractic businesses I could produce a printout for any period showing patient visit statistics maintaining patient confidentiality. If you could do something similar or in any way show me how busy your practice is that is all I ask."

I looked up his web page again and noticed that he had not made a single change based on the feedback that I'd given him over a year before his comment.

However, based on his request, I did make his a video showing him what he needed to know and how to fix his marketing problem.

He never replied to me after that and I unfriended him on Facebook.

Let's look at the Failure Formula again.

The Failing Formula is

- Complain about life constantly.
- Argue with anybody who has learned methods or techniques that are proven to work.
- Never do the Steps and shut out any coaches or friends who try to help them.

Does that hypnotherapist fit the description of the Failure Formula?

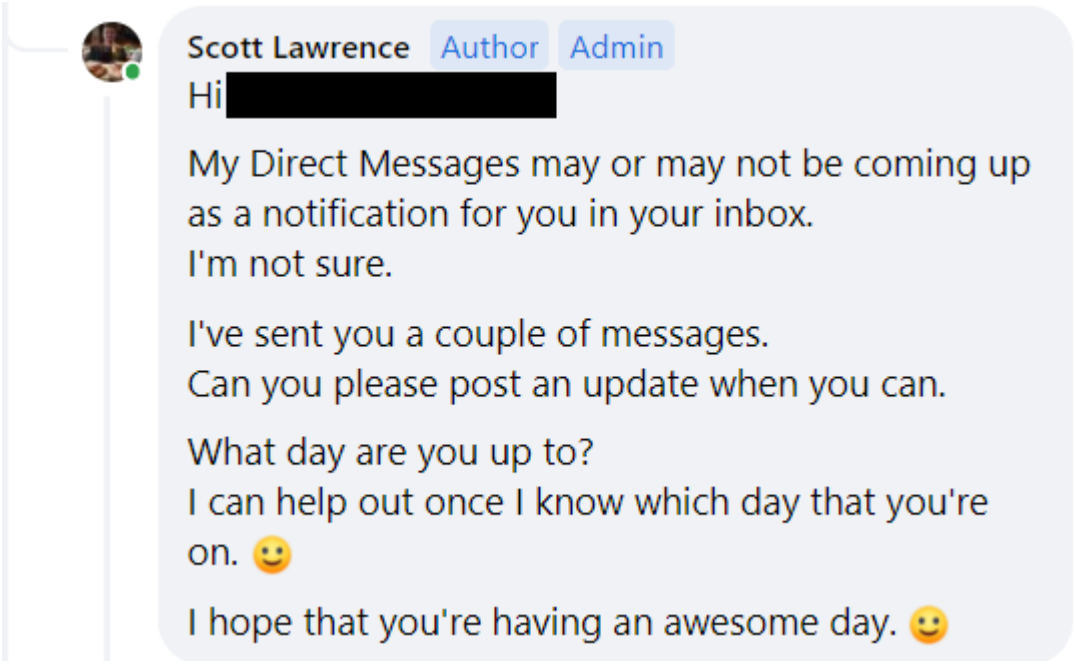
In my opinion, I'd say yes.

Obviously, we're not judging that person in other aspects of their life. Let's say that they're a fantastic human being who just experienced some trauma in business. And now their coping strategy is to attack anybody who is doing well.

It happens often.

If we spot even a little bit of the Failure Formula in our students, we get them back on track quickly, so that they don't get stuck using the Failure Formula for Years.

Here are a couple of messages that I've posted for our clients just today.





Scott Lawrence Author Admin

Hey [redacted]

I hear you.
I hope that you feel better.

Your framework is good.
Can you please just do a text post in the group to with your framework so that we can see it, and then do the live afterwards.

I know what you mean about the creative juice.
I used to have that issue all of the time.

What I've always found to be true is this.

1. Motivation comes after the action.
Most people get this backwards. If you wait until after the creative juice flows before you do the step, then you could be at risk of getting stuck there for months, years or even decades. It only takes 1 action to break the habit. It's the same as how Endorphins come after the exercise, not before. Or else it's like trying to play pool with a rope.

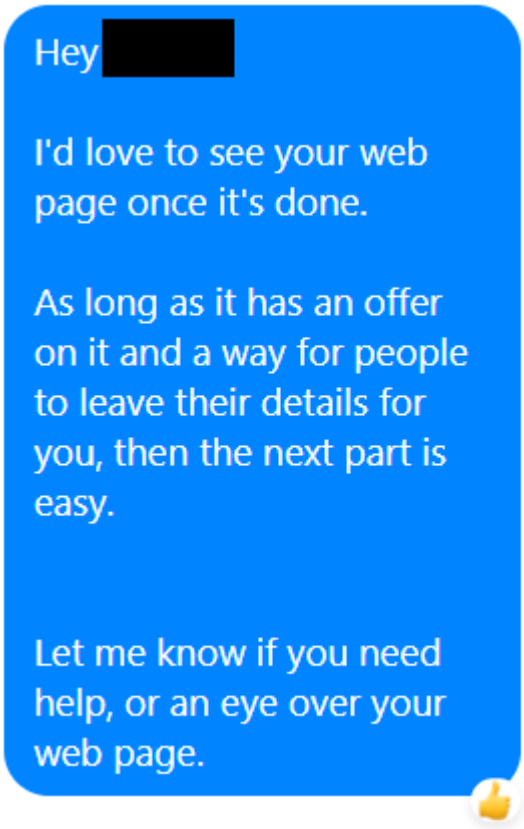
2. Version One is better than Version None.
Perfectionism is a disease that causes paralysis.
When you pan for gold, you have to get some dirt in the pan or else you'll never find gold.
You won't get better by holding back.
You'll get better by stuffing it up completely one time and then working through the mistakes.

3. It's worth it.
Most people are in a hell of their own choosing and Action is the antidote.
If you do the day 5 exercise, then you will feel better, be clearer and will be miles ahead on solving any marketing problems.

We're all on your side here.
You can do this.

You're 1 action away from breaking the habit.

Like · Reply · 1h



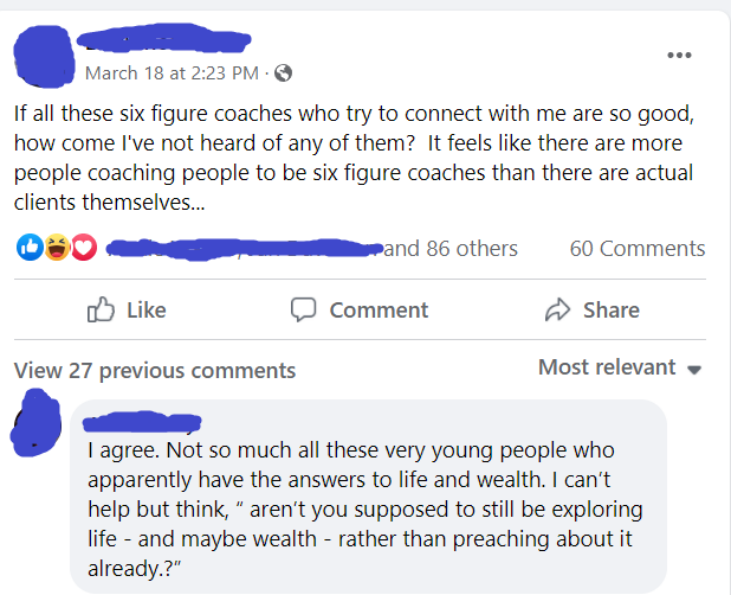
This is a message that I sent somebody over 2 months ago.

I spent over 2 hours on the phone to them explaining the shortest path to success.

After helping them for free for 2 hours on the phone, their response is to do the thumbs up emoji and then to not reply to my message even 2 months later.

This is their choice, but this is also their problem. They're stuck in bad habits due to trauma.

I'd like to warn you that the Failure Formula is addictive, and I'll tell you more about my story and my issues with the Failure Formula soon.



If you see a post like this, then don't engage with it. It attracts people who have the same mind set as each other. I've covered up the details of who posted this because it doesn't matter who posted it. Posts like this attract the worst mind sets and then tells your social media to connect even more with those people.

Misery Loves Company

Back in 2019, Jacqui Hutton and I performed our first version of our “Finish Your Marketing in 1 Day” full day workshop.

We noticed something interesting about how people choose to sit together. Once you know this, you can never unknow it again.

People who are earning 6 figures sit together.

People who have negative mind sets sit together.

People find their own in the audience and they are unconsciously drawn to each others energy.

Jacqui and I could hardly believe it when we had 3 trolls, 3 men who attend our seminar who had nothing but complaints. And in another row, there were 3 woman who were an absolute delight, bought our $15,000 upsell obviously, but also helped out everybody else in the class room and kept the vibe high.

Yes I know in this case, the men were bad and the woman were good, but this has nothing to do with gender. We’ve seen this with the genders swapped many times. This is to do with mind set.

3 days later, we saw those same 3 trolls, same 3 men sitting together in another work shop. We couldn’t believe it. People really are attracted to their own type of energy.

You are the sum of the 5 people who you spend the most time with. So choose wisely who you spend time with. Who’s influencing your mind?

The Success Formula

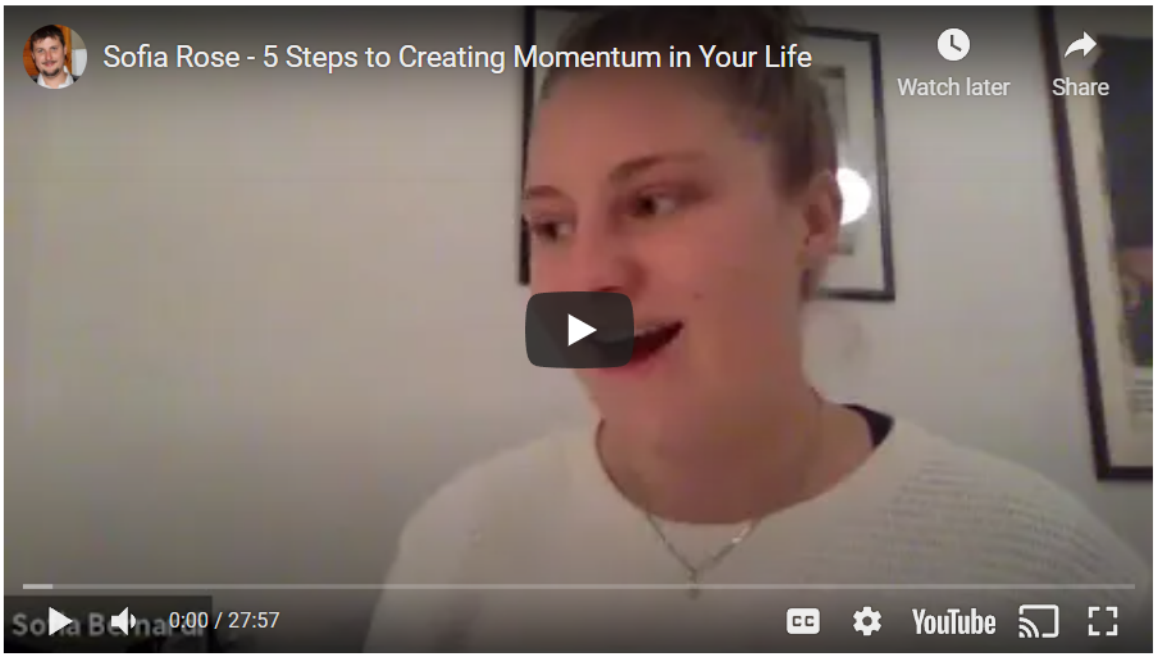
The Success Formula is

- Fantasy – Set your goal and decide what you want.
- Structure – Plan out what you want into steps, skills and tasks.
- Action – Schedule times to do each task. Get them done.

I'd like to talk to you about 2 people.

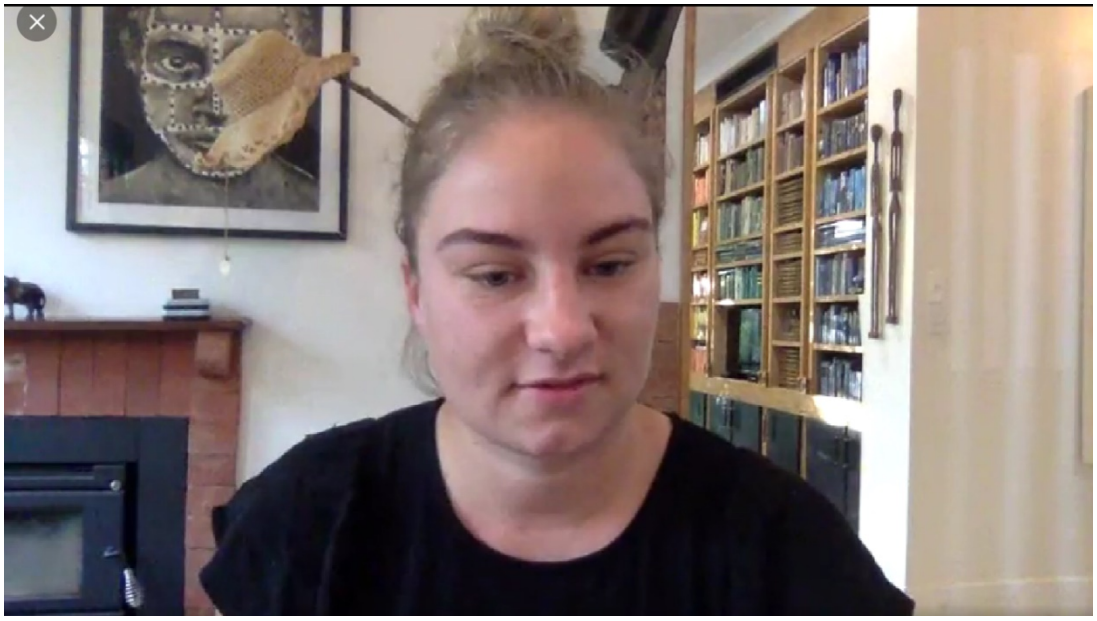
The first person is Sofia Rose Bernardi

You can click on the link to see the complete interview.



In this video today, Sofia talks about how to have self confidence.

She also talks about how she earned $50,000 in her business last month just by focusing on 3 key areas.



In this video, you see Sofia over 1 year ago, crying because she wanted so much to grow her business to help others, but hadn’t yet made it work.



After a year of trying, Sofia was really struggling to build her practice.

Is it OK to Cry?

Yes.

Of course it is.

It's healthy.

The problem is that most people avoid their feelings.

But Sofia embraced her feelings and moved through the struggle to the others side.

Let's look at the Success Formula again

The Success Formula is

- Fantasy – Set your goal and decide what you want.
- Structure – Plan out what you want into steps, skills and tasks.
- Action – Schedule times to do each task. Get them done.

Number 1. Fantasy.

Yes, Sofia set her goal and decided what she wanted.

Number 2. Structure

Yes, she struggled because she didn't know the steps.

But then she hired coaches and kept pushing through.

Even then, she struggled because learning this business is hard for anybody.

Number 3. Action

Yes, again she struggled and kept struggling until something clicked.

Eventually, Sofia mastered the Success Formula and continues to grow.

Sofia asked her self the same questions that she asks clients now.

1. What is the story that is holding you back?
2. Why that old story is BS, (a Belief System).
3. What action needs to be taken next.

We all need to ask our selves these stories to make the break throughs in life that we want to make.

The problem is that most people aren't willing to struggle through these steps. And by struggle, that doesn't mean that you're causing yourself any more pain. The maths works out that you experience much, much less negative emotion when you're willing to jump in and embrace the negative emotions head on.

There is a simple psychological trick behind how the Reticular Activating System can do this for you, but we'll get there soon.

First, let me finish 2 more stories about people who follow the Success Formula, even when it's a struggle.

I'm so proud of anybody who is following the Success Formula, including these people, including you, including myself or anybody else out there who's leaning forward into their struggles to make their lives better.

It sounds strange, but the brain isn't set up to make you live the Success Formula. The brain is more so set up to make people follow the Failure Formula. But we're going to fix that in this eBook if you stay the path and continue forward. Hold on tight, this is going to be epic.

Jacquis 30 Day Challenge

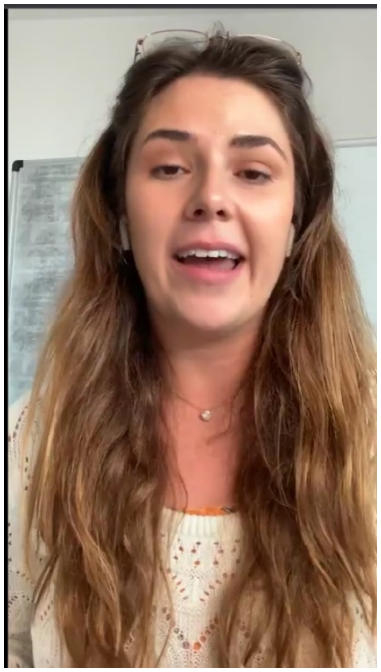
Jacqui Hutton, my business partner has been a master of marketing for years. But only recently she decided to Study NLP and to challenge her self to get fully booked in 30 days.

It was a struggle because Jacqui had to learn so many new skills.

It was on the verge of being embarrassing because her career was on the line. If Jacqui couldn't manage to book any NLP clients after claiming to be a Marketing Expert for years, then it wouldn't look very good for her marketing Career.

Spoiler: She won and she smashed her target in 14 days.

But let's go back to the start and look at this step by step.

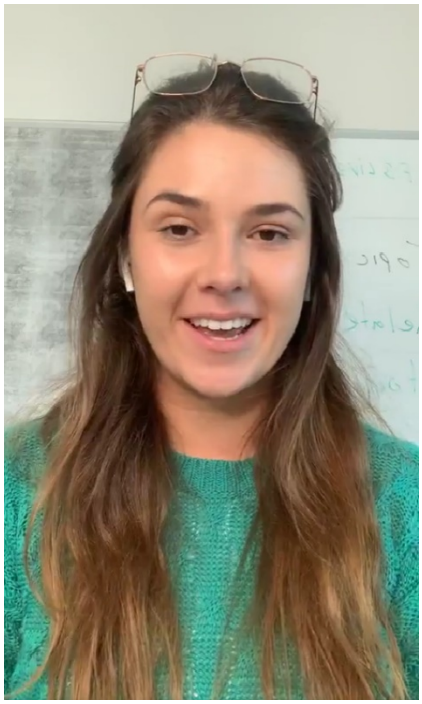


Day 0. Jacqui sets up the challenge.

"Hi, I'm Jacqui and I help entrepreneurs attract 30 Clients in 30 Days easily through Marketing and Sales.

BUT, I am sick of some people doubting whether marketing works. Doubting if they can get clients and self sabotaging. So over the next 30 days I'm going to walk my talk and prove it.

My plan is to learn NLP and get fully booked all within 30 days.
And I'll show you day by day how I do it so that you can do it too.



Day 1 – 6 NLP Outcomes

Hi, I'm Jacqui and I help entrepreneurs attract 30 Clients in 30 Days easily through Marketing and Sales.
BUT, I am sick of some people doubting whether marketing works. Doubting if they can get clients and self sabotaging.
So over the next 30 days I'm going to walk my talk. I'm starting from scratch and my plan is to learn NLP and get Fully Booked all within 30 Days.
Today is day 1 - 6 Outcomes of an NLP Session.
1. Reduce / Eliminate Symptom
2. Tools / Treatments
3. Map / Cause
4. Realization Blind Spot
5. Self Talk
6. Vision

Let me know if you want the PDF download of the 6 Outcomes of an NLP Session.

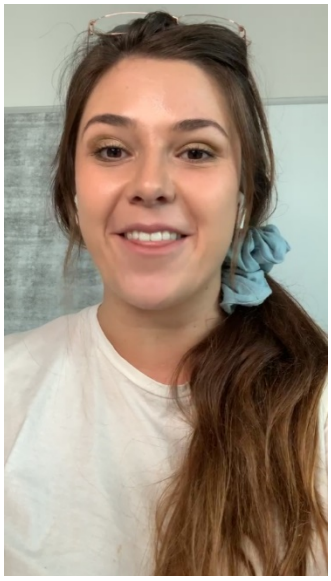


Day 2 – The Topic

Today is day 2 where I will be choosing a topic that is HIGHLY Marketable and in Demand.
👋 Hi, I'm Jacqui and I help entrepreneurs attract 30 Clients in 30 Days easily through Marketing and Sales.

BUT, I am sick of some people doubting whether marketing works. Doubting if they can get clients and self-sabotaging.

So over the next 30 days, I'm going to walk my talk. I'm starting from scratch and my plan is to learn NLP and get Fully Booked all within 30 Days.
Today is day 2 where I will be choosing a topic that is HIGHLY marketable and in demand.



Day 3 – The Webpage

Today is day 3 where I will be creating a webpage for people to book in. I'll be talking about design psychology that makes people want to book in and buy your program.
👋 Hi, I'm Jacqui and I help entrepreneurs attract 30 Clients in 30 Days easily through Marketing and Sales.
BUT, I am sick of some people doubting whether marketing works. Doubting if they can get clients and self-sabotaging.
So over the next 30 days, I'm going to walk my talk. I'm starting from scratch and my plan is to learn NLP and get Fully Booked all within 30 Days.
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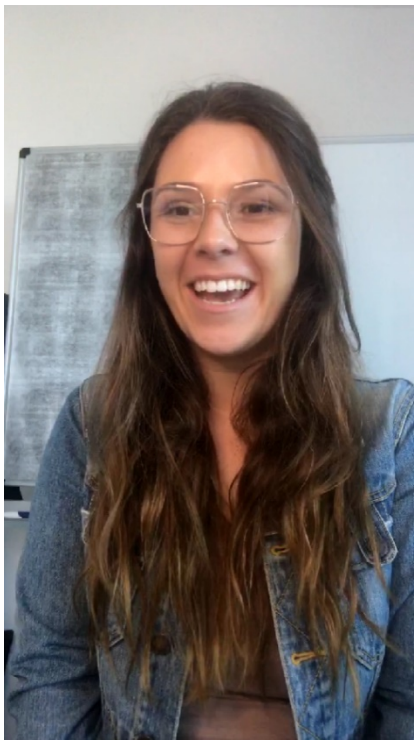


Day 4 – Video Scripts

Today is day 4 where I am using Videos to do the Heavy Lifting in my Marketing because I don't want to burn out.

👋Hi, I'm Jacqui and I help entrepreneurs attract 30 Clients in 30 Days easily through Marketing and Sales.

BUT, I am sick of some people doubting whether marketing works. Doubting if they can get clients and self-sabotaging. 🤦

So over the next 30 days, I'm going to walk my talk. I'm starting from scratch and my plan is to learn NLP and get Fully Booked all within 30 Days.

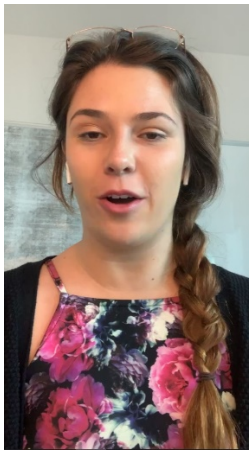
Today is day 4 where I am using Videos to do the Heavy Lifting in my Marketing because I don't want to burn out.
Type "I'm in" if you'd like to read my video script.



Day 5 – Price and What to Charge

Today is day 5 where we will be covering Mood and Maths.
- The Maths is working out how much to charge for your sessions to earn 2k per week.
- The Mood is the energetic state you need to be in win in business.

👋 Hi, I'm Jacqui and I help entrepreneurs attract 30 Clients in 30 Days easily through Marketing and Sales.
BUT, I am sick of some people doubting whether marketing works. Doubting if they can get clients and self-sabotaging.
So over the next 30 days, I'm going to walk my talk. I'm starting from scratch and my plan is to learn NLP and get Fully Booked all within 30 Days.
Today is day 5 where we will be covering Mood and Maths.
- The Maths is working out how much to charge for your sessions to earn 2k per week.
- The Mood is the energetic state you need to be in win in business.



Day 6 – Posts that get leads

Today is day 6 where I will start getting leads.
So that I have people to offer my program to later.
👋 Hi, I'm Jacqui and I help entrepreneurs attract 30 Clients in 30 Days easily through Marketing and Sales.
BUT, I am sick of some people doubting whether marketing works. Doubting if they can get clients and self-sabotaging.
So over the next 30 days, I'm going to walk my talk. I'm starting from scratch and my plan is to learn NLP and get Fully Booked all within 30 Days.
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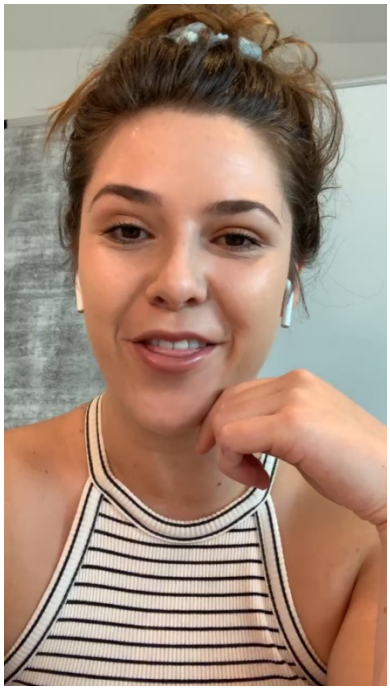
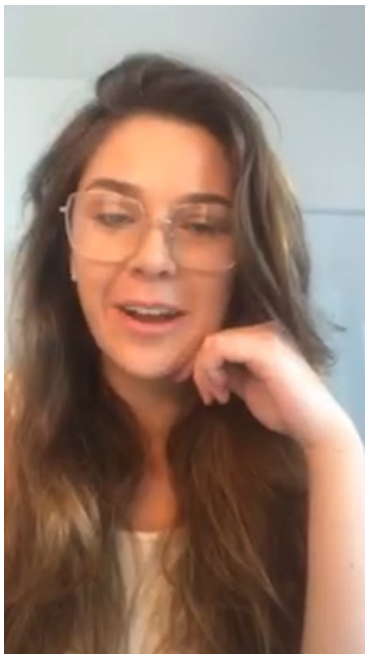


Day 7 – Wins and Losses

Here's some updates on my journey so far...
It's only day 7 yet it's been a rollercoaster....
The wins:
- 14 New Leads so far for NLP prospects
- Completed my first NLP session and got a breakthrough with the client
- Written 2 Incredible eBooks
- Finished my NLP course and halfway through a second course

The loses:
- Kicked out of FB groups for advertising
- Tech issues when filming
- Exhaustion from doing lives while running this 30 day challenge
- Self Doubt Kicking in

Today is day 7 where my main intention is getting new leads for NLP. My plan is to build an email list so that I have people to send my offer to later.



Day 8 – The A.T.S.T.O. Formula

Today I recorded a video and put it on the thank you page (after someone downloads the eBook). The goal of the video is to build trust and offer the NLP program.
I used the A.T.S.T.O script to create a high-quality video.
A - Appearance - Before Starting the Video I made sure I had a High Ticket Appearance. I ensured the lighting was bright, the video had good sound, and that my presentation looked high quality.
T - Topic - I started the video by telling them who I am and how I can help. I then talked about what they might be feeling and why they should watch the video
S - Story - I told a story about a time when I didn't have as much confidence so that my audience relates to me
T - Teach - I built credibility by teaching a metaphor about confidence and why people have it and why others don't
O - Offer - I offered them to join my New NLP Program for Confidence



Day 9 – Break Day

Day 9 - taking a break

Tired, Exhausted and in need of a day off.



Day 10 – 1/3 of the way through and only 1 client

How to get Fully Booked in NLP in 30 days
Day 10 - Open to everything and attached to none.
I've already got a massive audience on FB and an Email list. So I also watch to go somewhere people don't know me.
Today I've decided to look for and test new platforms. It's been a lot of tech setting up accounts.
But I will let you know how it goes.
Comment below if you want the webpage with all the links to "How to get Fully Booked in NLP in 30 days" challenge.
See you Monday!



Day 11 – 6 Clients Booked

How to get Fully Booked in NLP in 30 days.

I sold 6 NLP Sessions on Saturday!!

Day 11 - Today I'll tell you how I booked in 6 NLP sessions on Saturday.

Message me if you want NLP clients



Day 13 – First Session Success

How to get Fully Booked in NLP in 30 days

Day 13 - massive client breakthrough (but I was caught off guard and had to improvise)



Day 14 – Improving Conversion Rates

How to get Fully Booked in NLP in 30 days
Day 14 - Increasing my Conversion rate so that I get more Clients at a Lower Cost (currently its at 50%) my goal is to increase it to 75%



Day 14 – Mission Accomplished – Fully Booked

Challenge Completed: How to get Fully Booked in NLP in 30 days
Day 14 - Last night I got Fully Booked

Jacquis journey was epic.
Yes. You can click on any one of those images to see Jacquis video for that day. I should have said that earlier.

The reasons her journey was so epic was because.

1. She announced her challenge to everybody before she started. She had skin and reputation in the game.
2. She pushed through and asked for support when she needed to
3. She took her breaks, re-set and then completed the challenge in less than half the time she expected to.

Now that is epic. I'm so proud of Jacqui.

Let's take a look at the success formula again.

The Success Formula is

- Fantasy – Set your goal and decide what you want.
- Structure – Plan out what you want into steps, skills and tasks.
- Action – Schedule times to do each task. Get them done.

Did she follow the success formula?

Yes, absolutely she did.

And so do all of our students.

That's why we're so proud of all of them.

I want to encourage you to always follow the Success Formula and to Never follow the Failure Formula.

So let me be vulnerable for a bit and tell you about times when I have followed both formulas.

One of those times that I followed the Failure Formula

If you find yourself following the Failure Formula, don't beat yourself up. We're all human. I've done it too. Many times.

Even recently, I spent 4 days avoiding doing any work because I got myself into a sadness spiral. In 2018 when my wife left me for another man, left in secret and stole our life savings, it took me months to emotionally get back on my feet.

Recently I was listening to 'Gone Away' by the Offspring, released in 1997. I was curious about the lyrics, so I looked them up and started singing them.



Here are some of those lyrics.

“Leaving flowers on your grave
Show that I still care
Black roses and Hail Mary
Can't bring back what's taken from me

I reach to the sky
And call out your name
And if I could trade
I would

And it feels, and it feels like
Heaven's so far away
And it stings, yeah, it stings now
The world is so cold
Now that you've gone away

Gone away, gone away
Yeah, yeah-yeah, yeah-yeah, ooh
Yeah-ooh, ooh-ooh-ooh, oh-yeah

I'll save your soul, whoa
Yeah, yeah-oh, ooh

I reach to the sky
And call out your name
Oh, please let me trade
I would

And it feels, and it feels like
Heaven is so far away
And it feels, yeah, it feels like
The world has grown cold
Now that you've gone away

Gone away, gone away
Yeah, yeah-yeah, yeah-yeah, ooh
Yeah-ooh, ooh-ooh-ooh, oh-yeah
Yeah-ooh, yeah-ooh, ooh-ooh-ooh, oh-yeah”

After that, I did what is sometimes referred to in the counselling industry as a ‘Drive Cry’. Basically, it’s when you put on a song and drive around singing the sorest parts of the song until your singing devolves into whimpers and tears. So that was me.

I should know better than this, but I gave into the temptation anyway. It's healthy to cry and to release, but the problem was that heightened emotions can be addictive.

I hadn't been able to see any of my friends in a while. I wasn't getting my needs met in the normal way. I wasn't able to experience heightened emotions by joking around with my friends, so I found another heightened emotion to get addicted to.

I got addicted to crying for 4 days, until a close friend pointed out to me what I was doing to myself.

The song is about losing somebody who died. I know that my wife didn't die, but it's not about those details. My wife was here every day, loving me, bugging me, asking for help and just being herself full time for 8 years and then all of a sudden, I never saw her again. And the fact that she disappeared in secret while I was away camping felt just as sudden and just as final. She's gone forever. Just like that, she was here and now she isn't. And she'll never be back again. I'll never have another conversation or phone call with her.

The song really struck a chord with me or struck the right emotion, and I released a lot of emotion that was waiting to come out. But then I kept going.

Every time somebody asked me to do some work, I felt myself complaining, arguing and generally avoiding any responsibility.

Crying every day and not being able to work over a break up that happened 4 years ago isn't that healthy. I needed to get grounded again and to do the work.

Another one of those times that I followed the Failure Formula

During the 6th Melbourne Lock Down, we didn't know when the lock down would end.

I'm the kind of guy who relies on being able to make plans and to have some sort of certainty. But we didn't know if we were locked in for days or months. We had already been told in 2020 that we wouldn't be having lockdowns in 2021, but things changed.

So I went to bed and stayed there.

I wasn't seeing clients.
I was barely getting out of bed for anything.

If anybody online seemed to be doing well out of this whole mess, I found myself feeling jealous and resentful. I was triggered because I felt like I was starting to fail at life. I had no body who was depending on me, so I didn't feel important. I barely felt justified in existing.

Jacqui Hutton really saved when she gave me a mission.

That mission became the creation of our Social Media Mastery System that we'll talk about soon.

But the mission was to get busy building a Facebook Group Challenge that could inspire other people to join, to lift their game, to build their client base and then to scale our business at the same time.

Click on the picture to see the explanation video.



We ran it, over 200 people joined.

People were so excited because they needed the help with marketing. They were desperate for somebody to just show them the way forward.

And we did. We played games to engage the group. We offered massive prises worth $20,000 and we got a lot of people participating.

But then over 100 people dropped off during the first task.

Their job was to post a Welcome post or Video within 48 hours.

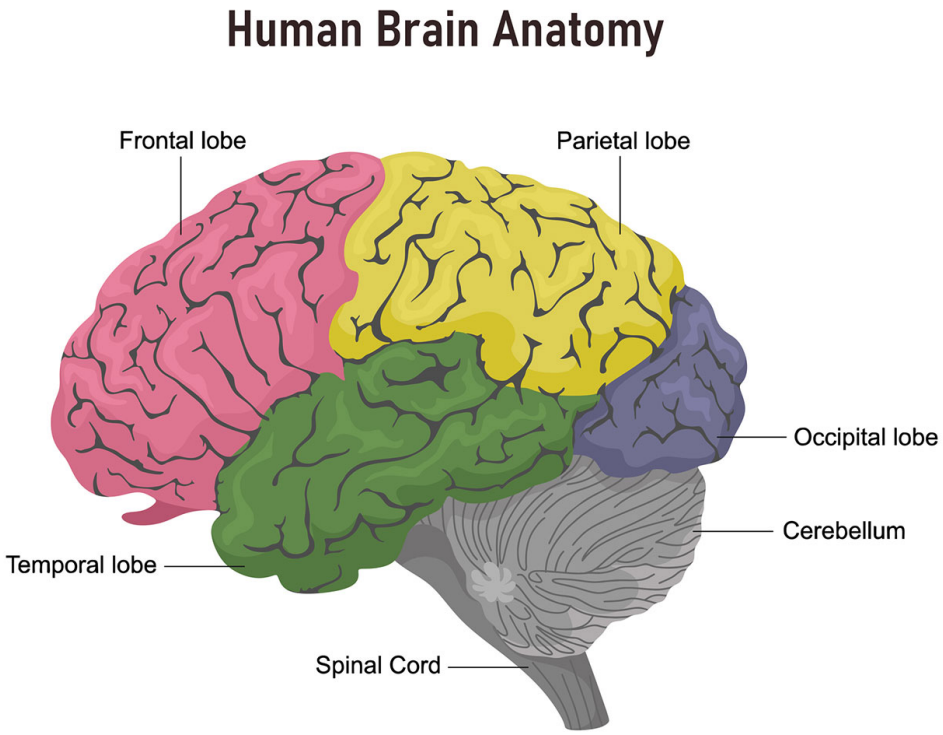
100 people didn't do that step, so we kicked them out of the group, as per the rules of the challenge. Out of the next 100 people, we asked them to click on a free personality test and to post the results. Only 50 people followed through.

The first person who finished the challenge made a $997 sale in just 5 days. Click on the Link to see the video because I can't explain it here in text as well as what the video can.

How the Brain Works

The brain is like a sensory, emotional computer.

And one thing that we know about computers is that they believe what the programmer tells them to believe.



The way that you set your brain up habitually, emotionally and seniority will control the results that you get in life.

If you want to have a better business that gives you more money, freedom, fulfilment, growth and free time, then you can't set up your brain in opposition to your values and goals. In this eBook, I take you through a 28 day plan from Social Media Mastery to program your brain for success. Your brain is a powerful passenger. It deserves the best programming. This is your life. You deserve the best.

The Reticular Activating System

Think about your R.A.S. as a filter.

Your R.A.S. will only allow you to See, Hear, Feel, Sense, Taste or Smell what it's been programmed to pay attention to.

At any time, your R.A.S. can be processing up to 2,000,000 bits of data. So don't try to work harder than your R.A.S. Instead, program your R.A.S. right so that it works for your goals, not against them.

Your conscious mind can only keep track of 4 things at once. You're not going to beat bad programming from a negative story with hard work.

You need to change your story.

If you've been through a trauma in the past, your brain learns to associate pain with that entire topic. But you can heal through it by doing the steps, the journaling, the therapy, the talking, the growing, the challenges until your mind, emotions and body have let go of that trauma.

Check out this interview where I get to talk to Melissa about trauma and her Root Cause Therapy system. I highly recommend studying her and Ryans systems around trauma. They have been able to improve their own lives including their own $100,000 per month business through clearing their own blockages around trauma.



The Amygdala

I'll try not to get too bogged down into the science without offering you at least some practical steps to take.

The Amygdala, named after an almond due to one part of it looking like an almond, has commonly been associated with fear. Of course that's not the only thing that the Amygdala processes. It also helps to process a range of emotional stimuli.

It's been said that Eating, Drinking, Sex and Sleep can be delayed, but Danger needs to be delt with Now.

The same is true of Business Growth. The Amygdala will not prioritise your future growth in Health, Money or Relationships. Instead, it prefers to focus you on The Immediate and the Sensory.

This means that if you are accustomed to associating Pain and Fear with money or business, then your Amygdala will contribute to weakening your smart vagus nerve, which means that your Fight, Flight and Freeze mechanisms will be more prone to making you avoid growth.

Another way to put this is this….

You can't keep saying negative things about business and expect your brain to do good business for you.

Does that make sense?

If you keep scaring your brain, you'll have a scared brain.

The Sensory Brain

The Frontal Lobe performs Executive Functions. But then it gets tired fast. Your brain is only the size of a fist, but it's capable of so much. When your frontal lobe gets tired, which is all the time, then your mid brain has to take over. And when it takes over, it's going to be using habit.

If you say to a 5 year old girl at bed time, "Good night and Sweet Dreams", then she'll probably like it and feel safe.

However, if you say, "Don't have nightmares about Zombies and Vampires." Then she's probably going to have nightmares about zombies and vampires.

Your choice of words matter more than you think.

If you knew the power of thoughts, then you would never have a negative thought ever again. You are programming yourself.

Your frontal lobe isn't responsible for fighting or powering the entire brain. Your frontal lobe is your limited executive function. You should be using your executive function to say nice words with nice pictures, sounds and feelings to train the mid brain and hippocampus to perform useful habits.

Remember, if you say, "Don't think of your Ex that you broke up with," then you're just going to remind the person of their Ex.

The same is true in business. If you keep associating with negative people who say negative things, then you'll have negative results. That's why you need to be around the right people and to be choosey about what sensory diet you chose to put into your brain.

Programming Your Brain for Business

Do You remember the Success Formula ?

The Success Formula is

- Fantasy – Set your goal and decide what you want.
- Structure – Plan out what you want into steps, skills and tasks.
- Action – Schedule times to do each task. Get them done.

And do you remember the Failing Formula?

The Failing Formula is

- Complain about life constantly.
- Argue with anybody who has learned methods or techniques that are proven to work.
- Never do the Steps and shut out any coaches or friends who try to help them.

Honestly, which formula would you prefer to fill your brain with?

Do you remember the results that we talked about at the start of this eBook?

What results do you want?

Do you want help getting those results?

Let me tell you about our 2nd Module from Social Media Mastery.

You'll want to join after hearing about this. I guarantee it.

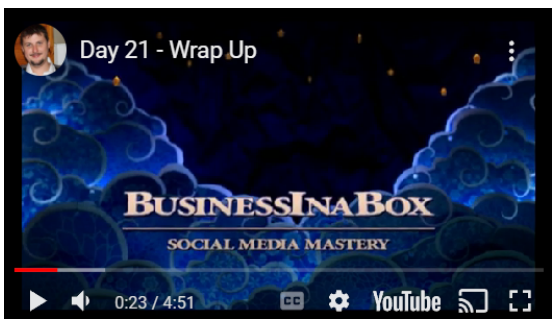
The Business in a Box Challenge.



The philosophy behind Business in a Box is to run an online book camp to get through as much business work as possible, while keeping that high vibe, party feel the entire way. Our students really shone brightly.

When you run a group challenge in your business, you bring your funnel to life. Sure you can produce a series of videos, but how do you get people to watch them?

Because Jacqui and I made $75,00 in sales from the Entrepreneurs Rivalry, we wanted to show our students how to do the same thing by creating their own group challenge. It's all about the Energy. Watch these 2 videos to see what I mean.





The 28 Days

Pre Day 1 – Introduction Day. Who are you?



We introduced the program and ask our students why they're here.

What do you want to get out of your business?

How much do you want to earn?

What have you tried before in the past?

What skills do you need to develop to get you there?

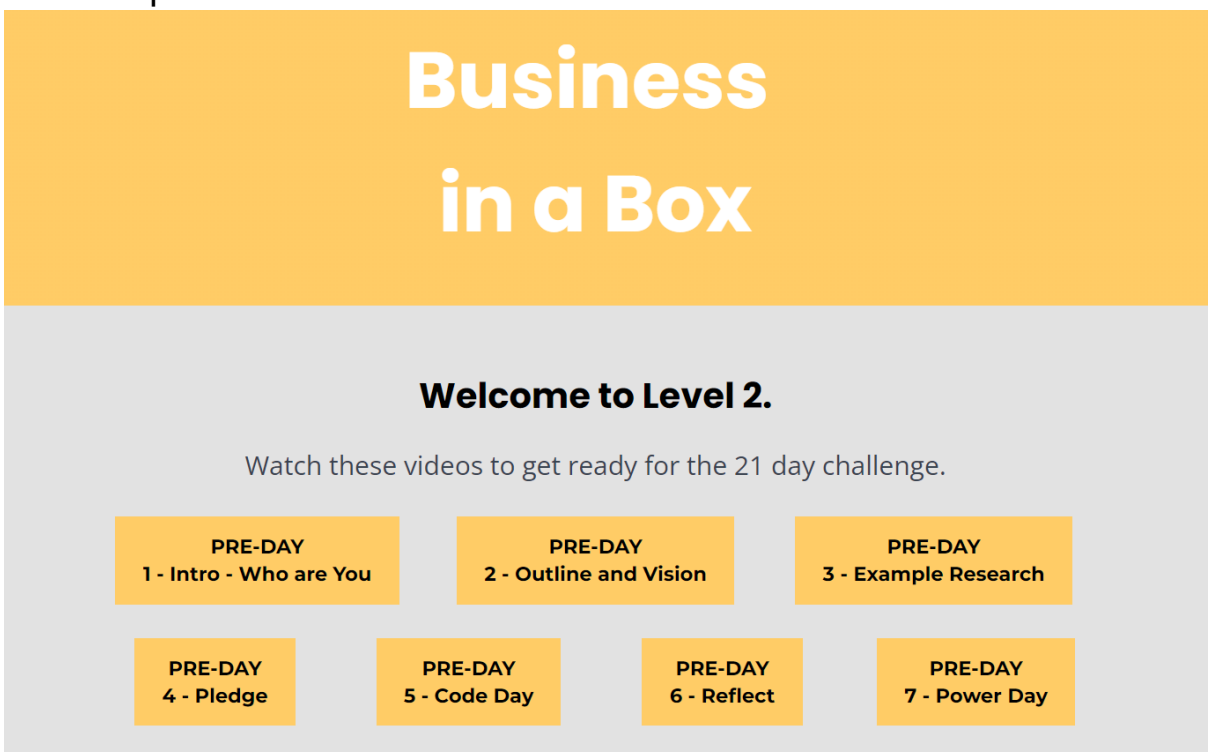
What do you need to do to prepare physically and mentally to keep up with the page of the next 28 days?

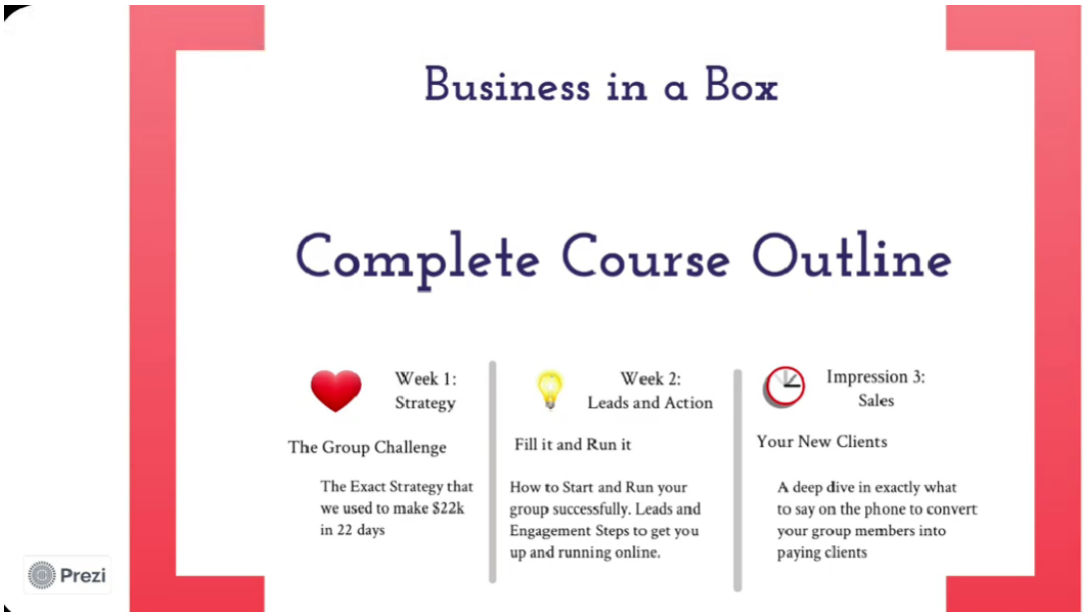
What stories do you need to stop telling yourself so that you can become more successful, and to get your subconscious mind onboard

Are you ready to succeed now and to truly commit to yourself?

Pre Day 2 – Outline and Vision.

The complete course outline.





Week 1 – Strategy – Everything that you need to know to prepare.

Week 2 – Leads and Action – How to gain hordes of leads.

Week 3 – Sales – How to Convert at Close to 100%.

Pre Day 3 – Example Research.

My first group challenge made $22,000 in 22 days



Click on the image to see the example.

During the time that my wife left me, I was running a group challenge.

I came home from my camp trip the day before I was supposed to do a sales offer video to the group.

Because I was sad and confused about why my wife left, I decided not to do a pitch. But I still sold 4 X $5,500 programs from this group challenge. I didn't even had to do a pitch.

I had created enough value that people wanted to buy from me.

Remember that. If you put out enough value, people will want to buy from you. I even sold a $12,000 program to somebody this week by accident.

And if you'd like an example of a group challenge, all laid out, there it is. Just click on the image to see the whole thing.

Pre Day 4 – The Pledge



There is a different energy when you get your students in your group challenge to upload a video, promising that they'll commit to them selves and to commit to this challenge.

It's what we call priming.

Priming is where you set up the person energetically and mentally to be able to succeed, even before they've started the task.

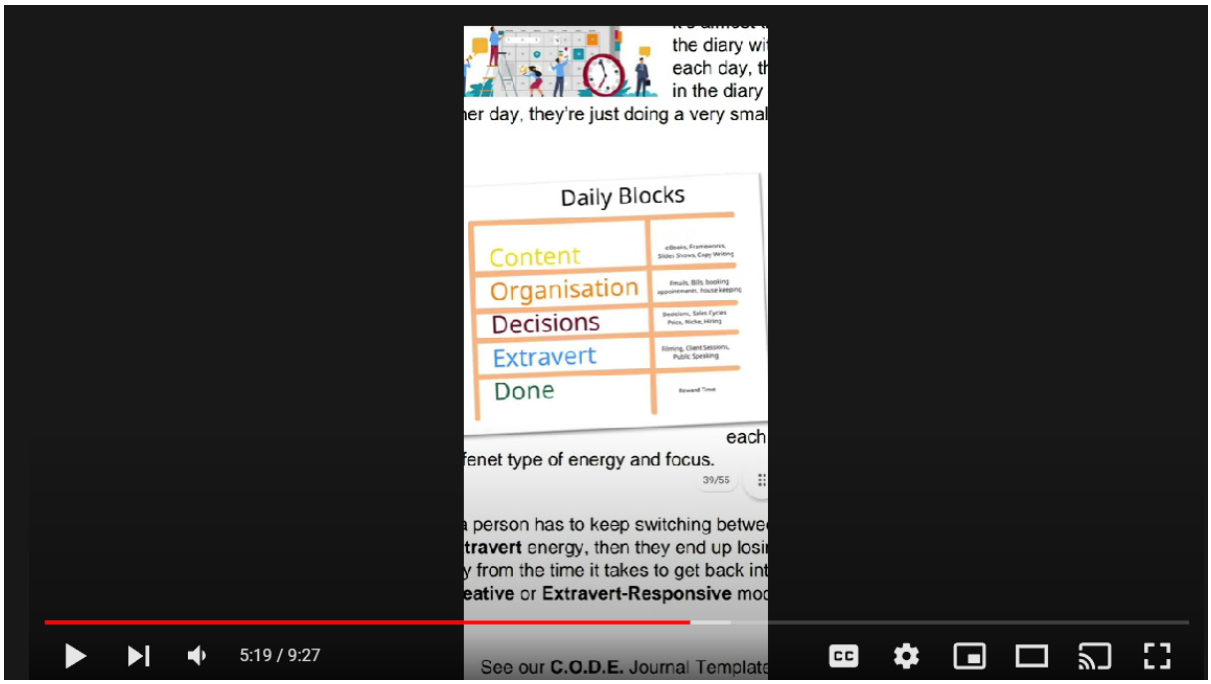
This step is similar to having skin in the game.

When you make your promise pubic, just like how Jacqui did in her 'Fully Booked in 30 Days' challenge, then you bring a different level of ownership to the program, no matter the struggles.

Remember, nobody wants to break their pledge.

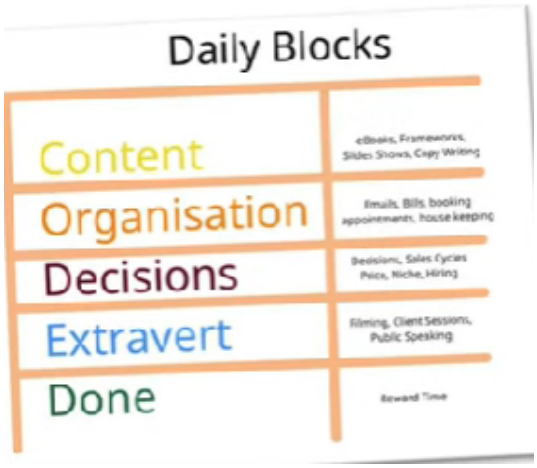
Pre Day 4 – C.O.D.E Day

How to Master Your Energy and Time.



Before our students even start their challenge, we like to know that they have a method for planning their time.

The C.O.D.E. method let's people save energy by blocking their Introvert time and Extravert time into separate blocks. We've found students to become up to 500% more efficient in their marketing work.



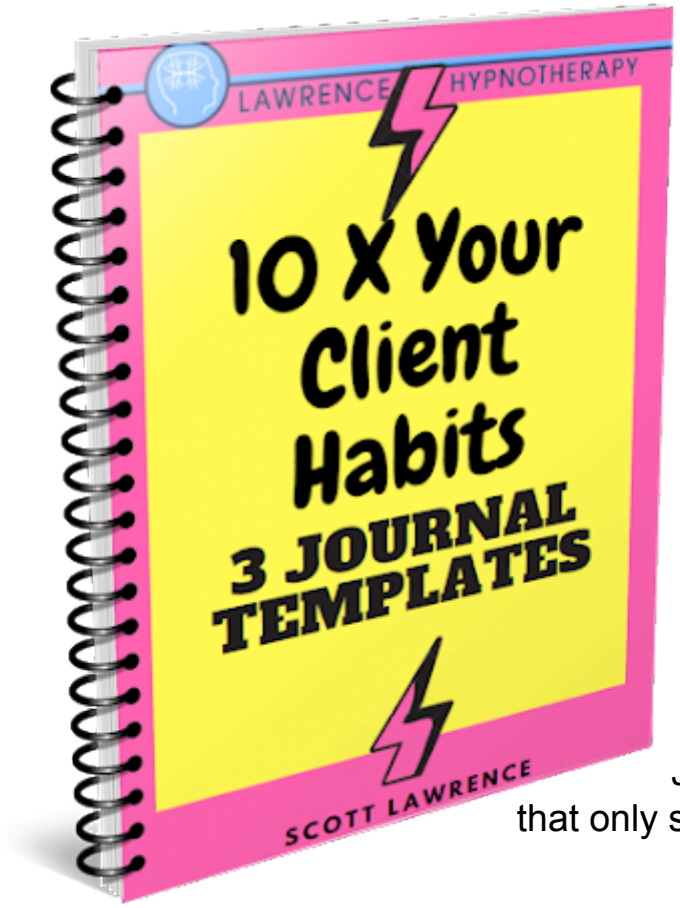
The Content Block is for complex work that you do alone.

The Organisation Block is for repetitive, simple work that you do alone

The Decisions Block is for Complex work that you do with others.

The Extravert Block is for repetitive, simple work that you do with others.

The concept comes form an eBook that I wrote called “10 Your Client Habits. 3 Journal Templates.”



Download this eBook if you’ve become stuck and you want to know how to get organised and back on the horse again.

Every body gets thrown off their goal, but it takes deliberate planning to get back on again.

This eBook is the starting place for getting back up and getting strong again.

Journaling is like a super power that only some people use.

We get all of our students to go through this eBook before the challenge so that they’re super prepared and know exactly how to get the most out of their own minds and their own calendars.

This challenge changes peoples business’.

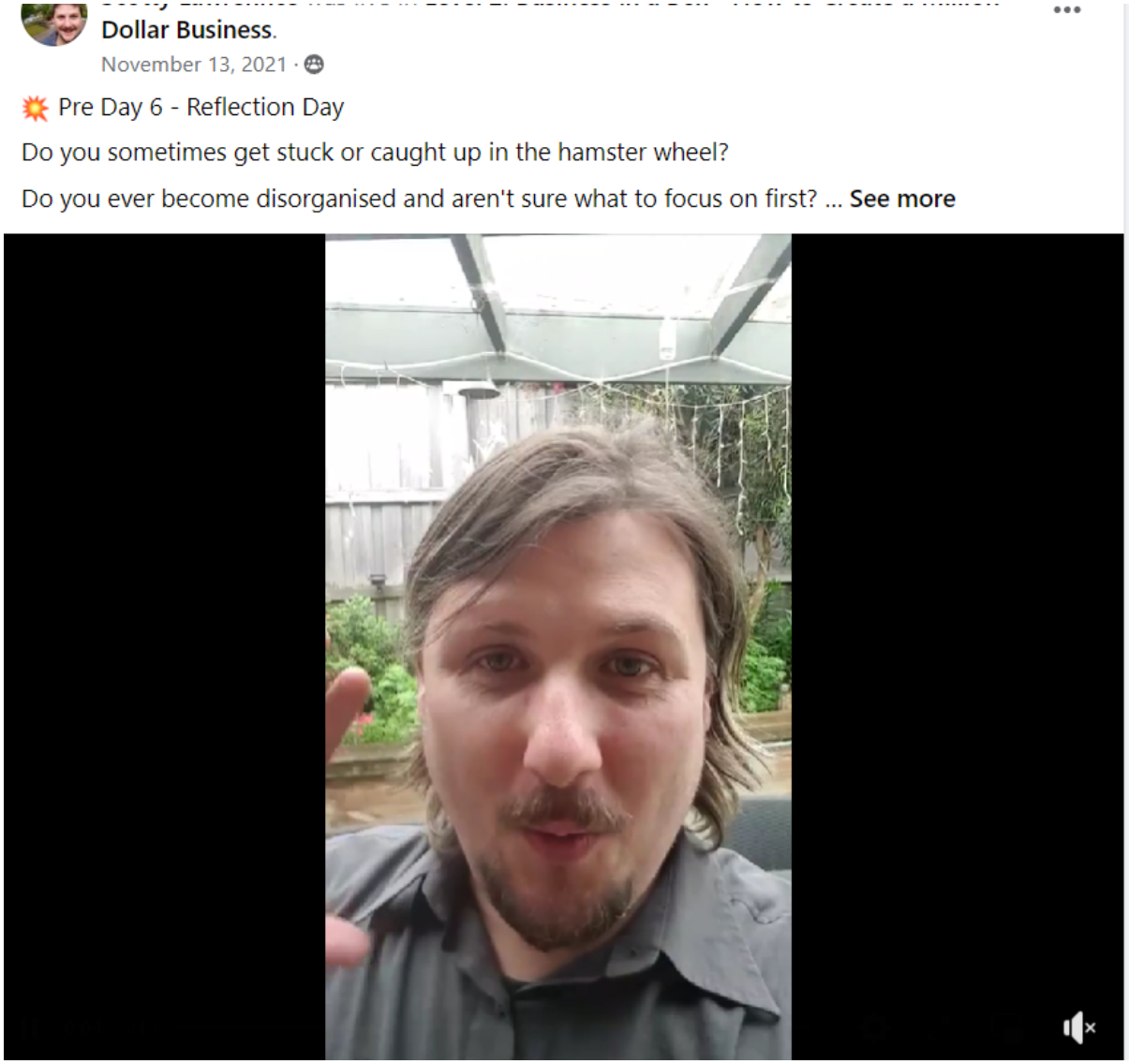
So you could imagine that no body wants to waste their time by being confused about their goal, their commitment or their own psychology.

If you’re not yet journaling, then start with this eBook. It’s both the simplest version and the most advanced. You’ll see what I mean.

Pre Day 6 – Reflection Day

Every Saturday, we do a reflection day.

It’s time for Pens Down and Heads Up.



Every Saturday, we share our feelings, learnings and zoom out of the process. It’s time to be conscious of consciousness so that the students can take a look at not just WHAT they are learning. They can take a look at HOW they are learning and what moods or processes need to be fixed.

And because Reflection Day comes after 5 hard days of training, it helps to end the week with a type of Video Diary to the Group.

Pre Day 7 – Power Day.

This is the day before the big day.



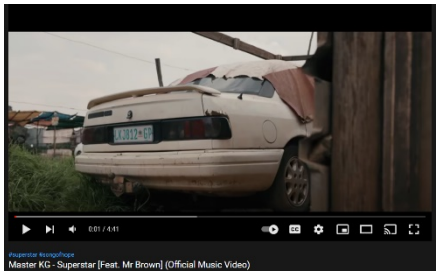
Pre Day 7 has 1 simple job.

And that job is to Raise the Roof.

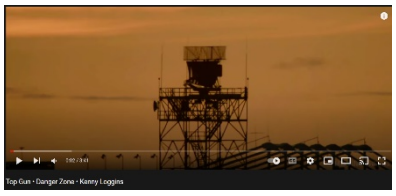
The students are required to share songs that get them pumped up.

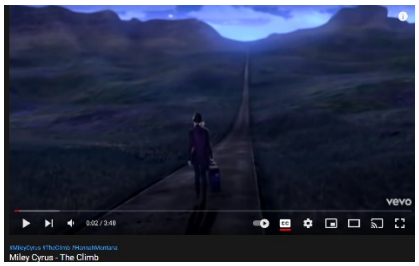
Take a look at what the students chose. You can click the images.

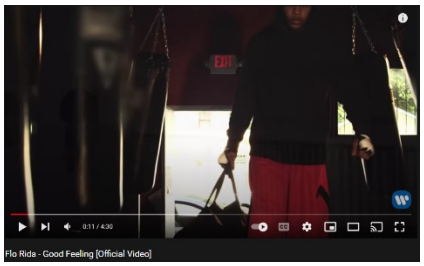
Oh, and turn the Volume Up and Rock Out.

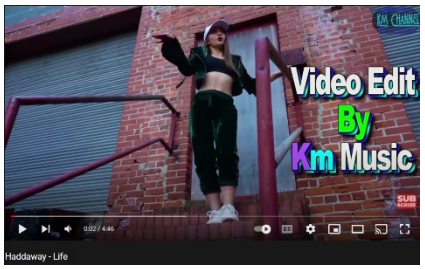


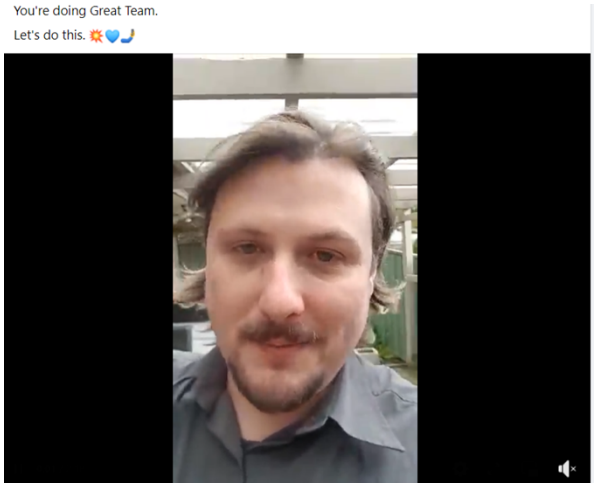












💥Pre Day 7 - Power Day

Do you ever find yourself disengaged or worried about a Task or Responsibility?

In 2019, I saw Tony Robins in Sydney at his event Unleash the Power Within.

For the first day, he spoke for 14 hours without a break.

I had been given a free ticket to attend as a prize for crewing for so many Success Resources events.

I was there by myself. This was my first time travelling interstate since my wife had left.

At these events, Tony often asks you to turn to the person on your left or right to do an activity with them.

I didn't know anybody there and one extremely antisocial lady sat next to me on my right and a 10 year old girl who doesn't speak English sat next to me on my left.

I tried to talk to either one of them through the exercises that Tony gave me, but neither one of them responded to me.

I was in a bad mood for the whole day. I saw a lady in another row with an orange bow in her hair. She seemed to be having fun talking to everybody. I just wished that people there were more friendly to me.

That night, we did the fire walking. I was excited but scared at the same time. When I got to the front of the line, the hot coals seemed to have died down. I felt lucky. Maybe I wouldn't burn my feet. They told me to wait while they shovelled fresh, hot coals for me to walk on. I was actually scared.

I looked up at the night sky and kept saying "Cool moss" in my head. I walked along the hot coals, and just before I got to the end, I started thinking about my day, my mood and my life. So I paused right there on the coals. The man with the hose asked me to keep walking, then he hosed any embers off my feet.

After that it was time to go home.

I needed to transfer money onto my eftpos card, but I was going to wait until I got back to the hotel. My card was empty.

I put my shoes on and started to walk out to where I could catch an uber. But my phone battery was dead and I was staying 10 kilometres from the event. The event was held at the Olympic Village that they built for the Sydney 2000 Olympics. There was literally no shops around and there was no way home. I didn't know what direction I was walking in.

I had been in a fowl mood all day and it just seemed to be getting worse. As I walked, I felt the blisters on my feet from pausing on the fire walk.

I was miserable, angry, hurt, confused. I felt like just giving up.

The universe was trying to tell me something.

I looked around to see if anyone could help. I saw 1 old lady, but it seemed that she was unfriendly. I thought that she probably doesn't even speak English. I was reminded of the 2 people who I had sat next to all day. 1 was unfriendly and the other didn't speak English. What was the point in asking her for help. I was a man and social media was full of metoo posts. All that I'd seen on Facebook was how bad men where. So there was no way that I was going to bother this woman.

A taxi went past playing a song on their radio that I hadn't heard since I was a child. The lyrics go something like, "Nothings gonna stand in my way. Not tonight"

I remember that this song used to always activate something inside of me. It made me feel powerful.

So I walked up to the lady and was about to ask for help. I would just tell her that I was at Tony Robins event and that I didn't know where my hotel was. As I got closer, I noticed that she had the same orange lapel and event name tag that I was wearing. She was from the event like me.

I spoke to her. She was a 25 year old lady who speaks perfect English. She was extremely friendly. Everything else was just a story in my head. I laughed at myself a bit.

It started to rain, she grabbed my arm and pulled me towards the cover of the awning.

She offered to pay for my uber back to my hotel. She didn't ask for anything back. I was there in 10 minutes. I didn't have to sleep in the rain.

The more that I think about it, everybody in that area was from the Tony Robbins event. There was literally nothing else going on but 7,000 people from UPW.

At the hotel, the bar and restaurant area was still being renovated. There were only 2 other customers there. It was a mother and daughter who attended UPW with me. The daughter was the same lady who I saw earlier with the orange bow in her hair. I heard that same song playing in my head. "Nothings goanna stand in my way. Not not tonight."

I approached them and said hello.

They were very friendly. They bought me dinner and drinks as they picked my brain for marketing ideas.

We were staying at the same hotel. For 3 days, they paid for my breakfast, lunch and dinner. They ubered me in and out of the event every day. They sat with me and did all of the activities with me for 3 days. On the final night, they took me to the city and paid for me at one of Sydney's most expensive restaurants. We're were seated with the perfect view between the harbour bridge and the opera house. It was a magical view.

During the event, people who I'd only known from Facebook groups found me and just happened to be sitting next to me. We were in the same Facebook Group, so we did a video together sharing our Tony robins vibes.

And lady asked me what time the event finishes today. I had crewed for so long that I knew all of the organisers. So Laura who was in the sound station and organising the

teleprompter for tony saw me. I waved at her and she came and chatted with us. We were then able to ask when the event finishes.

The 2 ladies, mother and daughter that I was participating with for 3 days were surprised that I seemed to know absolutely everybody at the event.

Soon after, I spoke with Michael Lane, the General Manager of Success resources and got to film a 1 hour interview with him asking how he got Tony to come to Australia for so many years on a row.

I got to have lunch with Scott Harris and Joseph Mclariden the 3rd, the other 2 speakers from Unleash the Power Within. The only thing that I didn't get to do was to have lunch with Tony Robins.

It was kind of strange. Because on day 1, I really wasn't activating my power. But that song turned my mood around.

What's your song?

💌Task 1. Watch the Video on the resource pages for Pre Day 7.

💌Task 2. Think of a song that gives you unlimited energy. Post a video in the group letting us know why you picked that song. Find your song on YouTube and post it as a comment under your live video. Listen to the songs posted by your team mates in this group.

Please keep this link

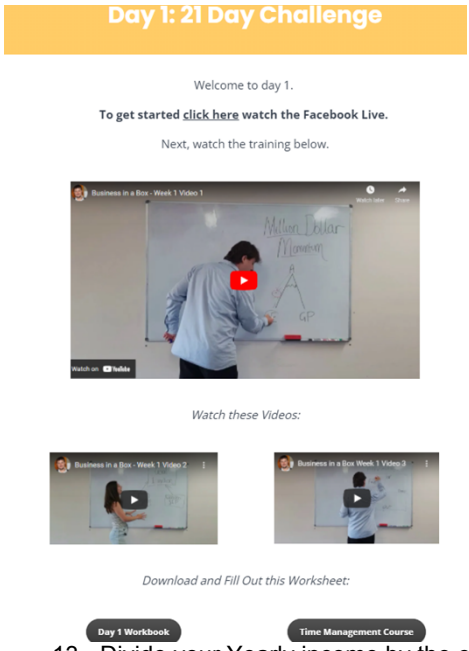
For the Resource Guide

Tomorrow we are going to be talking about Your Business Plan

You're doing Great Team.

Let's do this. 💥💙🤳

Day 1. Welcome to Business in a Box.



Write out your Plan for Your Group Challenge and Submit Your Plan to the Group.

1. Create a NEW Facebook Group. Don't repurpose an Old one.
2. Name Your Group.
3. Share a Link to Your Group in Our Group.
4. Set a date for your first challenge to start. Give yourself at least 2 weeks to fill your group if this is your first challenge.
5. Create a Banner. (This step doesn't need to be finished today)
6. What Problem does your Group Solve?
7. What outcome should your members have achieved by the end of your group challenge?
8. Decide on how many days your group goes for.
9. Break your solution into steps. Take the Number of Days that your program goes for and create 1 step for each day.
10. Name your Upsell Program
11. Decide how much you want to earn per year.
12. Decide your program fee (At least 1 or 2 thousand)
13. Divide your Yearly income by the cost of your program. This will give you your forecast for how many sales you need to make per year.
14. Decide how many times per year that you would like to run your challenge.
15. Divide the number of sales per year by the amount of times that you'd like to run your challenge. This will tell you how many up sells that you need per challenge.
16. Times this number by 4. This will tell you how many people need to be active in each challenge to meet your earning target.
17. Double that number. This is how many members (active or not) that you need to attract into each challenge.

Just relax and follow the steps with us.

Today is really about just answering the questions and submitting them to the group.

When you name your group, please name it something that people would understand simply by reading. If they need to sit at a café with you for 10 minutes as you explain the name of your group, then it's not the right name for the group.

For example, "Joes coaching" is a bad group name.

Instead, use something like, "How to Lose 5 Kilos in 2 Weeks Free Challenge"

You are about to do tap into something that you've never had to experience before. There is a massive chance, if you do the steps, that you should be generously rewarded financially by your market.

So, let us get our energy right. Let us be positive. Let us be uplifting. Let us be Brave. Let us be Bold. Let us be Loving. Let us be Resilient. Let us be Strategic. Let us be Generous. Let us be Self Caring so that we have the health and wellness to serve others. Let us Believe in the Steps.

Never Miss a Day

And Remember Your Pledge

Great Work Team.

Day 2. Skills Day

Day 2: 21 Day Challenge

Click Here and Click Here watch the Facebook Live for day 2.

Next, watch the training below.



Watch these Videos:





Download and Fill Out this Worksheet:

Day 2 Workbook

What skills will you need to complete this challenge?

Rate yourself out of 10 of these 4 skills.

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

Let's do a S.W.O.T. test.

Strength – What skills are you great at?

Weakness – Which skills would benefit from further development?

Opportunity – If you lean on your strengths plus make a habit of regularly up skilling those areas that need further development, how could your life plus the lives of those around you be improved in the next 6 months?

Threats – If you never make time to strategically up skill, how could your life be made worse? What's at stake here if up-skilling is avoided?

Pick any 2 skills that you would like to improve.

Pick 1 daily or weekly ritual, per skill that you would like to improve, and tell us what you plan to do to improve those skills.

For example, I start with a minimum of 100 push ups each day and reading 2 pages of my book per day.

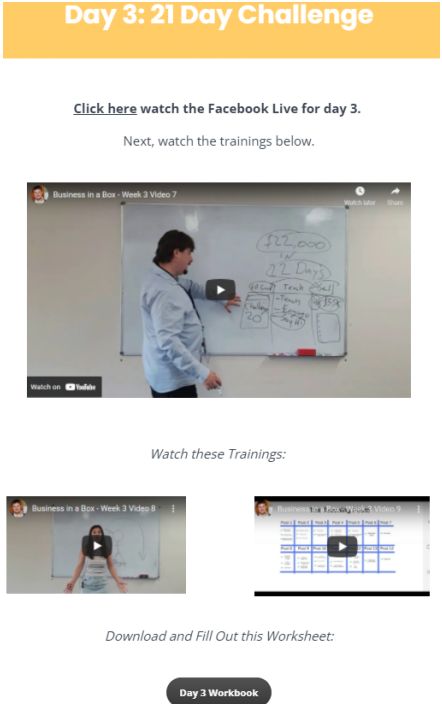
Make a promise to the group that you will make a habit of taking at least a small amount of each week to up skill any areas that need improvement.

Also, Finish your Facebook Group Banner.

Reach out if you need help.

Great work guys.

Day 3. What is Your Challenge About?



What is your group actually for?

Do you help with Health, Business, Relationships or something else?

It's time to pick 1 specific small goal to base your challenge on.

How big or small does your challenge need to be?

We recommend just doing a 5 day challenge if you're new to this.

We'll cover more on how to create the content with the T.E.A.C.H. framework on day 10 to get you creating your content. For today, tell us what your challenge is for. What is the Scope of your challenge.

When planning your group, focus your attendees on fixing their most immediate problem, not their biggest problem.

You will position yourself as an expert throughout this challenge by telling stories, teaching what you know, talking about results and becoming the 'Go-to' person for this particular problem.

You aren't responsible for the results of every person in your free challenge. That isn't what your challenge is for. Your challenge is a short 5 day focus where they can find out what you are all about.

Draw a Client Journey map from their problem to the solution.

Name the problem that your attendees starts with.

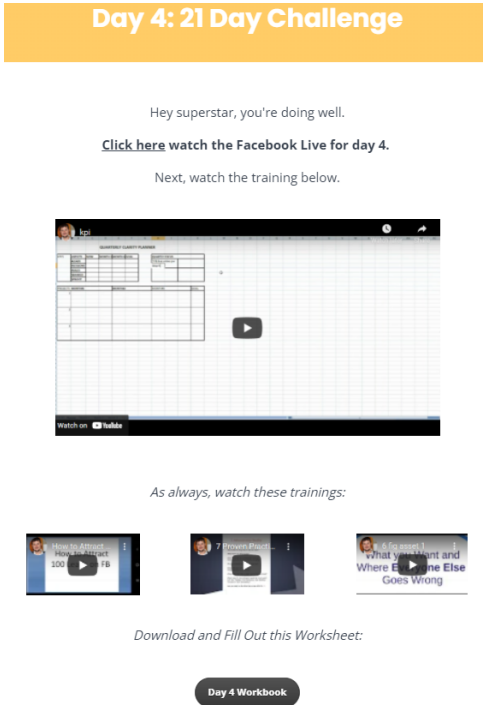
Name the solution that your attendees should reach by the end of your challenge.

List the steps that your client should follow from start to finish to get to where they need to be. Keep it around 5 steps.

Then name your 5 steps. There's your 5 day challenge.

Post your answers in the group.

Day 4. Budget



It's called a Budget because once you've set it, you can't Budget.

Today we're going through your KPIs.

Please watch the video under day 4 and download your KPI spreadsheet to plan out your next quarter year of business.

How much money do you want per year?

For example, let's say that you want to make $250,000 per year.

That's 62,500 per Quarter.

If you want to sell your program for $2,000, then that's 31.25 sales per quarter. Or let's round it up to 33, which is 11 sales per month.

If you ran your challenge monthly, then you would need 11 people purchasing from you at the start of each challenge.

You would need at least 44 active members by the end of your challenge to book in 22 short calls and to make 11 sales.

This means that you could need double the 44, so 88 people optin in to join your challenge each month.

88 members optin in.

Half of them drop out or do nothing.

44 are left.

22 book in for feedback calls.

11 purchase at $2,000

X 12 months.

You would earn $264,000 per year.

And all you would have to achieve is 88 new leads per month into your challenge and 11 sales.

If your KPIs have been simplified down to 88 leads and 11 sales, it makes everything else much simpler and tells you if you're on track or not.

Then all you need to do is to do the steps with us, stick with it, improve your skills as you go and to improve your performance at each of these skills and steps until you have reached your target.

On other days, we will be focusing on how to improve Leads and Sales. For today, I want you to post into the group and tell us what your KPIs are.

Day 5. What is Your Upsell?

Day 5: 21 Day Challenge

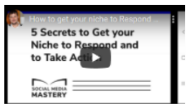
Click here watch the Facebook Live for day 5.

The Group Challenge Funnel



Watch these Examples:





Download and Fill Out this Worksheet:

Day 5 Workbook

Your entire challenge has been leading somewhere.

Your business needs an income, and this is where you create it by designing your upsell in your challenge.

Please watch the S.A.L.E.S. O.F.F.E.R. video

Please watch the Day 5 Rivalry video

Fill out your 6 Step Sales System and post it in the group.

1. Name of Program
2. Core Offer
3. Bonuses
4. Standard Result
5. Price
6. No Brainer Inclusion

Fill out your S.A.L.E.S. O.F.F.E.R. script, edit it and then post it into the group. Tag Jacqui and myself in everything that you do in the group.

S.A.L.E.S. O.F.F.E.R. stands for

Self

Ambition

Life Story

Environment

Show Bag

Opportunity

Features

Freebies

Energy

Register

For Example

Self – Hi everybody. I'm Scott from Social Media Mastery, and I help businesses to Grow and Scale online.

Ambition – Do you want your business to reach 6 or 7 figures?

Life Story – When I first started in business, etc….

Environment – These days, there is an abundant of opportunity online, but there are so many tools and distractions that it has become both the worst and best time in history to create your business. This is why you should never go in alone.

Show Bag – To grow and to scale your business, you'll need to use the 3 Ts, Teach, Trust and Transaction.

Opportunity – Do you want to scale your business this year? Join Social Media Mastery.

Features – You get 6 months of coaching. Each month is an individual challenge laid out in easy steps with 1 on 1 support for you.

Freebies – Plus you get a nearly unlimited library of videos to break down any difficult questions, plus planned coaching time with us so that we can help you personally to grow your business.

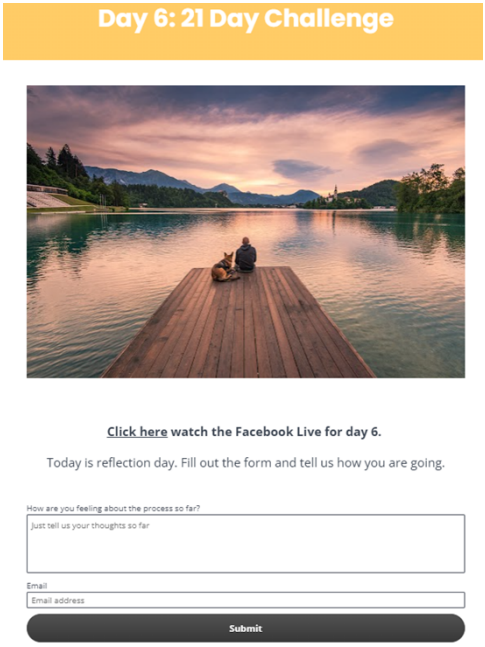
Energy – I'm excited to get started with you.

Register – We're inviting you to join for just $25,000. Click the button and we'll see you in the program.

We'd love to see what you come up with.

Great Work.
Let's keep going.

Day 6. Reflection Day



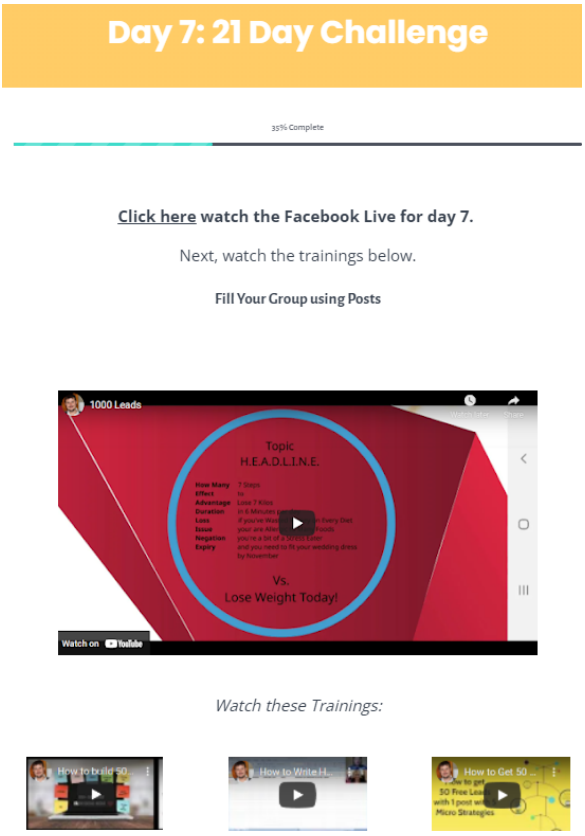
💥Pens Down, Take a Breath.

How are you?
What a week that we've had.
Looking back, you've done soooo much work.
We'll be finishing off anything that didn't get finished this week with you. Reach out or book a call with us if you need any help.
But how are you going?
For a moment, let's put aside how you're going with the actual work and steps. (But you are going brilliantly by the way)
And instead, let's take a look at what patterns this week has brought to the surface for you.
When I look back on any part of my life, I never ask my self how much money that I had any particular year.
Don't get me wrong, I love receiving money. Who wouldn't.
But when I look back on what has driven me and what drives me, it's never about what I receive back from the universe.
It's always to do with what I built, what challenge that I overcame or how much I've grown.
If I just wanted to earn money, I could have done any other job. But I chose this job, because this is the job that lights me up.
It's the same with you.
You have a calling inside of you.
You have a message to tell.

And when you're sharing that message, it energises you through the times that the universe is or isn't giving you money or other rewards.
The money will come. But something other than money has to get you to the finish line. And you have that thing inside of you.
💌 Post a Video in the Group Reflecting on your Week.
Include the following elements.

1 Win that you've had this week, no matter how big or small.
1 Lesson / Realisation that you've had this week. (Again, no matter how big or small)
1 Opportunity to Improve, that you'll focus on next week.
1 Personal Realisation or Philosophical Realisation, (non work related) about life that's come up this week.
Post your answers in the group.
Never Miss a Day
And Remember Your Pledge
You're doing Great Team.
Let's do this. 💥💙🤳

Day 7. Headlines to Your Group



When posting promotional videos and posts, outside of your group to get people to come into your group, your headline will be responsible for about 80% of the success of your post.

If you aren't familiar with the DDFF framework and the H.E.A.D.L.I.N.E. acronym, then please watch the videos under day 7 in your resource page.

Write out a DDFF for promoting your 5 day challenge.

Post 5 Dreams, 5 Desires, 5 Fears and 5 Frustrations that people joining your 5 day challenge could experience. Post them in the group.

H.E.A.D.L.I.N.E. stands

How Many

Effect

Advantage

Duration

Loss

Issue

Negation

Expiry

For example, it may look like this. (This is just an example)

How Many – 5 Day Challenge

Effect – to

Advantage – Lose 15 Kilos

Duration – in 23 minutes per day

Loss – after an injury

Issue – If you hate exercise

Negation – And not sure what to do

Expiry – Before Spring

Create a poll in the group of 10 H.E.A.D.L.I.N.E.s

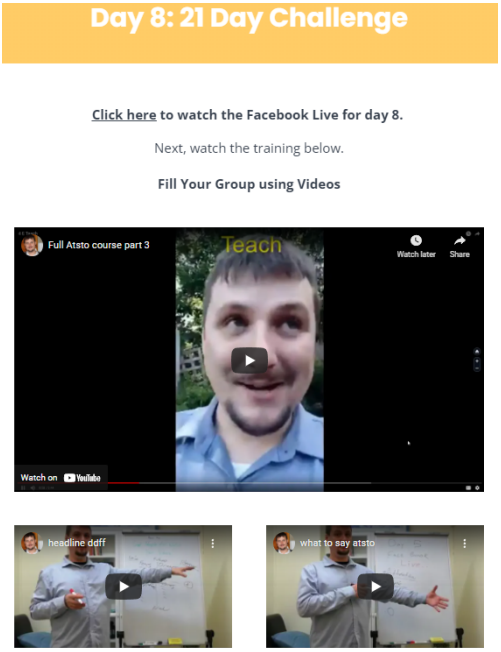
Focus these headlines around promoting your 5 day challenge.

Vote on other peoples headlines and give reasons for your answers.

Read the feedback that other students in our group offer.

Next, pick the 3 most popular headlines and create a shorter version of them. Save these headlines for when you promote your group.

Day 8. Fill Your Group



Watch the Training Videos on day 8 about how to fill your group.

Also, we have supplied you with 8 example videos that we've used to fill our groups.

Please also watch the video on how to attract 50 leads fast, and take a look at the 77 post examples.

There are 2 ways, for now, that we suggest that you use to fill your groups.

Method 1 – Posts.

Method 2 – Facebook Live Videos.

Posts are the most successful for high numbers.

Facebook Live Videos are the most successful for building trust.

We suggest that you use both.

A post is simply an offer for people to join your challenge.

Some examples can be;

"Who wants to learn how to lose 15 Kilos before Summer?

Type "I'm in" to join our Free Group Challenge. Starts Monday.

Or

"How to Attract 20 new clients this week.

Type "I'm in" to join our Free 5 Day Client Attraction Challenge."

If you want help making your Facebook Live Videos, please read the eBook called, "How to make Facebook Videos that Attract Hypnotherapy Clients."

We have a formula called A.T.S.T.O. that we use for all Facebook videos.

A.T.S.T.O. stands for

Attention – Get people watching you.

Topic – Start with what the video is about.

Story – Tell a story that illustrates your point.

Teach – Tell them steps to solve their problem now. (This doesn't mean promoting your group. This means giving free steps in your video.)

Offer – Promote your group using the 6 Step Sales System. Then ask them to type "I'm in" to join.

Perform an A.T.S.T.O. on your Facebook profile and then share it into our group.

Day 9. Engagement / Games / Bonuses

Day 9: 21 Day Challenge

Today's topic is about how to really turn your group from a Dead Group into a Living Group.

Click here watch the Facebook Live for day 9.

Engaging the Group with Posts, Games, Events and Reminders

To engage people, you can't just go giving them the course or challenge that you promised.



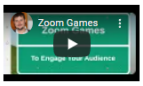
You need to do posts where you get your attendees to request your content.

We do it by breaking it into days / games and bonuses.

If you do a 5 day challenge, then just post these 5 posts over 5 days.

Download and Watch:

Games:





Post Examples:



"Day 1 of the Challenge is Out.

Type "I'm in" to get the link."

And then post the same thing again, but change the name of the day to day 2 then 3, 4 and 5.

If you want to get fancier then you can go onto Canva.com and design your daily posts. Take a look at The Entrepreneurs Rivalry to see our examples.

Games are really great before you start your challenge to make sure that the people in the group are really in the group.

Here's a list of ideas.

1. We have asked people to post a photo of somebody who inspires them, plus to write a little bit about why they find them so inspiring.
2. We have used the Dr John Martini values test and asked attendees to fill it out and to post their results in the group.
3. We always start by asking attendees to post a welcome video into the group so that we can learn a little bit about who they are and why they're in there with us.
4. We've run competitions to grow our group by giving away part of our program to people who bring in enough new active members into our group.

Bonuses are ideal for increasing group participation.

Again, never give it away.

Use bonuses as an incentive for people who complete all 5 days of your challenge on time.

Also, if you continue to create eBooks, guides and videos, then any of those can be bonuses for people who type, "I'm in"

Day 10. Content

Day 10: 21 Day Challenge

Please read our eBook called '4 hour Course' on how we create content fast.

Click here watch the Facebook Live for day 10.

Delivering Value and Training in the Group



Watch these Trainings:





Creating content is easy when you remember one thing.

"You're not teaching somebody a PHD in Rocket Science. Instead, you're helping them to solve a small problem with stories, and helping them to focus more on what they should focus on and less on what they shouldn't focus on."

Make your content nice and punchy.

This is the formula that we use.

T.E.A.C.H.

Topic – Today is about….

Empathize – Are you? Do you? Have you?

Anecdote - Story

Coach - Steps

Homework – A list of what to complete in the group

If you're not used to making content, not sure how big or small it should be, then get used to making a decision on the matter. Maybe start with a 15 minute video as a guide, but don't get hung up on the number of minutes. Just make it nice and simple.

Also, remember to make the Story that you Tell be related to the Coaching and Steps that you give your attendees to perform.

Don't over complicate this part.

Just follow the T.E.A.C.H. framework.

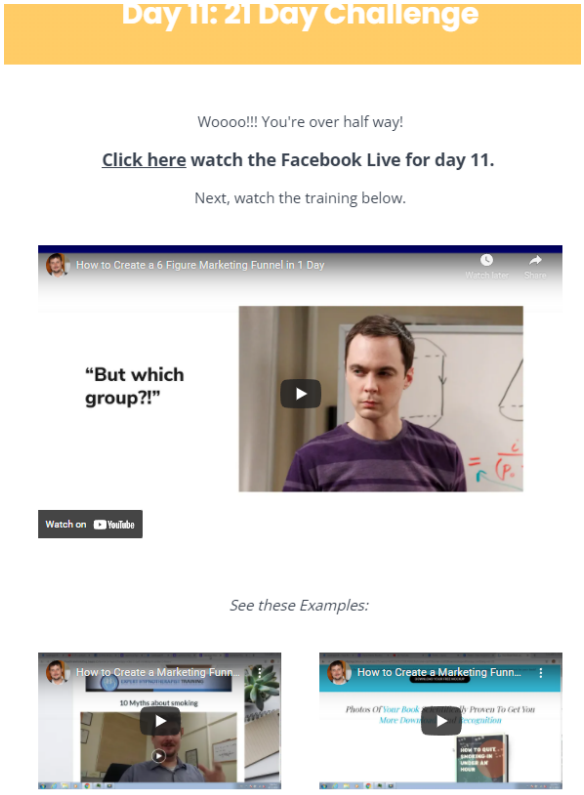
Or if you want to shorten it, just Introduce yourself, Ask them if they're ready to learn, Tell a Story, Teach some Steps and then Sign Off.

Seriously, don't over complicate this. Just get one done.

The second one will be so much easier.

Create your first content video for your challenge, upload it to Youtube and then post the Youtube link in our group.

Day 11. Lead Pages / Opt-ins and Video Pages



It's a great idea in your group challenge to never just post your content in the group. Notice in our rivalry group that we never just give people anything. Our attendees have to type, "I'm in" to receive the next day of training.

The same is true on zoom calls. We never give people the zoom link.
We ask who's attending which days and then tell them to tell us which session that they're attending before they receive the zoom link. The same is true of offering replays. We never, ever, ever post a link. We always make them respond to our post to get the link.

Watch the videos on day 11 to see how we create our lead page optins and videos.

So if you're not posting videos and links in the group, then where do they go?

We use lead pages for everything. In the video that you watch on day 11, you'll see how we use Youtube to host our videos, we create a lead page for our video page and then we embed our Youtube video into our lead page. Then we offer that lead page to the people who typed "I'm in". We also use lead pages for sales pages and eBook pages.

Day 12. Promote Your Offer

Day 12: 21 Day Challenge

Click here watch the Facebook Live for day 12.

Strategy and Support Calls



Watch these Videos:





That's it. Keep it simple.

It's highly effective if your content really connected with people.

The step has 2 parts.

1. Make a S.A.L.E.S. O.F.F.E.R. to the group.
2. Create a Post in your Group where you offer Free Help with anybody who wants to catch up, has questions or wants a free strategy session.

The S.A.L.E.S. O.F.F.E.R. video in the group is just a matter of filming your S.A.L.E.S. O.F.F.E.R. script and adding it to the end of the last day of your challenge. We did this on day 5 of our Entrepreneurs Rivalry.

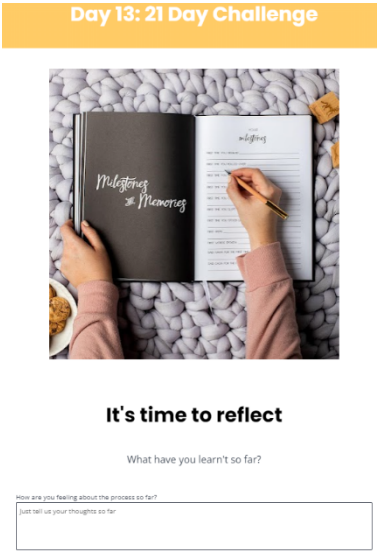
The offer post for free help is easy.

Simply post something similar to this example;

"Do you want help catching up?

Type "I'm in" if you'd like to catch up on the phone for some help."

Day 13. Reflection Day



💥Get it Done Vs. Let it Go

When you want to feel better, there are 4 steps that most people never talk about.

1. Focus specifically on feeling bad, overwhelmed or on what ever is causing the problem for you. This step is where people start automatically, but they skip steps and rarely transition from step 1 to step 2.

2. Focus generally and vaguely on the bad feeling. Zoom out. Let the details go and just feel what's coming up. Already, this will start to feel better because the feeling is no longer getting tied up with your To-Do list.

Step 3. Focus generally and vaguely on a positive feeling that you'd like to have. This is easier because it's moving from 1 zoomed out feeling to another zoomed out feeling. There's no way to switch feelings when you're focusing on the details. But switching from bad to good feelings is natural and easy at a general, low resolution Focus.

Step 4. Focus specifically on the details of the good feeling, now that you've brought the good feeling to the surface. At this point, you can either get to work or you can take a break, but you can't not schedule time to focus on feeling specific overwhelm from this state.

Grab this Short eBook on Get it Done Vs. Let it Go.

In this eBook, "Get it Done Vs. Let it Go", I talk about making a decision between productivity through action or productivity through rest.

At no point does the eBook suggest that you make progress through stress or self torture. That's because self emotional harm is just a waste of time. Plus it's a very distressing experience. Don't do it.

If you're taking action, then do 1 step at a time.

If you're resting, then let go of the steps from that conscious controlling, executive level.

Make a decision.

Work or Rest.

There is no option 3, overwhelm.

Grab this eBook, "6 Steps to Crush Self Sabotage." It'll help you to smash out the steps fast from a relaxed state of flow and non-resistance.

💌 Task 1. Post your Reflection Video in this group.

💌 Task 2. Download Get it Done Vs. Let it Go.

💌 Task 3. Download my 2 Relaxation Hypnotherapy MP3s

💌 Task 4. Download "6 Steps to Crush Self Sabotage"

Post your answers in the group.

Never Miss a Day

And Remember Your Pledge

You're doing Great Team.

Let's do this. 💥💙🤳

Day 14. Introduction to Sales



Are you a natural sales person or does the idea of selling make you nervous?

You'll be calm about it once you have a well rehearsed system in place, with a full understanding about the psychological events that need to happen. Plus, once it just becomes habit for you to close sales fast, you'll feel very different about a lot of things. Financial stability solves a lot of problems.

Watch all 3 videos on day 14 of the resource guide.

Download your sales script template, fill it out and submit it to the group.

One way of describing sales is that people don't like to be sold, but they love to buy. So let's match their buying strategy in a way that allows them to naturally buy from you.

I've done this successfully over 4,000 times.

It comes down the 4 "I"s of how people make a decision.

1. Interpretation.
2. Interest
3. Introspection
4. Interactions

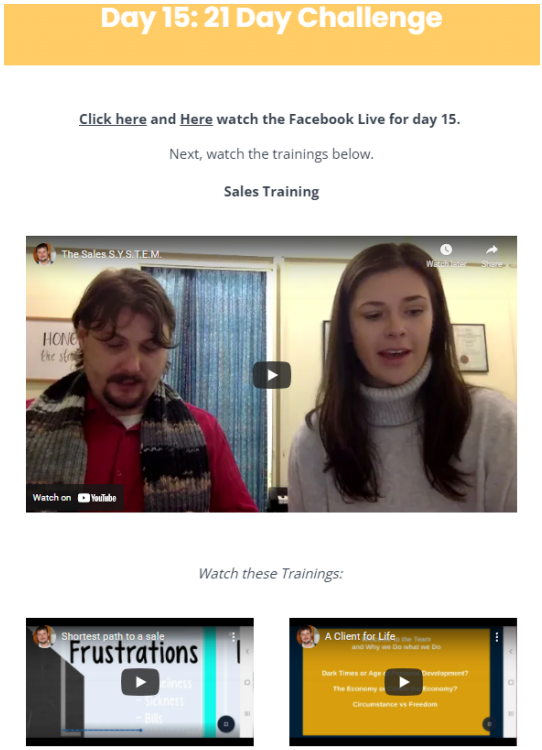
Interpretation is the fast gut feel that people use to identify anything that comes into their world. You can influence this with your tone of voice and your energy.

Interest is how people sort quickly between what is important and what is not. People are opening their mail over the bin these days. So you want to be on topic fast.

Introspection is all about how they feel. Make the client feel as though your advice could open up a new world of possibility for them. Don't be weird or creepy while doing this. Don't try too hard to convince them. Just be very clear and helpful. That's the best way to convince somebody.

Interactions is where people check their social environment for signs that they should accept or reflect what they're being presented. You can influence this with case studies and language that talks about clients who you are already working with. No body wants to buy from somebody if no body else is buying form them.

Day 15. How to Sell



Selling has been turned into a dysfunctional process by most people.

Watch all 3 videos on day 15 of the resource page to see our in depth training around the Selling S.Y.S.T.E.M. and the Greed, Impact and Urgency method.

I'm not going to say that "Selling is Easy".

Instead, I'm going to say that people go about selling in a way that doesn't make any sense.

Imagine being on a zoom call with somebody who is "hard selling" you while showing signs of being visibly nervous.

Next, they're saying your name every 2 seconds because a sales coach told them too. Then they keep asking, "Is that OK?" after every second sentence.

For example, "I'm going to ask you some questions. Is that OK?"

"I'm going to explain how to fix your problem. Is that OK?"

It sounds kind of weird and creepy right?

The problem isn't that they're asking, "Is that OK?"

The problem here is that, "Is that OK?" has turned into a repetitive sentence that has obviously replaced natural language.

Jacqui and I are often on a sales call asking for permission to move ahead. But we don't act like we're reading some sales script that has pre planned questions. We might say, "Are you happy if I tell you about our program? Great. So the program is…."

Does that make sense? Good. So yes, ask questions. Just don't be awkward, needy or repetitive on the call. We can identify a sales call from the first 10 seconds, straight after they say this…

"Hi, are you the business owner?"

Or

"Hi, are you the home owner?"

And

"How are you today? Great. It's so great to hear that you're going well. Well the reason for my call today is…."

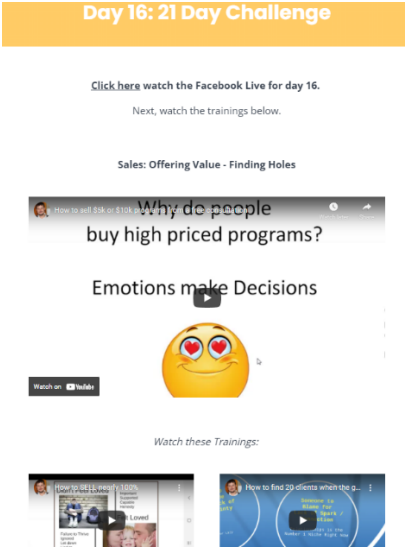
Yeah. That's not great is it?

Be natural, relaxed and conversational.

Film yourself practicing the S.Y.S.T.E.M. script and upload it to the group for feedback.

Ask Jacqui or I for example audios if you need them. (I recommend that you ask anyway. They're super useful.)

Day 16. Negotiating a Close



The close has 3 main parts.

1. Read out your offer.
2. Follow the Yes/No/Yes But/No Because formula and
3. Negotiate a fix.

Your offer is just your 6 Step Sales System.

If you remember the steps, it's just this;

1. Name of your program
2. Core Inclusions
3. Bonuses
4. Standard Result.
5. Price and
6. No Brainer Inclusion.

Be calm, and read it out in a relaxed and friendly way. And then Pause.

The Yes/No/Yes But/No Because formula is simple.

Please watch the video on day 15 about "A Client for Life" for the explanation.

If a prospect says "Yes", then book them in.

If a prospect says, "Yes But", then read them your program again.

If a prospect says, "No", then say "OK" so that they change their answer to a "No Because"

If a prospect says, "No Because", then do a Trial Commit Close by asking, "If it wasn't for the problem of (Insert problem), then would you be happy to join?"
If they say yes, then solve the problem by negotiating. If they say "No", then ask if there is another problem, or does taking this problem away not really fix the real problem.

Negotiating is all about listening and being flexible.

Are you willing to delay their first payment?

Are you willing to reduce their first deposit?

Are you willing to delay their start date?

The problem here usually isn't that people aren't willing to negotiate a "Yes". The problem is usually that most people are terrible communicators and can't quite tell you what the real problem is.

If you ask the right questions, find out what the real problem is and then negotiate a fix around the real problem, then they'll probably buy from you.

Some people will say, "It's just the money" when it's actually not just about the money.

Post your reflections in the group and ask questions.

Day 17. Creating Space / With a Ticking Clock

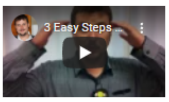
Click here watch the Facebook Live for day 17.

Next, watch the training below.

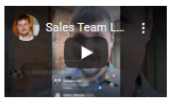
Sales: Mindset



Here are some Examples:







Your brain can only track up to 4 things at once.

But your can plan many more than 4 events in the future.

When you want somebody else to make a decision and you are aware that you can't just keep asking, "So are you going to join", or "So are you going to pay me?", then it's important to know the 2 controls that really helps people to make a decision to join you.

Do you remember how we talked about Greed, Impact and Urgency?

Well the sales, the money and the program start date is the Urgency.

With urgency, we use a ticking clock on our sales page so that people know that program sales will close soon. We schedule calls that are only 1 hour so that prospects know that we have limited time and can't talk all day. We use a start date so that people know the program is starting next Monday, or whichever date soon that the program actually starts.

We schedule a call for a few days away so that clients know that their steps are due before the call. Their steps are usually to sign the agreement and / or pay their deposit.

But today is also about the usage of space. If you haven't heard of "The Interest Pie", then it's basically a psychological tool that people use to get the other person to be more interested. Imagine a hot apple pie. There is You and your Prospect. You and your prospect are both looking at the pie. Then you eat first. Any pie that you don't eat, the prospect has to eat. So if you only eat 1 tiny slice, then the prospect has to eat the rest. If you eat nearly the entire thing, then your prospect only has a small amount to eat themselves.

The pie is a metaphor.

It's a metaphor for who is more attached to the outcome vs who is more relaxed.

If you eat less of the interest pie in the close and stay relaxed, then you will probably get the sale. This works for us. If you come in nervous and needy, then you will scare your prospect away.

The ultimate 2 rules for creating space are;

1. Never reach out twice in 3 days. Leave some space.
2. If ever they say "NO", then reply quickly with "OK" and then leave some space. Be OK with being uncomfortable. You won't die because you paused for a moment.

Post your reflections and questions in the group.

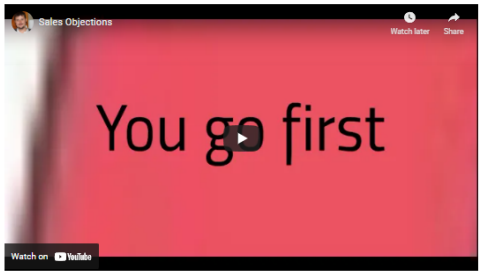
Day 18. Collecting Payments / Paypal / Follow up

Day 18: 21 Day Challenge

Click here watch the Facebook Live for day 18.

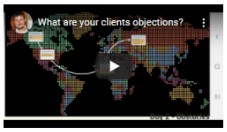
Next, watch the training below.

Sales: Objection Handling



Watch these Trainings:





Do you need help setting up a Paypal payment button so that you can take money online?

Has anybody agreed to pay you, but they haven't actually paid yet?

Does the whole money thing stress you out?

If you have created space correctly and are sure that enough time has passed that you're not harassing your client for payments, and of course you will have scheduled in your diary when you should next reach out to your client, then the next part is relatively easy.

When ever you reach out to a client who is over due on a payment, there is a 99% chance that they already know why you're messaging them. This is why we recommend messaging them with "How are you going?". Usually they will respond and bring up the topic of payment themselves.

If the client doesn't bring up the topic of payment themselves, then it's time to ask them a direct question. For example, "I noticed that your payment was due on the (date). Can you please take a look at that for me. Thank you"

What ever you do, don't panic and don't accidently be rude or pushy.

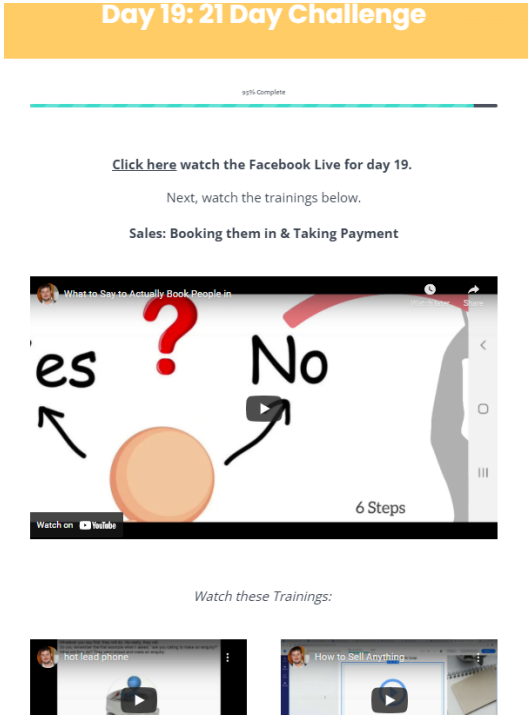
It's often simple. If they tell you about a financial situation that is preventing them from paying now, then you can pick a reasonable date in the calendar together and give them more time. Be sure to put a not in your diary to reach out again.

If your program is over $5,000 or possibly in the $25,000 range, or even if they are taking out a loan, moving assets to invest in you, then you really want to be extra gentle here to not harass them. You are allowed to ask how they are going. You are allowed to politely ask them if they can update you about the payment, but you really need to control any nervous energy and to be super calm here. You can bring the payment home if you relax, use your diary and to be polite.

Please watch the video on setting up a Paypal button under day 18 on the resource page.

Reach out if you need any help on this.

Day 19. Starting Your Program

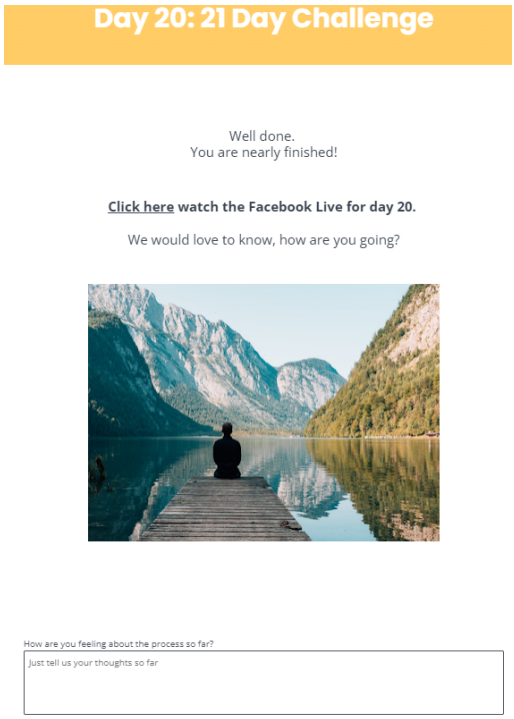


💥 Day 19. Check List Day - 2 Days Left
It's time to bring it all together with your checklist.
We'd like for you to make a To-Do list of anything that you have left and to submit that to the group.
The human brain is a funny thing.
We're built to judge.
We're built to assess and to compare.
This can sometimes play to our benefit and sometimes not.
The key is to see our brains proclivity to judge as a tool just as we'd see fire as a tool. If fire is allowed to decide where it goes, it could burn your house down. But if you decide where fire goes, it can warm your house in the winter, cook your food and create light, energy and be an amazing tool.
So Yes and No.
Yes, we want you to judge yourself as a useful tool for setting goals and to get the work done. We'd like for you to assess where you're at and to make plans to correct anything that needs fixing.
No, we don't want you to judge yourself, compare yourself to others, beat yourself up, stress or worry. Because all of that is purely wasted energy. They say that Anxiety is the imagination investing in horror instead of fantasy.
Take what we've given you so far and turn it into something that is yours.
Take what we've given you and own it.
Take what we've given you and use it to be higher quality than the people who are out there.
But don't take what we've given you as an excuse to beat yourself up or to compare yourself to others while tired.
Jacqui Hutton and I only compare our selves to others in the planning and research stage. This helps us to perform, to plan and to know what we're aiming for.
But we try to never compare our selves to somebody who's performing better to us when we're tired, not in the right head space or when we're just recharging or taking a break.
You have permission to frame your progress in what ever way is most useful to you.
We are very proud of you all. Well done.

💗 Task 1. Post a video in this group reflecting on how much work you've done so far in this past month. Really give yourself credit.
💗 Task 2. Look back at your KPIs that we covered in week 1
💗 Task 3. In your video in this group, talk remind the group what your goal is. Take a look at the gap between your Goal and where you're at now and tell us what you're going to do to close the gap.
💗 Task 4. Compliment the people who have come so far in this journey with you. Let them know specifically 1 or 2 things that you've noticed about them that inspire you.
💗 Task 5. Please fill out the survey at the bottom of day 19. And post it in the group for us.
Tomorrow Jacqui is going to take you through our last Reflection Day.

Post your answers in the group.
Never Miss a Day
And Remember Your Pledge
You're doing Great Team.
Let's do this. 💥💙🤳

Day 20. Reflect



💥 Day 20. One more Reflection

What Goes In is What Comes Out.
As today is our final reflection day for the month, we'd like for you to notice one thing.

Making a vision board is great, but it's not everything.
Meditating for 20 minutes is great, but it's not everything.
Saying a positive affirmation in front of the mirror is great, but it's not everything.

The key to programming your subconscious and attracting abundance from the universe has more to do with this formula than anything else that exists.
The Ultimate Affirmation Formula
- It's called 'Positive Majority Affirmation'
Ultimate Affirmation Formula: Out of 24 hours in the day, what you focus on for the majority of that 24 hours is what you're attracting.
For example;
Imagine somebody does their gratitude post, rant, affirmation, privately, publicly, or what ever that ritual is.
Let's say that their ritual takes up 10 minutes out of their 24 hours. And let's also say that 23 hours and 50 minutes of their day is spent focusing on negative feelings.
That person is doing what we call 'Negative Majority Affirmation', and so they're attracting negative.
Here are 5 Affirmation Rules to be aware of.
1. Affirmation is all about your Majority, not your Minority. This means that at least 12 Hours + of your day need to be spent positive to be 'Positive Majority Affirmation'
2. Affirmation is much more to do with Feelings than thoughts. Don't get us wrong, thoughts do matter. In fact, thoughts are a driving factor in how people feel. But it's being 'Positive Majority Affirmation' in your feelings that matter.
3. 90% of your thoughts + are repetitions of yesterday. So, not only are anxieties unoriginal, but what you create today in your head is creating neuro-programming for tomorrow. Remember that Brain Cells that Fire Together also Wire Together.
4. Your Health, Money and Relationship status is influenced mostly by your 'Majority Affirmation' from the past 3 months. If you, for any reason are having trouble thinking positively, then try one of these 2 techniques.
a. Fix it now, or
b. Plan a time to fix it later. Then relax.
5. Sleep and Water are Under Rated.
They're better rituals than smoking a cigarette
They give you more Social Energy than Alcohol or Snacks.
They give you more Work Energy than Coffee
They're a perfect Break when you need down time.

They may not seem fun at first, but they're the backbone that fun and happiness stand on.

💗 Task 1. Post one last reflection video in the group letting us know what you've noticed about this week.

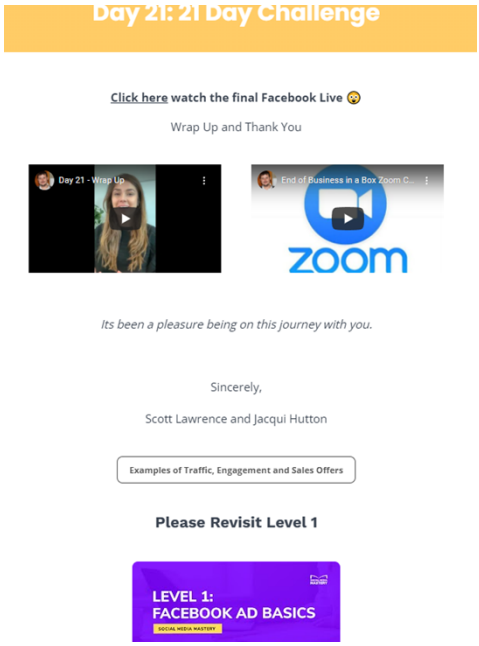
💗 Task 2. Let us know what changes that you'd like to make to your thoughts or feelings over the next month.

💗 Task 3. Any questions that you have, please create a Text Post in the group and tag Jacqui Hutton and Scott Lawrence

Tomorrow is day 21. Give yourself a round of applause. Take a look at how much work you've done.
You're an amazing human being.

Post your answers in the group.
Never Miss a Day
And Remember Your Pledge
You're doing Great Team.
Let's do this. 💥💙🤳

Day 21. Wrap Up



Day 21. The End of Level 2 - Business in a Box
You did it guys!
Don't worry, we're not quite done yet.
We're going to organise 1 group zoom call shortly.
Task 1. It's Power day one last time this month.
Post 2 songs in the group and let's celebrate.
Task 2. Click on this link and see the last video that we have for you this month.

We'll still be in the group to hear your songs and to answer questions. But we are going to be away on holidays shortly.
We'll be back on the 5th of January.
Before we get into the Next Level, we'd love it if you could jump into the Entrepreneurs Rivalry on the 5th of January with us to experience our group challenge again from the start.
We have bonuses and prizes for people who add the most members.
You've been amazing team.
Let's fill the group up with Love.
It's time to Post the Music
And Thank you for Training with us

As you can see, those 28 days are quite a ride.
I always like to make a wrap up video to honour and thank our students for training with us.
Click on the Level 3 Video to see the our Latest Wrap Up Video for the Students.
I think that you'll like it.



But group challenges aren't the only way to run your business.
We've also recently run a few other events from live workshops, Authors Challenges and half day webinars.

I've included a few examples for you.

I know that this has been a lot, but if you lift the energy, this eBook could build your whole business for you.

You can do this. I believe in you. Remember the Success Formula.

The Finish Your marketing in 1 Day Webinar

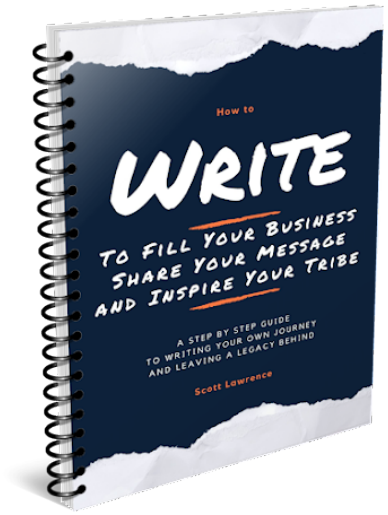


We recently ran this event as both a Live Workshop in Melbourne and again as a Zoom Webinar. What surprised us is that 81% of attendees chose the Webinar option instead of the live event.

So anybody who is concerned that you can't do consultations, therapy or anything else online because people don't want to work over zoom has been proven wrong, well and truly. People are happy to work over zoom.

The Authors Challenge

We ran another challenge to help Therapists, NLP Practitioners, Experts, Entrepreneurs, and Business Owners to create their first eBook so they can tell their story, teach their knowledge, grow their marketing list and to scale their business faster than 1 on 1 ever could



In my eBook called 'Write' I explain the entire process from start to finish on how to name your eBook, design the cover, structure the content and to get it out there.

And if you click on the 2nd image, you'll be taken to our Authors Kit section where you'll see the replay of the Authors Challenge and even resources that show you how to create Video Ads to promote your eBook. My favourite part is where Jacqui takes you through Font and Colour Psychology to get your message across on the front covers in ways that you may have never considered before.

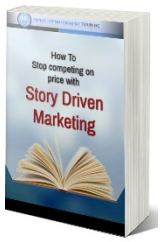


Our Other Books

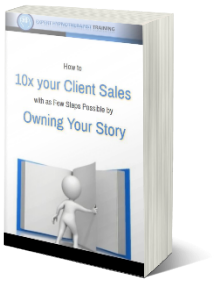










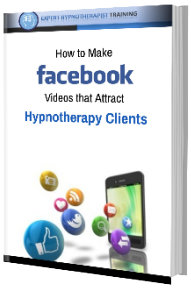




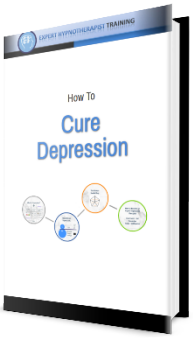


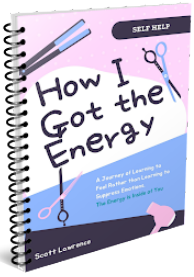




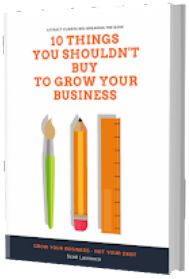


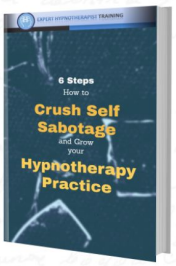


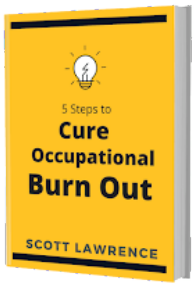




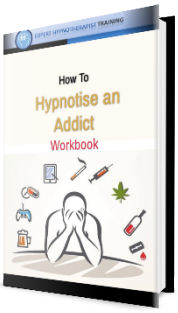


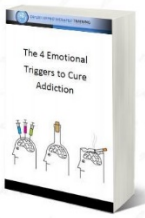












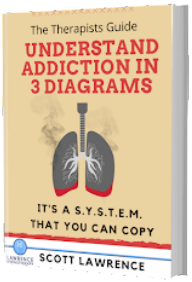


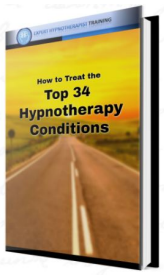


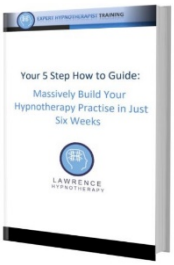




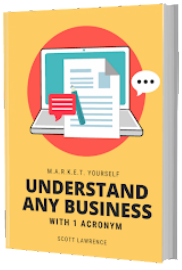


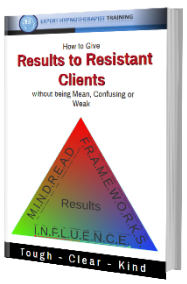


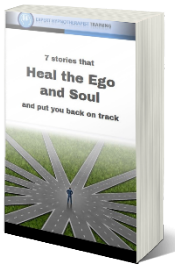


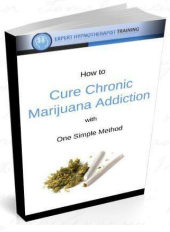




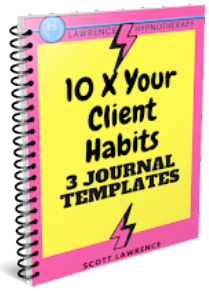












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