

# MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

## The Management Pillar Part Two

**Success Key #4: Selling what your prospects WANT, and delivering what they really NEED.**

Ultimately, what people really NEED in order to change is a tough, long-term regimen, with a lot of tough work...

Unfortunately, when we are selling advice and information products...we have to realize that people who don't know us (our prospects), and who may not like us, and may not trust us, and they just have no experience of who we are... they don't want to hear:

'You've got to do a lot of HARD WORK, you've got to buckle down, you're going to have to change your behavior, you're going to have to change your beliefs, you're going to have to do alot of things that are uncomfortable...

That's not what they want to hear, at FIRST. What they want to hear is that "you take a pill, you go to sleep, and you wake up thin...", or that "you read this book, and by the time you're done, there will be \$1 million in you're bank account". THAT'S what they want to hear.

Your prospects also don't believe that anything that is happening to them is THEIR fault. They project responsibility and blame out into the world....

This creates a little bit of a challenge. There's a little bit of a GAP here. So you can't show up and say "it's all your fault, you're totally screwed up, and you have to change everything..." because that's just going to turn them off and drive them away.

Therefore, what we're trying to do is to ETHICALLY draw our prospects in, ethically build a relationship with them, and ethically get them to the point where they realize, "Okay, I'm going to have to do a little work here. I'm probably going to have to change. I'm going to have to take some responsibility." ...AND, we're also trying to do this in a way that builds a business.

We're trying to get all these things worked out.

**Therefore, the way to do this is, to start with what the prospects wants, and sell them what they want...and then while you're delivering your products and services to them, 'slip in' some of the stuff that they NEED!**

A great example is what Eben (as David DeAngelo) does in his dating advice business. Prospects DON'T show up and say "how do I completely change myself from the inside out, so that I become completely attractive". Instead, prospects show up wanting instant gratification techniques (e.g., pickup lines, etc). So David D. creates and sells a lot of instant gratification techniques for prospects, and he actually even gives many of these away, as part of the 'free line'.

**David D. knows that the long-term answer is NOT in the techniques, however. BUT, he ALSO knows that "the prospect is not going to like me, and trust me, and bond with me...unless the FIRST thing that he hears from me is something that gets him some QUICK results."**

So, David will provide a technique that will provide some instant gratification, but he also knows that the prospect will then come back for more products. Also, David D. knows that the prospect will eventually encounter problems if he continues to rely only on quick-fix techniques.

However, this will serve to eventually drive the prospect back to David D. for further advice that will create more Long-Term success, but which may be more difficult and take more time to implement.

So, when Eben advises freely giving away some of your best advice/ techniques, realize that there's a BIGGER game plan at work. Realize that it will actually make your prospects open to hearing what they really NEED.

**Conclusion: SELL what they want...DELIVER what they really need!**

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**Success Key #5: Techniques are becoming free; however profit comes from Long-Term relationships.**

If you do a web search, you'll see that there are a TON of techniques that are being given away for FREE.

So, then how do you make money if you're in the business of selling techniques?

Well, for one thing, if you're a MASTER, then your techniques will be BETTER than all the free stuff that's out there.

However, you're not going to be able to just sell techniques, and make a lot of money. Instead, ultimately you're going to have to sell the 'Long-Term relationship.'

**Have this mindset: "Techniques are becoming free; however profit comes from Long-Term relationships."**

**So, take your best techniques, combine them together, and then create "free line content" (E-books, videos, free reports, etc), that people can check out, and get to know you. If you do this, then it starts the process of BUILDING THE LONG-TERM RELATIONSHIP over time. AND THEN ONCE YOU HAVE THAT TRUST and that relationship, then later, you can start introducing all of the things that Eben mentioned before (things which address the inner game, and the long-term needs, of your prospects).**

When you take this mindset: 'Techniques are becoming free', then you stop GRASPING at your techniques, you stop being SELFISH with them, and you realize that these are actually part of your currency.

These are some of the most valuable things that you can use, in order to get the attention and the relationship built with your prospect...and you start treating your prospects like PEOPLE, like individuals, like people that you want to build a long-term relationship with. Not people that you'd say something like this to them: "hey, I've got some stuff over here, and if you'll gimme some money, then I'll show it to you."

Just like you build a relationship with someone you really want to get to know, or build a friendship with: You'd meet them, you'd talk to them, and you'd say "hey, I've got something that might be of value to you; and try this other thing, here's something that I really like, that's been very valuable to me". And when they start responding, THAT's when you start inviting them in, and trading value. It's where you bring the methods, and they bring the money. It's where you bring the answers to some of their questions, and they bring the value that they have in the form of money, that they've created in their life.

This helps to build a functional "business friendship."

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**Success Key # 6: 'Understanding' is the most powerful force in Personal Influence.**

Most people go through their lives not feeling UNDERSTOOD; they feel like no one really GETS them, who they really are.

Ask yourself this question: "What can I do to help my prospects feel understood?"

"Enter into a conversation that your prospect is already having in their mind..." - per Robert Collier

**\* Key Tip: If you can describe someone's problem better than they can, then they unconsciously credit you with knowing the solution. - Per Wyatt Woodsmall**

\* Describing someone else's problem, also helps him feel understood. And when they feel understood - they unlock, they get engaged, they become interested, and you build that two-way conversation. Per SPIN Selling, by Neil Rackham - Instead of trying to sell something by talking the prospect into trying to buy your product...Instead, sell something by FIRST asking the prospect what are the problems they are going through.

Say: "Tell me what YOU see your problems as? What are some of the challenges you're facing? What are some of YOUR frustrations? And what would it mean to your business if we could solve some of those things?"

Then, repeat these things back to them.

Just by going through this process where people feel understood...they suspend their disbelief, they feel understood, and they get drawn in. Then, you can offer your product as a solution to the problems which they have already described to you (and which you've shown that you UNDERSTAND).

**THERE'S MAGIC POWER IN ANOTHER PERSON FEELING UNDERSTOOD!**

**Success Key #7: Involvement!**

You **MUST get INVOLVED and ENGAGED** with the Guru Mastermind program.

Make a commitment: Get engaged; Take the training and **IMPLEMENT IT!**

Make this commitment right now: **I COMMIT TO BEING ENGAGED. I COMMIT TO BEING INVOLVED. I COMMIT TO ATTENDING!**

Also, make sure that you **CONTRIBUTE!** Leave a piece of feedback. Leave a comment. Report your results. Participate. Talk about what you've learned, inside of the GMM member's area.