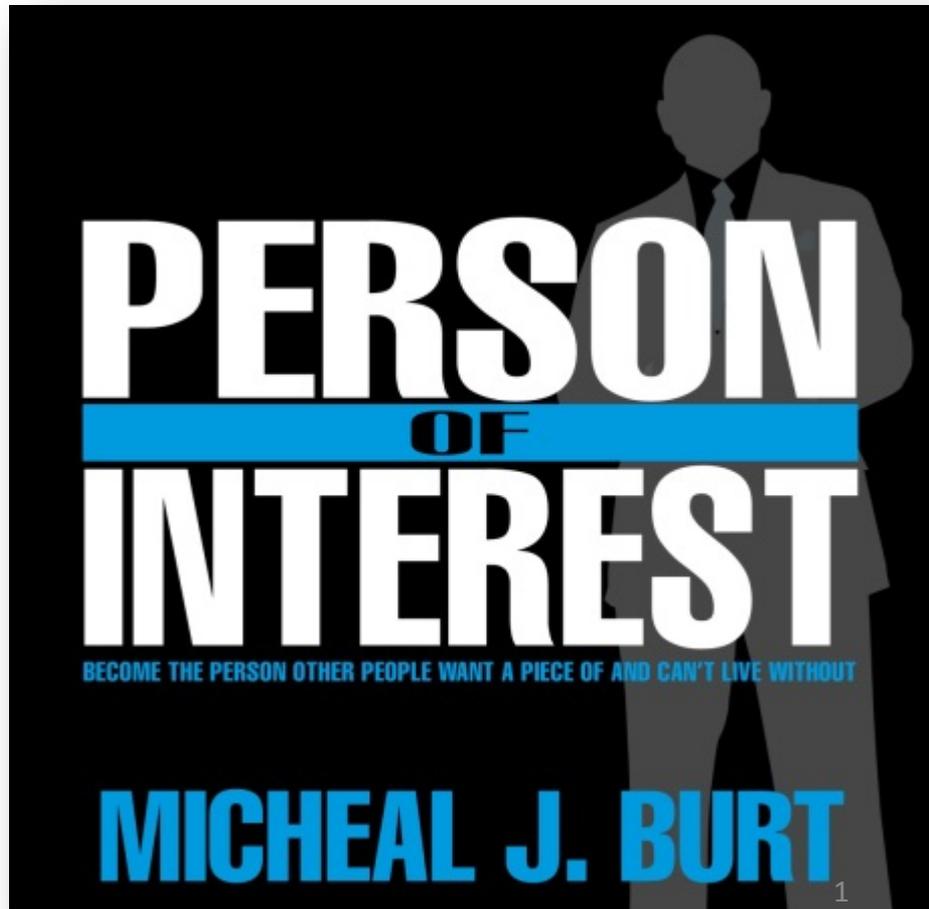
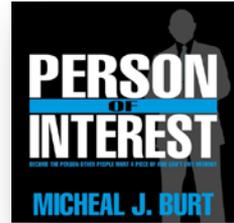


How to become a *Person of Interest*

*Become the Person
other people can't live
Without*



INFLUENCE FOLLOWS



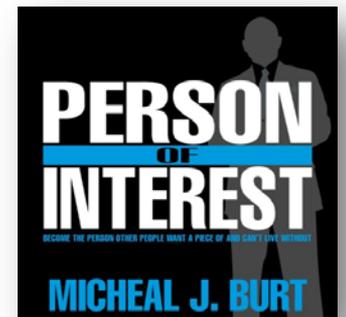
- ENERGY
- ATTENTION
- CIRCULATION
- IMPACT

*TO ATTRACT OTHER PEOPLE
WE MUST BECOME
ATTRACTIVE*

JIM ROHN

THE BIG QUESTION

- What is a “Person of Interest?”



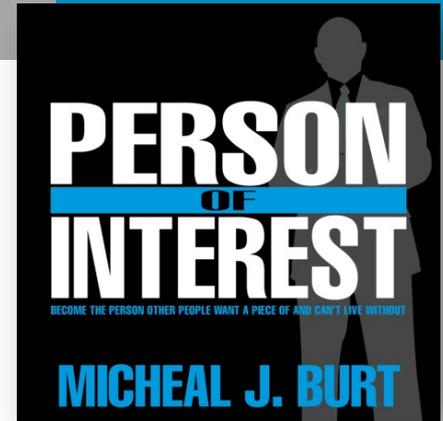
What is a POI?

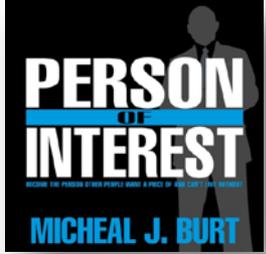
A Person of Interest is:

An expert other people want a relationship with

A person that raises the energy level of the environments they enter

A person that others say this about, “When I’m with you I feel better about me”





People of Interest know

- They can solve a problem no one else can solve
- They can sell themselves and their services
- They can “fix” something that is broken
- They bring both “tangible and intangible” assets to the equation

What do People of Interest do?

- They build “ENGAGED FOLLOWERS”
- They create “Moments that Matter” through transformation vs. transaction
- They keep momentum and movement in the relationship vs. stagnation

• ***FOYER***

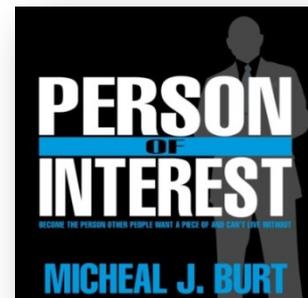
LIVING ROOM

KITCHEN



POI's become KNOWN for something

- Famous = Known or recognized by people or a niche of people, renown, or *celebrated* for something.
- What would you have to do or create for another to become “celebrated” and even “known” to others internally or for your clients?
To cheapen anything just make it common.
- That which is RARE is most VALUABLE



WHAT DO POI'S POSSESS?

BECOME A PERSON OF INTEREST

EFFORT

How much you put into it

CONFIDENCE

Knowing you can succeed

LIKABILITY

How approachable you are

CONNECTIVITY

How you relate to customers

KNOWLEDGE

What you know

SKILL

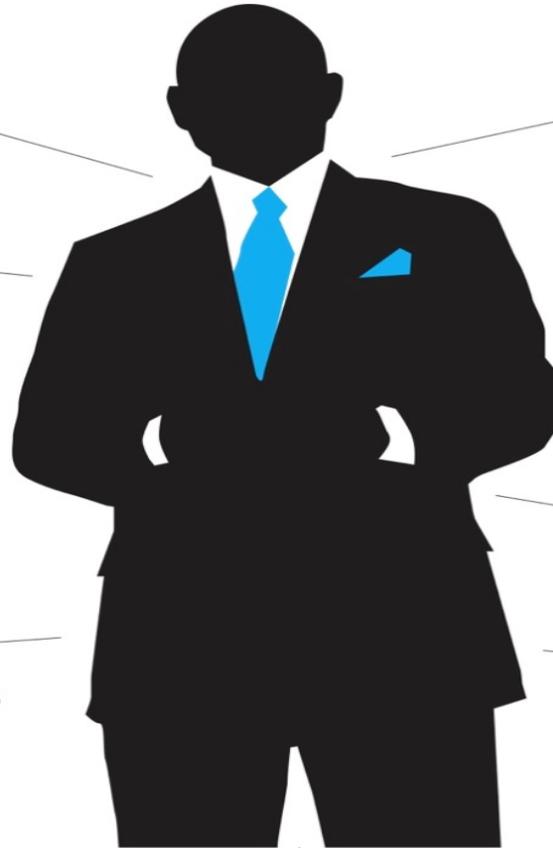
Be able to articulate

DESIRE

How much you *WANT* more

FREE PRIZE

Your *Intangible*
Something unique to you

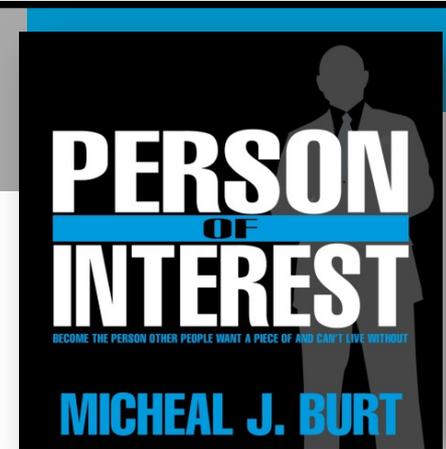


DEEP NETWORKS

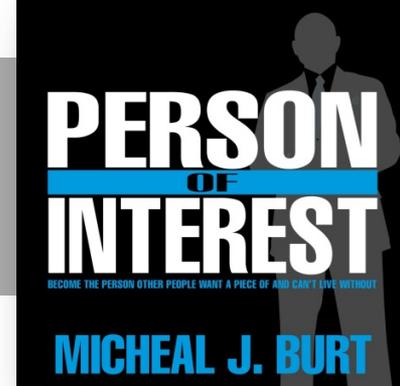
Database, contacts, advocates

POI'S ARTICULATE WELL

1. They share first “what they believe” vs. what they do.
2. They share “why they believe it” to see if the other person believes it too. (Is there potential?)
3. They say, “As a result of this belief this is what we do.” This is very specific and not general.
4. They articulate “how they do it differently than others” with a few key examples.



THE EOS



5. They show social proof for “who they have done it for.” (The science of persuasion)

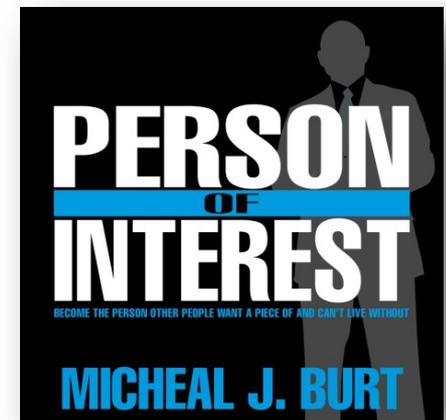
6. They ask the question, “If we could do the exact same thing for you then what would stop us from getting started?”

WHY BECOME A POI?



The greater known and respected you become in the world the more people that turn to you to transform their thoughts and energy.

This equals one thing: INFLUENCE.



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EXPLAIN YOUR SERVICES LIKE A PRO
AND DRIVE UP YOUR CLOSE RATIOS

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NETWORKS & DRIVE MORE SALES

Legacy Selling



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SURVIVE THE BUSINESS JUNGLE

Zebras & Cheetahs



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WITH A STRATEGIC SELLING SYSTEM

Cheetah School of Selling



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Million Dollar Follow Up



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Monster Producer



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90 DAYS TO PRODUCTION

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SALES, SERVICE & MINDSET

Talent Supply - The 90 Day Sales
Manager



PERSON OF INTEREST

BECOME A PERSON OTHERS WANT A
PIECE OF A CANNOT LIVE WITHOUT

Person of Interest



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