

White Paper

# Wii-FM

*"What's in it for me?"*

Version 2.20

**“The art of learning how to be  
selflessly selfish!”**



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# Wii-FM

*"What's in it for me?"*

**“To achieve one’s life vision, to see deep success, in every area of one’s life, we need to learn the deep science of selfless selfishness.”**

Unknown

If you find this white paper helpful, then Pay It Forward and share it with others. Also, be generous and make a financial contribution to Life Masteries Institute which is an IRS approved 501(c)3 nonprofit organization. Your contribution will be used to help Single Moms and Kids At Risk start their own companies.

[www.DNAforLife-Laws.com/pay-it-forward](http://www.DNAforLife-Laws.com/pay-it-forward)

From a 1 to 10, with 10 being the highest how would you rate the following. We know . . . it depends on what area of your life you are rating. Let's come up with an average rating for every area of life that you really value. You don't have to share these numbers with anyone else, so feel free to be totally honest. :-)

___ - Selfish	___ - Loving	___ - Have Integrity
___ - Generous	___ - Giving	___ - Humble
___ - Kind	___ - Smart	___ - Powerful

### **Exercise**

You can do this exercise individually or as a group. If you are not in a Success Circle of 12 (SC12) group, we would encourage you to join or start a SC12. It is a result of the SC12 system / groups, that this white paper was written.

[www.DNAforLife-Laws.com/cool-free-stuff/success](http://www.DNAforLife-Laws.com/cool-free-stuff/success)

Who are the 12 people you have the most influence over, you have given the most to and they would be the most responsive to a request from you

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_

# Purpose

To learn how to get what we want in life by being selflessly selfish.

This white paper is purposely designed to be very short and to the point WITH a lot of Q&A.

Why?

Most of concepts presented in this white paper are pretty easy to understand from an intellectual perspective but very hard, it seems, to apply consistently. The Q&A helps us individually and as a group to ask the hard and the deep questions to provoke thought, learning and growth.

## **It's Pretty Simple Actually . . .**

- Do we believe that everything we do is selfish?
- Hmm, if we do not believe this . . . are we open to the idea that we may be wrong?
- Hmmmm, if we're not open to being wrong . . . then it may be good to go back to the top and review the 1 to 10 numbers again? :-)
- How about taking our hardbound journal and listing out everything that we think we are totally being selfless about?
- So . . . how many things did you come up with where you were totally selfless with. Hmmmm . . . would be good to talk to others in your Success Circle of 12 mastermind group to see what their thoughts are.
- Ok . . . so if everything we do is selfish . . . then there must be good selfish and bad selfish? Hmm, what's the difference and how can we be more good selfish in a selfless way and get rid of the bad.

It would seem . . . that if we don't understand how everything we do is selfish . . . and that's not entirely bad . . . that we could not be intentional about good selflessness.

Once we understand how to be selfish in a good way, then we could use this Natural Law for our benefit and the benefit of those around us. Let's start out with a quick exercise. If you were to join a Success Circle of 12 mastermind group and were given permission to be TOTALLY SELFISH what would you like? Again, you DO NOT need to share this with others . . . or you can . . . it's up to you.

If I could be totally selfish, I would . . .

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

It seems, that the issue may not be, us being selfish and knowing it, but us being selfish but thinking we're not. Understanding how different frequencies / personalities tend to be selfish without even realizing it, is a great place to start.

## Selfish . . . and don't know it.

 <b>2</b>	We often think we're helping people to catch mistakes when we may be doing it to <b>feed our ego</b> .	 <b>4</b>	We often drive things forward for the benefit of others . . . when we're doing it to achieve <b>our own goals</b> .
 <b>1</b>	Often we think we are kind, generous and giving . . . when we're often kind of doing it to <b>feel good</b> .	 <b>3</b>	We often think we're seeking to lift people up to make the laugh and feel great, when we may be just avoiding work because <b>we're lazy</b> .
<i><b>The Analytic</b></i> (The Teacher)		<i><b>The Driver</b></i> (The Navy Seal)	
<i><b>The Amiable</b></i> (The Cheerleader)		<i><b>The Expressive</b></i> (The Coach)	

What's interesting . . . is that we often like people who are like us and fall in love with people who who are opposite of our personality / frequency. Why is this? In large part, it may be that we're selfish. We love to party and have fun (Level 3 Frequency) but hate to balance the checkbook (Level 2 Frequency).

We love to drive tasks forward (Level 4 Frequency) and maybe even love people but don't like people so we're attracted to people who make like to deal with people (Level 1 Frequency).

Learning how we're selfish and that's not necessarily bad, but could be if we're not intentional and self aware and aware of others. When we understand the natural gifts we have and those gifts / personality / frequency we have we're able to learn how to turn being selfish into helping others to get things they would like to have AND are good for everyone.

We can think something is selfless when it's really selfish and other times we can think something is selfish when it's really selfless.

If someone questions our if we're being good or bad selfish . . . and we respond in a defensive way . . . may be a good indication that we not only aren't being selfish but that we may very well know it and are upset that others see us for what we really are?

## Good vs. Bad Selfishness

<p>1</p> 	<p><b><u>GOOD Selfish</u></b> Encourage people for the good of everyone. Give people hope, energy and belief that they can succeed and building community.</p>	<p><b><u>BAD Selfish</u></b> Use my gifts to manipulate people improperly, cause people to feel good when they should not, lead people to believe things which are not true.</p>
<p>2</p> 	<p><b><u>GOOD Selfish</u></b> Use my gifts for being good with details, systems, understanding complex things for the good of everyone.</p>	<p><b><u>BAD Selfish</u></b> Misuse of my gifts to make me look good and others bad, belittle people, slow things down too much and increase fear.</p>
<p>3</p> 	<p><b><u>GOOD Selfish</u></b> Use our gifts of passion, energy and excitement to help the group bring value to others and accomplish something for the greater good.</p>	<p><b><u>BAD Selfish</u></b> Use our gifts to lift us up, make us feel good, make us the center of attention. Use passions to enrich our own lives without helping others to see mutual success.</p>
<p>4</p> 	<p><b><u>GOOD Selfish</u></b> Help people achieve their full potential through drive. Help groups to see big picture and have large vision.</p>	<p><b><u>BAD Selfish</u></b> Hurt people by pushing too hard, not considering people, feelings, thoughts, experiences and weaknesses.</p>

Join the Facebook discussion group and share your thoughts. Start your own Facebook group and/or your own Success Circle of 12. (SC12)

> <https://www.facebook.com/Success-Circle-of-12-142346416216425/>

> <http://dnaforlife-laws.com/cool-free-stuff/success/>

## **Need Help . . .**

Would you like coaching, mentoring or just someone to bounce something off? Life Masteries Institute provide "Topic Coaching" on any challenge / problem one may be facing in any area of one's life. There is no charge for this as it's funded by generous individuals who participate in the Life Masteries worldwide network.

[www.PersonalityMasteries.com/Coaching/Challenge](http://www.PersonalityMasteries.com/Coaching/Challenge)

## **Please Remember . . .**

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## ***NEXT Step . . .***

Your Gift 30 minute Strategy Session:

[www.DNAforSuccess.com/examination/30min-strategy](http://www.DNAforSuccess.com/examination/30min-strategy)

# Q&A

**Q: 1. How do you deal with someone who thinks they are not selfish but probably are far more than they realize?**

A: Have they read this white paper? If not, then share the white paper with them. If someone reads the white paper and still doesn't seem to get how selfish they may be . . . maybe they really do . . . but are upset that you now know and won't allow them to be improperly selfish again? If someone takes something to the extreme and says . . . "I don't agree with 100% of what is shared in the white paper." . . . you can ask them, "Do you think you understand 100% of what they are saying?"

**Q: 2. How do I get the most out of the Success Circle of 12 (SC12) group(s) I am in? Will I get more benefit from any group if I'm a better student?**

A: We often don't get what we want from a group. Why? We're not clear as to what we want so we participate in something to often feel good, we may feel good in the short term, but over time we lose our interests or the short term motivation and have not developed the discipline to stick with things. We often lack the work ethic required to create success so we jump from one surface group of people and end up jumping from one to another.

To gain the most from your SC12 it's very important to be clear as to what your Life Vision is. Once we have clarity of our Life Vision others have found it to be very helpful to have a certified ActionVision engineer engineer a customized personal / professional life vision.

> [www.DNAforSuccess.com/implementation/one-on-one](http://www.DNAforSuccess.com/implementation/one-on-one)

Once we get a very detailed engineer plan for our own life, we then become crystal clear as to what actions are needed to see our success. Detailed actions and being a great student, all connected into our Life Vision will help us to be intentional about what actions we need to take to gain the most value from any SC12 we are involved with.

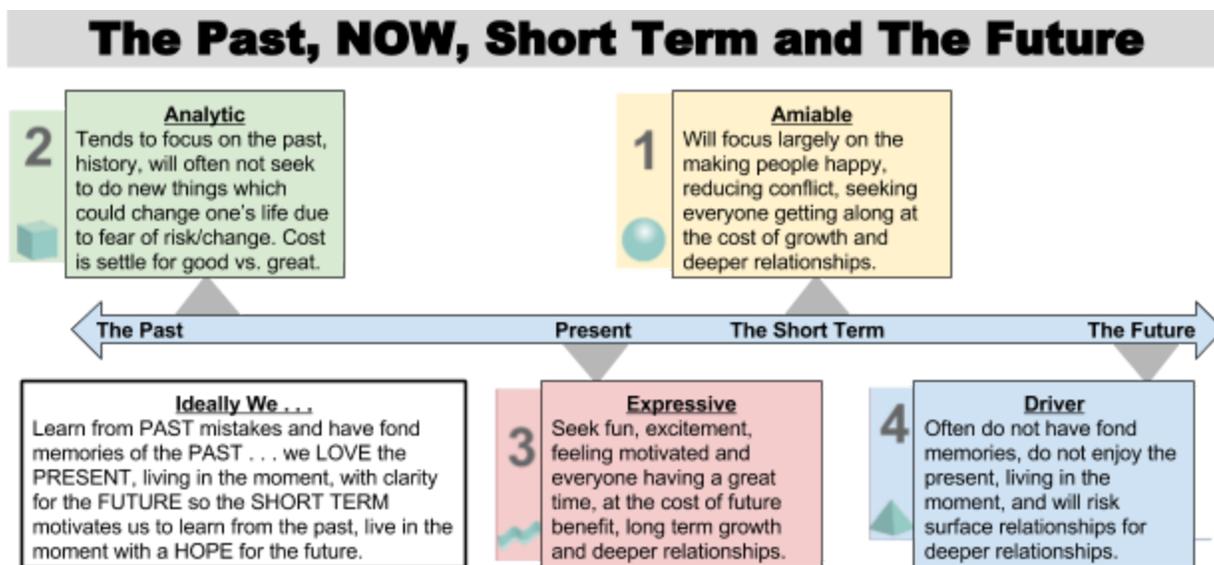
"Yes!" we will gain more benefit from every interaction we have in life, any group we are involved with . . . IF . . . we make a choice to be a better student. Yes, it is choice of learning, disciplining ourselves to be:

**Open Minded – Attentive – Curious – Persistent – Humble – Trusting**

**Q: 3. How does short and long-term play into this?**

A: We often seek something that brings us value, Wii-FM in the short term, not realizing that what we desire in the short term will cost us in the long term. One of the hardest things to help individuals understand is that often we are chasing things as human beings, that once we catch it, it won't really make us happy and/or won't provide fulfillment.

The long term, the future is important without question . . . but if we don't get through the short term, there is no long term. Learning to balance all four frequency perspectives for ourselves and then all other team members is critical to our success and really getting Wii-FM for us and everyone else.



**Assignment**

What frequency am I and what can I do to learn to be more sensitive to other personalities / frequencies around me? What can I do to create more Wii-FM not only for me but also for those around me?

**Q: 4. What if someone get's upset and angry about asking about their motives, their choices, or even words which are spoken?**

A: Often when people get upset, it reveals they are very much aware that their motives are maybe not as pure as they would like people to believe or they would present. The white paper Success . . . through self vaporization is a great white paper to help people to learn to maybe see themselves in a more accurate light.

If you shared something that triggers someone to be upset, were you aware that they would get upset? Often the Level 3 and 4 Frequency are very much willing for someone to get upset. Someone being upset could mean a lot of things so it's good for each one of us to be introspective as to "Why we are feeling what we're feeling."

Often people get upset, angry or any of the other 9 D's to Disaster because they have found, in other areas of their lives that when they do this it backs people down. Should we back down or should we press things forward? When someone makes a poor choice it puts the leader and everyone else in a hard space. If we continue to push people forward when we should back away that doesn't work so well and if we don't push people forward when we should, then we will continue to face this challenge in the future.

Someone being upset often is connected to the person who "triggered" the outburst . . . when you think about it . . . it's probably just words so why do words trigger such an outburst?

A great white paper for people who get angry or any of the 9 D's - Distract - Divide - Defer - Deflect - Defend (Defensive) - Deny - Destroy - Deceive - Disguise.

> [www.DNAforLife-Laws.com/Cool-Free-Stuff/Succeed](http://www.DNAforLife-Laws.com/Cool-Free-Stuff/Succeed)

**Q: 5. What If I think someone else is taking advantage of me and/or just interested in the money?**

A: It's always a great idea to think of the mirror principle when we are thinking something of someone else. When you think about it we're probably judging someone's heart or motives . . . which is always kind of a dangerous thing to do. The Grandpa Boersma principle helps us to realize that there is some percentage of truth probably about everything that is said about us, it could be 1% to 99% true and it's important that we realize we need to take ownership of whatever % of truth there is.

Lazy communicators will tend to speak or hear in 100% terms. You are \_\_\_\_\_. This is \_\_\_\_\_, etc. Very few times are things 100%. There are many motivations so one's own motives as well as others is complex. We often SEE in others what is really in our own hearts. This also helps us not to be defensive . . . when someone is saying something about us . . . they really might be saying / sharing more about themselves than they are about us?

There is something built within us to be Wii-FM and learning to think as different frequencies will assist us to see that while we may interpret their motives as one thing, it could be something very different. Even if it is, what we think it is motive wise, what can we do to help them to see the benefits of selfless selfishness and how do we create win win for everyone?

Often Level 1: Frequencies love to serve so by doing things for others they are actually gaining a great deal of benefit themselves, although they often do not seem realize this. Often the Level 3 and 4 frequencies will see "how much joy they are giving Level 1 and will then help that person to give them even more." You can see the problem which this creates. Level 1: Frequencies will often get taken advantage of, and they actually enjoy it in the short term, but will burn out in the long term.

Work with your ActionVision certified mentor / engineer to assist you in learning your own frequency and for that of those around you as well. Helping everyone to be aware of this helps everyone to see greater success.

> [www.DNAforSuccess.com/Implementation/one-on-one](http://www.DNAforSuccess.com/Implementation/one-on-one)

**Q: 6. What if I think I'm being taking advantage of and giving far more than I am receiving?**

A: It is natural for all human beings to be far more sensitive to what we give than what we receive. Often, due to frequencies, we don't even SEE what is being given by a different personality type / frequency, much less appreciate it.

On a sheet of paper, create a large "T" and on the left column list out everything you see you're doing for your SC12 group and then on the right side list out everything that others are doing . . . and then have others do so as well. This is a most enlightening exercise and helps us to learn to appreciate what others are doing that we're often not even aware of. Learning to be thankful and grateful for the contribution of others is always a great thing and will bring even more value from those we appreciate.

**WARNING:** Often those who talk the most about giving, often give the least and often those who talk the least, give the most.

### **Assignment**

Once every three months or however you would like to do the exercise have everyone in the group, list out from 1 to 12 who you believe contribute the most. Level 1 and 2 Frequencies WILL NOT like this exercise and probably won't want to do it. Remember . . . often those who do the most, we won't even see what they do. Good reminder to SEE things, to look for things that we often won't naturally see.

**Q: 7. How do I know good selfishness vs. bad?**

A: That is a great question . . . AND . . . one of the hardest to answer. Go back to the top where you listed the things you would like to be selfish about, if you could, and really think about how to turn those into WIN WIN WIN for everyone. If we're not working very hard mentally in seeking to SEE where we are selfish, then we probably have a fair amount of not so good selfishness.

Working hard mentally and emotionally to identify and acknowledge those areas we're selfish is the first step. We then need to work hard to seek to create WIN WIN WIN for all those involved. Find the things we don't like to do and then find others who do like to do those things and then you both can be selfish together and it's selfless as you're doing things they don't like to do and they are doing things they enjoy but you do not.

If you have not gone through the Personality Masteries 12 week introductory course that is strongly recommended. Not only will we understand ourselves in a much deeper manner but we'll understand others. When we deeply learn frequencies of ourselves and others we can then learn to be selfless selfish about pretty much everything we do.

> [www.PersonalityMasteries.com/lvl1-cert](http://www.PersonalityMasteries.com/lvl1-cert)

**Q: 8. Can two people think they are selfless to one another and it still be bad?**

A: Yes, this happens actually very often. People often under the guise / deception of "I am being true to myself." or "We both want / enjoy this." or "They value what I'm doing / sharing" convince themselves that they are being not being selfish, when in fact they very much are. Cocaine users like hang around other cocaine users . . . why . . . to normalize their deviant behavior. It's not unusual that selfish people hang around other selfish people for the benefit they receive in the short term. In the long term it won't work out well for anyone, but it feels good in the short term. Often people don't want to be aware of where their heart is and for sure do not want others to be aware of this as well. Why? Co-dependency brings short-term value to all parties but it's really bad selfishness taken to the extreme.

**Q: 9. What if I feel that I have outgrown my SC12 group?**

A: This is a hard question to answer from a global perspective as each situation is very different. Often we gain so much value from a group when we get started, but then over time, maybe not so much. We often give up and move on, to another group, and repeat the same thing over again and again. Often, if we were to stick it out, stay a little longer, push through it, give more, become a better student we would make a huge dimensional breakthrough.

Dimensional breakthroughs almost always happen after, we feel like quitting. Stick with things, keep pushing through, don't give up is often the best advice.

Without question, do be honest with the leader of the group and often they will share your thoughts and considerations with the group. It's almost always good to give it a month or two more and give it 110%. What's strange is often the individual thinking they aren't getting enough from the group is actually the one who is holding the group back due to maybe being selfish, not in a good way, being lazy and/or not being a good student.

Be honest and work through things as a group.

Another great option is to start your own SC12 group. This can be actually really easy if you know how to do it and you time block 15 minutes a day to work on it.

Step 1: Identify 12 outside the box thinkers (12 OTBT) in your local area.

Step 2: Identify 12 outside the box thinkers outside of your local area.

Step 3: Work with your mastermind mentor to learn steps to take with them.

## Q: 10: How do I LEVERAGE systems, processes & networks?

### How do I apply Wii-FM to the 30 MSS certification process?

A: Well . . . that's a most interesting questions and a fairly complex answer actually. Talk with your mastermind mentor and/or your ActionVision coach for any specific questions as they will know your specific situation better than anyone else? Let's actually get started with some questions. Take some time to really think about your answers to the following questions.

- **Y/N** ~ 1. Would I like to learn how to get people to **know, like and trust me** far faster ... AND ... would I like to have a system to do that in 14 minutes?
- **Y/N** ~ 2. Would I like to have a system which would help me to **convert more prospects to clients** and do so a lot faster?
- **Y/N** ~ 3. Would I like to have a system which would **cut my sales cycle down** dramatically?
- **Y/N** ~ 4. Would I like to have a system which would help me to **generate far more and better referrals** and then work those referrals in a far more effective manner?
- **Y/N** ~ 5. Would I like to have a system by which I could generate powerful and **profitable partnerships** and LEVERAGE all their networks for win win for everyone?
- **Y/N** ~ 6. Would I like to have more and / or **better friendships** and would I like to have deeper friendships, in less time with less effort?
- **Y/N** ~ 7. Would I like a system which could help me to **clone myself** and others who are successful around me so I / others could earn money as the result of the efforts of others?

\_\_\_\_\_ How many of the above questions did you answer "Yes" to?

**6 to 7** ~ 30 MSS certification should be my **#1 priority**.

**4 to 5** ~ Would gain a great deal of benefit. Make it a **high priority**.

**2 to 3** ~ **Partner** with someone else do to your 30 MSS for you.

**0 to 1** ~ No need to pursue.

Now that we've determined what level of priority we should have in becoming certified in the 30 minute Strategy Session (30 MSS) what are our next steps?

If we would like to use the 30 MSS to earn more money while working less hours determine the number of 30 MSS you need to complete to earn the money you desire to earn. We are applying the “Pressure Point Analysis” to help us to determine how many 30 MSS we need to achieve our WOW income goal.

**Example**

\$ _____ / Month	\$ 20,000 / month - WOW Income Goal
Divided by . . .	
\$ _____ / Avg. unit \$'s	\$ 2,000 ~ Average commision per unit
= _____ / Unit Sales	= 10 / units need to be sold a month
Divided by . . .	
_____ / sales ratio	\$ 50% / 5 out of 10
= _____ / 30 MSS	= 20 ~ 30 MSS needed a month or roughly 5 a week or 1 / day

Pretty cool right . . . we’ve discovered that we need to do one 30 MSS a day to achieve our \$20,000 a month / \$240,000 a year in income.

When we determine our Wii-FM and it’s crystal clear to us as to the benefit we gain, we are far more likely to follow through on the actions we need to do.

**Step 1: Time block 30 minutes a day** to complete 30 MSS training/certification.  
 > NOTE: Make sure you manage Up/Out to ALL key people.  
 > <http://theactioncard.org/library/30min/>

**Step 2:** Start asking people their Biggest Challenges (BC).

**Step 3:** Do the best you can and jump in and start doing 30 MSS. :-)

**Questions . . . call your mentor or call 630.393.9909.**

Q:

A:

## Questions . . . Need Help . . .

Please feel free to call the individual you passed this along to you and/or feel free to call 888.230.2300 or 630.393.9909.

Great Websites . . .

- > 7 Steps To Success: [www.DNAforSuccess.com/7-steps-to-success](http://www.DNAforSuccess.com/7-steps-to-success)
- > White paper library: [www.DNAforLife-Laws.com/cool-free-stuff](http://www.DNAforLife-Laws.com/cool-free-stuff)
- > Video library: [www.DNAforLife-laws.com/career-success](http://www.DNAforLife-laws.com/career-success)
- > [www.DNAforSuccess.com](http://www.DNAforSuccess.com)

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## Case Studies . . .