

Title: "8 Weeks to Free Fridays" starts January 9, 2024

Price: \$4,000 one time includes ongoing features of coaching, accountability and Ask Me Anything Fridays

CURRICULUM MODULES	LESSON	ACTION STEPS	Accountability Component OUTCOME/WIN
Module 1 Introduction and key characteristics	1. CARING ATTITUDE	Articulate the signs of caring	Feel that people know you care
	2. DISPLAYING EMPATHY	Develop & describe ways to show empathy	People know you understand their pain
	3. CONVERSION STORY	Create and revise your story	People will identify that you are like them
	4. ENERGETIC MANNERISMS	Learn what works to communicate energy	People will see how motivated you are
	5. SHOWING PASSION	Learn how to demonstrate passion	Using voice, tember and jestures to communicate
Module 2 Questions & Active Listening	6. QUESTIONS AND ACTIVE LISTENING	Practice script questions and follow up questions	Get to the heart of the prospective client's concerns and why
Module 3 Personality Types	7. ACESSING PERSONALITY TYPES	Learn 3 ways to categorize personalities	Be able to identify how to relate to your prospect
	8. DEALING WITH DIFFERENT PERSONALITIES	Practice how to respond to different personalities	Describe how you work with different kinds of personalities
Module 4 Motivation, Inspiration & Storytelling	9. MOTIVATION TRAITS & INSPIRING ACT	Learn key questions to motivate prospects	You will know how using questions, & follow up questions causes postive outcome
	10. STORYTELLING TECHNIQUES	Understand the 6 kinds of storytelling	Develop two stories to illustrate a key concept or point
Module 5 Details that Count	11. DISPLAYING SELF-CONFIDENCE	Practice 4 ways to display self confidence	Comfortable that people observe your postitive demeanor
	12. APPROACHABLE PERSON TRAITS	Learn how to be approachable	Know that the ways you act endears people to you
	13. PERSONAL APPEARANCE	Focus on hair, makeup, clothes, color	You will project a professional and integrated image
	14. BODY LANGUAGE	Practice standing, siting, jesturing to be consistent	You will communicate a consistent message with your body along with your speaking and listening
	15. SPEAKING STYLE	Practice pacing with your prospect	Your prospect will feel comfortable and aligned with your speaking pattern and their pattern
Module 6 Elements that Make a Difference	16. EXPERTISE DEMONSTRATIONS	Articulate enough but not too much expertise	Use just enough information to highlight your expertise and gain respect
	17. OFFICE/SCREEN ENVIRONMENT	Identify the important factors to send a consistent message	Maintain and use a checklist of office and screen enviornments
Module 7 Interaction Mistakes & Wrap Up	18. TECHNOLOGY USES/ALTERNATIVES	Learn programs that make it easier for prospects to communicate	Ability to plan ahead to meet client needs and expectations
	19. AVOIDING INTERACTION MISTAKES	Remember what doesn't work	Planning ahead will help you avoid making mistakes and miscommunication

Training on Tuesdays noon pacific LIVE for 7 weeks
 Group Coaching Wednesdays noon pacific LIVE
 Ask Me Anything Fridays noon pacific LIVE and ongoing
 Private Online Group for homework posting and commentary
 Private coaching one day in person for top performer (voted by peers) in each group of 5
 CFP CE Credit for three hours of CE upon passing quiz at end of lesson
 Bonus for class2 members: Review of a video meeting with one of their prospects
 Bonus for class2 members: Free Carl Richard's sketch sweatshirt/T-shirt
 Bonus for class2 members: Free checklist of 30 prospect excuses and how to answer them
 All lessons captured via video and sent to participants the same day

- Important Elements**
1. Need to attend LIVE if at all possible
 2. Need to take quiz for each lesson to gain CE credits
 3. Need to finish homework and post before next session
 4. Need to attend coaching Live if possible