

Host Lisa Sasevich – “The Queen of Sales Conversion” Introduces Mary Morrissey

Lisa Sasevich: Hello, everybody, and welcome back to How To Sell To Women. This is Lisa Sasevich, the Queen of Sales Conversion, and founder of The Invisible Close sales systems.

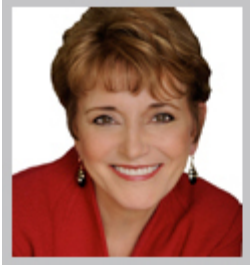
Wow. What a journey. It has been an incredible, incredible three days together. I feel completely expanded as an entrepreneur, as a woman, as a business person, as an agent of change. I just really want to congratulate you on being with me on this journey, and your commitment to honoring, serving, inspiring the woman client that's already in your business, or that you'd love to attract. Thank you for being my partners, both men and women who are listening, in just really stepping up with this sophisticated customer and paying attention to what she needs to be able to say yes to herself.

You've heard the term save the best for last. One of the ways I like to think about it is kind of like you can have a fabulous meal, but boy, dessert. I'm always excited about dessert. I have to tell you I am so honored to be bookending this series, me opening and our next guest to bring it home for us. Because she is somebody that I look up to, that I respect, and as a mom with two small kids I look at what she's done in her own business and in her own family and I'm so moved and I'm so inspired.

It is my honor to introduce to you Mary Morrissey. Mary is a speaker, a best-selling author, a consultant for over three decades. Her transformational talks and seminars have made her one of the elite teachers in personal development. She's a sought after expert on the spiritual side of success and has spoken three times at the United Nations, facilitated three different week-long meetings with his holiness the Dalai Lama, and met with Nelson Mandela in Capetown, South Africa, to address the most significant issues our world is facing.

Mary has a master's degree in counseling psychology, and an honorary doctorate in humane letters, and is the author of two best-selling books, *No Less Than Greatness*, and *Building Your Field of Dreams*, which became a PBS special.

She is the founder and owner of Life Mastery Institute, the premier transformational training company in the world. And as a world-class inspirational speaker, executive



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coach, and corporate consultant, Mary has 30 years experience of empowering individuals in achieving new heights of spiritual aliveness, wealth, and authentic success.

Among all of her achievements and degrees in higher learning, Mary's favorites are the two black belts she has earned. One in success, and the other in failure. I love that. Welcome to the call, Mary Morrissey. It's an honor to have you here.

Mary Morrissey: Thank you, Lisa. I'm thrilled to be here.

LS: It's been such a blessing to get to know you and your family over the years. They've shown up in our courses and they've been just rock stars at implementing and using our work to grow your work in the world. That's why I wake up in the morning, so whenever I look at the amazing things you're doing and I look at your family, and I look at what you've created in business, in love like that, I just feel like okay, I'm going to keep going because it's worth it.

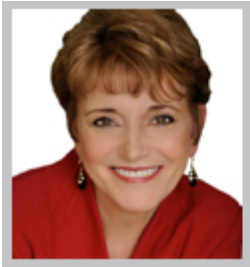
MM: Your work, your teaching, has been instrumental in decisions we've made and successes we've had, it's been instrumental with that. We are very very grateful for your work in the world.

LS: Thank you. Thank you for doing such beautiful things and including it in all the other amazing things and strategies that you do and teach.

I would love for people that are listening, we have both men and women here who are looking to grow their business in serving the woman client. Tell us a little bit about the unique transformation that you offer and what percentage of your clientele is women, and where you discovered your calling to empower and serve women.

MM: My calling to empower and serve women, particularly as a woman myself, my own transformation really began with an awareness shift when someone introduced me to a way of thinking from success instead of from problem. Steven Covey, when he did his seven habits, wrote about the first habit, he called it be proactive. That particular mindset training came to me in a different way.

I was in a hospital having been diagnosed with fatal kidney disease and told that the best shot I had was six months to live if we could get one of the kidneys removed, the one that was the most toxic. The other was 50% destroyed. This was in 1967 and there



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was no transplants and there was no dialysis, and the kind of kidney disease I had in those days there was no hope.

But the night before the surgery to remove the right kidney a woman walked in my room who identified herself as a chaplain, who offered me prayer. And I was scared and I said okay, but she pulled a chair next to my bed and did nothing at all that looked like prayer. She asked me what had been going on in my life the last couple of years. When I told her my story she looked at me compassionately. And my story had been that I had gotten pregnant in high school, got kicked out of high school, had finished high school by attending where pregnant girls and delinquent boys went to high school. And I had a tremendous amount of shame around that.

This was long before there was a mind body clinic at Harvard Medical Teaching Center, or we had the understanding about mind-body connection. She pulled her chair next to my bed, heard my story, and then looked at me and said Mary, everything's created twice. And I had no idea what she was talking about. She said you know this, everybody knows it, very few people have any idea of the power of knowing this.

Then she said the bed you're laying on, the nightgown you're wearing, the sheet covering you, the walls, the ceiling, the floor, all the machinery you're hooked up to, first it had to be a thought before it could be a thing. And then she said I care how much you love your little boy, but I also hear how much you've been hating yourself, and now that you're considering how everything is created twice could you consider that there could, in fact, be a corollary between the toxic thinking you've been dwelling in for the last year and a half, and the toxicity that is rampaging your body and threatening your very life.

And then she just reminded me you know that if you think embarrassing thoughts your cheeks get red. And you know that if you think scary thoughts your heart's going to beat faster. Could it be that if you think enough toxic thoughts your body will reflect that toxicity?

A longer story that I won't go into here, except that was the beginning of my knowing because I recovered from that. When no medical person thought I could. She gave me a way of thinking about my circumstance. She told me, after the surgery when they remove that kidney, I'm going to say some words and I want you to join me in believing that everything that's causing this disease in you will leave with the kidney. And then when your mind wants to pick up those toxic thoughts and think about the problems,



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and think about how bad you are and the mistakes you've made, instead of thinking those thoughts you say no, that left with the kidney. And then immediately turn your attention, and she gave me three mindsets. I call it scaffolding today, where she gave me a scaffolding to send my energy, or my thinking pattern along.

She said just as you would if you dreamed up a dream house you would first dream it up in your mind, and then you'd put it on maybe a cocktail napkin, then you would finally, if you really were serious about the dream house, you would take it to an architect and condense your thoughts and your heart longings into a visible, measurable plan that a builder can build to replicate what was moving inside of you merely as a dream or a thought at first.

She said here's what I want you to do, is when those thoughts of toxicity come back, she said it's like a groove in a record. You've rehearsed this so much that there's a pattern to it. Instead, I just want you to imagine you're walking your five-year-old into a kindergarten class, and I had told her that my real dream was to be a teacher. She says imagine you've got his hand in yours, feel that little hand in your hand. You're walking him down a hallway, his teacher is there at the door, and greets your little boy. He's happy to go off to kindergarten. And you walk down the hall and around the corner and there's your classroom and you are now a teacher.

And then see yourself in a big auditorium and your senior son, in his high school graduation cap and gown, walking across the stage and you're there and you feel the pride of seeing your child graduate from high school. And you know that you helped him come to this moment.

Then the third image is, and your teaching career is growing. Then she said imagine seeing yourself sitting in the front row of his wedding and he's marrying the love of his life, and the pride you feel and the joy you have, and your teaching career is flourishing. And she said just keep repeating that.

I had no idea the power of it. My numbers started to improve after the surgery and two weeks later I went home in an ambulance and had to go to a specialist four or five times a week at first to measure my numbers. But my numbers subtly and slowly started improving. About four months later I'm sitting in the surgeon and specialist's office and they're scratching their heads saying this is a true medical anomaly. We have no



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medical reason for why your kidney is 100% perfect, the one you have left is operating perfectly and there is no sign of nephritis.

That got my attention. I thought something's going on here, I need to know more about this. And I began to be like a thirsty sponge, finding everything I could find in the field of transformation. How do we transform a result that is constrictive and liberate the very life breathing us into a freer, fuller, expanded expression of itself.

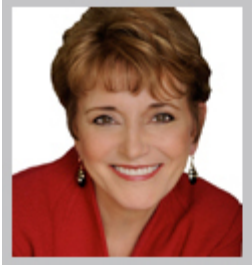
And along the way, as I went on, I got an undergraduate degree and a master's degree and earned my degrees as well as attended a seminary, I began to do a teaching work and experimented with really helping people to transform their lives. That led to programs and books and PBS specials and United Nations and the Dalai Lama and Nelson Mandela.

Along the way I found that inside every single person is a longing for a freer life, and is a discontent around the part of their life that's constricted. And I also found that women tend to be more receptive to this, in general, than men. I have amazing and wonderful men clients. And yet I would say 70% of my client base, which is tens of thousands, is women. Women tend to be a little more receptive to the idea.

Rather than going out to change their reality by moving the pieces on the board of their life, recognize that when you go to a movie the images on the screen, if you don't like those images you don't go to the screen to change what's on the movie. You go upstairs and put down new film in front of the projector. If you want to have a different result in your life, if you will begin to think from the result you want rather than fight the problem you've got, things get easier.

So I train, particularly women, and men, in a way of mindset and opportunity awareness and how they can work with this thing called life in a way that produces results that are much more fun, much more liberating, and way easier for them. The results prove themselves, so that's the fun part.

I think women, we're in this wonderful era, and if we think about ourselves as women just even 100 years ago, just 100 years ago, in 150,000 years of our species, just 100 years ago most women couldn't have a bank account in their own name. They couldn't own a piece of land in their own name. And so this last 100 years has been a remarkable shift for women.



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We see now with women and men together, I call them a tip of the arrow person, who really recognizes that they can make a significant difference for their family and their community by living a life that's freer, fuller, and more expansive.

LS: It's amazing to think, like with some of the centurions in our life, that literally in their lifetimes the state that women were in and have come to, it is really amazing when you put it in that way.

And what I'm curious about is you have reach all over the world, so many different programs and ways to help people, both live and virtually. I would love to just see if you would be willing to share kind of behind the curtain of your business, for those that are listening that want to attract women clients. What are some of your favorite ways? Literally getting into the strategy of how you and your business attract women clients.

If you only had to use a couple, which ones would you choose?

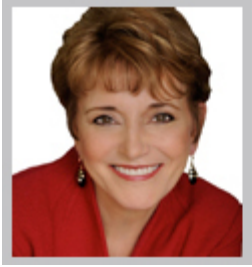
MM: We attract clients by helping understand that if they keep breathing you're going to create a life anyway. A year from now, if you just breathe 365 days, you're going to have a life. And that you will create that life one of two ways. Either by design or default.

Very simply, we help people articulate and begin to feel connected to a life they would love to live. You notice that a lot of the advertising is really putting in front of people what we know deep down people want for themselves. They want freedom, they want clothes, they want fun, they want relationship, they want significance and difference-making. That's wired into the human nature.

There's the promise of what can happen with them with the dream building or the visioning process that we offer, in little ways. Even in our emails. They're always hooked to the promise of more.

But then there's also the struggle of being stuck, and we address that. We help people really look squarely in the face of the struggle of being stuck. How long it's been there, how many years we've told ourselves we're going to drop that 10 or 20 pounds. And the superstition. Struggle, stuck, and superstition.

It's an interesting thing. 500 years ago the superstition on the planet was that if you go out too far to the edge you're going to fall off, that the world is flat. It didn't matter that it



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wasn't true, it mattered that people believe it. Henry Ford said if you think you can or you think you can't, you're right.

For all of us who are sharing this call, however successful we've been in attracting women as our clients, as we want to turn the volume up on attracting women, we really can do that by really getting inside the mind, the psyche, the heart of the woman that is the ideal client. Someone that we know what we have to offer, whether it's a service or a product, that we have to know deep in our heart that we really can help this person.

Because interestingly, women are very very intuitive. They're smart and they're intuitive. So it hardly matters the words we say in marketing, or our presentation. The energy of it is what they read. They pick up whether or not we really care about them or we're just trying to get them to do something. They can feel that and smell that and know that.

And so I think for any of us who are wanting to attract more women clients, our own mindset, even as we're looking at what our copywriter has given us or the copy we write ourselves, before we begin to write that copy or edit that copy, we want to get in the right mindset of thinking of a woman somewhere that we might imagine that is struggling. She's got kids and stuff, but what is it that you're going to bring. Think about the client you would love to attract. What's she going through right now that you are the answer for?

Connect to her imaginably, and speak to her with your heart. And she will feel your caring, however the words are and the different things you're offering, she will feel that caring. It will come right through your marketing, it will jump right out of all the many things that are coming her way. Because I actually believe that the energy of your caring communicates as much as your words.

When you're asking how do we attract so many clients, I am very very careful about that in my business and with those who work with me, that before we have any business meeting, before we have any planning sessions, we anchor first a real caring for the client and the difference that we believe we can make for them, and our desire to really complete that circuit. That when they finish our program, when they finish our product, whatever it is they're receiving from us, or simply receiving a video from us that will help them start their day in a better way, that the impression of increase is so strong that they literally will have a better life because they interacted with us. That's our goal.



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Then we communicate that through every action, word, activity, that we take. That's our goal. We're not perfect at it, but that is our goal. And I can tell just by our company is doubling, doubling, doubling. I know that that has a communication factor to it.

LS: Are there certain mediums you've found that when you get connected to that space, are there certain mediums you've found for you personally that you feel you can get it across more effectively than others? Sort of favorite mediums right now.

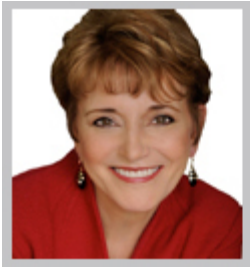
MM: Are you talking about technology mediums perhaps?

LS: Yeah. Like whether you just really love to communicate through video, or you found that just picking up the phone makes the biggest difference for you, or maybe you love to be live. Just curious for folks that have an open slate in front of them, what's the most effective actions that you can use to communicate that care.

MM: It might be helpful for people to know, too, that I built a very very successful multimillion dollar business, and lost everything. I had a business partner and a former husband who had a manic breakdown and misused money in eleven different companies. The whole thing fell apart.

So I had to start at scratch just about a decade ago, start all over again. I want to say that because somebody listening here may be at a beginning and feel like oh well, of course, you make millions of dollars, you can do a lot of things. You can do this and that. But listen, you know too, you start where you are. The most important piece of business advice I ever got was start where you are with what you have and what you have is way more than you can recognize. If you don't really work hard with what you do have you can't even see what you have that you couldn't see before.

When my business fell apart and I took a three month break, and I began to build again, I used the phone. I threw up an Internet site, and I began to give. Because givers receive. You can't have any head without tail, so we gave daily messages. I would give phone calls of support. Everything that you can give while you're building an economic engine to support your business, because a business without an economic engine is a hobby.



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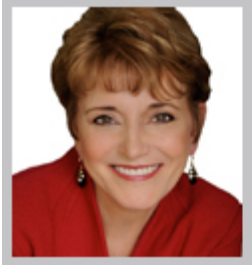
At this point we use many mediums. We have live events multiple times a year. We have videos that go out daily. We call it The Daily Dreamholder, it's an inspirational and very strategically supportive email that thousands and thousands of people receive daily. It's just one minute. It gives people a moment of hope, a moment of decision, a moment of mindset for the day.

And I love the webinars. In my programs I teach twice a week live. I'm a teacher at heart, have I mentioned? I love the teaching component. We have coaching. Very similar, I think, in some ways. You really help people transform their dream of a business into real, measurable, consistent growing results in their life. Like you said, it's what gets you up in the morning. Those results are way beyond any kind of economic gain that any business owner can have. I just know that communicates when we really deeply care about our client.

Women can feel that. Women are very smart in knowing whether the advertising or the promotion or the free webinar, or any of it, because at the end when we invite people to take another step and I believe they can feel whether or not we really care about them, versus just making the sale.

I would say to any of you that are listening if you want to increase your numbers with women is really look at who's working with you, and make sure their heart is in the right place. This is something as a leader, a business leader, you want to lead. It's easy to get focused on the numbers, and you do need to make a profit so you can stay in business. That's business. But the heart of the business, and the soul of the business, and the culture of the business, as a business leader that's probably our strongest and most important job is to make sure that those who are working with us, whether it's a copywriter or the webmaster, that the heart and soul of what called you into business.

Why do you want more women clients? It's not just the woman client because she will buy. It's that the real satisfaction of business, of course, is that intangible something that is beyond the bottom line. It's really feeling good knowing that because you walk this planet people's lives are better. And you wouldn't make a product or a service that you didn't believe that, so you want to transmit that believing into the minds of the people that are working with you so they can help you amplify the caring through the messaging that you're doing. Whether it's video, audio, web, or live events.



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LS: It's funny. It came up with Natalie Ledwell two days ago, it came up with Christine Kloser yesterday, and I'm curious from you. A lot of us started out doing teleseminars, some folks are loving webinars these days like you just shared. A little bit of a technical question, but I want to put it into what you're saying, which is about connecting with your heart and the message that you want to give and the difference that you want to make. Have you found when you moved from simply just picking up the phone for the teleseminar, when you moved into webinars, that you could communicate? I'm assuming you're using a slide plus your voice. I don't know if your webinar shows you as well.

MM: We use a system where we can use slides and I can just use my voice, or video. It's video and a Power Point.

LS: Does it show you live as well?

MM: Yes, it shows me live. So I can look them in the eye. I set up one room and I have one little room in my home set up. For \$200 we put in a lighting package and I put up two bookshelves behind me and I have a little set. I can just walk in to my live webinar broadcast, and the lighting is good. Close the door behind me and I'm done. It's one hour in, one hour out.

LS: So they can see you live and they can also see your slides and you can connect with your heart and look them in the eyes and really get all of that right from your home.

MM: That's right. And they type in their questions and we dialog back and forth. And I have one of my assistants come in and ask the questions and read them so I'm not leaving to do all the technology by myself. I love being able to look them in the eye, and you see their names and know they're there.

The last free webinar we did that wasn't with a group of clients, we had 5,000 people from all over the world on a visioning for the new year. We're going to see more and more and more people online. There's huge numbers of people coming online over the next three years. So any of us who really want messaging to touch the heart of the woman around the world, this is really our moment.



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LS: Absolutely. I appreciate you showing some of the technical, because there's a lot of people trying to figure out which way should I go. I love the fact that with a multimillion dollar business you've set it up simply for your house, a couple hundred dollar lighting package, make sure you look good. They can see your eyes. You can connect and give them the most live experience possible, which I think translates into the next thing I want to make sure to touch on with you.

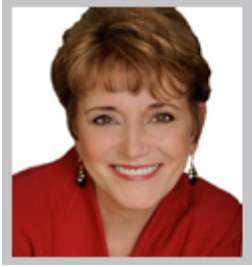
Inspiring women to say yes. You and I know they're saying yes to themselves, right? To their own transformation. What have you found most effective? Obviously we've got the way that you attract them, the connection, the trust, all of that. What about that turning point, that part where they really invest? They go for it, beyond a level of just being interested. What have you found that you always include?

MM: One of the things that we make sure is that what the product or the service is, that we're inviting them to invest in themselves for a result, that we are crystal clear about the result that we believe this will produce for them, number one. They can see the results.

Number two, they have an emotional relationship with the result. If they don't have an emotional relationship with the result they will not bring out their credit card. They have to see themselves inside the picture of what their life would look like with that result. So, of course, you tell about Sarah and what happened with her when she did this, and Marnee what happened with her when she did this, and somebody else. But now let's put you in that picture, and let's imagine your life. And give them a clear picture of what their life looks like with the result that you're offering them.

And then whatever the product or service or program is that you're offering them . . . I flew to New York last week. I gave United Airlines money. I didn't really want United Airlines, I wanted New York and I wanted New York fast. I didn't want to walk to New York, and I didn't want to drive to New York. I wanted New York fast.

The program is like a jet. We're your jet. Whatever you're helping people cut down their time, they don't have to fumble and bumble in the jungle. We share stories ourselves about finding the solutions that we found and how we can cut their learning curve, they don't have to fumble around, we can help them and help them fast.



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But what they really want isn't the jet. What they really want is where the jet will take them.

And third, when we're doing live events, and this might be helpful to some of you listening, women particularly love this. When you're making an offer to them of a result, and then you say, how many of you if you could just wave a magic wand and your life will look like this now, would you love that? Without any money, just take money off the table, would you love that result? Raise your arm.

When you get them raising their arm up high, and say now keep it up, just keep your arm up high, and then you talk. They're going to want to drop their arm, you say no no, keep your arm up high. You've made a decision, you're doing this thing. You're waving your magic wand, you're going to have this life, and their arms will get tired. Say now take the other arm and hold it up a little bit. Imagine what having a little support, just even a little support, feels like.

The more emotional connectivity to what having support while you cross some threshold barrier in your life, whether it's business support or whatever the support is or the transformation that you're offering with your product or service, women tune in to what it feels like to be supported. They're going to feel more confident because they've got the support structure with them, and working for them. You've got their back on this. You're going to go with them.

Thousands of years men are out hunting solo, women are sitting in circle. They're convening. It's like knowing that there's somebody who's going to put their arms around them and who knows more, who can help them cut their learning curve, women relate to that. And you encourage them, this is your moment.

LS: I love that. I love that real, tangible experience of feeling the support. That's really beautiful. Like you said, you want them to have that emotional relationship to the result. What a beautiful way to put that right into the real, tactical, visceral experience. Really cool, really beautiful.

What about the woman, Mary, who thinks she needs to have it all together before? Or the man. Folks listening are like I love all that, but I've got to get it all together before I can sell to women or serve women.



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MM: Yeah. I would just say if I had waited till I had it all together I'd still be waiting. Every one of us.

LS: Me too.

MM: I want to make it easy for any of you listening to this. It's just like nobody, even those you admire most, the people who we point and go oh my gosh, in any endeavor, sports or anything, that are so successful, they were none of those things when they started. Every one of us learned to walk by falling down. We did it crummy. And that's how you get good at anything. You do it crummy and you just keep doing it.

The important thing is that you get started and you do what you can do with what you have, and you will get better. I just would say if you think you have to get it together that's one way your pattern that has got you where you are will keep you there. You've got to break past that.

LS: I love that saying by Maxwell Maltz, that you've got to keep moving forward. God can't course-correct you when you're standing still.

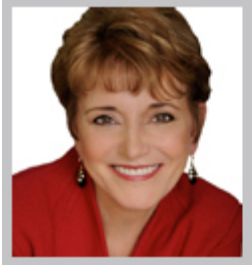
MM: That's right. Even God can't steer a parked car.

LS: Exactly. Okay, I know your mind was going crazy with ideas when we were talking about inspiring women to say yes. So I love what you shared, step one about really being crystal clear about the result, and step two making sure that they have an emotional relationship and can see themselves in the result. The example of actually feeling that tactical support and raising their arm is great.

Is there anything else you wanted to say regarding inspiring women to say yes?

MM: One of my mentors told me along the way, Lisa, his model was paint it red. By that paint it red he meant that whenever there's a little discomfort or gee, I hope they don't feel like I'm selling to them, it was like paint it red.

One of the models I use, particularly with women, is calling out what it seems like when you hear the word sales and the old model we might have around sales and manipulation or pushy, and then to remind them that literally they have been selling since they were little girls. They sold their mother on that extra cookie. If they've ever been kissed they sold that person on the kiss.



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Sales is transaction. I will say out loud I am going to do everything within me to try to sell you on you. Not my program. If this is not the right thing I don't want that for you, but that you make a decision for you and don't languish in the I'm going to change my life. By then I had them look clearly at how long what they want to change has been in existence, how painful that's been to be stuck this long, and what it's cost them. What has it cost them to live their lives that way?

And what if we could turn this around, and turn it around quickly?

I just paint it red that I'm going to do everything I can to help them say yes to themselves, that's what I'm doing.

LS: When you say paint it red you mean like highlight it, come out, show it. It's not this whole big operation, you're honest about it.

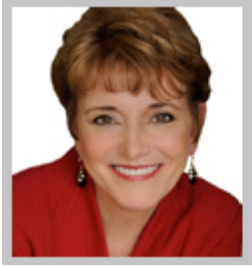
MM: Yeah. I'm completely honest with them. When I'm making the offer I'm not making the offer the whole hour. If it's an hour, if it's a day, if it's a weekend, there's a point where the offer is made and it's crystal clear and I am very clear with them that in this stage I am making you an offer that I absolutely believe will change your life. It will take you to whatever that offer's meant to do.

But I'm painting it red. And I will do everything within me during this moment to sell you on you. And I'll walk them through that.

LS: I love it. Now, real quick, any no-no's? Either things you've tried or that have been tried on you as a woman, any no-no's when attracting, selling to, honoring, serving women?

MM: The thing that I have tried and didn't work, but mainly I've felt it myself, is it just goes on and on and on and on. There's a moment where you make the offer when you help somebody get to an emotional pitch where they are related. They're in relationship with the possibilities of their life in whatever area you bring it. There's an emotional pitch in that moment.

You tell them I promised you I'd make an offer, I'm going to make that offer now. Whether it's five minutes or 10 minutes or whatever the framework is, tell them what's coming, deliver what's coming, and finish what's coming. But don't go on and on and on. Because you will walk right past the sale.



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There's a crescendo, the sale is ready to happen. But where most people lose momentum and clients, not just that sale but clients, is they go way past it. They're keep talking and talking and talking.

LS: I know that the times that I have personally done that I'm usually nervous or I don't know how. I don't have a structure, so I haven't thought about how to end it. That's the power of structure.

MM: That's right. That's why your work is so brilliant.

LS: In this whole series nobody's brought that up, and it's so powerful. It's actually a powerful way for us to end the series, because there is a crescendo. There is that moment.

MM: And that's why your work is so powerful, because you give them a structure.

I'll also just say those of you doing live offers, or teleclass offers, or webinar offers, most people spend more time planning and rehearsing their content than they do the offer. And the offer is where you have a chance to communicate your heart, communicate your caring, and communicate the opportunity.

I would say practice the offer at least as much as you practice your content.

LS: That is so powerful, Mary. Wow. I got to tell you, this is the area that my ears perk up and you are so right. We do. We spend a lot of time on what we're going to say, and what's in those pre-launch videos, and then we just throw the offer out and there's not a structure. That's why you're so successful, because you get it.

You said it earlier, I loved that comment about a business without an economic engine is a hobby. That economic engine she's talking about is the structure for your business.

I know that there are so many people listening that they have the same experience I have when I listen to you. It's like oh, water in the desert, I want more. You have put together something very special for the folks that have really been just amazing in participating in this series, that I want all of you to follow me on over to take a look here.



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You can find it at www.selltowomen.com/mary, and it's Mary's amazing Morning Mentor program. I'll let Mary tell you a little bit more about these 90 inspirational videos that are just going to greet you and transform your life every morning for the next 90 days. What are they going to find?

MM: Thank you. It's a gift from us, and the gift is a 90-day, we call it My Morning Mentor. The most important thing that's happened in my life is the mentoring around mindset and a decision for the day. This is all complimentary, it's a complete gift to you.

As you're taking everything you've learned over these last days, and all the notes you've taken, still there's a way of employing that and putting that in your daily life. You do start your day somehow, and the way you start your day sets a signal and a frequency, like you turn on your television. The picture on the TV is going to be the picture that's aligned with where the tuner is tuned.

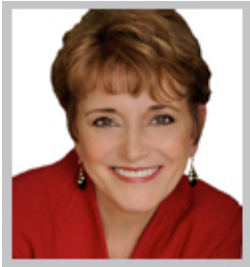
We want to tune you to possibility, and tune you to the promise of this day being full of opportunity. It's a mindset training. It's also how you can think from the results. And it honestly builds your confidence that you really can achieve the things you want to achieve.

There's a story or a quote, but it's me looking you in the eye with an idea for your day, 90 days in a row. The encouragement is when you get up in your morning, you brush your teeth or whatever you do first, put on the right mind for the day. You'll be encouraged, you'll be inspired. You can make a decision on your own behalf and you go forth and live your day.

And the next day you do it again. And you do that for 90 days, and then just watch what's happened in your life. Because even if you change one degree that day, you go three months down the road you're in a whole new place.

That's a gift to you, My Morning Mentor, we're happy to give that to you and I hope you will accept that gift and use it.

LS: Thank you. I accept. I can't think of anything more empowering than waking up to the inspiration and transformation that is you, every morning for the next 90 days.



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Everyone, once again, you want to go to www.selltowomen.com/mary, right now, to get that gift activating your life.

And also, this has been an incredible three days. I think I shared with all of you earlier we had 12 expert teachers confirmed and before I knew it some of the most incredible and inspiring business owners were coming forward saying I have something to share. So if you missed any of it over the last three days, or you simply just want to be able to hear it again, think about just this interview we had with Mary I know in the first 10 minutes I could hear that again, I could hear that on my power walk again, we have our special VIP upgrade package all ready to go for you.

If you gift this to yourself, you invest in yourself, before the end of the series, so really today is the last day. You have 24 hours to listen free to all the speakers that were today, but if you know you're not going to get through it all and you want to have it forever, you just go to www.selltowomen.com/upgrade and you will save \$100. It will be less than half of the investment after that time. It's \$97 now, and \$197 after the summit is over.

This includes all of the MP3's, so you can take all of us with you on your morning workouts, your power walks, or just when you need a boost. It includes the transcripts so you can easily find the tips that are being shared here. I know there was a lot of verbiage you may want to model. And you might have heard me typing in the background, my personal action sheets of the things I'll be implementing and handing off to my team.

As well as the free gifts from all of our speakers, very easy to find so that you can go through and really start activating those in your life during this amazing year.

Again, that's www.selltowomen.com/upgrade. It's \$97 for the entire series.

Mary, thank you so much for wrapping up this amazing training series with me. Total honor to be with you and share in the conclusion, which really is the opening, the beginning, for getting all of this implemented. And for everybody who has brought your whole self here with us over the last three days, thank you and I'm very excited to see how the work that was shared here and the inspiration that was shared here can be a pebble in your pond for making that big difference that you're meant to make, and being handsomely rewarded at the same time.



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Have a wonderful day, and thank you again, Mary.

MM: Thank you.

LS: You're welcome. This is Lisa Sasevich signing off, and we'll see you around our Sassy campus. Bye bye, everyone.