

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 ~

“Intention” is “what is our desire as it relates to them?” “Capabilities” means can we carry through with our intention. Do we intend to change their lives forever and give them far more value than what they are investing into ~ Intention.

Secondly . . . do we have the “Capabilities” to actually follow through with what we intend to do? Somehow . . . we need to help everyone to clearly SEE how much has been invested into the entire course . . . AND . . . the value of the course for everyone at every level.

In the DNA *for* LIFE, the Natural Laws, we learn the principle “Simple TO Complex To Simple.” This Natural Law helps us to quickly move through many concepts / iterations to success like distilling of alcohol. This course will be 99% proof. :-)

“Learn the rules like a pro, so you can break them like an artist.”

— [Pablo Picasso](#)



Area 3: The Sale The “Yes” or the “No”		Ask key questions	Master “Present Solutions”	LEVERAGE The MAGICAL Arts of POSITIVE Motivation and Manipulation
3:2-1	Review Verify Questions	<ul style="list-style-type: none"> ● Review all levels of questions. ● Do we have all information / ?'s / data? ● Prioritize importance of information. 		
3:2-2	SEE BIG & small	<ul style="list-style-type: none"> ● What does the individual(s) deeply want? ● What does the individual(s) deeply need? ● Based on all the information / data what is the best solution? 		
3:2-3	Set Up & Trial Closes	<ul style="list-style-type: none"> ● Review "set-up" again with client. ● Will the individual "SEE" the benefit of the solution? If not . . . motivate / manipulate? ● Mirror & Model // Increase the pain // Trial Closes 		
3:2-4	Perfect Presentation	<ul style="list-style-type: none"> ● Based on ALL information . . . present in a simple way. ● Personality Masteries - Get them to like us . . . and then love us. ● Learning modalities & stories which ask a question and tell a similar story of success. 		
3:2-5	Yes / No If no . . . ?'s	<ul style="list-style-type: none"> ● Do we truly / deeply believe this is the best solution? ● Gain momentum & LEVERAGE through "Yes" questions. ● Trial closes . . . lead to asking the final closing question . . . then silence. 		
3:2-6	Automate	<ul style="list-style-type: none"> ● Three Levels of Learning - Deeply understand entire sales process. ● Apply "Warm Belly Rub" from DNA for LIFE. ● What is the best short-term and long-term solution? Apply Fuzzy Logic. 		
3:2-7	If Lost . . . Why . . . NEXT	<ul style="list-style-type: none"> ● Box 13: "Why Prospects Are Lost" ~ Box 5: Strategic Strike ~ Box 12: Successes ● Develop ARRT ~ Atomic Ripple Reaction Team / Tree. ● Actively engage in Mastermind Seminars & Coffee Connections 		