



"SELLING THE DREAM"

(HELP REACH THEIRS / THEN REALIZE YOURS)

If you would like to increase your target market, to include almost **EVERYBODY**, this training will begin your journey toward massive, exciting and unprecedented growth in **YOUR** own personal PPL business.

There is not a product or service, and there never will be, that has appeal to EVERYBODY.

However, you will seldom find anyone who is totally fulfilled in every area of their life.

They want MORE!!

Some want more money.

Some want more time.

Some want to be their own boss.

Some want a secure retirement.

Some want to be captain of their own ship.

Some want to help a cause of their choice.

This list is "INFINITE."

The most important realization that you can make is that, "**Selling The Dream,**" when done well, will grab almost everybody's attention. You will find that getting someone to open up, speak to you, and allow you to

develop a relationship with them will be much easier if you are focussing on **what "THEY" are passionate about** rather than what YOU want them to do. We are going to help you to master this.

You MUST become a great listener in order to enjoy massive success in our business! It is no coincidence that God gave us one mouth and two ears. Think about it. We all grow fond of those who are willing to dream with us and encourage us to remain in pursuit of our dreams. We are all much more attuned to our own wants, needs and desires, than those of others. However, what we are suggesting here, is that you will discover a wonderful wealth of inspiration and satisfaction when you discover how to become the **catalyst** that re-ignites another person's willingness to take action in THEIR own interest.

Zig Ziglar says it as well as anyone:

"If you help enough other people to get what THEY want, you will automatically get what YOU want!"

Attempting to lead, motivate and inspire a person who does not have a dream or a passion, is like trying to push a rope, give a haircut over the phone or to put toothpaste back in the tube. When looking for the ideal candidate for leadership in your business, be on the lookout for someone who knows what they want and who has an **"I will not be denied!"** attitude.

When you find a person's passion and you marry it to a worthy cause, you have the makings of GREATNESS. Our service meets an extraordinary need in North American society. You can be proud to use the introduction to this company as the vehicle that connects you with what you've always dreamed of.

A "MUST READ" book is **"The Dream Giver"** written by [Bruce Wilkinson](#).

Get excited about YOUR future.

Get excited about our service.

Get excited about OTHER PEOPLE'S future.

Get excited about MAKING A DIFFERENCE.

Get excited about manifesting your dreams.

Get excited about seizing control of your own destiny.

Nothing is more contagious than **ENTHUSIASM!!** The word comes from the Greek language "Enthos," meaning "the God within." Get excited and you will release the awesome power that is within you.

Consider the last four letters of "enthusiasm." I.A.S.M. (I Am Sold Myself!) Get sold on your service and your business opportunity. When you have done that, your enthusiasm will become natural and genuine.

We will expand on this subject in the future. We will refer to your wants and desires as your "**WHY.**"

It has been said that "Once you've discovered your "WHY" in life, the "HOW" will come more easily."

Do not underestimate the colossal importance of having a crystal clear vision of where you want to go.

It's hard enough to hit a goal that you can't see, without expending energy and effort trying to hit a goal that you don't have!

ASSIGNMENT:

NOTE: This exercise is only to be done by those who are:

Totally "coachable."

Willing to do "Whatever It Takes!"

Absolutely committed to succeeding.

Sick and tired of being sick and tired.

Determined to walk their talk.

Going to earn the honour of "Wearing The Ring!"

DO THIS NOW!!

Go to the office supply or art shop and purchase a large scrap book or a cork board. Begin, today to formulate

the components of the blueprint for your ideal life experience. Start to cut out pictures and to collect things that will help you to remain connected to your "WHY." Most people will spend fifty weeks a year planning for a two week vacation, but resist spending a two day weekend "Designing a Life!" If you fail to plan, you plan to fail. To set yourself apart from most people, take action on this immediately.

This could, quite conceivably, be **one of the most important exercises** that you will ever do. (Or **NOT** do!)