

Phase 1 ~ Foundation – Click Here

- 1. Identify Topics & Cool – Sexy – Interesting Name ~ [Additional Details](#) ~
- 2. 3 to 5 Major Areas ~ [Additional Details](#) ~
- 3. Flesh out sub details ~ [Additional Details](#) ~
- 4. Create a great graphic ~ [Additional Details](#) ~

~ M&M Lesson ~

- 1. My WHAT & WHY ~ Examination
- 2. Action Steps ~ Solutions
- 3. LEVERAGE ~ Implementation

7 Lessons . . . for the course

- 1. **QUESTIONS** ~ Review Verify Questions
- 2. **SEE** ~ SEE BIG & small
- 3. **THINK** ~ Set Up & Trial Closes
- 4. **DO** ~ Perfect Presentation
- 5. **YES / NO** ~ Yes / No If no . . . ?'s
- 6. **AUTOMATE** ~ Automate systems
- 7. **LOST** ~ If Lost . . . Why . . . NEXT

Remember . . . you / we are competing against the entire internet which has billions of pieces of information . . . for free. We are also competing against a culture which wants something fast, easy and without any work for . . . next to nothing.

It's said that there are two things that people are looking for in a sale . . .

- **Intention**
- **Capabilities**

**I would not give a fig for the simplicity this side of complexity, but I would give my life for the simplicity on the other side of complexity.*

Oliver Wendell Holmes Jr.

We are also competing against people who are inherently cynical it seems and seem to often be simple minded. Tom shares how one of his professors use to say “The Masses Are Asses.” The work we’ll need to do to condense what we present in the course is the key to our mutual success . . . and what’s even more important than that is that we have a clear message / clear branding and that people almost instantaneously have an epiphany and buy in quickly.