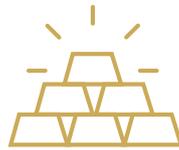


ATE MONEY CLUBS



**ELITE**  
MONEY CLUB

# THE 12 PILLARS OF ABUNDANCE

**Is It Absurd To  
Think That With  
The Right  
Education &  
Support You  
Could Be Living  
In Abundance  
& Freedom  
12 Months  
From Now?**

**This plan is custom designed to meet the needs of someone looking to become independently wealthy in the next 12 months.**

The content below will be delivered over intensive 2-day events delivered monthly.

Complementing these events will be a weekly hot-seat call so that you can get your questions answered and mastermind with Paul & Myself Live.

I've NEVER seen a course like this delivered by someone who's built 5 million dollar businesses and amplified his money consistently through various forms of investing.

What's even more unique is that Paul is the best teacher and coach that I've come across. His genuine, calculated delivery hits home every single time.

Working with Paul one-to-one I can tell you Paul goes the extra mile. We've had many calls reach the 3-hour mark and often have more than one call a week.

I don't know ANYONE else who offers this level of service let alone someone with 9-figure wealth!

**Paul loves what he does and he's ready to teach it to you (and I).**

Despite our long calls which I suspect will result in me doubling my income inside the first 4 months of working together!!!! It's the educational content laid out below that I need to become the business owner, mentor, father and husband I want to be.



**If you have a vision for the future that involves...**



Then read on!

ATG FOR COACHES

The first 50 places are over 50% off

Paul hasn't offered this program to new students for under \$25,000!!!

**I begged him** to make it accessible because I know there are **very, very challenging times ahead for the under-educated and the under-prepared.**

Whether you make it into the club or not I wish you the best!

**Keegan**



# 1

## Moving From The Commodity Space To Designing \$25K Offers.

At some point during your entrepreneurial journey, there comes a time when the desire to “level up” and be valued more highly, intensifies.

Welcome... an exciting journey is about to begin!

The desire to level up is natural consequence of outgrowing your current circumstances... so much so that your current circumstances become suffocating.

If this is where you're at, then this weekend is for you.

It's a hands-on workshop where you'll learn How To Design \$25K Offers So You Can Land \$25K+ Clients.

“Having built four multi-million-dollar businesses from the ground up, I can promise you that none of them were built on the basis of offering \$100 or \$1,000 products or services.” Paul Counsel

The challenge with low priced offers is ‘unconscious value shrinkage’ that's influenced by consumers seeking best price as opposed to best value.

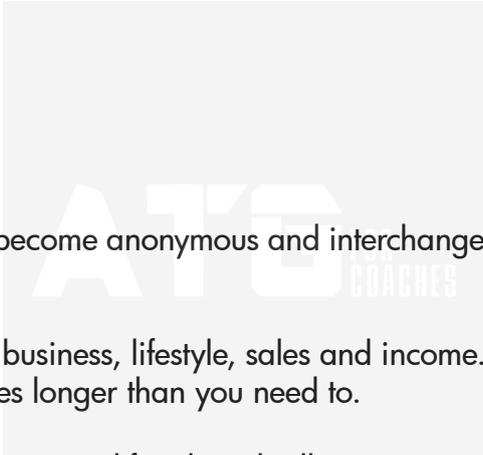
It diminishes your value, the value of your products, your content and your services in order to match the price of the competitive status quo.

In economics, a commodity is an economic good that has full or substantial fungibility.

Fungibility means that your product or service is capable of being substituted with other like products and services while having no regard for who produced them.

When you price yourself according to the ‘price status quo’, you price yourself as a commodity!

Continued >>



As a commodity provider, you become anonymous and interchangeable with other service providers.

You experience lower results in business, lifestyle, sales and income. It's a race to exhaustion. And this means you work for decades longer than you need to.

It creates an inability to live a sovereign lifestyle with all its associated time, money and space freedoms.

If you have confidence in yourself and the value of your offer, you'll understand this...

People of affluence need just as much support in achieving what they cannot achieve for themselves as anyone at the lower end of the marketplace.

They have time constraints, they're often busy, and they have knowledge and technique voids just like most people. The real difference is that their dreams are bigger as is their commitment towards those dreams.

They also have the financial resources and impressive revenue streams to pursue those dreams. They want the best guidance and support possible. So, they look towards high end solution providers.

They don't respond to low priced offers or look towards the low end of the market. Instead, they seek people with confidence, solution providers who stand out, guides who understand them, and coaches who have unique views. They seek out those who can further their high achievement desires for extraordinary results.

The gifts you give to affluent high achievers are convenience, time saving and personalisation. And they're prepared to pay premium prices for that convenience and personalisation.

The design of your \$25K offer must incorporate high touch and high understanding on these points.

Pointing your offer towards the affluent, requires much preparation work. In fact, your success is directly dependent on the quality of preparation you do beforehand.

Continued >>

You must know your ideal customer inside out... better than they know themselves. And this is the area where you need to concentrate on before you can design your high premium offer.

You must know the journey your ideal client is on and the journey they prefer to be on.

And this is where this weekend's worksheets are invaluable. Once you complete them, they become blueprints identifying everything that make your high value clients tick.

And later on in this program, you'll learn how to focus your high value offers through the magnifying lens of productive copy and marketing campaigns aimed at the affluent.

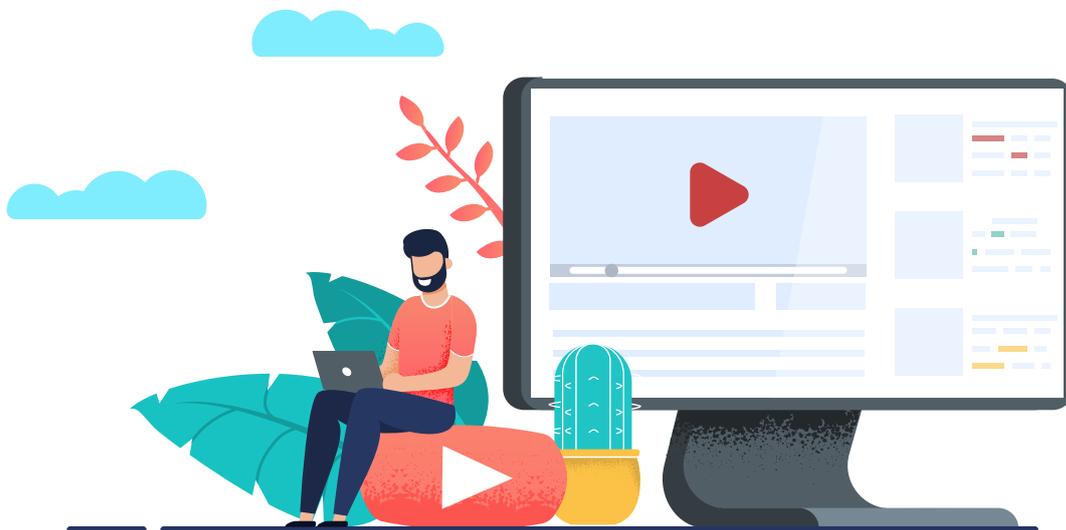
Its all about designing your \$1,000 bottle of wine experience. More about this on the first weekend.



Continued >>

# 2

## How To Use High Conversion Videos For Marketing And Sales.



In business, most people think you need to be a great networker, coach, entrepreneur or consultant... or work like a person possessed, before you can generate your first five or six-figure monthly income.

Or that you need to spend 100's or 1000's of hours trying to get your value message out to enough people before you make in a month what most people make in a year.

Not to mention the sleepless nights trying to figure out what step to do next.

While the importance of being a great networker, funnel designer, podcaster, presenter, speaker, coach, consultant, font of wisdom, or service provider can't be overstated...

Continued >>

**...in reality, these skills don't lead directly to increased conversions or higher revenues.**

And that's where the problem lies for most coaches and businesspeople... they're great at what they do, but not necessarily great at producing higher revenues.

In my 20 years of helping entrepreneurs build serious cash flow businesses... the #1 reason for failure... "is the inability to communicate their true value to enough new customers".

Being good at what you do is one side of enterprise. The other side is being good at persuading increasing numbers of people to buy from you! And this is where video gives you leverage because in the current age of social media, nothing leads more directly to sales than video.

Video has shifted from a sales option, to an absolute must. Nothing can match it as a means of storytelling, conveying your value and marketing the benefits of what you do for your clients.

Neil Patel, marketing entrepreneur, one of the most respected people in the industry and co-founder of NP Digital, cites a 144% increase in product sales through the use of video.

Red Stag Fulfillment's research on eCommerce conversion rates reveals that... videos are responsible for driving more sales conversions than social media!



**"If you aren't creating video, you're likely falling behind."**

**(HubSpot Research Report... Content Trends Global Preferences)**

High conversion video marketing is one of the most valuable entrepreneurial skills you can learn. It's more important than any other sales medium.

And because video drives revenue growth, you achieve higher income goals. And this is exactly what you're going to learn during the Video Sales Weekend.

Continued >>

# 3 **Turning Words Into Money – Introduction To High Conversion Copy Writing.**

Choosing the right words is at the heart of great coaching and great businesses.

Imagine having a step by step system for increasing revenues without surrendering your values or feeling pushy or sales-y.

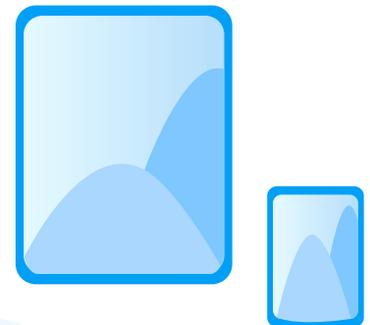
High Conversion Copy allows you to do exactly that. It lets you to quickly increase your revenue while clawing back more enjoyment and free time simply by using better sales copy!

At the basis of all copy is the use of words to attract attention and produce action.

Your words must lead your prospects from desire to agreement to identification to conviction that they must have your product/service.

Understanding what leads from desire to agreement to satisfaction at the lucrative end of the market is just as important as it is for the bottom end.

It's just that the revenues are more rewarding. Knowledge of the motives, values and desires of the top end leads to lucrative sales, greater success and higher revenues.



Continued >>

The better you are at using the persuasive power of words, the higher your revenue streams. Its moneymaking on your terms and it happens as quickly as you can turn words into dollars.

It's a known fact that revenue growth begins when more people say yes to using you, your products or services.

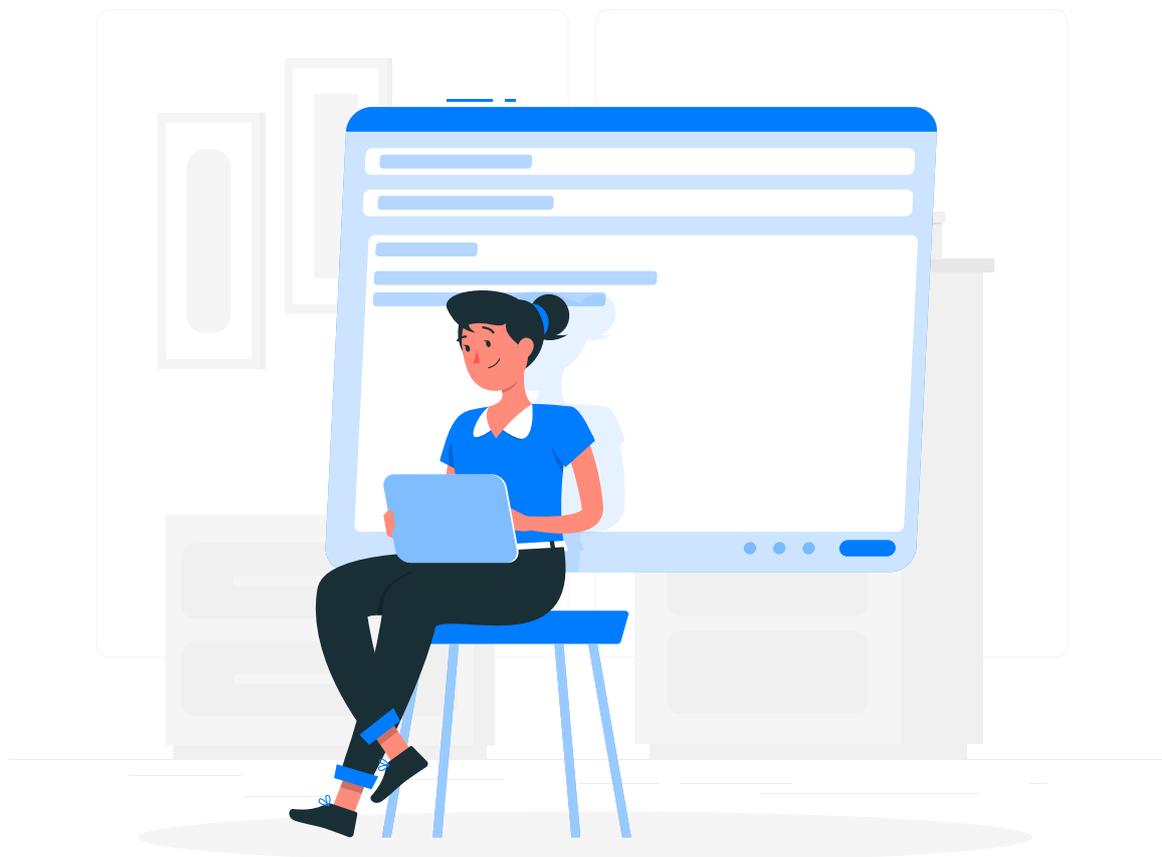
### **What's not so well known is how to get more people to say "YES".**

You'll learn how to write eye-catching headlines and how to persuasively satisfy the most important subconscious questions that must be answered before a purchase is made.

And you'll learn how, in one sentence... you can position yourself, your value and your experience so that it gives more customers exactly what they're looking for.

By the end of this weekend, you'll have learned and practiced how to turn words into impact and income. You'll understand the why and the how and we'll practice everything together.

These methods are perfectly suited for IG and FB engagement as well short videos.



# 4 High Conversion Marketing – Creating Marketing And Sales Funnels That Perform.

Now you've got your copy and videos working for you, it's time to knit it all together in High Conversion Marketing Campaigns.

During this weekend, I'll be sharing secrets to crafting messages that influence buying decisions and make you a person of persuasion.

If you're a business owner, coach, trainer, mentor, consultant, presenter, marketer, submission writer, networker or sales person and you want to increase your sales and profits... then make sure you apply these powerful persuasion strategies for influencing "buying decisions".

Old ways of marketing and sales aren't working as profitably as they used to...

In today's tight economic climate, if customers sense they're being "sold", their decision brain automatically disengages, and their defensive mechanisms go up.

Consumers don't put up with feeling "sold" anymore. This causes profits to decrease because you're not converting more prospects into customers.

What's even more frustrating is putting up with decreasing returns when you could be getting more customers to spend more money with you, more often.

If you're not using up to date persuasion strategies, you're losing money. And you're letting too many potential sales slip through the cracks. Worse still, you may not even know how many times it's happening.

Outdated strategies could be costing you tens of thousands of dollars because they're not targeting the "decision brain". But that's not the biggest mistake you might be making.

Continued >>

The biggest mistake is missing out on the increased profits you could be earning through effective persuasion strategies.

Coaches, advisors, consultants, marketers, presenters, educators, public speakers, salespeople, business owners, submission writers and networkers need to find new ways of influencing customers and increasing cash flow.

The buying brain is a bit like a Swiss watch. When all the parts are in their correct order, and there's enough tension, everything works like a charm.

If one part is out of place, it no longer functions the way it should.

Buying decisions work in a similar fashion.

There's a sequence of steps the decision brain goes through when making buying decisions.

In business, greater financial success comes as a result of being comfortable taking your ideal customers through this sequence. It enables you to get your message out to your ideal customer so you can create the impact and income levels you want.

So, it's important to identify yourself as a marketer – as a person who pro-actively uses quality tested and proven tools to get customers for your business.

But, if you've somehow been avoiding learning how to market more effectively because you've previously had biases, prejudices, or bad experiences with regard to marketing and selling, now is the time for change!

Human decision making is based on emotions, not logic. And for the most part, our decisions, communication and behaviours are the result of innate, and often irrational, forces that drive us.

To succeed in marketing, it's important to abandon "logic" and begin considering how you might appeal to the irrational motives and drivers hiding in the shadows of our human experiences, emotions and psychology.

If you want people to consistently say yes to you, it's important you understand what makes them tick.

During this weekend... we'll concentrate on marketing from an influence and persuasion perspective. We'll design strategies that give you the best fit opportunities for the niche you wish to influence.

# 5

## Better Property Investing – Generating Wealth From Real Estate.

The greatest wealth is created in a certain part of an economic cycle.

When you get your timing right... market forces do the heavy profit lifting for you. When you get your timing wrong, markets evaporate value faster than you can do anything about it.

“History reveals that investors who made land speculation their sole business enterprise have rarely held onto their profits... the cycle usually wiped them out in the end.

“Those who had real businesses, with real earnings and real cash flow, who purchased real estate with profits... but did not speculate in it, went onto make a fortune.” Phillip J Anderson

Paul has bought many properties and also ran a rental cashflow business for years. What does it take to make money in Real Estate? What are the myths and what is the current reality?

In terms of buying real estate, Paul will be sharing information rarely shared before. It really is “insider secrets” as I’m sure you’ll see for yourself. If you want to add some real firepower to your arsenal of property buying skills, this information is for you.

In a free market, property cycles follow a predictable pattern which reveals three distinct phases. Boom followed by Slump followed by Recovery before the next Boom commences etc.

Property cycles (unimpeded) always follow this pattern so a Boom cannot precede another Boom without first experiencing a Slump followed by a Recovery before the next Boom can arrive.

In study after study... especially the research conducted by Roy Wenzlick in *The Fundamental Differences Between Real Estate And Other Commodities*, two distinct features between land and other commodities were observed.

Continued >>

Land is immobile and indestructible.

When these fundamental differences are thoroughly understood, you immediately see the differences between all other things bought and sold.

The immobility of real estate makes it unique. It's the only commodity which cannot be moved. This characteristic has several important implications from both the short and long-term investment angle.

Immobility of land gives it location value. Other commodities have a locational value limited to the cost of moving them to a favourable market.

Immobility causes land value to increase or decrease as the area in which it's located improves or deteriorates. If its location is readily accessible, and if the area around it is increasing in population, employment and purchasing power, the locational advantage of property increases for decades to come.

If the area around it is decreasing in population and purchasing power, or accessibility due to changing traffic patterns, the value of land declines.

Unlike other commodities, land cannot be taken to a favourable market. When oversupply exists within movable commodities, the oversupply is moved to an area of undersupply where supply and price are rapidly equalised. However, land surplus in one area cannot be transferred to another area in which a shortage exists.

Accordingly, land is subject to a greater extent than all other commodities to local influences and conditions. A slight difference in location could mean a tremendous difference in price. As does



Continued >>

The second characteristic of land is its practical indestructibility. While some characteristics of land can be destroyed, land itself, as a certain-dimensioned parcel on the surface of the earth, notwithstanding volcanic activity, atomic bombs and radiation contamination etc, is indestructible.

Through volcanic action, land now under water may be raised, and in a number of cases land has been created artificially by pumping sand from ocean bottoms into low coastal areas or swamps, creating a great deal of usable property.

In dealing with real estate we do not often consider land apart from the improvements on land. In rural areas, improvements can consist of farm buildings, increased fertility through the use of organic additions to the soil. In cities, improvements include accessibility to streets and utilities, and structures built on property.

Timing and location are everything when buying land/real-estate for wealth creation. When a piece of land is improved for its highest and best use, in the right part of an economic cycle, you can extract the highest and best profits from it.

During this weekend, Paul will show you every detail of how he made millions from residential real estate.

Here's a synopsis of what he'll be covering:

The Law Of Rent is a must know subject if you're to succeed in real estate. It states that increases in the value of land, or labour, or products, or services, or knowledge are based on privilege, scarcity and/or uniqueness. It's the capitalisation of advantage (rent) that drives economic cycles up and down. For you to be wealthy, you need to drive advantage up.

You're going to learn how to research and choose real estate that has a high probability of increasing in price during the next real estate boom phase.

How to understand and profit from economic cycles. You'll know which markets to enter, and which ones to avoid... and when.

You'll learn how to understanding the difference between "dirt value" and "emotional value" and the step by step 'numbers' approach for adding emotional value to dirt value so you can gain quick profits.

Why it's critically important to understand the naked truth behind 18-year real estate boom and bust cycles.

Continued >>

How to use the knowledge of real estate boom and bust cycles to your complete advantage so that you can strategically position yourself for the next profitable growth phase (This is where you make the BIG BUCKS)

How to know exactly where you are in this current economic cycle so that you can build your wealth faster and more safely.

How you can also use this smart investment approach so at the same time you're building your wealth you are also decreasing your risk and exposure.

Discover why real estate cycles have repeated themselves as regularly as clockwork for the past 214 years and why they will go on repeating the same patterns for the next 214 years.



# 6

## Impactful Communication – Negotiation, Questions & Sales for Wealth.

Can you go back and forward in conversation effectively to help people understand what you have to offer or are your words costing you your dreams?

Negotiation is defined as the use of information and power to affect behaviour within a web of tension. If there is no web of tension, there is no need for the other side to fold.

Negotiations are processes of arriving at desired or favourable outcomes. The extent to which you can negotiate anything to your advantage is, in essence, the extent to which you are in control of any given situation.

Negotiation is a skill, and, like any skill, it needs to be thought of as such and it needs to be learned and perfected through practice. When entering a negotiation, your skills, or lack of them, will determine whether or not you get an indifferent, an advantageous or an excellent outcome.

If your negotiations are to have successful outcomes, it's essential, even imperative, that you first understand the theory behind the process. It's important to understand and be able to use the anatomy of a negotiation if you want favourable outcomes.

Negotiation is about maximising every opportunity to create a favourable environment for the attainment of specific goals.

That's exactly what we'll concentrate on during this weekend's content.



# 7

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## Rethinking Wealth.



The survival of modern economies and nations as we've come to know them over the past few decades are currently experiencing the pressures of serious generational change.

The new social, political and economic cycles we're entering will culminate in a coming crisis comparable to the American Revolution, the Civil War, the Great Depression, and World War II.

Knowing how to navigate these changes is critical to your ongoing success.

Understanding economic and market cycles is a must if you're to navigate the future successfully. Right now, we're in a defensive part of the current cycle, so it's important not to use wealth mediums that are due for price corrections.

During this weekend, we'll concentrate on understanding how to leverage market cycles so you can use the most effective wealth mediums for the particular part of the cycle you're in.

We'll look closely at "Why gold... Why Silver and Why Now". We'll investigate gold royalties, and we'll look at how you can develop skills in profiting from weekly and monthly price movements.

# 8

## Profiting From Short-Term Price Movements.

Your goldmine of new results is you... because you're the only one who can learn to directly influence real outcomes.

There are many ways to make money and many ways to grow money.

Understanding what is driving the markets is a great skill to develop. While 1 weekend will not make you a master... it can be the beginning of taking back control of your money future by learning... "How To Profit From Daily Price Movements In Gold And Silver."

"The lifeblood of your new future is a new money skill..."

The Skill of Profitability... and the Psychology of Profitability... are two sides of financial freedom. By focusing on both sides... you turn ordinary results into highly profitable results.

Even if you've never thought about profiting from gold & silver before, this is a skill you can easily learn with the right guidance and support.

And because of advanced warning about the coming financial crisis, profitable solutions are more available now than at any other time in history.

N.B. You can develop new money skills without putting your own money at risk. Many organisations allow you to set up a risk free 'demonstration' account... Its learning with 'house' money.

If you succeed with a "demo" account... you might conclude that you've learned your lessons well. If you don't succeed, you might conclude that you need greater support and more intensive training.

# 9

## Elite Education – Understanding Potential... Levels Of Development And Why The Human Need To Be Right Prevents Independence And Freedom From Emerging.

Why are we the way we are and what can we do to become more of what our human potential offers? How can we start to help others understand the influences around them and how to navigate them more effectively?

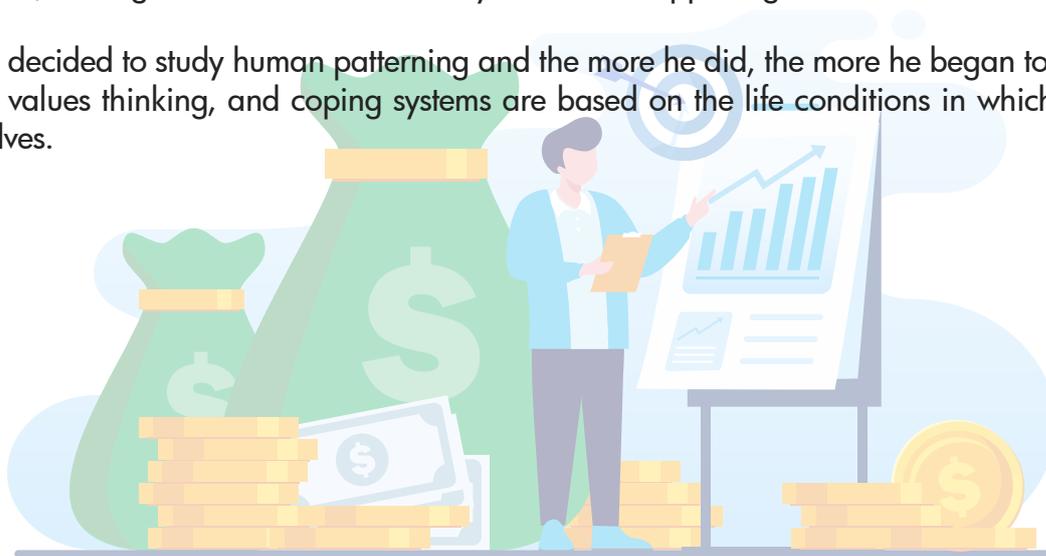
No matter which way you look at it, this weekend is huge in terms of its illumination on what makes people tick!

And this is important if you want to improve sales conversions and revenue from future and present customers.

In the chaotic years after World War II, Dr Clare W. Graves, a professor of psychology at Union College, New York, wanted to determine exactly what lay beneath human nature and how and why people change or don't change.

He decided to dump the many conflicting theories of the day, behaviouralism, humanism, cognitive theory etc, and figure out for himself exactly what was happening.

Graves decided to study human patterning and the more he did, the more he began to observe that human values thinking, and coping systems are based on the life conditions in which people find themselves.



Continued >>

Graves contended that when an individual, group, or organisation's life conditions demand a change, then human values must change because what you value has to change in order for progress to happen.

He discovered that if values did not change then progress was not possible.

Graves developed an integrative model of human development that reveals the hidden complexity codes that shape human nature. He termed this model, 'The Emergent, Cyclical, Double-Helix Model of Adult Biopsychosocial Systems Development'.

Today, Graves' research is known by the more practical name of Spiral Dynamics.

The model examines and explains many of the deep forces in human nature which shape our values and provides both a pattern and trajectory for change. Spiral Dynamics is a way to view complex values systems and beliefs, both in organisations and individual lives.

It looks at the effects of life conditions on our idea sets, mind, and value sets in both personal and professional settings. It draws on the science of Memetics, the study of memes, in order to understand how memes replicate and communicate themselves through the minds of people and culture.

Memes are the psychosocial equivalent of genes. As such, they're cultural units of information which self-replicate from mind to mind on a vast scale. They spread as a form of mind virus and appear within society as new trends of thought, that then shape human behaviour without most people realising what's going on.

An easier way to think about this complex system is to think of its value in terms of 'social DNA'.

By exploring and describing the core intelligences and deep values that flow beneath what we believe and do, the model offers a profoundly incisive, dynamic perspective on complex matters such as:

- ▶ How people think about what they think about (as opposed to 'what' people think about)
- ▶ Why different people make similar decisions in different ways
- ▶ Why people respond to different motivators
- ▶ Why and how values arise and spread throughout society

The nature of change and the conditions that must be in place for change to be sustainable. This powerful human science makes it easier to understand and relate to others, enabling us to communicate in their style and from within their preferences. It is equally applicable to individuals, organisations and entire cultures.

Continued >>

# 10 **Understanding People And The “Plot” – A Deeper Dive Into Genius Understanding The FREE Ride Bias Of Social Engineering.**

As our early learning carries over into adulthood, the roles we learn to play often express themselves as unexamined beliefs about how relationships, especially with money are supposed to work.

Our purpose this weekend is to take a deeper look into Genius Types, Spiral Dynamics, and The Plot and how they affect productivity.

The Plot is a series of socially engineered memes that have you keeping money rules you should be breaking and breaking money rules you should be keeping.

The money rules most people adhere to are the money rules of the dominant meme. This means, you have to spend in order to be happy and the only benefit you get from money is spending.

The Plot says you get more pleasure from a sense of doing the “right” thing. And the “right” thing causes you to borrow... it causes you to spend future money via credit, it causes you to sacrifice the best parts of your life stuck on the “not enough time... not enough money treadmill”!

The fact that most people don’t get what they dream of is because they’re never earned the right to have it! Instead, they’ve been conditioned to want what they want before they’ve generated the capacity to have it.

If you fail to recognise the powerful grasp The Plot has on your relationship with money and your relationships with significant others, it will prevent you from spiralling past the level your current results.

Once you understand this personal, social and economic conditioning, you can design a better map that has the capacity to lead you to financial abundance.

But, if you don’t know about The Plot, you can’t design your way out of it. A unique look at who you are and how you can do your best work in life by doing what you’re most suited to and putting your energies into developing the qualities that compliment your natural strengths.

# 11

## Developing A Lucrative Income Business.

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There's nothing worse than feeling stuck and not making good income when it comes to business.

Whether you're just starting out, or you're a few years in... if you don't generate more profitable results, people start to wonder if you really know what you're doing. It's not a good look, and it doesn't make for impressive stories either... does it?

"I ran an event but nobody turned up" ... isn't exactly a claim to fame you want to admit to is it?

Or how about the... "I launched my product and only my family and friends purchased it" truth.

And what about the... "No matter what I do, it doesn't seem to work like they said it would" experience.

After attending another seminar... after reading another 'How To Book'... you've got clarity, confidence, and flair haven't you? Ha...

More like confusion, doubt, and embarrassment!

When you have the right steps to follow, and the right support, you can achieve very profitable results in your business! Look what happened to Nicci...

Continued >>

When I first met Nicci, she had just given birth to a lovely daughter... her third child.

And as happy as she was while cradling her new baby... when we talked, I could sense that something wasn't right.

The speed at which she spoke was sending a jumbled message... and I could detect a sound of distress in her voice

At first, the contradiction didn't make sense, I couldn't match the joy of her new child with the angst in her voice.

A couple of coffees later, things started to make sense. It turned out that Nicci's husband was a shift worker on a roster that had him working away from home for 4 weeks at a time and then returning to the family for 2 weeks then off again for another 4 weeks.

This sort of work schedule was difficult to handle but with her expanding young family, Nicci was experiencing a double whammy.

When she needed a break... her husband was often away working, and she couldn't call on her family because they lived on the other side of the country.

Nicci felt isolated. She had already exhausted her friends' child minding generosity because they had their own families to take care of.

What Nicci was thinking of doing next was a terrible idea...

In order to solve her problem, Nicci was thinking about selling her house... moving across the country to where her family was and buying a new house there. This meant her husband would have to fly from one side of the country to the other and back again every shift change.

Once I understood what was going on, I asked to see "the numbers"!

I wanted to know the costs of selling the existing house and purchasing a new one. I wanted to know what the relocation costs were. Because the market had turned down over the past few years, I wanted to know if there was a profit or loss on the existing house?

I wanted to know other numbers.

BUT... "the numbers" didn't look good!

Nicci would take a loss on the existing house and pay \$5K in marketing and \$10K in commission for the privilege.

Then she'd have to pay moving and relocation costs, rent a new house on the other side of the country before finding a new house to buy.

Then of course, there's stamp duty for the new house... about \$20K. Then more rates, fees, insurances and it all added up.

Then there was the drama of changing schools for her two sports crazy sons... (if you've experienced this, you'll know exactly what I mean).

On the back of a napkin... I worked out that with the loss on the existing property, travel costs and costs in purchasing a new house... the move across the country would create a loss of \$150K.

And this wasn't good... especially for a young family trying to get ahead.

So I dug a little deeper.

Continued >>

I asked Nicci to explain more about what she was feeling as a young mother struggling to find the support she needed. And that's when an "opportunity" popped into my head.

I said, "Nicci, if this is a problem for you, it must be a problem for thousands of other families too!"

"So, instead of taking a \$150,000 loss on moving from one side of the country to the other, why don't you build a business that solves the dilemma you and thousands of other families are experiencing."

I explained my Lucrative Income System and told Nicci I'd support her every step of the way.

Her face did a double take!!!

Suddenly a solution was available and Nicci flipped into a new set of possibilities.

Over the next few years, instead of taking a \$150,000 loss... Nicci built a multi-six figure business by supporting people who were in a similar position as she was only a few years earlier.

Nicci became so successful, everyone wanted to know what her success model was.

In a few short years, Nicci had over 500 media interviews, won many awards as a young entrepreneur, was twice a finalist in Telstra Business Awards, met people from all over the world, was contacted by different industries and countries wanting to duplicate what she was doing and was head-hunted to stand for elections in Federal Politics.

Today... Nicci is very successful in a new career.

I believe everyone has a Nicci within them. Perhaps not exactly the same results... BUT... the ability to flip into a new set of possibilities for your future.

All you need is the right system... and the right support. If you're not getting the financial results you want from your business... it could be because you don't know the "right" steps to take... "proven" steps that have worked over and over to achieve success.

And if you don't know what steps to take next, its easy to fall into the trap of thinking about getting a JOB and going back to work...

Continued >>

...and that's a horrible thought... so let's not go there!

Perhaps you're getting a trickle in sales, and perhaps you know you've got immense value to share. But when it comes to generating an income you can depend on... well that's where so many people get stuck.

Perhaps you're still at a job, running your business on the side.

Or perhaps you've made the leap and are now in your business 100%... but the cash-flow is inconsistent, leaving you vulnerable to the unexpected.

In each case, the freedom you thought you'd have by now likely hasn't eventuated ... yet!

In this weekend... Paul will lay his Lucrative Income System out step by step. Take whatever piece you need from it and apply it to what you're already doing.

But remember, content does not equal skill development. If you need skill development, that's something we'd need to work on over time.



# 12

## The Power To Influence.

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Effective teaching and mentoring via presenting & guiding. How can you help the people around you get more out of life? What skills will help you lead others professionally?

To answer these questions in a meaningful way, it's important to understand how the different aspect of 'mind' work to facilitate or block communication.

Our social conditioning encourages us to use logical and rational communication when trying to influence the views and behaviours of others.

When rational and logical communication is directed towards the conscious mind, it has an extremely low success rate. Yet we continue to use rational logical processes when 'convincing' potential clients. But its hit and miss and success is perhaps 1 in 10 or 1 in 20.

We're so conditioned to rationalise that we are not often aware that we try to convince, or 'out rationalise' the arguments of parents, friends, partners, and children. But we seldom succeed and often feel somewhat downcast as a result.

That's because the conscious mind can only process approximately 5-7 bits of information in short term memory. Its why we often can't remember phone numbers without writing them down... mobiles have 9 or more bits of information.

If the conscious mind is dealing with something while you're trying to influence it, it's already using its processing power of 5 to 7 bits of information. It's not available for introspection or awareness.

The subconscious mind is super powerful. It has the processing capacity of approximately 40 million bits of data per second. It consists of processes which occur automatically including thoughts, repressed feelings, automatic behaviours, habits, fears, complexes, desires, perceptions, memories, interests and motivations that operate below the threshold of conscious awareness.

The subconscious is the source of things we've learned so well that we do them without thinking.

Its these automatic processes that exert powerful influences on behaviour.

It enables most of our waking lives to take place without us being aware of them. American developmental biologist observes that on a daily basis, the subconscious influences the conscious between 95% to 99% of the time.

Continued >>

If we tried to consciously process every bit of data that came into our awareness, we'd quickly experience brain fatigue. And that would dramatically affect our ability to survive.

The brain is designed to preserve its resources through the use of immediate subconscious short cuts. Our style of perception and decision making affects the way these shortcuts are processed.

Every time we experience an interaction or situation, we immediately and subconsciously decide what to do with this information.

The way information is presented to us ultimately dictates what we do next. If it's familiar, we file it under "yep, I know that!".

If it's unfamiliar, the conscious mind wakes up and offers it some attention. But it doesn't rivet its attention to anything unless its "me centric" interests are triggered.

As such, trying to influence clients, (anyone in fact) through the use of rational logical processes is more ineffective than effective.

The result is... 'failure to communicate'... nothing gets through... people forget what you just said... or they never hear you. You might as well be talking to a wall! You end up consuming your own information but feeling frustrated at the same time.

Structuring information so that it triggers 'me centric' self-interest is most effective.

This weekend's content is directed towards learning strategies for structuring communication so that it influences the powerful subconscious mind. We'll learn strategies that help you get powerful results personally and professionally.



**Decision Time.**

**If you want to find a way, let's go ALL IN on that.**

**If you want to find a way NOT to make this happen... that will be much easier still!**



**Join the Club**

”

I've searched for this wisdom for over 20 years. I thought Paul was asking me for \$180k on our first call. I would have found a way to get started. That would have been a smart investment based on the return I've seen already. Yes it Elite Money Club is my business in partnership with Paul but I wasn't looking for a new business when I contacted Paul. I was looking for someone to help me enjoy my life more and have less financial stress. I simply can't keep this amazing discovery to myself. I've never felt so confident, calm and excited for the future.

### **Keegan Smith**

Founder of RealMVMT & Elite Money Club,  
Former NRL Strength Coach

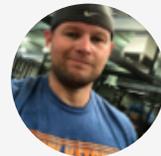


”

I've worked hard for many years in search of financial freedom including being a part of two of Keegan's programs and the Pruvit business. It wasn't until I began working with Paul two years ago that I changed my course, got out of debt and started to see a path to serious wealth. Paul is a wise and generous man that has impacted my life deeply for better.

### **Cameron Aitken**

BodyScan Perth, Qualified Chef.



”

Since starting Money Club I've had a shift in how I look at money. I now have investments that I didn't even know about before and I'm developing new skills to increase my income for future wealth generation. The learning within Money Club has also taught me about myself and runs much deeper than just financial success.

### **Eamon Fisher**

Optimised Man



” I’ve made some big moves since joining Money Club and I couldn’t be more excited for the learning and journey ahead!

**Brandon Meteyard**



” Mate I’ve just signed on to Elite Money Club and I cant remember a time in my life that I was so excited for the growth that’s coming. We’ve had an absolutely incredible journey with @real\_mvmt and @exalto\_holisticclub but this work with Paul has already taken my mind to a new level. The deepest parts of my mind are now functioning differently and that’s just from one call with him. I spent the whole weekend expanding our vision and impact and to say I’m ecstatic wouldn’t describe it with justice. Many opportunities have presented themselves in the last 5 years but nothing even comes close to the breadth of knowledge that Paul is offering for this price. Thanks for providing this amazing opportunity for such an incredible investment and I look forward to the next 12 months with EMC

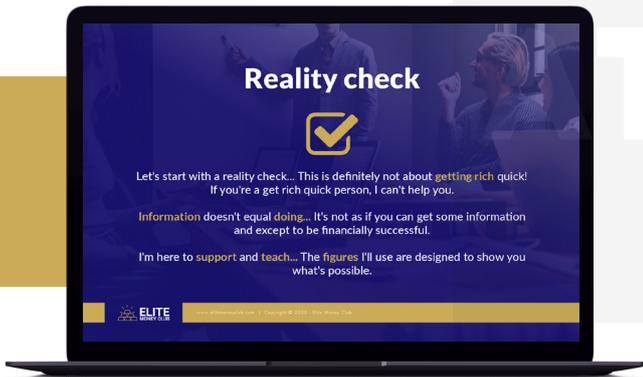
**Jordan Potts**  
Exalto Holistic Hub



” The education with Paul has been tremendous, to say the least. Far too often people focus on tactics and “short cuts” when it comes to business and profit. The reality is that these are all short lived and shallow. Paul and RealMVMT work from the perspective of wealth building – in money, movement, and health. Even in a short time span, I’ve learned several valuable principles that have transformed my thought processes and business approach. If you’re more interested in generating abundant wealth than just “getting rich”, then this is a program you literally can’t afford to miss

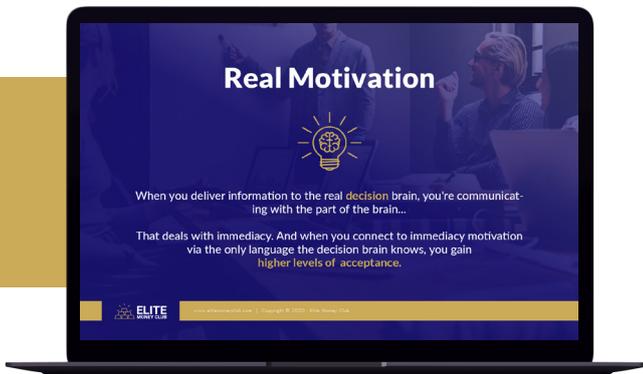
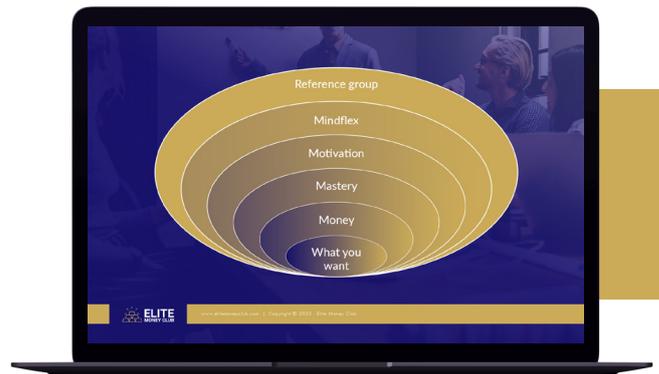
**Graham Tuttle**  
GrahamTuttle.com, Performance Specialist





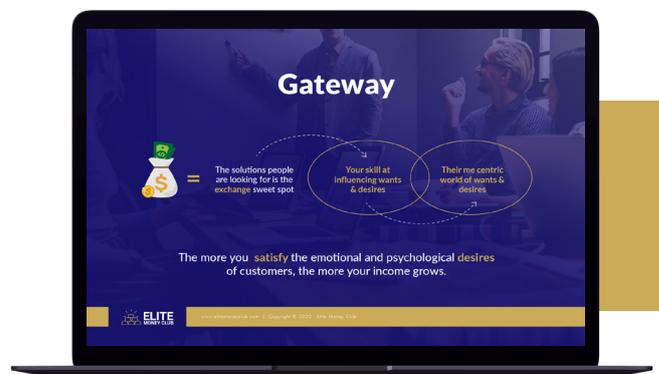
## Introduction to Money & Wealth - Part 1

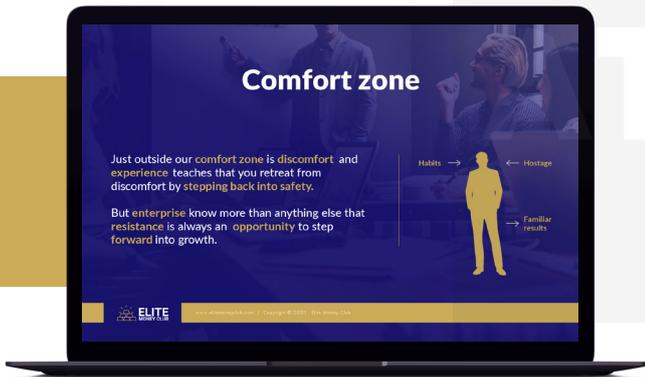
## Introduction to Money & Wealth - Part 2



## Hidden Secrets Of Influence Marketing - Part 1

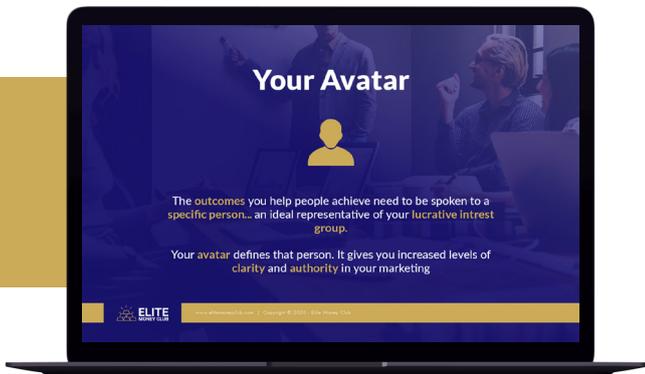
## Hidden Secrets of Influence Marketing (Part 4) - Introduction to High Performance Copywriting





Introduction To Money Club - The Value Of An Accurate Feedback Mechanism

Money Club - Profiting from marketing fluctuations - October 9th

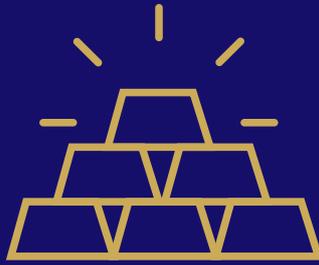


Who is your Avatar? - Main Content

Paul Defends His \$300k Invested In Tony Robbins - Elite Money Club Explained



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