



Make It Fun

Module 6

Robyn: Hey, we just wanted to congratulate you; you're halfway there!

Steve: Halfway!

Trevor: Halfway, alright!

Robyn: The fact that you're here, to us, really means that you are really committed to these results because so many people probably started this program and didn't even get halfway.

Here you are, you got a lot of awesome, awesome good nuggets, golden nuggets, that you can use and now you're going to get the last half of the program here that's really going to help push you forward, pull you forward, to what you want and help you get those clients on demand.

Steve: The last thing I'd say is that sometimes they tell people: have you seen Karate Kid and you're washing the car, and then he's waxing the car, painting the fence, sanding the deck, and then he gets really mad. He's like "What does this have to do with karate?" Then all of a sudden he goes to Mr. Miyagi and he wipes the ...

Robyn: You guys should do it.

Steve: He actually blocks. Yeah.

I blocked him because I know how to wash the car, did you see that?

I washed Trevor's hand away.

Now, you might be thinking that. You're like: "I'm getting all these pieces, but I need to put it all together." We will; at the end you'll all be ninjas.

Robyn: Karate kids.

Trevor: Karate kid and ninjas; I like the way that ...

Steve: Yeah, so there you go. We're going to give this over to Trevor and he's going to take you to the next step. Soon we can put it all together.

Trevor: All right; thank you guys very much.

Now we like to make this fun because I'll be honest with you, sometimes when I have to keep this discipline of just picking up the phone and setting the appointment or sending that Facebook message or LinkedIn message, I have other things I'd rather be doing. I don't always think that it's going to be fun. I have to remind myself and I have to have a system and a process to make sure I'm in a really great state so that I can enjoy the process.

That's what we're going to talk about now. This is one other tool that I'll use and I'll literally, in order to make it fun, I'll draw a triangle on a sticky tab just like this, and I'm going to show you on the big board about what I'll put on it.

Again, this is to give you clarity about ... Well, this is just so that you can enjoy the process and make sure you're in the right state to show up and help and serve. Because this is the highest form of contribution you can actually make to another human being is that you're taking your time out of your busy schedule to connect with someone and give them a gift and help them.

It means you can't be lazy. It means you've got to get up and do it. You might as well enjoy it if you're going to be doing.

In the very center of this triangle, I like to think of it as a target. Now you can draw on there whatever you want, you might want to draw in a money sign because you think you want to make some money. That's totally great; you can put that in there. Sometimes, depending on how I feel, that's what I'll draw in the middle. Sometimes I'll put a heart because it's reminding me that I love, and care, the people that I'm reaching out to and I want to help them. Most of the time what I'll do is I'll draw a smiley face because if I'm going to spend this one hour a day and have that discipline, I want to make sure I remember to have fun and enjoy the process because you can't control other people, but you can control yourself. All right?

Now that's the first thing I'll do, I do it really fast. Takes me one second. Now on the bottom part of this triangle I remember my physiology. I remember or I'm going to declare; I'm going to decide how I want to be.

Let me just ask you a question. If you were about to make these phone calls and your physiology was like this: you're saying "This sucks, I don't want to do it, I've got other things I want to do." And you're all bummed out because you're someone who's like: "I hate making calls like this, I don't want to do it." How's that going to affect your calls? How's that going to affect the way that you're impacting and helping other people? Probably not too awesome.

What I like to do is just remember who do I want to be if I'm going to show up as my best, to help someone physically. For me it's typically when I'm connected, that I'm congruent, and that I'm confident. I know those are the three C words; I didn't really plan it out that way. But I want to be totally confident because I don't want to be convincing someone, I just want to show up very centered and

focused and confident. I also want to feel congruent. I don't want to try to push someone else.

What I'll do is I'll write on the board. Here we go. Maybe I'll put confident. Maybe I'll put centered. This is also an example of Tony Robbins' triad if you know how he talks about physiology and the other couple of components we're going to talk about real quickly. It's about how you show up to deliver and I'm telling you, this seems silly and you might be thinking: "Why is he wasting my time on this one?" Please don't think that. You want to make sure that you are attracted to these calls and that you enjoy things and have fun in deciding who you're going to be. Totally 100% confident and centered is going to change everything for you.

Now the next thing that I'll focus on is: what is your focus? Why are you making these calls in the first place? You can put on again, you can write anything you want on the side of this. Sometimes, like I said, it'll change for me. I can put different things in the center, but one of the things I will focus on is that I am looking for people that I can help. In fact, that's the seven magic words that I'll share with you right now.

The seven magic words to go ahead and help find your ideal perfect target client are: Who do you know I can help? Or I use "we" can help. Who do you know we can help?

I will write down on the side here: Who do you know we can help? I remember that's what I'm looking for. I also will focus on the gift that I know I'm about to give someone.

That's my focus. This is why I'm doing it. This is the center, I want to make sure I'm having fun, I'm totally centered, connected, congruent, and totally confident, and then I'm here to help and I'm here to give them a gift. If I remember that, not selling and pushing,

if I remember that, then it makes everything really easy.

The last thing I would put over here on the side, I'm going to try to find a different color, here we go, is just what you're going to say. This is your physiology, your focus, and your language. What you're going to say, I'll just put this, your 'Make Money song'.

If you use the Make Money song, you know exactly what you're going to say. Or, if you want to script your message slightly different, you write it down on something really simple so you know exactly what you're speaking about during that part of the process, wherever you are.

This will help you tremendously. I hope you enjoyed this and make sure you don't make this small. Make this one of the things you have a discipline in doing every single time you make these calls. You're going to make sure you have fun and you're going to have a lot better results.

All right, can't wait to see you on ... Anything else guys?

Steven: I was just going to add one thing real quick.

Trevor: Yup, please.

Robyn: Get in.

Steve: Okay cool. Here's the thing I just wanted to say. When I'm working with many of my clients before they get going, like at the beginning, a lot of them say they don't want to make these calls, they don't want to reach out because they don't want to take from somebody else.

I just wanted to be sure that you heard what Trevor said, just make an extra effort to put it in your head: this is not about taking anything. You're not picking up the phone to say: "Oh Trevor, give

me money. Please." No, I'm going to be confident and centered that I can help people.

Now I'm not 100% I can help Trevor, but that's what I'm going to find out. That's what we're going to talk about and we'll talk about the language on the call, but I know in my mind that I'm going to give Trevor a gift. I'm going to focus, hey how can I help Trevor and that is a gift to his life because if I can help him have a better life, or have something more in his life, or having something get rid of something, then it's going to be a huge plus.

I just want you to know if you do these things that Trevor said, and watch this video again if you need to, because this right here is the game changer. All the things we're telling you, the tactics, make this call and do this, but this is the mindset. This is the focus to give people gifts.

I believe you all have gifts. You wouldn't be on this call if you didn't have a business that could help people. I'll have bet you have all these invisible gifts all over your house, so much so if you don't give them out you're going to have a problem. You're not going to be able to move around like: "Oh my gosh, sorry for all these gifts. We'll get to the couch in a minute."

No. Start giving your gifts away. Making calls, giving gifts, helping people. It's so so important.

Trevor: Robyn, you mentioned the superhero story. Years ago when I figured this out so that I could actually have the discipline of following through, I started realizing how important this focus just was. It came down to, and a nice thing if you ever think of Superman; Superman is not out there on the street assaulting people that are walking down the street. No, he's in costume. You know, he's Clark Kent and he's looking around, he stays in costume

until somebody's out there going: "Help!"

Steve: Help me!

Trevor: "Help me!" So your job, when you're making these calls, to make it fun, is to remember that. Your job is to be a superhero. You want to sort through and find the people who need your help. That's all you're doing. If they don't want your help and they don't want to talk to you and they don't want to receive your gift, then you're cool with that because Superman doesn't just assault people on the side of the road. He's waiting for the people who need his help and there are people who are out there waiting for your help. Give them the gift by having fun with this, using these disciplines, go head and take consistent action.

Robyn: And ...

Trevor: And!

Steve: Woo!

Robyn: If they don't need your help, find out who does. They know someone who needs your help, so you might be going around: "I'm Superman, I'm Superman, do you want my help?" They're like "They're not calling for help" you're like: "Well, who is calling for help?" Someone's calling for help.

Trevor: Right. Who do you know we can help?

If you're calling someone and you just feel like you're a you, you would say: "Who do you know I can help?" But I tend to align myself with a group of people, and I build a team around me, and I usually serve someone even if I'm working with someone one-on-one, I'll involve my group of people that I get to work with. I'll create these group projects with someone.

Steve: Woo!

Trevor: You can also benefit from using "we" and you're asking for a referral in that case. Like your mom, you weren't calling your mom to say: "You want to hire me?"

Steve: Yeah, right? You have a million dollar company right mom?

Robyn: You just haven't been telling me about it?

Steve: Yeah, I know right? She's like: "Well, secretly I own half of Apple."

Robyn: I'm a marketing director.

Trevor: Great stuff, let's go to module 7 and we're all good.

Robyn: We'll see you there.

Steve: Yeah. Woo!

Trevor: Okay, see you in the next one.