

Kevin Nations

Friday, October 30, 2009 - 1:35 PM [1:37 PM]

+++ Prospects Seduction Blueprint telecall by Kevin Nations on 2009-10-29

- The call started promptly at 10 am HST (4 pm EST) with upbeat music. I called in 3 minutes early (1-646-519-5883, Code 2931#). Kevin was having trouble muting the lines.
- **Kevin talked very slowly and clearly.**
- "I am the creator of the BIG TICKET Blueprint. My mission is to help entrepreneurs ...
- You are in the right place if ...
- What is this call going to do for you today? **I am going to be sharing strategies of how to communicate your value.**
- **This is the first and only public call Kevin has done in all of 2009. Kevin will be introducing a new paradigm.**
- Affirmation: **I want to share with you guys that I believe in you and your power to change the world. You were brought into this world to create change. I am here to empower you, not only to create more revenue for you, not only to grow your business, but enable you to fulfill your life mission.**
- Some of you have emailing me about partnership before this call even started.
- Coming into this call, I consider 2 reasons why I am qualified to host this call. 1) The first reason is that a lot of you have contributed your success to a step-by-step process. This (BIG TICKET Blueprint) has become the industry standard to converting into high ticket clients. This communication road map includes a blueprint for prospect seduction where clients were coming 2) You need to step and learn the most effective way to communicate your value to your clients.
- There were thousands of people who registered for this call.
- Kevin told the story about Lynn Drawley in 2006. Lynn sold 10 \$3,000 tickets (her limit) in < 1 day. This was her first big ticket sale ever. Several months later, Lynn called Kevin to share some of the life stories of the transformations of her students. This was a life-changing call for Kevin. Kevin realized at that moment that his business was his mission.
- **I'm literally here to call you out to your highest mission and then to give you every tool and remove every excuse.**
- A lot of people ask me, "How do I get enough people to pay me what I'm worth?" Kevin shared that the universe does not make any mistakes. You are already earning what you are worth.
- **+++++ Your value is not equal to your contribution. So many people are making big contributions. Your value = Contribution x Value Communication System x Your Value Commitment to Yourself**

3 models (paradigms) to define value and sell

1) **DEMONSTRATOR** - "Try before you buy" model. Most people feel they need to demonstrate their value. They offer free or cheap services. The internal value of these people is to impress at a low value. This system to work correctly requires a ton of infrastructure. It does not work well to launch a new business. You become known as the "lower price" (cheap) leader. // **Kevin highly recommended the book "Influence" by Chiladini, who talks about the influence of consistency and commitment. If people have already said "no" to a low ticket offer, they are very unlikely to say "yes" to a higher ticket offer.** The lower price offer

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anesthetizes people to your offers. **More "no's" lead to more "no's."** Many people (clients) get premature closure (done with you and your services) with this model. // You can come into this market without have a sampler platter.

2) **THE CONNECTOR** is the second model (paradigm). The heart cry of these people is "Like me. You can trust me." This paradigm has a very long sales cycle. People have been incorrectly taught that "people buy from people they know, like, and trust." The truth is people buy from people they know, like, trust and buy from. **The reason people fall into this trap is that they confuse being admired with being desired. When someone admires someone, typically they step back (not forward) to evaluate it. People often don't buy from their good friends.** The problem is these people don't position their value proposition properly.

3) **PROSPECT SEDUCTION BLUEPRINT:** People desire you. They want what you have to offer right now. Want to have a committed but not attached mindset. Lisa talks about this. **Imagine you go in to talk to a heart surgeon about major surgery.** He doesn't show you pictures of his kids. He doesn't offer a trial (small) surgery. He doesn't lay out his credentials. All he does is diagnose the pain or the problem and makes an offer. **This is the paradigm of operating as a specialist - a) Diagnosis, b) Offer, c) Decision. Release the need for admiration, the need to be liked.** This is one thing . You become the catalyst for change in your industry. A CONNECTOR must let go of his desire to show off all he can do. You must abolish your need to show off. This is costing you at least tens of thousands of dollars each week.

- Most well-established gurus in their niche operate under paradigm #2. The way to quickly usurp their authority in your industry is to come in with relevance to the marketplace.
- Working by the hour is asking people to reward you for being as inefficient as possible. Clients are willing to pay you a lot for your efficiency as long as they experience a big benefit.
- Kevin began sharing short testimonies without giving names.
- Many times the way we express value is the way we have experienced others communicating value.
- **Position yourself as a specialist in your industry. That will do more for your business that almost anything.**
- **"A recession is an opportunity for money to be distributed from the timid to the brave!"**
- friend of Kevin Nations
- You want to move toward the "GAP". Move away from goals.

OFFER - see Notes for text from <http://prospectseduction.com>

- Kevin referred everybody to <http://prospectseduction.com>
- Take you through a step-by-step process on how to craft your compelling offer - how to leverage your services.
- **You'll learn PRECISELY how to...**
 1. Craft your Compelling Offer that Attracts Prospects like HUGE Magnets! And how to IMMEDIATELY Position Yourself as an EXPERT commanding the Highest Fees!
 2. Leverage your Service so you can Raise your Fees AND Reduce your Time spent on Service Delivery.
 3. Build a Prospect Seduction Roadmap for a ONE on ONE Conversation that converts in a

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SINGLE CALL or MEETING using my Proprietary 'Industry Standard' RAPID(tm) Selling System

4. Apply that Prospect Seduction Roadmap as a POWERFUL Frame for ANY conversation - In Person, Sales Letter, Stage Presentation, Teleseminar Format.
 5. Create a Leveraged BUSINESS MODEL to use the success in ONE arena or stage to maximize your success across all other platforms!
- Half of this course is about closing sales and half is about prospect seduction.

Action steps

- Offer journaling course for higher price
- **Kevin highly recommended the book "Influence" by Chiladini, who talks about the influence of consistency and commitment.**
- **UNCOMMON Favor of God: While listening to Kevin, the Holy Spirit crafted my elevator speech - compelling offer that will attract like HUGE magnets.** When people ask me what I do, respond **"We coach our clients to establish a POWERFUL online presence to share their stories, products, and services with the world. We open the door for you to potentially achieve a 30-60-100 fold increase in impact and profits in just 12 months."**

Go with Julia to Las Vegas in late January or February for Kevin Nations' 3 day live conference. While there, ask to go mountain biking with Kevin.