

## WEBINAR SAMPLE (CLEAN VERBATIM)

**David [0:00:00]:** --are not producing in your business and I would say in your relationships, and your finances, and your health. Right now, isn't direct result of your mindset, it's not a result of the strategies. Now the challenge is that, I maybe the first person you ever hear say this, personal development is a failed model, it's broken. Which is why entrepreneurs were addicted to the strategies, but as we combine spiritual tradition, and neuroscience, and behavioral psychology, we're learning there is a new highly effective scientifically based way to permanently change your thinking which produces immediate results in business, your bank account, you're impacting your influence because the brain is a goal-achieving machine.

**[0:00:35]:** So we've all been in personal development for a long time if you're here, if you're part of my tribe, this is isn't your first rodeo, and the reason why you're here is because there's something you've heard me say, which sounds a little bit different, because most of us are just fatigue from the motivation and the inspiration, and what we're looking for is a real radical change in how we think, which is a change in the brain.

**[ 0:00:53]:** Now the other challenge which is why I want you to stay open minded, is that what's holding most entrepreneurs like back who already study personal development, is that you think you understand mindset and the truth is you don't. And getting to the next level, I've learned in my own dream requires a tremendous amount of humility, like you have to be able to say to yourself, "Well I'm not achieving what I want to achieve. I'm not being the way I want to be. I'm not thinking the way I want to think, so there's something I don't get." And in that humility an answer shows up, and I think that at least part of that answer is going to be what I've walked you to through today.

**[0:01:26]:** So it's some self-identification for you, and this is you, or you maybe one or all of these things, I know I was all of these things at some point in time, maybe you're here because you want to grow your business. Alright great, straightforward you want to grow your business. Maybe you're here because you want to more specifically create predictability and scale in your business. Like maybe you've been surviving on hope marketing, or coincidence marketing. You don't have a predictable machine that's like generating a consistent flow of leads, and income, and a scale of a business that allows you to generate the income you want, live the lifestyle you want, have the impact you want.

**[0:01:57]:** Okay cool, like everything I'm going to be teaching you, I believe is the number one cause of producing this. Maybe you're struggling with the details of your business, maybe you don't know like how to differentiate yourself in the marketplace through your messaging, or you don't know how you should price your products, your programs, or your services. Or maybe you're not even really clear what you want to do, you just know you don't want to be doing what you've been doing, or maybe you have success, you're at multiple six figure or seven figures in terms of financial success but you're stuck in your business right? You're like trap in your business, you don't know how to scale your business beyond. We'll talk about what you need to do to break through that.