

## WHAT IS BOLD? Business Objective, a Life by Design (not by default)

**BOLD** Business, I've been asked many times by people who have no knowledge of **BOLD** Business for me to define "what is **BOLD** Business". A succinct description still eludes me to this day.

What's interesting is that previous attendees are zealous spokesmodels for the program and through their words, actions and performance, others who have never attended watch their progress, see the benefits and naturally sign up themselves.

I began asking former students of **BOLD** Business this exact question. These are participants that have experienced massive growth in their business and revenue coupled with incredible changes in their personal life. They attend **BOLD** Business every time it is offered in their area and are zealous about sharing the **BOLD** Business experience with everyone they come in contact with. And still, each one has a different description about what **BOLD** is.

Here is my best synopsis of **BOLD**.

### First the simple pieces.

1. **BOLD** Business is a highly successful business and personal success program that is now available to everyone who is in any industry, leadership, or a sales career. Previously, it was only available to select group of business leaders in the real estate sales industry. **The program is now available to everyone.**
2. **BOLD** has had over 90,000 graduates and the average person increases their income and productivity by 169%! (That's why we launched this program in 2009 in an open books company – so we could share our results with integrity)
3. The total cost is \$899.00 (early bird registration is only \$799.00 and available until midnight after the 1<sup>st</sup> Step to **BOLD** Business). Still unsure, you can experience the first half day of **BOLD** for **FREE**, simply register for Step 1 here. [BOLD Business Registration](#)
4. **BOLD** is structured as one day a week for six weeks (usually the same day each week), first day 8:30 – 12:30 (dates and registration links above) and the next 5 from 8:30– 4:30. We give you time to return calls and check emails during each of the steps. A full schedule is available at the **BOLD** Business Registration link above.
5. Each day is built around a strong accountability environment, each student is accountable to a team they are assigned to, the coach, and most importantly themselves.
6. These days are interactive, participatory days and ~~is~~ homework is given for the following week.
7. **BOLD** is 100% money back guaranteed training. If you attended, participated, and ~~did~~ do the work, and believe it was not worth your investment, let the coach know at the end of your 6 weeks and you will receive a full refund.

Now the more complex.

What will we **do** and what will we learn in **BOLD**.

**BOLD** is designed to educate and install strong success habits around 2 areas of each person's life, who you're BEING and what you are DOING. The natural byproduct is what you will HAVE.

Below are SOME of the pieces that we will work on over our 6 week together.

First, related to who you're **being** . . . how you're showing up in the world. On your journey of improvement, you'll learn:

- **The 34 BOLD Laws.** 34 irrefutable truths that when practiced, sweeping changes show up!
- **The 5 Steps to Mastery.** A simple process to master any process, idea or habit you intend to have in your life. F.M. Alexander once said, "People do not decide their future, they decide their habits and their habits decide their future." **BOLD** Business will bring conscious awareness those HABITS of success and then get you focused on applying disciplines strategically to own those habits.
- **The value of Affirmations.** How they truly work and the neural science behind the process.
- **Conditioning vs. Training.** We've all trained. Conditioning is where habits develop and stick.
- **The Easy Principal.** The power of simplicity defined and developed.
- **Energy.** What steps you can take to consistently improve your energy AND your energetic calling card.
- **Your Financial Thermostat.** It's what is keeping you at your present revenue. Learn how to raise your thermostat and increase your expectation to where you intend to be.
- **Goals.** We've all been to trainings about goal setting and its importance. Now you can learn goal execution!
- **Living in Gratitude** and the tools to keep it consistent.
- **Growth Plan.** You're either growing or your dying. There is no status quo. What are the key ingredients that should be a part of your plan? **BOLD LAW**: Your business grows to the extent that you do.
- **Journaling.** The power of correctly writing down your life. Repetition is not the best teacher. Evaluated repetition is!

- **Limiting Beliefs.** We all have them. How are they serving you at this time? You'll learn how to transform them into an empowering belief that will undoubtedly allow you to take different actions and get different results.
- **Money Mindset.** What is money? Why is it important and what is its role in our lives? You'd be amazed what you don't know about money!
- **No Complaining or Victim Thoughts.** Move forward by getting out of the garbage. In **BOLD Business**, we hold you accountable to not blame, complain or justify. **BOLD LAW:** What you focus on expands.
- **Perception.** What's your lens for the world and how is it serving you? Discover new ways to (**BOLD LAW**) - Change the way you look at things and the things you look at change.
- **Playing to Win.** Time to get on offense! Stop playing not to lose – play to win!
- **Self-Image.** Learn how to get real and get right with yourself and create a powerful self-image.
- **Success Formula.** Wouldn't it be great if there was a simple formula to follow for success in all aspects of life? There is!
- **The Words You Use.** Language is our tool of interaction. Master the BEST and most empowering words.
- **Values.** What truly motivates you and how to leverage those values.

WHEW! That's just the parts of **BOLD Business** that focus on who your being. We are also going to improve what you're doing . . . Your actions in the world.

- **Language of Influence.** Imagine speaking directly to the subconscious of people. How much would your communication improve? You'll learn the basics of Language of Influence. This is a game changer! You'll learn model operators, embedded commands, tie downs, adverb presuppositions, Temporal presuppositions, Automatic presuppositions, key word backtracking, cause and effect language, pacing and leading strategies and future pacing strategies all based in Neuro Linguistic Programing.
- **Understanding Personalities.** Know your audience. Whether it's a family member, client, employee or stranger, you'll learn the 4 basic communication styles and how to quickly identify them and communicate in their language to get into rapport.
- **Database.** No matter what you do, your connections are the most valuable asset. In **BOLD**, you'll get them organized, compiled and working to your advantage.

- **Handling Objections.** Every day we get objections to our requests. Learn and master the 4 steps to properly handle and convert any objection.
- **GPS creation.** Just like your GPS in the car gets you to where you intend on going, the **BOLD** GPS will do the same for your business and life. This is a one page business plan that provides massive clarity to the actions required for you to achieve your goal. **BOLD LAW:** Clarity is POWER.
- **Lead Generation.** Learn the best strategies to hunt down business and/or connections on a daily basis.
- **Mirror and Matching.** Just like chemistry, like energy attracts like energy. You'll learn how to quickly and subconsciously attract the right people and overcome their initial resistance.
- **Prequalifying.** Nothing destroys motivation and energy more than going on appointments that waste your time. Discover and implement the best ways to know up front what appointment to go on AND what appointments to cancel.
- **Lead Follow-up.** Lead generation makes you money, lead follow up makes you rich. You'll be taught the simple steps and asked to implement the systems and processes to follow up on every lead for maximum results.
- **Problem Presentation.** When convincing others do you "tell and sell" or outline "features and benefits" with them? Imagine being able to have someone self-discover the truth of your position on their own. We work to influence people daily and negotiate often, this section will give you the tools to make people see your side naturally.
- **Scripts.** Whether you know it or not, you use scripts. They just may not be written down. In **BOLD**, we'll work together to refine and improve your scripts and dialogues, writing them down for review and adjustment for peak performance.
- **Time/Self-Management.** We all know that efficiency is one of the keys to success. Throughout **BOLD** you will build better and stronger habits of time management and self-management and see real results in what you accomplish.

**Marketing/Positioning.** You will learn how to implement the law of attraction and when someone thinks of your product, service, industry or career, they will naturally and immediately think of you. Engage in the First Step of **BOLD** for **FREE!** You've got nothing to lose and a life by design to gain.

Visit [www.mapsbusinesstraining.com/bold-business](http://www.mapsbusinesstraining.com/bold-business) for more information and to register today.