

Hello and thank you!

Your gift of your time triggers my all-out commitment to excellence and learning and experiential shifting for you!

I AM HONORED! *we!*

*IRS extended!
tomorrow*

Why are you here tonight (or watching the video?)

- To experience a new way of creating success
- Because you are not just "incrementally improving"
- You are going into the very core of your mind where the rules are made:

massive/radical

- Success = ?
- Fail = ?
- Avoid fail = ?
- Fear = ?
- Self-sabotage = ?
- Dreaming = ?
- Future = ?
- Hope = ?
- Compromise/ settling = ?
- Reality is... = ?

On a small - to - grand scale (you choose)

On a thin slice or broad spectrum basis (you choose)

Tools - based (new information)

Experiential (action & results, not just talk)

It is a 12 month cycle - This is April

The Master Map for the Master Mind !

Master Map for the Master Mind!

1. What is The Inevitable You®? WHY TIY?
2. Relationships/ Love “Software” (the masculine & feminine matrix)
3. Deeper dive into The Inevitable You® (part II)
4. All about the MOW (why do it, what to expect, “neural snapshot,” blueprint/ design doc)
5. Why do some change and others do not? (flow tools)
“Transformational” Psychology
6. Leadership, Part I, what is it? (IQ/ EQ)
7. Leadership, Part II, case studies, what goes wrong? How to fix...
8. “Gibb’s” Rules
9. Psychology of Wealth: financial MOW
10. Psychology of Wealth, Part II: case studies
.
11. Health, Energy, & Vitality

12. Goal Behavior & Psychology: next year's software, CANI the current year, & more! (setting up next year for EPIC success!)

BONUS ARCHIVE MATERIAL:

- Parenting, "The Psychology of a Champion"
- Neural Communications package
- Goals/ Success NYR
- Stress: "eustress v. distress"
- Sales – The Psychology of a Closer
- NLP
- Spirituality
- PTSG (the challenge formerly known as PTSD)
- GVOY
- Fire Walk – Ignite Your Transformation
- More Leadership topics – Black belt Leadership pre-framing
- RCC (Love Seat©)

Before we get too far... Next month! 5/8/18

Moving from 3rd Tuesday to 2nd, AND from 7pm Mountain to 6pm

And, Q&A moves too, from 4th Tuesday to 3rd, and 6pm Mountain

accommodate Chara / better service

The Love Seat© _____ ?

The bottom line: if you have not taken advantage of your MOW exercise and analysis, this is a great loss for you. (and this is all entirely private.)

If you choose to share it and expose part or all of it in a "Love Seat©" your gains are dramatically multiplied.

And, if you choose not to expose that vulnerability, I understand no judgments. This is more of a content and education for you than an experience.

YOU MUST... Turn it into results then. We are ALWAYS here to support that!

Take advantage of this experience.

8 minutes!

"installing software" "diagnosing software" FLOW tool

"mental software"

"What does it mean to write software?"

Or...

"Write a program for that"

(which can mean, *"tell a different story"*)

to...

"the series of thoughts, feelings, and actions steps to create New You"

"Software" is a series of instructions of "what to do with the data"

events

The Brain/ Mind cycle:

1. What does this mean? (*ICM*)
2. What feeling do I assign to it? (*Assoc/ Dissoc*)
3. Take what action now? (*indeed, now what??*)

To write it at an "operating system" level --> The MOW!

"Diagnostics"

- Towards/ Away ✓
- IQ/ EQ ✓
- Driven by what? ✓
- Current MOW? (Table for 3)
- "Now" v. "not now"
- IHAN
- More

"Installation"

- Intention
- MOW
- Intensity ✓
- Repetition ✓

"Reboot" "Reinstall" (do you have your original software?)

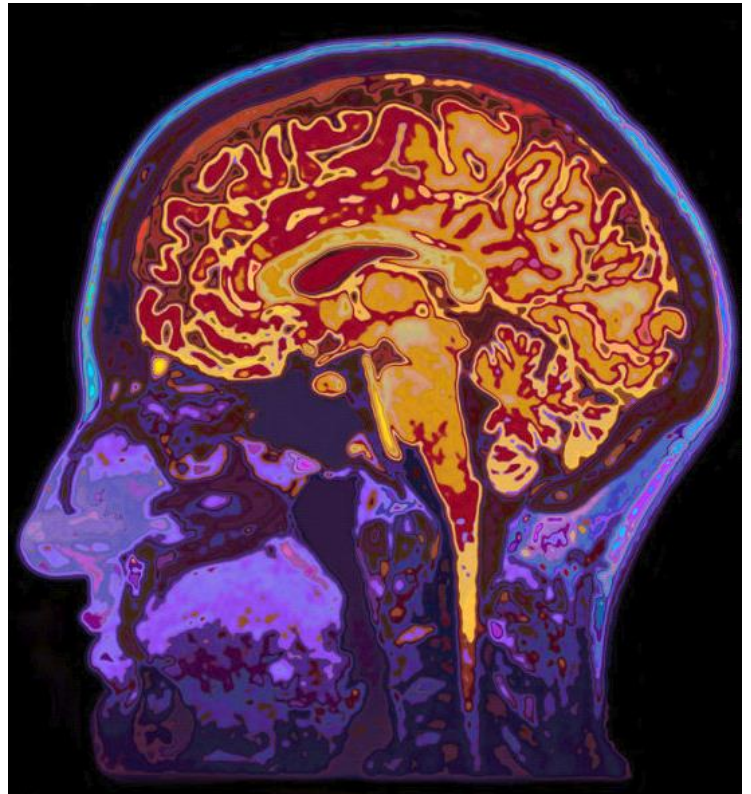
- OSOTR/ NSOTR
- Amnesia Tool
- ICM
- More

2025 software?

- IHAD
- MOW based
- More

Barrier #4: the Amnesia Tool = "software flow"
"first map"

1. FoO installs s/w
2. YOU run programs
3. --> creates thoughts, feelings, actions, sentences even!
4. Install new s/w
5. Run NEW programs
6. --> new thoughts, feelings, actions, sentences!



--Amnesia Program--

MUST KNOW:

--Quantum Glass

--Broken Leg/ Limper

~~1/2 F / 1/2 E~~

7. Language reveals program
8. Shift language/ shift program = new action
9. Consistent new action/ conditioning =

1. Your loved one says: can you help me "program" them?

2. We take the "true" data and develop new meanings.

Is this "true" and "real?"

9. Consistent new action/ conditioning = habits
10. New habits = new actions
11. New actions reveal New You
12. (any deviations from this pattern problematic ==> unsuccessful install)
13. ("in the 10" opens Old You software)

develop new meanings.

Is this "true" and "real?"

3. Do you say, "wow, was I really this person?"
4. Or, do you accept the "truth?"
5. And after six months, who are you now, really... old or new?
6. And what if, on the morning of the first day of the 7th month, your memories returned, THEN who are you REALLY?

choice!

And by the way.... Has anyone else done this to you??

parents / FOO

The parts to an MOW:

What is the importance of the MOW?

(we can see/ understand the "software" that is driving you)

YOU MUST KNOW THE SOFTWARE THAT IS DRIVING YOUR REALITY --

IF YOU DON'T KNOW IT AS WE TALK TONIGHT....

YOU MUST ASK!!

6 hrs
have fun!
don't edit

Baseline

1. Outcomes

What do you want?

ready, aim fire

towards/away SMART

Beliefs (4 or 6 kinds)

Empowering/Disempowering

Global/Personal

direct, unconditional
EIM↑

PQ

business

dumb terminal

how do I create success?
(towards)

Top 5 One Year Goals

SMART

Top Challenges or Trauma

Broken leg/limper
design meanings → feelings

Bio

1/2 F

tap into Greatness

Photos

1 current

1 4-5 yo

Calibrations

1-10

AND the MOW

Calibrations

1-10

LOA

AND.... the MOW
can be modified
extracted, (or full)
depending on which
vertical axis you
wish to analyze!

lite

Purpose

Values

Spiritual

Wild List©

GV0Y

40 mins

Audio transcript on the MOW (from the ACS)

LLBD

So now I really need you to do something unusual, something that you may not normally contemplate doing when you begin reading a book, or working through an audio book and a workbook. In a moment I'm going to ask you to turn off the audio and go right to work on your MOW, your model of the world.

listen audio

So first of all I'm taking a big risk. I may not have enough credibility with you yet to justify the time investment that you're going to make in this instrument. And secondly, it's an audio book. You're enjoying listening to the new content, the new ideas, the unusual and startling ways to look at things, and I'm asking you to work! Well please, *please* trust me. It will be very important for you to baseline your life – who you are, why you think you are who you are, what's happened to create you up to this point. Now why is that so important? At this point what I can tell you is this – most of you tend to undervalue who you are, what you've done or not done, and have certain very fixed beliefs on all of this. And you have overvalued the pain, the anxiety, and the glass half empty parts of your life.

So if you did this *after* working through chunks of this book, you won't likely be fair. Again, I emphasize, I'm worried that you devalue your strengths and you over-emphasize your shortcomings. And if you do a great job base-lining you, you're really going to absorb the material and put it to work as you practice the latest tools and technologies in neural science. You are going to be amazed at what happens with you. It will be even more amazing if we have the accurate baseline.

Have I made a case for you to do this? Let me explain a little more in general what this is all about before you turn this audio CD off and go to work

The reason why you need to do it now before you begin the book is this: In traditional psychology they will teach you that through Myers-Briggs or DISK or some popular personality assessment, or you have teachers that will talk to you about who you are, they will say to you that "This is who you are." They will give you elements of you and it will look like you and it will feel like you, and you'll go "Oh, I am that person." I'm going to challenge that. That's not who you are - that is merely a reflection of the mental software that you're running. And when you begin to change that software, which based on the embedded tools and commands that we're going to be going through in this text, you're going to be changing instantly.

And just like if we took a snapshot of you today and looked at your hairstyle and looked at the clothes that you're wearing, and looked at the setting that you picked to have it, when we take a neural snapshot of you, which is what a personality test is and what my Model of the World is, when we take a neural snapshot of you, we're merely looking at what you think, what you feel, what you believe, how you process the world at the time of the "picture."

Every section of this audio book is designed such that when you're through the audio book process, you will then pick back up your MOW and you're going to go through it and go "Holy smokes! This is my power. This is my ability to transform." This is how a caterpillar can go into a cocoon and come out a butterfly. That's why in transformation, (although I will occasionally interchange change and transformation,) change is a smaller word - it's a more diminished word. The issue with change is if you change, you can always change back. The greatness associated with the word transformation - when you transform you never go back. The butterfly never goes back to being a caterpillar. You might run old neural patterns, and so you go into your family of origin and you can become little Billy or little Suzy again. But you've transformed. You don't think that way. You don't act that way. You don't function that way anymore.

So to take the neural snapshot of yourself before you do this audio book, I think will be a very critical process and a big step in helping you understand the amazing potentiality that you really have, the amazing power that you really have. You will have far more confidence and certainty in teaching this and understanding this and spreading this word, because people are going to go "Hey, what got into you?" Or "What's going on with you?" And you're going to be able to, with a lot of confidence and certainty say "You know, for 40 years I was this guy, I was this gal, I'm not that person any more. I don't think that way. I have to really stumble into an old hole, there's got to be a really old song come on the radio that throws me back into that place. And as soon as I realize it, I'm different again; I return back to this place that I have designed. This inevitable place of my greatness, my truth." And that will all be revealed in your Model of the World where you are today.

So I'm going to ask you a number of things in your MOW and I want you to sit down with pen and paper, or I want you to sit down with your PC. I want you to have a stream of consciousness. I don't want you to edit it. I want you to have fun with it, I want you to flow information. I promise you there's going to be some questions on there that you've never asked and answered. There is going to be other questions on there that you've asked before but you don't have good answers for. Some of it you're going to know very, very well. That's all perfect. Wherever you are when you arrive at doing your MOW, that's fine.

First, you're going to talk about your outcomes: what do you want out of doing this audio book? Do you want a better relationship? A better job? A better career? Do you want to be a better parent? Do you want better health? What do you want? Much of what takes place in how you process reality is based on what you want your reality to be. And you're going to discover that many people are more focused on what they don't want about their current reality, and you're going to understand the absolute critical challenge and failure attached to, and associated to, focusing on what you don't want.

We're going to talk about your purpose. That is going to be a big one. A lot of people know their purpose; a lot of people do not. A lot of people don't want to know their purpose and we're going to talk about that in the Purpose section. But

you're going to take the time to write down "I'm on this planet because.....this is my purpose."

We're going to talk about beliefs. We're going to talk about your beliefs of the world. We're going to talk about your personal beliefs. We're going to categorize them as ones that empower you and help you. We're going to categorize the ones that disempower you, and hurt you, and hold you back. We're going to talk about the values that are most important to you and the rules that you have for creating those values or, again, avoiding those values; and not getting values that you don't want, and why you don't get values sometimes that you do want. It's going to lie, not in your personality type, but in the rules that you use.

There's a question in here about spirituality: "What is your spiritual belief system?" I'm not preaching any faith, and I'm not converting anybody from one spirit system to another. It's important for you to know what you're spiritual drivers are. While this country in America records a very high percentage of spiritual/religious beliefs, a lot of people are uncomfortable talking about it. So you're going to document for yourself "What is my spiritual belief system?"

We're going to talk about your habits. We're going to talk about habits that you have that are hurting you. We're going to talk about the goals that you've set for yourself for the next 12 months. We're going to look at something I call the "Wild List." This is a proprietary tool that I teach - the "Wild List." It sounds great doesn't it? The "Wild List."

When you look at your 12 month goals, those are the things you think you can attract. Those are the things you think you create. Those are the things that you think you can get in the next 12 months. The "Wild List" is about the things that you don't think you can get. But I'm going to give you all the money, all the time, all the resources, everything on the planet is working for you. If you had all of that, what are your dreams? What are your visions? What do you really want for yourself? And we'll talk about that as well.

We're going to talk about trauma, because trauma is one of your greatest teachers if you understand that. For many people trauma and challenges are the things that hold them back. What we know when we study the top people on this planet is that they know how trauma not only didn't hurt them in the long run, it produced the very strengths that they use to create the fact they're a champion.

We're going to look at your family sayings, and the last thing we're going to talk about is your biography. And give yourself a 2-3 page, some of them on average are about 6 pages; I've seen as many as 40 pages when clients return this to me.



Legendary Health Blueprint Questions

To prepare us for your Legendary Health work, here are your questions that are designed to get out your health blueprint as well as begin the conscious design process.

1. What do you want most for your health? (list the top three) On a scale of 1 -10, how close are you to getting or not getting what you want?

2. When you articulate the most magical, amazing, awesome health, what would that look like/ feel like? How close on a scale of 1 -10 are you to this ideal health?

3. What qualities or attributes do you love most about your current health?

4. List the top five positive beliefs in general that you have about health. Examples:

- a. If you work hard, you can have a strong, healthy body.
- b. While some have bad health, I know that if I do the right things, I can be very healthy.
- c. I believe everyone can have the body they want, but I struggle to have the body I want.

- 1.
- 2.
- 3.
- 4.
- 5.



5. List the top five negative beliefs that you have in general about health. Examples could be:

- a. Most people are unhappy with their health. It is too much work.
- b. As you get older, it gets harder to maintain great health.
- c. I never believed I would have a great body or extraordinary health.

- 1.
- 2.
- 3.
- 4.
- 5.

6. List the top five joyous, fun, or exciting things about your health.

- 1.
- 2.
- 3.
- 4.
- 5.

7. List the top five pain or disappointments about your health.

- 1.
- 2.
- 3.
- 4.
- 5.

8. What three things would you change about your health if you could wave a magic wand?

- 1.
- 2.
- 3.

9. What do you want most out of this program as it relates to your health? Be detailed, be specific.

Relationship MOW



Legendary Relationship Worksheet

To prepare us for your ultimate relationship work, here are your questions that are designed to get out your relationship/ marital blueprint as well as begin the conscious design process. Don't compare notes before both are done, but once you both e-mail to me, please take time to discuss your answers:

1. What do you want most out of your marriage? (list the top three)

- 1.
- 2.
- 3.

On a scale of 1 -10, how close are you to getting or not getting what you want, do you believe, from the other? _____

2. When you articulate the most magical, amazing, awesome marriage, what would that look like/ feel like? How close on a scale of 1 -10 are you to this ideal marriage?

Answer:

3. What qualities or attributes did you fall most in love with that each other has?

Answer:

4. List the top five positive beliefs in general that you have about marriage. Examples:

- a. If you work hard, you can create a strong marriage.
- b. While some marriages may end badly, I know that if you marry the right person, you can be happy.
- c. I believe in soul mates and I have found mine.

Answer:

5. List the top five negative beliefs that you have in general about marriage. Examples could be:

- a. Most marriages are unhappy. They are too much work.



b. Spouses always end up cheating on one another.

c. I never believed I would be happily married.

Answer:

6. List the top five joyous, fun, or loving things about your relationship and the other (do both parts.)

- 1.
- 2.
- 3.
- 4.
- 5.

7. List the top five pain or disappointments about your relationship and the other (do both parts.)

- 1.
- 2.
- 3.
- 4.
- 5.

8. What three things would you change about your significant other if you could wave a magic wand?

- 1.
- 2.
- 3.

9. What do you want most out of working with me as it relates to this relationship? Be detailed, be specific.

Answer:

modified

The Money, Wealth, Abundance, and Financial Success Worksheet

Our beliefs about money, wealth, and abundance begin with our families of origin, and are honed by life experiences. Dig into your memories. Put yourself in a peak state; don't just sit at a table. Get resourceful. What are the truths? Hear the voices, feel the programs...

1. What do you feel about money? Write down all your thoughts and feelings.
2. What disempowering beliefs do you have about money? What disempowering beliefs have you held at one time? Get them all out on paper now!
3. What empowering beliefs do you have about money?
4. Is there a difference between money, wealth, and abundance? Be detailed.

Wealth does not come from having a certain amount of money; it comes from adopting a new set of beliefs. What ever financial success you expect - whatever mental picture you create- will manifest in your life.

Write down the new vision that you want to create. Be specific.

1. What new set of beliefs do you want to create in your life? What new beliefs **MUST** you have in order for the above vision to come true? Be powerful, use powerful words!

Cultivate an attitude of abundance, rather than lack of, or scarcity, otherwise you could be wealthy and neither feel nor enjoy it.

Some Other Definitions to Ponder

In order to create wealth, you must decide to be wealthy. Poor people don't decide to be poor. They end without abundance because they have not charted a course to create it and/or they are operating from an old and disempowering belief system or road map. They have not decided on a destination, much less do they have a specific course. In contrast, wealthy people are decision makers. They have a sense of direction and take action. Furthermore, if things don't go their way initially, they simply chart a different course and move on. Consider the examples below. Is there a pattern to their beliefs regarding money? For example, John D. Rockefeller was worth \$200 billion when he died, while Ralph Waldo Emerson was constantly in debt. The truth is that anyone can find financial freedom. There is more than enough money to go around.

"That some should be rich, shows that others may become rich, and hence is just encouragement to industry and enterprise."

-Abraham Lincoln-

"Money is like an arm or a leg: use it or lose it."

-Henry Ford-

"I believe that power to make money is a gift of God."

-John D. Rockefeller-

"The man who is the richest is whose pleasures are the cheapest."

-Henry David Thoreau-

"Civilizations and profits go hand in hand."

-Calvin Coolidge-

"Happiness is not in the mere possession of money; it lies in the joy of achievement, in the thrill of creative effort."

-Franklin D. Roosevelt-

"Money often costs too much."

-Ralph Waldo Emerson-

"He that is of the opinion that money will do everything may well be suspected of doing everything for money."

-Benjamin Franklin-

I don't want to make money. I just want to be wonderful."

-Marilyn Monroe-

Write your own wall of shame AND fame here. Put your quotes down that you use most frequently. Be sure to have both the negative and the positive.

Look at them... Feel them... Who are you? Who did you come here to be? What do you most want out of your life? Is this the path to achieve it?

The Psychology of Wealth

Since an early age we have been processing conflicting information and rules about money. More and more people are finding it important to be rich. Three in four Americans entering colleges – nearly double the 1970 statistics – now consider it “very important,” or “essential,” they become “very well off financially.”

However, does money really buy happiness? Psychologist Ed Diener surveyed Forbes’ 100 wealthiest Americans. His result? They expressed only slightly greater happiness than the average American. It seems that people often succeed at making money, but fail at creating a quality life.

It is increasingly apparent that real wealth is not dollars and cents. It is the ability inside yourself to make choices freely; to not be restricted by paychecks, debts, and vacation time. It is the ability to provide for your family, send your kids to college, have time to watch them grow up, and to contribute to others in the environment around you.

Few people actually sit down to determine how much they really need to find the financial freedom that they seek. They brush aside the entire notion of creating wealth assuming that it would be a sum too great to even contemplate. However, as you will discover, it may not take as much as you originally thought to create the quality of life you desire.

The 5 key lessons to wealth:

- How to earn more.
- How to protect what you have.
- How to make your money grow.
- How to leverage you wealth.
- How to enjoy yourself.

Why aren't people wealthy?

1. They never clearly define wealth.
2. They make it a moving target. They define it in ways that make if feel impossible to achieve.
3. Consequently they don't believe that they can ever really achieve it.
4. They never make it a must.
5. They don't have a realistic plan.
6. They fail to follow through on their plan.
7. They listen to experts and give the experts the responsibility to make it work rather than making themselves responsible.
8. They give up when they face major financial challenges.
9. They fail to conduct their lives like a business where they must have a profit at the end of each year.
10. They allow other people's pessimism or optimism to affect the intelligent implementation of their plan.
11. They never get good coaching.

Which one or how many of these viewpoints applies to you? Circle them.

What is truly stopping you from creating a great life of financial abundance for yourself? Be honest. Put your story down here. What have you been telling yourself is the reason why you are not as abundant as you wish?

Ten Simple Ways to Create an Abundant Attitude

(No Matter How Much Money You Have in the Bank)

1. SURROUND YOURSELF WITH THINGS THAT MAKE YOU FEEL GOOD.

Get rid of old, ratty clothes. Fix squeaky doors around the house. Clean out your garage. Instead of tucking your nice things away for “special occasions,” use them!

2. FIND A REASONABLE WAY TO SPLURGE.

Sometimes value isn't always price. Set aside a little money each week for planned treats that you know you will have to look forward to. (i.e., plan a time to buy a new outfit, buy fresh flowers every week...)

3. DON'T LET YOURSELF LIVE PAYCHECK TO PAYCHECK... EVER.

Make sure that there is always a little cushion between you and an empty bank account.

4. BE GRATEFUL FOR WHAT YOU DO HAVE.

5. GIVE TO CHARITY.

Even if it is a small amount, nothing will make you feel better about what you have than the ability to share it with others and to make an impact on something greater than yourself.

6. SEIZE OPPORTUNITIES... AND EXPECT THEM.

7. CREATE A MASTER PLAN & KNOW WHAT YOU REALLY WANT.

8. BE EDUCATED ABOUT INVESTING.

9. BE AWARE OF HOW YOUR ENVIRONMENT TRULY AFFECTS YOU.

Friends, living conditions, etc. may be affecting your financial expectations.

10. IF YOU GET KNOCKED DOWN, GET UP AGAIN.



Name: _____

E-mail: _____

Best Phone #: _____

Why spend the time (and spend it well) to do this document?

Everything about success relates to your “blueprint” and understanding of success. For “above average” people, success is hard work, incremental gains, dealing with the obstacles of life. For uber success, the “elite” that you wish to join - it is far simpler than that. It goes to the very structure of the thought that creates the moment: *“I can, I can’t... I will, I won’t... it is too hard/ I am not enough.... vs. “I am enough! Storm the castle; take no prisoners! Now is MY time - I will solve this no matter what!”*

These are all “thoughts” that are manageable, “enhance-able,” and very dynamic. YOU CAN THINK THIS WAY TOO! And when you do, your results change... radically... for the better!

AND, ponder this! Apply this root level thinking to YOUR customers too! You not only become unstoppable, you are a conquering Leader, too! Are you ready to dive in? Please follow these instructions:

Read these instructions!

We look forward to talking with you after you complete and absorb this Questionnaire! You will find that the things that hold us back, the obstacles that we face in business and other areas of life, are never what they appear to be, and we have complete power over them.

Always.

This questionnaire serves as a baseline and beginning to our work. It is designed to get to your “model of the world (MOW.)” The Inevitable You® system does not focus on your history, which in traditional systems just tells you where you have come from. We are focused on where you are, and more importantly, where you want to go. You will act in accordance with your MOW. Once we understand that, we can design how you can consciously choose your life and run your business, rather than acting in accordance with unconscious programming that you have received. Know your *blueprint* and change it as you consciously wish, and you will lead a life of unbelievable richness and texture.



Write more than less! This is a stream of consciousness. Not all questions may make sense – that’s OK. Do the best that you can. Don’t focus on your grammar or perfection; focus on getting out complete answers to the questions. Do not edit your responses. Write whatever comes up. You will discover that “thinking” about things are one thing, actually writing them down is another. Everyone gets tremendous learning and value from filling this out, and the more Level 10 effort that you put into it, the more Level 10 outputs that you will get.

Be conscious of your words, your verbs, your adjectives. Be complete in your descriptions. Use the language that you use with yourself every day. Not better than you normally do; not worse than you normally do. Be your true self in answering all these questions! (Key words to consider are think, see, hear, feel, know, are certain of, believe, focus on, and take action or act on...)

Last, this is a very detailed, personal assessment. To the extent that you fill it out completely, know that it is CONFIDENTIAL. We do not share this data with anyone. Integrity and keeping that confidentiality is the cornerstone to our business. Everything you write here stays under lock and key. We will undertake this great moment together, and we will take great care of you!!

Outcomes

However you came to this questionnaire; know what you are expecting most out of working with us or filling this out. What do you want? Are you focused on wanting to change, grow, or improve in your business? Is it pain that you want to stop or lack of success that you want to overcome? (and realize that sometimes “pain” is a compromise or settling for less than you are capable of or deserve. Or, is it a vision that you want to implement? You are a Rock Star and you want more!

Answer:

Beliefs

This section is designed to discover your beliefs – what you believe about your life to be true. What is a belief? That which you know with virtually 100% certainty is true. What beliefs drive your life and your life choices? Beliefs are both global (I believe this about the world, about all/ most of the people in the world, all/most of the things and issues in the world) or personal. (I believe this about me. Who I am, why I am, what I am, how I am, etc.) In addition, beliefs can be empowering, i.e., they provide us strength, comfort, or make us feel good, or they can be disempowering or limiting, i.e., they challenge us, hold us back, hurt us in some way, and make us feel worse. Also, you may hold different beliefs in



your business vs. your personal life. You will see the section dedicated to beliefs around your business are last. At a minimum, you will list to the best of your ability your top 5 in each category. You may include more, but at a minimum, ensure you complete your top 5. Examples of this:

Global Empowering: "People are basically good. Life balances itself out. The world can be a great place. When someone works really hard, they are often rewarded."

Global Disempowering: "People are always out to cheat others. Life is not fair. Sometimes good people just have bad luck."

Personal Empowering: "I can do anything that I put my mind to. There is always a way to solve a problem and there is always another way to solve a problem. I am full of possibilities."

Personal Disempowering: I eventually drive away people that love me. Everything that I try to succeed at I manage to not succeed. I can't get ahead."

Business Empowering: "My business is unstoppable. I can make unlimited income with my business. I can do better than any of my competitors."

Business Disempowering: "I am limited in what I can do with my business. I find it hard to create passive income in my business. I have failed with my other businesses before, and am worried that I will fail again."

Write them down and look at them! Own them, are they truly what makes you tick?

As a minimum of five, your top five Global Empowering beliefs in priority order:

- 1.
- 2.
- 3.
- 4.
- 5.

As a minimum of five, your top five Personal Empowering beliefs in priority order:

- 1.
- 2.
- 3.
- 4.
- 5.



As a minimum of five, your top five Global Disempowering beliefs in priority order:

- 1.
- 2.
- 3.
- 4.
- 5.

As a minimum of five, your top five Personal Disempowering beliefs in priority order:

- 1.
- 2.
- 3.
- 4.
- 5.

Last, to maximize our ability to help you, and to achieve the maximum results that you requested in your “Outcomes” section, let’s dig deep and get the “top 5 & 5” for your business beliefs, too. What drives that? Where does your power come from? Where do your fears and obstacles originate? Last time, knock it out of the park!

As a minimum of five, your top five Business Empowering beliefs in priority order:

- 1.
- 2.
- 3.
- 4.
- 5.

As a minimum of five, your top five Business Disempowering beliefs in priority order:

- 1.
- 2.
- 3.
- 4.
- 5.



Top five one year goals

List your top five one year goals that you would most like to accomplish in the next twelve months.

- 1.
- 2.
- 3.
- 4.
- 5.

Be sure you have these written in a S.M.A.R.T. format. If you have any questions on this standard tool, click here: www.theinevitableyou.com/goals-and-outcomes

Your Top Challenges and Most Difficult Things in Your Business

What have been the top 3 -5 challenges/ worst moments/ most difficult things that you are experiencing now or have ever happened to you in your business career? Was it good or bad that it happened? (and please be realistic – you probably know that it is better to say, “oh it is a good thing, blah, blah, blah.... But for many people, it was not a good thing... they don’t feel good about it. Be honest. Be deep. Why was this a good or bad thing?) What did you learn from it? That life sucks, or failures hurt? Did you learn that you are strong, resilient? What is your real truth about these events?

- 1.
- 2.
- 3.
- 4.
- 5.

Your Biography

Please take 1-2 pages and highlight your business career/ model / life: the highs, the lows, the in-betweens.... Start with 2-3 paragraphs about who you are and what your background is, and then focus

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on your experiences in business. Balance the good with the bad, the half-full with the half empty. Even if you think that you have done a ton of work, and certain facts and experiences no longer influence you, please list the major events and data points that were pivotal throughout your business life. I can't emphasize the importance of this section.

Answer:

Calibration Questions:

These four questions are for calibrating your beliefs around your power and contain very important concepts that we will explore for enhancing your ability to create reality and results in your business. Know this, believing something at a 10 (meaning there are no exceptions, you believe 100%) is far different than believing it at a 7, 8, or even a 9. So be honest with yourself in the numbers you assign here, as your answer will have implications to the rest of the information you have provided in this document.

On a scale of 1 – 10, (1 = not at all, 10 = 100%) please rate the following four questions. Please add any verbiage you like after those four questions

- ▶ How magical, powerful, and extraordinary you are: ____
- ▶ **ALL** results begin with a thought: ____
- ▶ Emotions catalyze the power of the thought: ____
- ▶ The Law of Attraction: ____ (as defined in the movie *The Secret*, Esther Hicks books, or any number of sources. In essence, the Law is: *"What you think and what you focus on is what you get."*)

Any further verbiage:



BONUS CONTENT:

(are you here to become a Rock Star, an extraordinary success? This bonus content applies to you! Now, for some of you... I understand. You are strapped for time, this feels too complicated and hard, you are not sure if it's worth it or not to have this level of success. So there is no judgement to take a pass on it. You know it's here. Perhaps you can come back to it another time.)

(ORDEAL)

If you have enjoyed doing this, let's take it to a whole other layer of success. I wish to dig into the your "Power Questions." (you may have heard before, the success in life relates to the success generated by your questions!) So let's dig deeper into you!



The "First" Question (of the Power Questions)

We are very much like a computer in many respects. Just like a computer program, we constantly ask ourselves a first question: "What do I do with this data, with this moment? What should I focus on? What do I think now? What meaning do I assign this moment?" You will notice that you ask this question or constellation of questions across many contexts. In many cases, this question is not really resourceful or as empowering as we need it to be. Examples of this are: "Why am I not good enough? What is wrong with me? Why does this always happen to me?" The following questions are designed to help you find *your* "First" Question and begin to think about how to rework it.

This is an enormously powerful section! They can stay as is, or more often, I will drive it based on outcomes. For instance, "what is your first question as it relates to (fill-in-the-blank : your sales, cold calling, strategic planning, critical communications, etc.)

I might ask even two or three forms of this.

Then parts 2-4 get customized or deleted as well.

Ask yourself the following questions in order to discover and transform the "First" Question(s) that currently drive the focus of your life.



1. What question do I ask most constantly? This question will appear virtually every time. Sometimes it is so obvious that you need not ask it, but still, just like a computer, you will run it every time. What is it?

Answer:

2. Ponder this question. Where did it come from? Whose program is it really? Were there specific circumstances that brought it into your life and made it even stronger (regardless whether it is less empowering or more)? How did this question come about? (Search for and find its origin – who's "First" Question is it really?)

Answer:

3. This is very important: What do you create when you ask this question? What energy do you generate? Life is about the Law of Attraction. What do you attract into your life? What happens, or more importantly, do you know what can not happen, when you ask this question? (Answer both parts.)

Answer:

4. What is the positive intention behind this question? For instance, if your question was negative, or implying your glass is half-empty, it might be a protective mechanism from your parents so that you wouldn't be hurt. This can be a bit complicated, but dig – what benefits do you get from constantly asking this question repetitively?

Answer:

5. Now it is time to redesign a new, more powerful question! What "First" Question, if asked, would give you more of what you want, and at the same time, preserve the initial positive intention of your Old You "First" Question? (For example, if you asked, "What is wrong with me?" you could shift to "What is right with me and how will I use that right now to create what I want?" Or, "Why do I always seem to get screwed?" can become "How can I achieve my success right now?" Or, "Why don't they like me?" can become "How do I present the best of me right



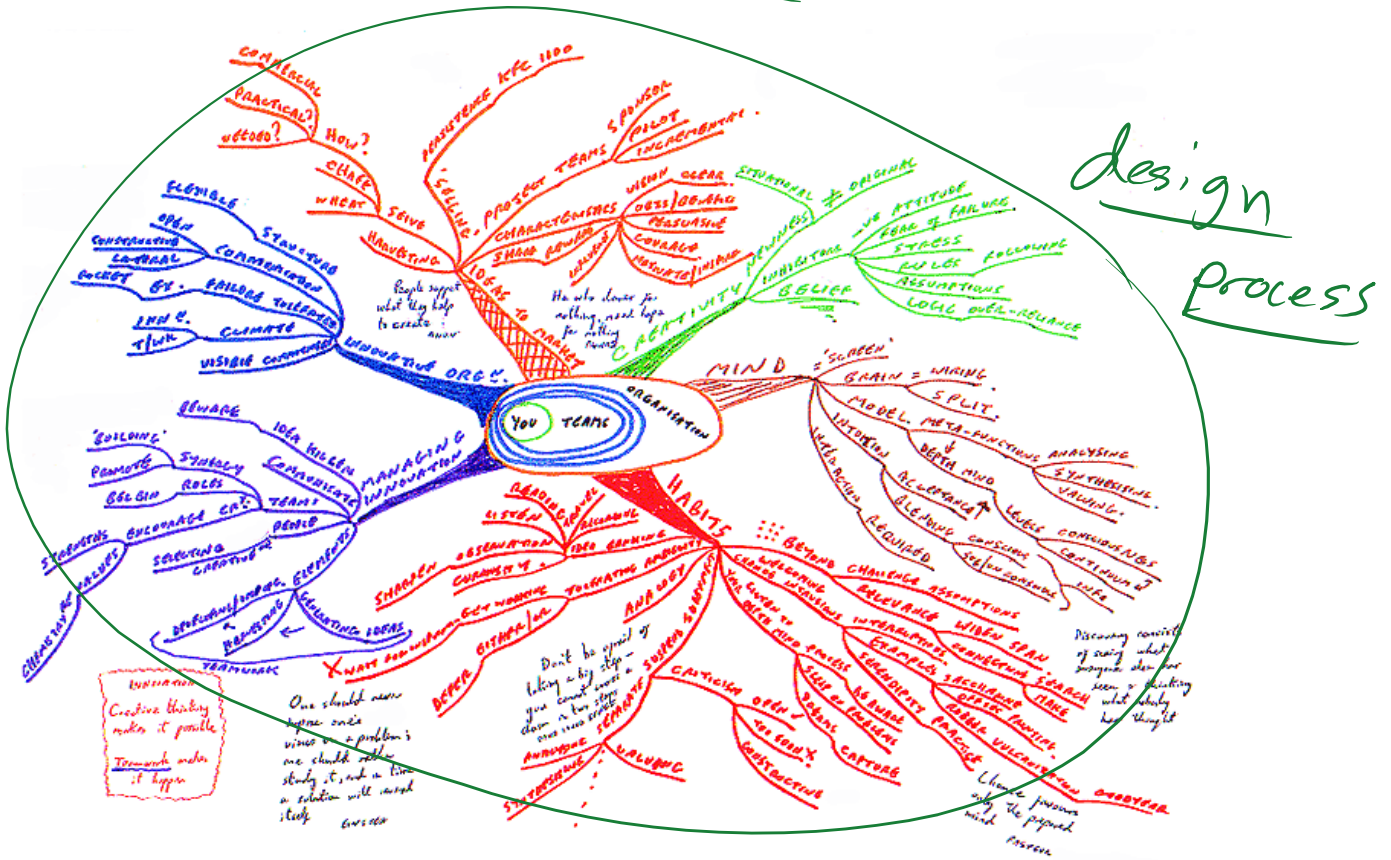
now in this situation?" Remember, their opinion of you is none of your business, so asking about them has no value – power is about how you show up! What question would set you free from other's opinion of you? Another powerful examples might be, "What more is their to love and not judge about me right now?" Or, "What lesson am I suppose to be learning?")

Answer:

The message of *The Inevitable You*® System:

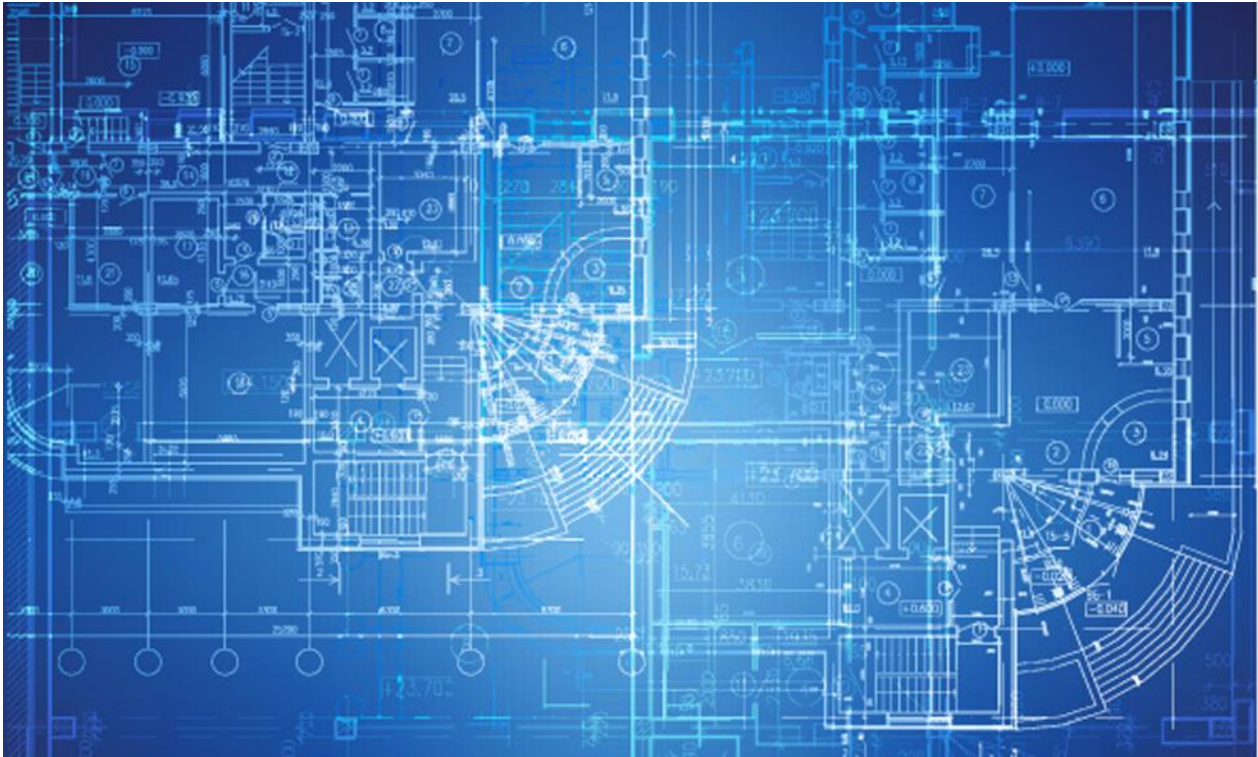
- ▶ Challenge your view of reality
- ▶ Evolve your vision of You
- ▶ Transform your Life!

The MOW "inflects" to a design doc, a blueprint!



And when is a blueprint done? When is Microsoft done designing Windows?

quoy



IT IS: "Forever Work!"

fun

I could do/ show all parts to the MOW...

capture

And come back and say: "or, you can DESIGN & INSTALL your MOW"

I have chosen to do both together in this presentation (if that makes sense?)

What MOW level do you choose?

Do your MOW!

(now, not later... If... You want the best "before photo")

The Six Layer Strategic/Tactical Approach Model:

- awareness (layer 1) = education, experience, focus on tools
- baseline (layer 2) = really know where you are today
- analysis (layer 3) = keep the pro's/ discard the con's *MOW*
- design (layer 4) = consciously create a new blue print
- implement (layer 5) = tools, actions, results, measurements
- follow up (layer 6) = spaced repetition and reinforcement

The *MOW Analysis* will blow your doors off... It allows you to see things very differently than you have before...

Which is where the REAL WORK & PROGRESS begins!

At an unprecedented speed and depth!

03-20-18 Master Mind session notes

Tuesday, April 17, 2018 7:53 PM

Q/A at 7pm MDT
next Tuesday