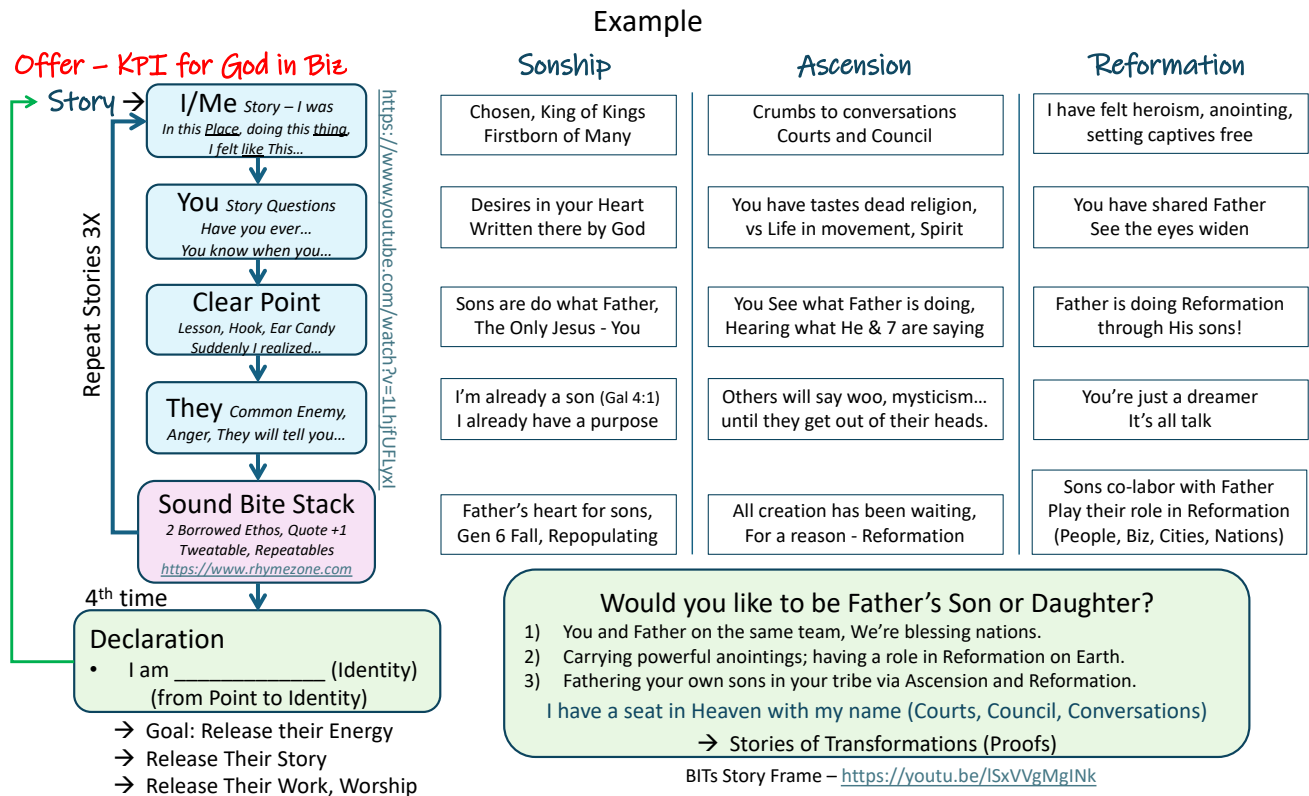


The bits speak framework has this outline:

- 1) I/Me - Start with an I/Me story – *I was in this place, doing this thing, and I felt like this...*
- 2) You – ask, have you ever... *you know when you...*
- 3) Clear point – share the lesson, Hook, ear candy... *suddenly I realized...*
- 4) They – Share common enemy that provokes mutual emotion, connection... *they will tell you...*
- 5) Sound bite stack – Share borrowed Ethos, a quote, plus tweetable, repeatables that rhyme. (Repeat 1-5 two or three times)
- 6) Then share a concluding declaration that summarizes your message. *I am* (identity transformation)



**Eileen's Talk about the Bits Framework** - We're going to be talking about our **belief, inception, turnaround framework**, otherwise known as bits so belief inception. We're going to show you how we elegantly embed the core beliefs that you want your audience to adapt by the end of your presentation, but also in a way that's super fun and what you're going to discover in this am I going too long? Really? The formula here is what you're going to learn today is just how not to be boring. Oh, snap, as a speaker, I love that. Like by the showing of your hands. How many of you have ever seen a boring speaker or raise your hand if you just like zoned out, right? But now, how many of you have watched a truly engaging, dynamic, powerful speaker and you never forgot it? Yep. Eileen Wilder, so what we discovered, okay, so, okay, what we discovered is there's actually a formula for how they're doing that. There's a framework. Put your neighbor and just say, a framework, framework, and watch it. They don't do the framework, listen to me. It's boring, but if they do the framework. It's crazy town. Who wants to get crazy?

Joe, will you tell the story about a student that we showed this framework to? Yeah, sure, we had the student. He's super awesome. He's a podcaster. But when you learn to speak on podcasts, you learn

down to, like, sit down at a table and talk into a microphone, right? And so while you need to hold attention when you do a podcast, it's not necessarily like ebb and flow. The way I like to explain it is, my dad was the only white Minister among 2000 ordained black ministers. Has anybody ever seen the difference between white church and black church? Yes, everybody ever watch a Tyler Perry movie? If you've never been there's energy, there's ebb and flow, there's this field, there's an experiential conversation that's happening. It's not a monolithic model directional speech. It's not a lecture, right? And so when you're when you learn to speak on a podcast, you learn to be mono directional. And so we were trying to help him learn. And so we started, we started saying, Okay, well, how can we teach this guy to kind of adjust it? Have you ever tried to teach the thing that you do but you can't really see what you do anybody and then you start trying to teach somebody else, and like, yeah, yeah, I get it. And then you're like, Okay, do it. And then they start doing it. And you're like, you're like, how did I do and we're like, right? And so we had to start studying other like, ministers, name some of the people. Okay, well, so we started watching, like, hours and hours and hours of speeches YouTube videos would go to YouTube and sort by like, most popular, and you can, like, Pick Click videos and then click most popular and watch the best speeches that people ever did. Like we were watching Tony Robbins. We're watching a preacher. I don't know if you guys ever heard of TD Jakes. Raise your hand. Have you ever heard of TD Jakes? He's like, this powerful, Dallas mega church pastor, crazy. He's just so good. And we started noticing they were all using this pattern. And we were like, Why didn't anybody ever tell us about this pattern? We even went, I went to seminary to become like a pastor, to speak for my job. And nobody ever told us about this thing. So we deduced it down to what we're going to show you. And then we showed our client this for more. So the podcaster starts learning this, and one day comes back and says, Oh my gosh, he's like, I started doing the bits the way that you taught us to do it. He's like, I was speaking at an event, and I had this client that was listening to the event, and she was driving down the road, and she had to pull her car out, off to the side of the road, get out of the car, and started running around her car because she was so excited from what we taught her. So how many of you want to learn how to get your client so excited that they're pulling their car over on the side of the road and running in circles like Pentecostal church. It's awesome.

Okay, all right, so let's Are you ready? You guys ready to teach? Okay, so this is the funnel inside of every funnel that makes every funnel more effective. Did you guys know that every time you run an ad, every time you send them to a video, most of us are using videos. It's your messaging and how you deliver the messaging that causes them to take the next step. The funnel houses it, but this is like the spoken word messaging, so we want to show you how to do that.

This is really great quote that Joe and I, we talk about it all the time, and it was, it's from TD Jakes. Just listen to this for a second. He says that speaking is wrestling. Everybody say wrestling. Speaking is wrestling with unreasonable minds. Somebody say unreasonable minds, unreasonable like, how many of you guys know people come into your events, watch your VSLs. They're all over the place in their minds, speaking is wrestling with unreasonable minds to bring them into one cohesive thought. How many cohesive thoughts? He says, this has, how many? How many cohesive thoughts? All right, a little bit louder. That has to be skillfully done. So what we discovered from this framework is this is how you bring everybody into one cohesive thought. Okay, so I get to draw the picture. Yeah, you get to draw the picture. They can actually read it if you draw it. So that'd be great.

Okay, first idea that I want to convey to you about bits and this belief Inception framework, we just renamed it. You guys like the name, by the way, believe, turn around. Yes. Belief, Inception, turn around. Secrets, thanks to Annie, a big round of applause. Thank you. Do you like that idea? Belief, Inception, turnaround secrets. It's like how to like create the thoughts inside of your listeners so that they think their own, and they think their own, and they believe it themselves, and they speak to themselves. So this is how we do it. The first big idea is, many of the webinars I listen to,

presentations I listen to, they try and teach an idea. You're trying to make a point, and you say it once, it's like, you tell the story. You get to it, you're like, boom, I said it. And they're like, boom, done. And then move on to the next point. And when you listen to great speakers who are like creating a motion around what they're doing, they're not just saying at once. As a matter of fact, it's less like a line and more like a circle. Okay, now that gets real confusing to explain to people. And so what we did is we made, can you make the whole X? And, yeah, cool, yep. What we did is we made it like an X because we want to multiply your sales and your conversion rates and stuff like that. And so when you think about telling a story, we put a point right there in the middle. Okay, this is our little diagram. And also, I don't know if we're drawing diagrams as you but this is how we tried to do it. Each line, I'm going to teach you overview first, and then I'll go into the details. Each line, first one, you're going to tell once one bit that leads to the point, then you're going to tell another bit that leads to the point, and then, believe it or not, they tell another bit that comes to the same point. And lastly, there's a declaration. I'm going to go over each of these. This is so cool, Russell, as much as you love geeking out on funnels, we love geeking on speaking. So this is so fun. Okay, so how do we do this bit? There's a framework for each little line here. So a bit, maybe we just draw a horizontal one. What? What

I do that I'm so excited. Yes. How many of you have ever listened to someone and they go, they're open. They say, yeah, oh my gosh. My life is so hard. I was really struggling one day, and I had this thing, and then my neighbor came over, and I did this, and then I did that. It was really cool, but I really didn't like it. And then I did this, and then I did that. And they keep going, and they keep saying I, everybody say I, I, or they say, me, me, right? And they tell a story, because we've all learned stories sell. So we tell a story, but when we tell the story, we tell the story in first person. I Okay, watch this demonstration. If I told a story and I'm like, Oh my gosh, let's imagine a point. It's great. Funnels are great. How's that for a point? Funnels are awesome. That's our point. Everybody say funnels are awesome. Okay, so I could tell a story to make funnels being awesome. And I could be like, once I was broke and I was really struggling and I was homeless, this is true three times. And I found this book by this dude, and I was reading it, and but I was just, I was like, suicidal and living paycheck to paycheck, but I didn't really have a paycheck, and I this, I that, I that, how many of you heard people tell a story like that before cool? Now watch this. What we do and what the good speakers do. They'll go, they'll start without I, they'll be like, I was struggling financially. And then they'll immediately shift from I to you. It's a very simple shift. Instead of saying I was struggling, **your purpose of telling a story is not to tell the story. Your purpose of telling a story is to tell their story.** I'm going to say that again, when you're telling a story, your purpose is not to tell your story. Your purpose is to tell them their story.

Why? Because you want them to feel it. The best advice I ever got on speaking was from iron Golden, and he said, make your audience feel like buying. So that becomes a question. How do we make them feel?

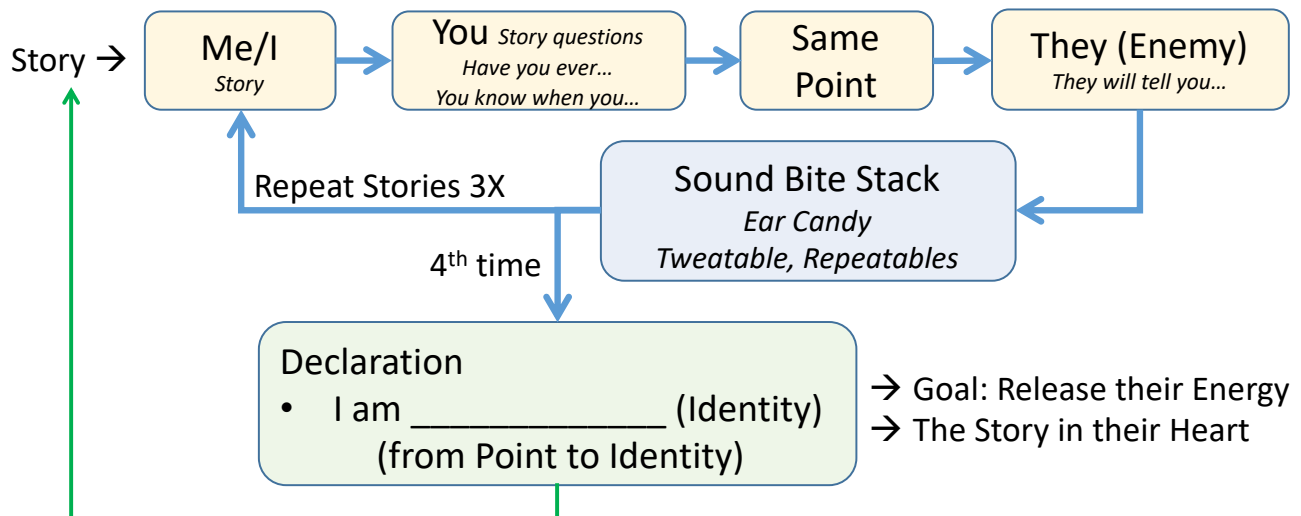
Well, the first thing you can do is shift from first person I to second person you. I'll give you an example of that. So instead of me saying, Oh, I was struggling so much, and you know, it was really hard, and **I** was really looking for a way to help them feel the pain. I would start same way. Oh, **I** was really struggling. **I** was at a hotel. **I** was homeless. **You** know how when **you're** trying to do the best **you** can, but no matter what, **you** try, nothing seems to work. And then, like, **you** try one thing and that doesn't work, and then **you** try another thing that doesn't work, and **you** got to go back to your wife and say, babe, **I'm** going to do this. **I'm** going to make this happen. And then **you** try it again, and it still doesn't work. Have **you** ever had

Did you see what just happened? Instead of talking about myself, I was telling my feelings using the word you? Is this helping? Yes, okay, good. Almost no one does this. Yes. If you listen, you'll start to see it. You can start to count how long they're on. I me, me, me, I me, me, me. And you can start to see the audience's eyes glazing over, and it's because they haven't hit you soon enough.

# Belief, Inception, Turnaround Framework

Purpose of Story is to tell other's their story (Shift their Identity)

- Shift from "I" to second person (you)
- Use Questions with "you"



Yes. So, so I so this is our framework for one. For one, we're telling a bit. So if I want to tell a story, to make a point, I'm going to tell very little bit of the story, saying I and then I'm going to go you, and you know how when you and then you start expressing their feelings. Russell, I remember when you taught at Funnel Hacking live one time, you showed an X Men clip to try and help teach people how to express and create emotion in the story, which was awesome. If you don't use the word you and you say, I felt, it's way weaker than if you say, Have you ever felt? And you know how when you and you change that first person language in the second person, they're all feeling what? Here's what happens in the audience. They start going like this, just like you want. I'm doing with the trial closes. They start going like that. Okay? So it goes, I you, and then you express you, and then you just kind of like, I/me to you. And you kind of dance back and forth. You kind of bring them back to the story. And then you're like, So there I was in the hotel, blah, blah, blah, blah, and name new obstacle. And you know how when you and you start expressing their feelings, and you again, and they almost, they, if you ever watched a movie and you were in the movie so deeply, you're like, sitting there that you forgot you were watching the movie all the time, and you feel like you're in the movie. That's what this does when you're speaking, because they go internal, and they start feeling the feelings of the words that you're expressing while you're on the stage. Okay, so that's I you, then you make your point. So if you're felt this way, I'd go through the whole story, and then I can say, because they felt it all along the same way.

And that's why, when I built the funnel, like everything changed, right? And it's like the point is, what do you need? And because of the way I told the story, I don't have time to tell a whole story, right here. The audience would then say, because they've experienced the whole story, along with you, the audience, everybody say, the audience, the audience. **The audience will say, that's why.** I need a funnel. You need what? And I need a funnel. I go, what do you need? They'll be like, I need a funnel.

Why? Here's the thing, and we said this earlier, **the audience believes 3% of what you say and 97% of what they say.** So I am setting my story up and bringing the IU conversation in the whole time to make the point funnels are awesome. I need a funnel whatever the point is.

Now, it doesn't stop there. That's not the end of the bit. Most people go boom. Bit. No, watch this. How many of you would love to get your audience angry about the fact that they didn't believe it

before you think anger would help conversions. Anger is the best, right? And Eileen to this great, we'll show it in a few minutes. Eileen to this great at FHL, but you want to create emotion about the new belief that they have. And so the way you create emotion, Russell causes throwing rocks. We use, we use this. So it's I, you point next part of it. They go ahead and write that down. They I, or me. You point. They watch this. So let's say I got the whole audience saying funnels are awesome, and then I'm gonna go

*the corporate world doesn't want you to believe this,*

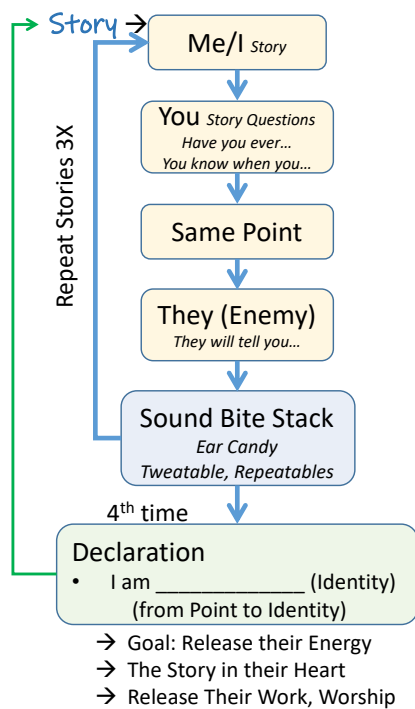
because and I can tell a story, right? Just a little mini story right there inside of the bigger bit that I'm making to say they, they will tell you, you do this in your podcast, and you're, you know, the, what is the Wall Street people and the blah blah blah will tell you that you need to raise all this money, or venture capitalists blah blah, they right. And so, you get them thinking about they and then you, you attack that idea. Preachers do this all the time with the devil. So, they'll be preaching, they'll be like, God said, blah blah blah. God said, Hey, and the devil will tell you that you shouldn't believe that the devil will tell you that you can't do it. But can I find somebody in the church house today that knows that they know that they know that the devil is a liar, right? That's they.

You need a they, because they get the whole audience aligned against the other idea, so that now we've all internally accepted and taken on the identity I'm Team funnels and their team venture capital. Does that make? Yes, yes. Okay, that's almost the end of a bit. So this is the framework for one line of that, and you just repeat it again. So it's I-you-point-they and then lastly, sound bite stack.

This is what makes people think that speakers are amazing. So if you've ever seen a great speaker, what you'll realize is like, they'll just tell a story really well. They'll make their point, and they'll have a one liner. It probably alliteration, it may rhyme, or something like that, or there'll be some sort of contrast point, so and so said, blah, blah, blah. But God said, right. You're like, Oh, right. And they feel it's just a little like, it's like ear candy, right? Well, what you can do one sound bite. Or what we'll also do is what's called a sound bite stack.

Eileen, you're really good at explaining this. What's a sound bite stack? Think of it like a tweetable, repeatable right? This is when you land the line and the crowd goes, or the crowd goes, ooh, whoa. But then when you sound bite stack, you kind of go, boom, boom, boom. And you anchor to higher authorities that are amazing. And then you use borrowed ethos for you at the end, we're going to go, we'll show you an example that in a second. Okay, so big idea. Here's one bit. I struggle you struggle point. They say counter. They say, sound bite, stack. That's a bit so we do that once, and Alliance goes, I love funnels. And then you move on to the next point, right? Yes or No, move on to the next point. No, you do it again. You tell a different story, you tell a historical example, you use a Bible verse, and you start into whatever story you're telling, and it's like, I or me, right? Or maybe sometimes will, it's a little confusing, I think, for them, because sometimes, like, right, you tell somebody else's story, like, you tell the four minute mile story, so you talk about that guy, right? That's, that's the irony, right? I mean, he you want to shift it as soon as you can.

## Sonship & Reformation



## Prophet

- I can tell when there is juice; vs. BS, Fraud
- Have you experienced Commission breath?
- Sons have Prophetic Living Words
- The little voice says *It's just you*
- Prophetic Sons Living words & Living Purpose

## Priest

- Some people can "See" who I am, What I carry
- Have you been around leaders who leverage your contribution?
- Priestly Sons build Tribe & Team on shared Purpose (Leaders)
- We're here for the goal/money Just do your job, Be accountable
- Priestly Sons: *People do more for purpose than for money.*

## King

- Kings have an anointing to make things happen in Biz
- Have you seen people with the Midas touch? It just works
- Kings have an anointing to make things happen in Biz
- You don't have what it takes. You serve their vision!
- Son Kings co-labor on Purpose Play their role in Reformation

### Sons Equipped as Prophets, Priests, and Kings – Know Why?

- 1) Would you like to ...be Father's Son, Daughter?
- 2) ...Carry an these anointings; have a role in Reformation on Earth?
- 3) ...Know Where those impartations & transformations come from?

**Your seat in Heaven's Courts, Council (Conversations)**

Video – [https://youtu.be/d23yGed\\_OJl](https://youtu.be/d23yGed_OJl)

**You Questions** - Have you ever been trying to hit an impossible goal and you just couldn't pace yourself the right way? No matter how hard you tried, you couldn't get there. That's you. And then you make your point, as you're telling the story that once you make your point, then you say they will tell you, they will tell you they told you couldn't do it. That's what a lot of speakers will do. They'll start to start to start to make a strong we have a strong man. Well, they'll start to build a strong man or a fake enemy that isn't in the room, but we can imagine exists. And they'll start to put words in that straw man's mouth, saying, like, what's an example of this? Joe the devil is a perfect Yeah, well, the devil, like preachers were often say, like, they said you couldn't do it. They said it would never work out. Come on. You know what I'm talking about, the naysayers. Have you ever met a naysayer? Like they'll do it and they'll start to build the straw man. The naysayers will tell you, *you don't have the skills*. Your family will tell you, you know, *you're not smart enough to be an entrepreneur*. Yeah. So they start to build this enemy or the straw man, and put words in the straw man's mouth. So that's why am I saying all this? They, yes. Okay, yep. So you do that. So it's IU point they and then you do another sound bite stack, hit the point again, then you tell a new story. So really, you got to figure out about three stories for each thing, right? And you could do more. I've seen preachers literally do a 60 minute message, and it's literally story, sorry, story. Sorry, sorry. One point, 1.1 point. There's lots more of these bits. This all coming into the same idea. The final one is the one that's different. Okay, the final one. Wait, can I just Yeah, temp check. Are you guys tracking with us? I'm freaking out in a really deep level right now. Yes, okay, we're gonna give you one. We go so into it. We can't. I was going to make sure you get very teaching right now.

**Declaration** - Okay, last one is declaration. And so we believe, fundamentally, it's like at the heart of everything that we do. And really, I think in marketing, this is true, at least in most marketing, what we're trying for is an identity shift, yes, and so if I need the person in my event to go from being Person A I have a story about that. It's one of my bits. It's like broke Joe. And I tell the story being broke Joe and how I thought, and I tell the story about woke Joe and how he thinks differently. Well, now they have two characters. And so, for now that I have those two characters, this is this. Let me tell the straw man, another example of a straw man. Now I'll get everybody in that event going, which one you want to be broke Joe or woke Joe? They're like, whoa, Joe. I'm like, which one you want to be like, Whoa, Joe. And I'm like, so they start creating this character, woke Joe. Well, now

whenever there's a false idea throughout the rest of the event, I can say so and so said, blah, blah, blah, blah, blah, they and then I can go, is that a broker or woke to idea? Type in the chat, type that's broke Joe. I'm not saying it anymore. Who's saying it near them? They're saying it. So do they believe it? If they're saying it, yes, you change their thinking patterns, and their identity is changing in the room because they're taking it on. They're not passively listening, their hourly expressing the new identity that they are believe in and desire. Okay? So well said. So that's why we come to declaration broke. Joe woke Joe in this fourth one. My only goal, and this was a little advanced, but my only goal is to get them saying I am fill in the blank. So my point in this particular bit is funnel building. It's kind of like, I love when Barry and blue talk that. Like that one sentence you want to get them saying, I want this point to be an identity. So, for example, I want them saying, if I'm saying funnels are awesome, by that fourth one, I'm gonna say, cut your chest and say I am a funnel builder, a funnel builder, and I'm gonna kind of riff on it, right? I am, I'm not, and I'm gonna call out day again. I'm not like the corporate I'm a funnel builder. I'm not like that. I'm a funnel I'm not like this. I'm a funnel builder. Somebody say I'm a funnel builder, like, I'm a funnel builder. It's like, that's awesome. Give yourselves big round of applause. Round of applause right now, I'm going to move to my next point, because they've all taken out.

Cool. Just one more. Because I want you to, I want you to get it. So let's just say it. So just say it. So just say me, me, you, you point, point one more time. So it's me and it's you, and then there's a point, point, then it's they sound bite stack. So all together, it's me-you-point-they-sound back stack, and I put up eight bit any great, so that the eight bits I put up there I just ran out of room on the slide. Those were for my first two secrets. There's like I had at least four or five per secret that's going around with, yes, so what? Just, just to embellish that. And I don't want to get too far off track, but you're gonna make me geek out,

Russell, when you think about how you have origin story, vehicle, internal, external, and you guys think of this in the context of bits, you could have one. So you got four stories in a declaration, three stories and a declaration to get that one idea, another one here, another one here, another one here. But what Annie was just saying is, some people, they tell shorter stories, so you can just do a couple different bits for each idea you're trying to destroy, 1234, sir, you see in it you create same identity or different identities. Or we, we probably do create multiple identities. We have two. But what will always every event, there's two identities, the good and the bad, and we'll name them so ours are broke. Joe, woke. Joe, okay, but by the end of the thing, we're selling them at the end, well, but what we're selling them is our logo here. It's elite speakers. So we'll have in touch and say, I say I am. I am an elite speaker, elite speaker, and I see identity like it. So you're ready to go all in, go post in place of group, say, I'm all in family speaker, and they're like, going up. So we have broke to about two identities and then, so, yeah, I would say in this Russell, of course, is asking advanced question. But the meta narrative is broke. Joe, woke. Joe. It's overarching for the whole thing. But then each point I may be like, abundance versus lack, right? If I'm hearing external and money is the issue, it may be abundance versus lack, and I want them saying money's everywhere, yeah, that's I have access to money, right? Well, it's like, that would be, that would be the so is it abundance or lack? And I get they're all saying it's abundance. I'm like, do you have abundance or lack? I got abundance. And it's like, they're saying it now, right? Good. That one's crossed off. I need a time one cool. I'll create stories, and I'll always have two, two different identities inside of there, or labels that I can say. Which one is it? And they're telling me, and because they're telling me, yes, yeah, is that a woke to a broke Joe? Idea? They're like, Oh, that's woke Joe. It's like, yeah, who else we will go making sense?

Origin story. I was just using Russell's model here like to answer his question. Origin vehicle, internal so we have, I can show you a few examples of how we did this. Would that be helpful? Okay, so I'm going to go. I haven't seen these slides since FHL, but here you go. So this is an example of a slide I use. So I'm going to watch a watch how I'm going to you'll see what I'm going to do it, and then you

can let me know what I just did. So I came there to FHL, but I didn't really know anything. This person paid for my ticket, yada, yada, blah, blah, blah, me, me, me, me, me, me, me, me, me, and I was in FHL, and I started hearing these terms, like OTO and CPL and Ltd and bum bum. And I was like, What in the name of all that is holy is a Cpl? But you know, when you're in a conference, and you try to, like, you hear something that you don't really know what it means. You try to act all cool. And so on my row in the back, I, like, looked at everybody else, and they were all looking at me, and I was like, I was like, I hate my CPL, I am totally going to fire that guy next week. You know what I'm talking about you, and you start to feel these feelings of insecurity overwhelm, and a little voice in your mind starts to whisper, I don't think that you have what it takes to do this. They pause. Did you see that? Yes, yes. Did you really see it? So I'm not raising my voice, I'm not screaming. I'm just very lightly going, I, you, you, you. The starter phrases that we see, that we use the most are, **have you ever** you know how when you, **you know how when you**, and immediately you that's so in it. So what people, what's happening is now they're all like, Oh, yes, I don't know what any of these words mean, you know, I and so these are, so this is real, okay? And then my next slide, you gave me this one, Joe. But, and you know how there's people in your life that you start, back from FHL, and they like, they're like, What are you talking about? And they start repeating your history, yeah, like it's going to be your destiny. They one liner slash. Sound bite. This is so what Joe is doing. This is how we talk all the time when people are talking, if they actually heard what we're talking about, when we're watching other people talk, we're doing this the whole time. I'm just, is that helpful for me to So, so you know how when you That's right there, **you know the feeling?** Do you have anything you want to add on? No, you're killing it. Okay. So then you guys know this story, right? W, Clement Stone, a new bit, right? When you do the W, coming stone, it's a whole new watch this. Now I'm going to go. So I was in the they, now I'm going to go into a new story, but here I'm going to, okay, here I'm going to do a new story, but now I did my they. So now what am I going into? Sound by stack. I'm all W Clement Stone, though. So your frames over here, you're like, stone. He's amazing. He's amazing. They're all saying out loud. What are they saying? Out Loud? Do it now? What are they? Yeah, I want them to say, what are they saying out loud? Do it now. So I'm like, because W Clement Stone understood that the number one enemy of wealth isn't mindset. It's delay point point. Napoleon Hill says it like this, successful people make decisions quickly and change them very slowly. Unsuccessful people make decisions very slowly and change them often and quickly. I like to say it like this, procrastination is the assassination of your destiny.

So that's what they did. So they went crazy. They started jumping up and down. Then you can riff, oh yeah, yeah, and then Oh yeah, yeah. This is advanced. No, I don't tell you no, I don't tell you that, just so you can happen to know it in my life. I tell you that. So this so so that you can know what's happening in your life, in my life, and all around I can't remember, I said, tap your chest and say, my life. So then I'm so do that. So say, my life, okay. And then something else cool happened. And then I talk about quantum leaps. And then blah, blah, blah, blah. So notice, quantum leaps is a new look, new beds. This she's doing so w Clement Stone is one. This is another one. They're all different. But here, can you see what am I doing here? Good, but the enemy in your thoughts. And then I say, did you know that you have an enemy in your thoughts? Some people call it the devil. Some people call it resistance. Some people call it I don't even know what you call it, but how many of you have heard a voice in your mind saying it tries to pull you back from what you know that you're created to do, pulls you back from publishing what you know you need to be publishing. Raise your hands and say, do you understand that you have an enemy in your thoughts. Come on. So I'm doing all this on the day. So now I'm like, now I'm getting so, yeah, there's a voice. I don't know what else, etc, etc, yeah, she goes on a broke bus to discuss.

You're like, Ryan, and then I'm like, it's not about you, it's not about you. It's about those. You're called to reach, those. You're called to preach. Those are called the teach to why? Because the enemy

knows, if he can rob you of your identity, somebody will rob you of your legacy. Point, and I keep so, then like so, and then I do that. So then I got it, then I guys, then I got excited, and I kind of lost track of time. And I went a little. I got look cited here, so I went for one more sound bite stack. And this is, this is, this is the part, in my opinion, where everyone went crazy, right here. So see, this is stacking, and we also will, like, we call it, just going in on it, right? You guys, remember everybody jumping up and scream and be like, oh, like, because I don't have any more patience for this poverty, tolerance for this mediocrity, the clamoring of so watch this. This is another day. The clamoring of inferior men will not stop me. I'm going all, somebody say all where my funnels hacker said, you know, I said, so that I'm going, I got too excited battle before you break, come back, and then we just, this is where you want to talk about the riff? Yeah, well, it's that no, because it's doing but riffs, you hear preachers doing it all the time, and it's literally just off the top your head. You're in the energy and Flow. You don't have to do this. It's just creates extra energy in the room. It's how Tony gets people standing up and jumping on their chairs. My first FHL Tony had them standing on the chairs, ripping their shirts off and going like this above their head, because he had rifted so hard. So it was just awesome. So are you, is this? Are you seeing it? So it's like me, yes, but then you, and then your point, and then they, and then sound bite stack. And if you do a sound bite stack, everyone will think you are a genius, yes, 100 like a literal genius, they will think you are not human. If you do a sound bite step, in the words of Russell, it's kind of like, if you've ever seen a really good musician or performer, if you actually watch them, yes, they're dancing, they're just like, I mean, they're almost like, itch, you know? But every once in a while, at some point, they'll do something that's just like, like, right? And that little piece, that's the sound bite, and everybody's like, Oh, but they don't know. They don't, they don't see what it is that's happening, right, right? You see, because they're like, they're like, but now they're like, oh my god, there's like, an enemy in my thoughts. And like, I mean, so they're not seeing what you're doing, but you're doing it to them, and they think you're amazing, but really, what you doing is you're not being amazing. Raise your hand if you know what you're doing is you're getting the audience to unleash their energy. And guess what, my friends, audiences love it. If you can release their energy, they think it's you, but it's actually not you, it's them. They are being amazing. Does that make sense? Everybody?

Okay, now, can we show you one more real quick on like the pitch and when you're actually asking for the offer and stuff like this, should we pause for questions? I just want to hit the I just want to hit because, yeah, I learned this from Dean Gracio. See, I don't even remember how he taught it to me. I just saw it. I saw him explain. It was like two sentence. He said one time. I was like, Oh my gosh, and it's made me so many millions of dollars. It's insane. So one big, big mistake I think most people make in their sales presentations is they do not create desire, desire

by, say, desire, desire. So a lot of times we'll talk about what's in our offer and tell what's awesome about the offer, and be like, This is so good, and you're really gonna like this. And we've been future pace and say how awesome it is. But future pacing is not enough. You have to create desire for the thing in order for them to be willing to, like, give money. So here's how I give desire, very simple framework. And I'll use the example of a stack, right? If you have a stack, here's what I do. It's right. Say, how hell, widget, heaven. Or, in our case, this is like, offer stack. So watch this. So whenever you present, say, at the end of a webinar, if you'll use the IU, they you don't even have to do sound bite stack or anything like that, just IU point. You just start with hell. And so you don't want to come up and say, I have this awesome offer. It's really, really great. It's called blah, blah, blah. You want to hear about it. And they're like, Yeah, that's cool, but not great.

Instead, I want to create desire. So they're all like screaming at me to tell me to tell them the offer. And so the way I do that is I tell hell and I tell their story without my offer. Like, you guys know how you guys funnel, yeah, you Funnel Hacking live, right? I'm selling funnel hack a lot, please. You guys know how when you're all alone at home and trying to get things done, you start doing stuff, and

then you get distracted, and you get pulled away, and you're trying to, like, figure out exactly which step you should take and which order you should take it. And you're like, kick the clack. But you're you're all alone, and you just wish you had anybody ever been there, or you're like, you're just struggling at home and you just can't quite do it. Well, okay, so that's hell. So I'm, like, trying to tell the story. I will spend sometimes minutes, I'll spend three minutes, five minutes in hell. And I'll tell story after story. I'll get silly, I'll get funny. I'll be like, you're out trying to shovel snow, and you're, you know, and I'll tell some stupid story, and it'll be humorous and all that kind of stuff. And I'll tell hell, hell, hell. And it's all hell, hell. And it's all you, you, you do not say we. Most of you get weak when you're telling hell. And you're like, sometimes we struggle. And we're like, you know, really blah, blah, blah that's not touching them. Say, you you. And so you bring them to hell, tell the story of what they're experiencing without your offer. So I'm telling hell, hell without Funnel Hacking live, and then I'll go and that's why we created this amazing event called Funnel Hacking live. And at Funnel Hacking live, like, once you go there, what's gonna happen is you're gonna discover all the things blah, blah, blah, and I'm gonna start future pacing what their life will look like after experiencing this office so good, right? And then I'll be like, how many of you want me to tell you about Funnel Hacking live? And then they're like, Yeah, you guys, because once you're in hell, what do you want? Water? She's saying this, would it be like, but you get it, and that's why I developed this. Do you guys want it? It's like telling about hell of not having anything to drink, then explaining what an awesome drink would taste like and how refreshing it'd be. Then I think you want a cup of water? Yes. Okay. And then so, so that's how I introduced the overall thing, and now I got the stack right. Each of these things I do the same thing, hell. That's why we developed heaven, hell. That's why we developed heaven, hell, hell, hell, heaven, hell, heaven, all the way through the stack, and then at the end, I'm like, do you want it? And they're like, yeah, it's more like a, I don't cuss, but it's more like a Hell, yes. So see what I did there. Awesome.

Okay, so that's the hell in heaven. So whenever you're doing stuff, I do the same thing when I'm teaching, for example, part two of a webinar, and you're teaching the vehicle. When I'm teaching the vehicle, everybody know what I'm talking about when I'm talking about the vehicle, and you're like, I've got these four steps for my system. When I'm teaching the overview, I'll talk about the hell without step one, and then I'll say that's why we did blah, blah, blah name step one. And then I'll go heaven. This is what happens once you do that step and then I go step two, hell without. And I'll start telling how they feel without it. And then I'll introduce thing, and then heaven, etc, etc, all the way through the whole thing. That's what the entire second part of my webinar is, hell in heaven. So that's the hell in heaven framework. Does that help?

We do have enhanced too. So in in hell, it's you. Is it still you in heaven, or is it you? When you get movement based, you say we Okay, right? But the hell is usually you, the heaven is then you and then you can move to we. That's okay, right? Because if you're trying to create community around it and stuff like that, if it's confrontational, and it's going to be like abrasive to say you, it's okay to say we, that's you'll you'll feel that, and you'll want to say we instead of you, and that's fine if it's confrontational, good.

Okay, now

let's give us a big yes. Okay. All right. All right, cool. Everyone. Give him a big Yes. Let's go. All right. How, how cool is that? Was that? Like, I'm re watching this again. My mind is being blown once again. And, like, anyway, so yeah, everyone's in the comments is freaking out yet that was insane. So you're welcome. That was not, we did not do it last time. This the first time we done that again. Well, stuff