

Let's Get REAL before we do anything

Before we get started with **The Six Week Profit Plan** and the steps involved, the overview, etc.

I'd like to take a journey back in time.

A journey back in time to a place before you encountered this training.

If you are typical (and who is, anyway?), you've been trying to build a profitable business for some time now.

You've tried different models, different price points, different systems.

And none of them have worked, at least not to your point of satisfaction

- or you wouldn't be here!

Now, it's been said that the definition of insanity is doing the same thing over and over again expecting a different result.

And might I gently suggest that even though THIS program is different from EACH program you've been through, studied, and so on . . . you are doing the same thing as you've done before.

You've found a person or a system (or both) who has somehow said something at the right time and the right place, such that you believe that this training will be like nothing you've ever done before.

And part of me wants to cry out, yes, it will be - cause I'm the best, my training is the best, and so on.

But I don't believe that to necessarily be the case (although it could be, it could be the perfect right training, right now, for you, right here, right now)

But in all reality - unless something shifts in your approach, in the way you interpret the training, in the implementation YOU take . . . this training program will not go any differently than the ones you've done in the past.

You see, if this is one more in a long string of programs, each of which offer you hope, each of which you are really excited about for 2 weeks, each of which you get behind in after 2-3 weeks, each of which you begin to think the person teaching isn't as good as you thought, each of which you end up being persuading the NEXT mentor or teacher or program that the NEXT one is the right one.

You see, right now, today, THIS is the right one - but if it's just one more training program in a long string of training programs - then it will be followed by one more that you feel is THE one that will take you to the next level.

Now, please don't get me wrong.

I'm REALLY excited about the path I am going to take you on.

I'm REALLY excited about the fact that after 12 years of experiencing others teaching these topics, with many successful students and clients, I am planning to take the best of the best training, and the things I have done and said in the past that helped folks get the most success the fastest, and combine that with a powerful Six week, day by day, do this, do that training program that I believe really CAN be the very best for you and your biggest, best hope of getting where you want to go.

But I want to be really clear about this: my words on a page, in a video or on an audio isn't the only thing that it will take for this to be successful for you.

You see, if this is just one-way - me preaching to you - and you blindly following some steps but not building out a REAL BUSINESS - a business with a lifeblood of its own, something that is uniquely designed to change lives radically - this will just be meaningless words.

The SAME things that have sabotaged you in the past WILL sabotage you again, right here, right now, in THIS program.

It's just like if you rely on your husband or wife to give you all the nourishment and stamina and confidence you need to live life. They can't do it FOR you. They can be there for you, they can bolster you when you are down - but they CAN'T

eat for you, diet for you, make you wake up in the morning, make you get a job, make you clean the garage, make you productive, happy, or anything.

All that is on you.

They can nag, yell, create programs, teach you - but none of it will work if YOU don't want to do those things.

And it's the same way here.

I can't MAKE you stay motivated, I can't make you turn off your phone when you are working, I can't MAKE you stop spending an hour a day reading emails that for three years haven't changed your life, I can't MAKE you create your product, I can't MAKE you learn to write such that you can influence other people to buy your product, I can't MAKE you do any of that.

And incidentally, I don't want to.

But if you are looking at this program as one more possible big thing that will do all that for you . . .it's not going to happen.

I want you to really think about the things that have held you back in the past . . . the "reasons" why you haven't been able to break through so far.

The reasons why you haven't been able to do this on your own, create 2-3 products and write emails to tell people about them and to build relationships, and to do the things necessary to attract people to your website in the first place so that they will get to know you and see you as the expert they want to learn from.

Because frankly speaking, until you have dealt with why the past hasn't worked for you so far, then the future won't be any different.

This program isn't going to snap it's fingers and snap you into a different person.

You may be excited today, but in two weeks, if you don't make a decision and take steps to make it different, you will fall back into whatever your old habits are that have sabotaged your success in the past.

So I'm really digging into this right now because I want you to make a real commitment to doing it different this time.

I want to see you make a commitment that says, I am going to do ALL six weeks, no matter how hard it is, so that I can have the success and results I want.

And yes, they will be harder than anything you have ever done in this online business prior to now.

You may have put in 30 hour weeks following other programs . . . but the exercises and things I am going to push you to do will challenge you at a much deeper level . . . mentally.

You will have to dig deeper than you ever have before (unless you have personally built a million dollar business in the past and know first-hand).

And I want you to be prepared for that.

I want you to be prepared to dig very, very deep.

I want you to internalise what I am teaching you.

I DO NOT want you to copy and do the exercises like a robot or a trained seal hoping that if you just go through the motions and do what you think Steve will say, "good work" to, that success will just happen.

If you do that, you will build an empty shell of a business.

You must build YOUR business.

A living, breathing thing that changes lives and has training programs that effects real change, that are so powerful and engaging that people a desperate to join your program.

That's really what you are looking for, right?

To create a business that changes lives and when you go to sleep at night, you feel really good about the people you've helped.

And they appreciate you so much they willingly invest \$97 or \$197 or \$397 or \$997 for your training, just like you have invested to be here.

THAT'S the kind of business you want, right?

You want a real, living breathing business that changes lives and makes you money.

Great!

I want to dig into those sabotage things once more - then I promise we'll move on and dig into the profit model!

So, looping back to what I started a bit ago about the things that have sabotaged you in the past.

What are the 3 biggest things that have held you back in the past?

Are they:

- lack of focus?
- getting distracted?
- fear?
- procrastination?
- not following through?
- looping in email
- looping in Facebook
- always checking your emails, every 10 minutes
- stopping when things get tough
- losing motivation after 3 weeks because you think the coach ignored one of your questions
- being so tied to perfection that you can't write a doc because you are afraid it has a typo
- being so tied to perfection that you record the same video 10 times instead of recording 10 videos once
- laziness
- not being committed
- not following through

I could go on and on.

What are YOUR three things?

Maybe it's not on the list.

Write your three things down.

And let me ask you this, you REALLY Want to build a REAL business, one that changes lives AND makes you a full time income, right?

You've wanted that for two or three years, you've tried and tried again, but each time one or two or three of the things on the list above have held you back, right?

So think about that.

Your **BIG GOAL** is to change lives, have a thriving business with 1-3 real products, maybe a coaching program, have clients, and make \$50k doing it.

And for three years you have allowed the pesky little things on your list to stop you from doing that.

Think about it.

There's a disconnect, isn't there?

And by the way, if you are feeling uncomfortable or angry at me right now, that's okay.

I've done this exercise with folks live before and had folks cry, get angry, ignore me, stop working with me . . . and then come back six months later to say they are ready.

So if you are uncomfortable or angry right now - that's okay.

Now let's work through this!

So let me ask you this: how much longer are you willing to allow silly little things like fear, procrastination or giving up, to hold you back from a \$50K business that changes lives?

How much longer?

And look, if you are holding onto your pet saboteur like fear and saying, well, that's just the way I am, then you are forever dooming yourself to NEVER build yourself a \$50k business.

That's like saying you don't want to go driving because someone might hit you.

Or you don't want to get married until you are no longer uncomfortable talking about a budget.

Or you don't want to have children until you know every single thing you'll do if they throw up or fall down or break a leg.

Are you REALLY WILLING to allow procrastination or surfing Facebook or reading emails incessantly, or getting tired - to HOLD YOU BACK FROM YOUR LIFE'S DREAM?

Ok, are you ready?

Are you ready to commit?

To say, enough is enough.

I am going to stop fearing the unknown and just do the work.

I am going to recognize that in three weeks I am going to feel like quitting, but my dream is so big I am going to follow through.

Imagine if you had quit three weeks into college?

Where would you be now?

Imagine if you had quit three weeks into your marriage?

Imagine if you had quit three weeks into your first job?

Imagine if you had quit three weeks after your first child was born?

The thing is, all of those things, in retrospect seem impossible to quit.

And yet folks quit their businesses after three weeks, time and time again.

Now, I am going to assume I have motivated, scared, or otherwise prodded you to finally make the commitment to make your dream come true, no matter what.

Because the buck now stops with you.

I am going to teach you what to do . . . **but I can't make you do it.**

I KNOW you will feel like it's too much work.

When I was building my online business at the beginning, it was too much work.

I should have quit.

But then I wouldn't be here today, helping you.

Even today, when I just wrote 2,000 words that I have no idea if they were the right words for you.

It's hard, it's really hard.

Even as I write this, I look out the window and think, I could be playing golf right now.

It's not easy, this running a business for yourself thing.

And creating your first product may be the scariest thing you've ever done.

And then writing your sales letter will be even scarier!

And then telling people about it will be even scarier than that!

And writing a daily email . . . it's natural for me - like leaving a note for my girlfriend Ana when I leave the house,

but for many folks, they spend a week trying to figure what to write in a five minute email.

This business is NOT easy.

And I want you **MENTALLY** prepared for that.

So I want you now to write out **WHY** you are going to do this, **WHY** you are **NOT GOING TO QUIT**, why you are going to push, even when your fingers are sore from typing so much,

even when your head hurts from brainstorming ideas, even when you get angry at me because I tell you to do something different than you've learned it before, when you think you know more than me (you probably **DO** know more than me about many, many things – but remember **YOU hired ME to coach YOU for Six Weeks**)

So write it out:

A statement to yourself, maybe it fills in the blanks here:

My Commitment to Myself

I am DETERMINED to build a business that does _____ and _____ and changes lives like this _____ and makes me money like this _____

I am COMMITTED to finally sticking through and not jumping ship when a new bright shiny object comes through, I am committed to pushing this to completion, even when I am tired, angry, sick of it, or anything else that happens.

I realize how absurd it is that I let _____ and _____ and _____ hold me back in the past from building a real business that changes lives and makes me an income

I am committed to single-mindedly focusing on the task at hand, and not allowing (fear, procrastination, frustration, and so on _____, _____, _____) to hold me back from my dreams.

My dream is _____ and I am committed to doing whatever it takes to achieve it, even if that means doing MORE than Steve asks.

I am committed to doing EVERY LESSON in the order Steve gives it.

I am committed to staying the course for the Six Weeks that I have paid for.

I am committed to making the necessary changes in my thinking, my writing, and my work habits to make this work and achieve my dream.

I am committed to achieving my dream for once and for all.

Signed,

Your Name

Now, you may think all this is silly.

Hey, folks like Tony Robbins get paid \$100k just to get folks to fill things out like that and repeat them to themselves each day!

That's a joke, but I think there's some element of truth to it!

I promise I'm not going to ask you to read it each day or affirm it to yourself each day (although a cursory glance each morning MIGHT help you remember your commitment, kind of like seeing your wedding ring on your finger reminds you of your commitment)

That's the introductory lesson, please do not move forward until this lesson has been **COMPLETED** not just read!