

PROFIT PROJECTOR GUIDE

- Pass it out – Keep face down.
- You or I walk them through this exercise step by step.
- Stop & discuss these significant teaching points at lines A, C and “One Time Expenses”:

A: “Why do you charge per hour? Because everyone else does? Shouldn’t you be unique & different from your competition (USP)? That’s why you are limiting what you can charge. You expose yourself to rate shopping. What if you could detach your clients from this thinking and smash the fee barriers imposed by the hourly model? I’ll show you how in a moment.” {in C}

C: “Are you earning your worth? You should be. You CAN. You need to know how to attract, price & close. In OM I provide the tools to attract & close. For better pricing, charge as a ratio of your bold prediction, etc.”

One Time Expenses: Ask for examples. If no one says mentoring or enrollment in OM, then say “Well, the whole purpose of Omega Mind is to give you the tools to archive this profit, so go ahead and write in \$35,000. Even though I’ll only be enrolling a select few in OM, I want you to see how you can use this with your clients to help you justify commanding higher fees. You see, the people who have enrolled in OmegaMind in the past aren’t dumb or suckers, they are very smart people who ran these numbers just like you are, and clearly understood and concluded that the ROI is very strong and easily justified.”

- By having them circle their challenges, accomplishes 2 things:
 1. Identifies for your closing sessions in advance any objections you will have to overcome.
 2. Those who do not circle the more common objections. “Insufficient of Capital”, “Unsupportive Spouse” or “Life Events” will likely not feel they can voice these objections in your private sessions.
- When done, instruct them to fold it in half. (Makes them feel better about giving it up)
- Instruct them to put their name on it.
- Explain that you are going to review each one and offer personalized, individualized recommendations on how they can overcome their challenges, overcome or outsource their weaknesses, and better leverage their strengths. (If anyone expresses concern about not keeping it, tell them it will be given back to them.)
- Collect each one by hand – Don’t pass them in.