

Transformation and Change

Beyond Better Call #10

April 25, 2008

From a conference call with Phil Kaplan as recoded by Brennan Forsyth

- American social writer Eric Hoffer teaches that a lack of self esteem can lead to a strong desire to follow a leader.
- Those who are bold and secure enough to embrace and adapt to change are more likely to lead rather than follow.
- A lack of self esteem in the extreme can lead to fanaticism, even in those who purport themselves to be leaders. At the same time, these leaders will be able to connect with a mass of people who also suffer from low self esteem.
- How does this tie back into us? Hoffer theorized that in order for a bold and self confident person to overcome a leader who has already gained a foothold in the masses, one would need to be able to speak louder than the leader. The only thing that can give you the voice that you need is total confidence in your product.
- With that in mind let's discuss the keywords here which are 'Transformation' and 'Change,' which as you know are at the foundation of our business and that one can't exist without the other.
- We've all seen it before, the client who comes to you wanting change and transformation yet they are they still resistant to it. The key is overcoming their resistance. The only way to overcome any resistance is to truly believe in your unique service. People in need of help want leaders. Stand by your product, believe in it, and be a leader.
- Confidence=Competence in overcoming resistance.
- While Change and Transformation may be the most important words to your clients, don't forget that it cuts both ways and you must be willing to accept and implement change and transformation in your own business in order to remain successful. The industry is in a constant state of change as are your clients. Always be ready to meet the need.
- No matter what changes you yourself make, anything from your hours to your staff, never change that which makes you Congruent; your Funnel, your message in the media and the Premium Offering. With these

elements firmly in place, your business can change in any number of ways and still remain a success.

- When presented with the potential for change, or if presenting change, there may be a conflict between the rational solution and the emotional solution. By being prepared recognize, adapt and initiating change you will be able to work within either framework to bring about the desired outcome.
- An undisturbed prospect will not become a client. In order to help people we as trainers must be able to disturb them slightly. The fanatical pill pushers and late night infomercial mavens tap into the low self esteem of the masses to sell their products whether or not they actually work. Knowing that your unique service works as advertised you must be able to tap into those same emotions but help them experience an emotional response that runs counter to the course that they've been on.
- If someone is already in a state of overwhelm adding more thoughts on top of everything else they've heard will drive them away. Educate them about the path that they have been on, clear out what they have been taught before coming to you, then provide your solution.
- When you face an EEM that is trying to keep a person safe use the 18 motivational type strategies to compel and initiate the word 'Yes.' You'll have woken up a sleeping PFC.
- Be The Change You Wish To See
- If you live the way you preach then people are more likely to respond to you. Don't ask your clients to do anything that you would not do.
- Growth is the true measure of success, stagnation does not equal success and may even equal failure if left unchecked. Again, you must always be ready for change and ready to make change while remaining true to your original vision.

Website

Your Homepage (or Landing Page): You should be able to look at it and surmise three things: (1) It demonstrates the character traits I want people to connect with me on (2) It reveals my Unique Value and (3) it reveals your Extraordinary Service Potential. It should be enough to make them want to find out more about you.

Your Bio Page: The first paragraph should contain your Media Message and the benefit of connecting with you. You should include a discussion of your Premium Offering. This page will represent what you are in the real world.

Your Credibility Page: This page should include things such as articles about you and your service and media coverage. This should be updated regularly.

Your Call To Action Page: This should include just a single marketing directive. (e.g. Start Today, Act Now, Meet With Me, Sign Up Here, etc..)

Your webpage should function as an extension of how you conduct business in person; you meet people, you compel them and you get them to act.

Go back to your questions once every few months and see what has changed since you last answered them. The answers will surprise you!