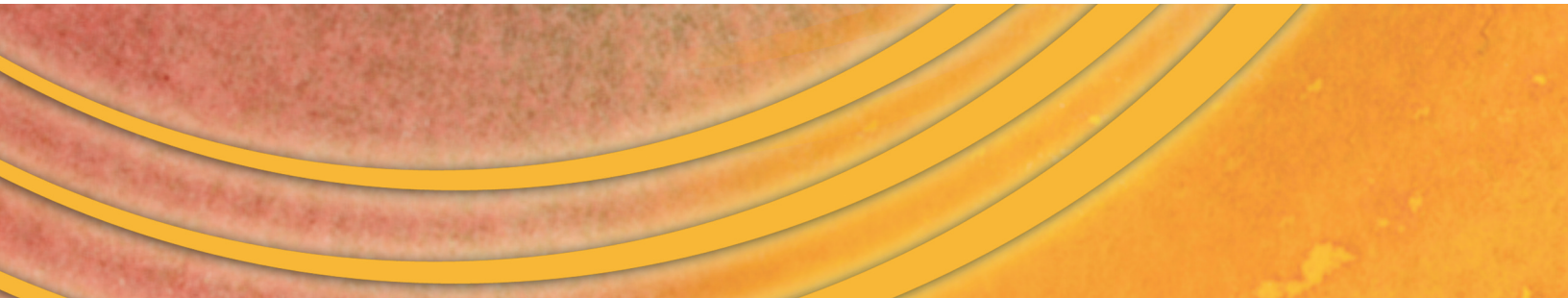




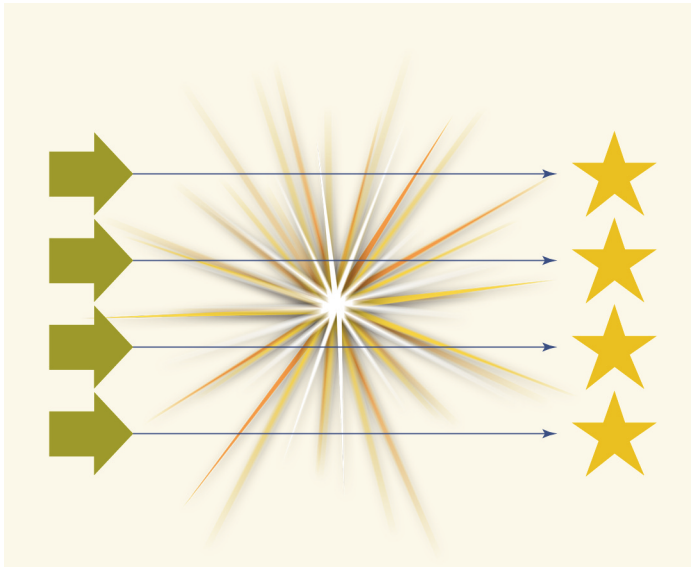
The Multiplier Mindset™

Speaker: Paulette Sopoci





The Frustration Breakthrough™



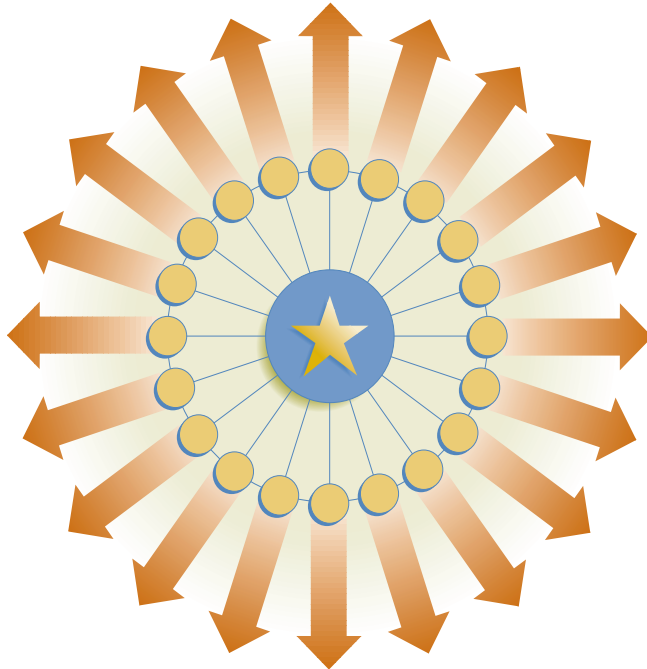
Frustrations are a regular part of entrepreneurial life, but at times they can be paralyzing. They are a common emotional reaction when things aren't working the way you'd like them to. In order to bypass these negative emotions so you don't get stuck in reactive or "complaining" mode, see your frustrations as your mind's way of telling you what needs to be resolved in order to move forward.

As you set bigger goals and continue to improve in your business and personal life, appreciate that aggravations are a natural outcome of growing, making progress, and taking risks. Learning how to deal with frustrations constructively will keep your forward momentum on track.

The Frustration Breakthrough		
Current Frustration	Ideal Result	Strategy
1		
2		
3		
4		
5		



The Top 20/Farm Club™



- Maintain focus on your key relationships and opportunities.
- Identify the most important relationships and opportunities for short-term cash flow.
- Protect long-term cash flow by establishing and cultivating longer-term prospects, referral sources, and centers of influence.

Top Money-Making Opportunities	Ideal Result	Money On The Table	First Action
1			
2			
3			
4			
5			



The Unique Process™



Unique Process

- The step-by-step way in which you create value for your clients.

Characteristics Of Packaging

- Positive
- Appealing
- Impactful
- Permanent

Unique Experience

- Escape from commoditization.
- Avoid stereotyping.
- Eliminate competition.

Your Value Creation Process	
What are the three main ways you'd like to enhance the value you provide to your clients?	First Action
1	
2	
3	

