



## TAKE ACTION SHEETS

How to Sell to Woman Virtual Event

Host Lisa Sasevich – Queen of Sales Conversion [www.lisasasevich.com](http://www.lisasasevich.com)

Lisa would like to introduce you to Michael Gerber...

Michael E. Gerber is a true legend of entrepreneurship. Inc. Magazine called him “the World’s #1 Small Business Guru.” He started over 40 years ago addressing a significant need in the small business market: businesses owned primarily by people with technical skills but few business skills, and no place to go to get meaningful help.

He’s the author of the mega-bestseller “The E-Myth Revisited” and 13 other business coaching books. He personally leads a business start-up incubator, The Dreaming Room, a 2 ½ day training held throughout the United States, Canada and the United Kingdom.

Michael believes a new entrepreneur is a trailblazer seeking to transform lives in all areas, and he believes in that possibility for all who would pursue the entrepreneurial call.

Therefore, everything he does in business and every book he writes from this time on will be aimed to further this cause by awakening the entrepreneur within the countless millions of people worldwide who are inspired by the possibility of creating world class companies that fulfill a deep abiding vision to transform our world.

To summarize Michael’s talents to inspire and attract woman clients:

- 1) If we are going to be success working with woman we need to FORGET any differences between the two. He also made the point that the being in the human being is invisible, so we have to learn how



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to read the signs. The signs are expressed all the time, but in a language that our analytical doesn't understand, but the intuitive part directly experiences it.

Michael summarizes and reads excerpt from EF Shumacker - "A Guide for the Perplexed" page 33 The Invisibility of Man.

2) And then he shares the magic of what he's learned over the years in his Dreaming Room adventures which are entrepreneurial incubators, but rather than incubate the business, they incubate the entrepreneur. Listen and be expanded!

Some additional points for you to interpret:

- The myth says all entrepreneurs are really technicians suffering from an entrepreneurial seizure.
- The master creates the room for the person in front of them that is so unprotected that everything comes in.
- There is no Venus and Mars. It's all BS. It's the awakening of the potential that

matters.

**\*\*The secret to selling women is to see them. And when you see them you will see yourself. And when you see yourself you will be in relationship in a way that you have never been before.**

- The system is the framework within which there's none, so you are free to be right there with her.
- It's about a blank piece of paper and a beginner's mind.
- In summary, it's all about being there, without being there ;-)



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ACTION STEPS:

- 1) What is YOUR Dream Room?
- 2) How do you inspire your e-myth?