

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

The Management Pillar

Success Key # 1: [The Power of] Influencing yourself.

Your ability to influence yourself is the "royal road" to success, as a modern guru and teacher. If you learn to influence yourself, then you'll better be able to influence others.

There's a big difference between Short-Term and Long-Term.

Example: When you have a pain in your body, and you just take an aspirin for it, this might give you Short-Term relief from the pain; whereas the Long-Term results of this approach might be very bad, since you may have ignored an important symptom of an underlying disorder. Contrast this with addressing the underlying cause of the symptom first, and thereby avoiding the long term painful consequences of ignoring it.

We want be able to experience the pain and frustrations that our prospects are experiencing..

Notice what's happening for you, for example, how you respond to short term and long term success, and how your motivation waxes and wanes over time. This will give you a big window into your prospect's mind, and help you come up with methods and steps which will help to get your prospect's attention, as well as build a relationship with him and have him become a raving fan of yours.

Another thing to pay attention to:

Your programming and your wiring, and all the conditioning that you've had throughout your life.

Always address the Inner Game challenges that your prospects have, so that they can be supported in their Outer Game and in their techniques. So, you need to go in and address their identity, their beliefs, how they feel about themselves, their self-image, their emotions...so that these things support the steps and the methodologies that you give them use...

As you go to work on changing yourself, you have to work on YOUR Inner Game...and you get to see how your programming, your wiring, and your conditioning RESISTS AGAINST the thing that you know is the right thing to do.

When this happens, write it down and make a note of it.
You need to become a student of your own Internal Process.

Here's another Key Principle: "You Go First"

For example, when you want someone to feel a certain emotional state, then **YOU create that feeling within yourself first, and then it will be a lot easier to influence another person to get into that emotional state first. If you want someone else to do a certain behavior, then YOU do that behavior first, so that they'll be more likely to do it.**

Tip: Get Yourself a JOURNAL!!

Start immediately using a journal, if you don't use one already!
Your journal is a "**wisdom capture device.**"

There's something very powerful about writing out an idea. It gets you physically involved, emotionally involved, etc. Eben recommends: Write down One Core Idea per page.

Success Key #2: Evolve from Short-Term success to Long-Term success, in your business.

Go from selling transactions and just trading time-for-money, to instead selling on-going RELATIONSHIPS with your prospects (via a curriculum of products, a series of trainings, or a coaching program like the Guru Mastermind).

The way to accomplish this is to become a real scientist, an expert, a student...of everything that's going on inside and outside of your prospect's life.

Go from 'trying to get success from yourself', to instead 'trying to get success for a lot of your prospects'....and I meant A LOT.

Switch from the mindset of “how do I get \$1 from a million people?” to “how do I give away \$100 worth of value to a million people and ask for \$10 in return?”

Go from self interest...to the interest in others...to ‘enlightened’ self-interest, which is “I’m helping others, in order to help myself.”

If I help enough other people get what they want, then I’ll get what I want. (Zig Ziglar had a quote about that.)

Understand your prospects. Become a student of their lives. Get inside your prospects’ heads, so that you can create from THEIR perspective... so that you can give them what THEY want, not what you want them to have.

Deliver the experience, the interaction, the relationship that they want to have...so that THEY can get what THEY want, so that YOU can get what YOU want.

Success Key #3: Have a mindset shift from “Information” to “Advice.”

The idea of Information product marketing is too often: “I’m going to package off a bunch of stuff, and sell it, and get people to give me a bunch of money...”

Instead - sell ‘Advice’

‘Advice’ is: knowledge, understanding, it’s specifically applied to certain situations...to situations that your prospects are running into, where they’re having problems, and they have a desire, or they have an emotional need, and they want to get it solved, or they want to reach an outcome...And this Expert comes along and says, “I really understand your situation, I see where you’re coming from, I see what you’re trying to do, and in fact I’ve been in that place before, and I’ve tried a bunch of things out, and most of them didn’t work, but I’ve found a few things that really DID work...and let me help you, let me give you some advice....”

Exercise: Make two lists.

1. Make one list of the things that you offer or teach that are ‘Information.’
2. Make another list of the things that you offer or teach, that you would consider to be ‘Advice.’

What you'll find is, that the things that are on the Advice list are probably 5 or 10 times as valuable as things on the Information list.. Information is just 'trivia'...whereas Advice implies that it's helping me to achieve an OUTCOME that I want...

Eben typically refers to his industry as the "Advice and Information" Marketing industry, to hammer home the idea that we really want to give people ADVICE..

'Advising' people helps to make that human CONNECTION...

So, to recap: Make two lists. One list is all of the things that you teach that is Information, and the other list is all of the things that you teach that is Advice.

Then, **make a VOW to focus on teaching the things that you consider Advice...narrow your focus on what you teach, and also narrow your focus on the things that your prospects are trying to achieve. You'll find that you'll raise your value, you'll get more leverage and you'll resonate with your prospects more.**

If you really do this right, you'll actually create a 'niche', or a category, or a new market that you can own, because most people aren't thinking this way!

Stay Tuned For Part Two of The Management Pillar!!