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LISA S: Hello, everyone. This is Lisa Sasevich welcoming you back to How to Sell to Women in our three-day live virtual training. It's been such an amazing two and a half days already and we're not letting up at all now because we got an amazing woman here today to really bless us with showing us how she has made millions by learning how to honor women, serve women and inspire women to say yes. Again, welcome to How to Sell to Women. This is Lisa Sasevich, known by many as the queen of sales conversion and founder of the Invisible Close. So I want to jump right in with our guest today because I personally am so excited to listen to her to hear what she has to say and most importantly to learn from her how she attracts, inspires and influences women buyers to say yes to themselves. And the most fun part is she's my name sake.

So I'm here to introduce to you today to Lisa Nichols and I want to just let you know a couple of extraordinary things about Lisa and then we're going to bring her on the line. So Lisa is a bestselling author, a popular public speaker—I have been in her audience myself and was so impressed, a powerful coach and a very charismatic teacher you'll soon experience. She has reached millions both nationally and internationally with her powerful message of empowerment, service, excellence and gratitude. Now, her participation in the self development phenomena, *The Secret*, catapulted her popularity across the globe. She has now appeared on the Oprah Winfrey Show, Extra, Larry King Live and on NBC's Emmy Award winning show, *Starting Over*. In addition to this, Lisa is the founder of *Motivating the Masses* and the CEO of *Motivating the Teen Spirit*. Her transformational workshops have impacted the lives of over 210,000 teens and over 1 million adults. And what I'm really excited about for her is her new book, *No Matter What*, that I know we'll be hearing about. It hit sixth best seller list including the New York Times in the first 37 days of being released and has already been sold in 20 foreign languages. Lisa has been coined, and you can see why, as the breakthrough specialist by her peers in the industry and that says so much. So it's really my honor to welcome to our call today Lisa Nichols.



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LISA N: Hi, Lisa. How are you, darling?

LISA S: I'm great. I've been looking forward to this all day all week all month. Very excited to get to know you better and to learn from you today.

LISA N: Oh, thank you. I am so excited to be with you and I have been so excited about this time that we had scheduled together. I literally just landed probably about 14 hours ago from a 16-day tour and this was the highlight of my day home was being with you.

LISA S: Oh, thank you. That's 16-day tour. I remember when we first met at eWomen Network last Year, we were both speaking there and I asked you where you live and you said in the executive lounge airport.

LISA N: Right. Right.

[Laughter]

LISA S: And you know what, that's a woman with a mission right there.

LISA N: Right. Right. My mailbox is in San Diego but I really live in the executive lounge/baggage claim. But I'm super, super, super excited about this conversation because on the 16-day tour, 16 days, six cities and 17 or 18 events and the majority of them were women. And so I'm excited about this conversation, excited about your focus, excited about what you teach and share and empower women with. So I'm looking forward to more excuses for you and I to play together and call it work.

LISA S: I like that especially because I think when you're not playing around, you're in San Diego too, aren't you?



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LISA N: I am.

LISA S: Okay. See, this is a problem that we're not already doing that but we'll remedy that soon.

LISA N: Yes. We'll start today.

LISA S: Perfect. I love that. No time like today. So I want to dig right in with you if you don't mind and I'm interested to learn personally and I know we've got over 12,000 people that have chosen to join us here in this series and we all want to know how and when did you discover your calling to empower and serve women?

LISA N: I think that and I believe that long before I was doing, God had been calling me to do it but inside of my fear storm. I was a single mom at the time. My son was three years old at the time and I was living in Los Angeles. I was very comfortable in a six-figure income with benefits and vacation. So it's funny you used the word 'call' because I say to people in all honesty when God called me to do this work, I asked Him to call me back later.

[Laughter]

LISA N: Call me back later, dude. I got...

LISA S: Can I set the time? Exactly. I'll make an appointment when I'm ready.

LISA N: Right. I got job security. I got benefits. Call me back later. And really, it was I was afraid. What if it doesn't work? I'm walking out on a skinny branch. And you know your best opportunities are out on a skinny branch and yet you have to take a big gulp to get out to



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the skinny branch. And so I was called to do this work in the very early '90s. I got the courage to do the work in the late '90s and my first service to women was in battered shelters. I would go around Los Angeles and I would speak and inspire women in battered shelters and in drug diversion and drug recovery institute. And I did that because I truly believe that if I really wanted to serve, I said if I really want to serve in this industry, then go where no one is beating down the doors to go, there's no bottom line revenue necessarily but there's high benefit in there, women who are fighting to get their lives back and so I spent the first three years in places where women where literally their life depended on a breakthrough. Their life depended on transformation and once I honed and got very clear that this was the work I wanted to do then I began to expand to entrepreneurs and expand to corporate businesses and expand to women all over the world. But that's where I started in Los Angeles in the trenches.

LISA S: Wow. Wow. I mean you really—I love what you said about you get that call and you wanted to call back and it does feel like a skinny branch. I can imagine how that was to leave the benefits. You have a small child and you were going into some places not many people had been willing to go to really get that real with people. So when you look, Lisa, what would you say? How would you define the unique transformation that you offer to women?

LISA N: I create a safe space that's full of information, inspiration and transformation, the opportunity for transformation inside this safe space. I create the tone where it's necessary not only to look at your to-do list but to celebrate you're the-done list. So before I step forward, let me honor and acknowledge where I've been. I also facilitate the process of recognizing what's the breakdown in our lives, understanding what a breakout looks like and then creating the breakthrough that I want. And that process drove deep. It goes wide. It comes with a surround sound sense of learning. It's intense. It's moving and I think the way that I facilitate it uniquely is that I jump all in. I'm not afraid to show you the ugliest parts of my chapters of my life so that you can see that if I can turn that breakdown into a breakthrough, then so can you. And so I



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walked to transformation in a very different sometimes unique way, edgy out on a skinny branch where in addition to your possibility will live accountability.

LISA S: Wow. I consider you from what you just shared a true mentor. I think there's a lot of people out there that are calling themselves what I would call a coach and I think the difference is really the coach kind of like in football can sit on the stands and tell people what to do, right?

LISA N: Right. Right.

LISA S: You're a true mentor. You're out there on the court actually doing it, walking your talk and letting people be inspired and showing them how. Well, you have certainly attracted amazing following of women through your books, your courses, your teaching and the people that came to this call really want to—there's men and women who are looking to serve the women client and attract, inspire the women client. So what are some of the ways, Lisa, that you have found to attract women clients to your business?

LISA N: To recognize the language. You've talked as many a times as you are a definite expert in sales and closing but it's to speak the language. If a woman is your ideal market then speak the language of a woman but to recognize that women are savvy business people as well. Women also look for bottom line. See, as a woman, we love the journey. That's why when we're telling a story, we want to know what was she wearing, what was he wearing, what's the color of his eyes, what was the music playing. We love the journey and yet to be mindful that as men, men are primarily bottom line, "Give me the outcome. Give me the benefits. Give me the ROI. I'm not necessarily—I don't care about what color the shoes was. Give me the ROI. Give me the bottom line." Women love the journey, however, speak to the benefits. Speak to the WIIFM at the beginning, What's In It For Me? Use your primary real estate not to talk about the experience but to talk about the benefits to your listener. When you



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tell me, “I’m going to show you how to secure a six figure book deal. May I do that? I get your permission. Yes.” Now, I can say the color and the journey and the [00:10:39] and how long it took me to write the proposal but I told you at the beginning what the benefit was going to be for you. So one of the ways I’ve been super successful with women is that number one, I tell them the value and the benefits that this is going to have in their lives from the very beginning. I don’t get to the benefits—I coach a lot of my students. We build it up, build it up, build it up and then we tell them why they need to know it. No, tell me why I need to know at the beginning and then tell me the color, then give me the layers, then give me the experience. Don’t leave both out because I see women selling in front of the room and they’re going bottom line and they’re speaking to women and the women are saying, “Well, that’s great benefit but we don’t have a relationship with you yet. So I’m not going to buy from you. There’s no relationship going on.” We love relationship in addition to the benefit and to remember that at all times.

LISA S: I love that because you’re right. I see women go one way where it’s all about the stories and everybody is kind of saying, “Where’s the beef?” And then we can go the other way, right, where we get very bottom line. We try to copy the way that the men will do it.

LISA N: Exactly.

LISA S: Kind of either way doesn’t work. I love this piece of advice.

LISA N: Well, you know what, Lisa, what’s confusing is that the first way when it’s all stories, it’s all [00:11:57], you can be given the facade that you did well because the ratings could even say 5, if the 5 is the highest. So the rating could be 5 because you made them feel good but if feeling good is what determines your win, then you’ve hit your mark. But if feeling good and increasing your business revenue, if that’s the win, then you did half of that. So it can be misconstruing and women can get very confused because they measure their success also way people speak about them. How they came up is like, “Oh my God, you changed my life.”



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Okay, I changed my life but did I change your life enough to invite you to take radical actions? Did you go register for something? Did you pick up the DVD? Because that's really a commitment to change if we're willing to be in action when you leave this place. Otherwise, we just had a great experience.

LISA S: I love that. I love that. So you said point one is tell them the value and the benefits at the beginning and then make sure don't forget the colors, the layers, their experience. What's another point? Is there something else you can share with us? And that is so powerful, I want more on how to attract women client.

LISA N: Absolutely. So in attracting the woman client, again, you're speaking to women. You're speaking to grown women. My success and closing went from 10% when I first started to I've gone as high as 90% closing the room. I average at about 60% closing the room. So I've got some really great success in front of the room.

LISA S: Wow.

LISA N: Let me just say some of the techniques that I've done. Number one, attracting a new woman client—now you can be at a conference, you can be at an event and they're participants in that event but they're not your customers yet. And so how do you convert a listener to a customer? To me, you ask permission. I don't know any sales book, Lisa. I don't follow anyone else's rules. I made these all up based on what works for me. I come from a background of 'I don't like to sell.' For years, I struggled with selling. I don't like to sell. I love to serve. So number one, make the statement, "I am not here to sell you. I am here to serve you. Now, in serving you, I am going to invite you to take action. Is that okay with you?" Powerful thing you've just done.

LISA S: So powerful.



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LISA N: Because now, Lisa, you set up their listening. Now, they're going to listen when you move into that invitation versus tuning you out because you asked their permission and they said yes. I just did this the day before yesterday in Atlantic City and closed, I don't know, probably about 50% of the room and I just asked their permission. "I invite you. I'm going to invite you to take action based on what you say you want. Is that okay with you?" "Yes." "May I invite you?" "Yes, you may." That's number one. That's how you begin to attract that client, now you've turned up her listening. And then also how you attract is you use, to me, you use anecdotal stories of how your life was before you apply this thing that you're going to invite them to do and then how your life is now without sounding braggadociously. I have to say I am just so over the top tired of men and women getting on stage and it's just a brag fest. That doesn't feel good. But if you make me feel like community—you know, one of the things I say on stage is, "Listen, I love sitting next to Oprah. I love sitting across from Larry King. I love having lunch with the queen of [00:15:30]. I love being able to transform my life. But before, you have to know that's who I am today, you need to go back 15 years and realize I was the woman, the same woman on government's assistance. I was the same woman who didn't have money to wrap my son in Pampers. I was the same woman who was so afraid of my own shadow or so afraid of being great that I would give you my own way whenever it got so good. So I want to show you the things that I did to move my life from where I was to where I wanted to be."

LISA S: And that is so beautiful because you brought us in but also you put your credibility right out there in the front, right? Because I hear Oprah and lunch with the queen and I was thinking, "Oh my God!" And then you just bring you right in so it's like wow.

LISA N: Absolutely.

LISA S: I want to know how you went from there to here.



LISA N:



Absolutely. Absolutely.

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LISA S: I love that. I have a girlfriend that made up this—this one is a girl friend moment here, I have a girlfriend that was in another female mentor's courses where there was a lot of bragging going on and so she made up this word. She said—she calls it the LAMISF club, Look At Me I'm So Fabulous. [Laughter] I think that's the acronym, the LAMISF club, and I'm frankly [sick and tired of it too 00:16:40].

LISA N: I completely agree with you. That's funny.

LISA S: I know. So I love this. Okay, you're asking permission. People are saying yes. We get it. We want you to service and please make the invitation. You're using stories and really showing on how it was and how it is and the steps to get there. I love that.

LISA N: And what I call that is time stamp. So you time stamp now and you time stamp back. Joe Robert is a great coach, a great media coach, a good friend of mine. He calls it the dip theory. The dip theory is yes, speak to where you are now but then get back to where you used to be. When Harpo Inc. called me and asked me to be on Oprah, they didn't ask me—in the opening they said, "Now that you know about the law of attraction, how was your life better?" And for the record, whenever major media calls, they give you 12 minutes to impress them. National media gives you 12 minutes to impress them. If you didn't impress them in 12 minutes, you're off the phone. I said answering their question, "If you want to know how great my life is now, you first have to know what a mess I was before." You think I didn't hook her in?

LISA S: Wow. I'm hooked in.

LISA N: Two and a half hours later, we're still on the phone talking. So my point is the dip theory. You want to make sure you give yourself permission, Lisa and every woman, every



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person listening, give yourself permission to put some skin in, exercise the dip theory. If you showed up perfect and you only show perfection, then how can I dare learn from you because I'm not perfect? When you show your imperfection, you now match your audience. You match your students. The morning I got up to go to Oprah, I was crying because I knew I'd share so many personal stories when they videotaped me that I didn't expect to share and I was afraid that when they saw the mess in my life that no one would consider me an expert. So I called a friend of mine and I'm crying on the phone and he started praying for me and he said a prayer that shifted everything, Lisa. He said, "God, thank you for using your imperfect child to help your imperfect children." It's in our imperfection, not using the stage as a counseling or therapy session, but it's in the imperfection, it's the dip theory that your audience will find their stimulants and their likeness in you enough to trust you as their teacher.

LISA S: Oh, Lisa, that is so powerful. I mean I want to ring the bell here for our listeners because you just shared how you—because you were ready and because you're willing to be vulnerable. You got that call that—most people less than 12 minutes and they're off the phone. They couldn't hang up. Two hours, what a generous gift that you gave us today to hear about how you opened—just your opening line for that conversation to hook them in. I mean you had her at hello. Very powerful. Very powerful.

LISA N: Yeah.

LISA S: Well, this is perfect because it's bringing us up and if I skip any steps, please feel free to go back but it's bringing us right to the next question that I've been really excited to talk about with you because I've seen you do this so well. It's sort of like I just want to have this conversation. If everybody else wants to listen, that's fine.

[Laughter]



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LISA S: I want to talk about that moment, that moment of this transformation and I know you and I both relate to it that way, when a woman says yes to herself. When she make the decision and actually whether it's yes or no, it's really a moment of transformation, what have you found as effective in inspiring women potential clients to say yes on the spot.

LISA N: Number one is to be more committed to the outcome that they want to receive and produce than what you're selling them. So I stay connected. There's a few things I do: number one, I say, "What is it that you want?" And I allow them to keep sharing what they say they want. That I, instead of selling people things, I prescribe things. So people come up and say, "What should I buy?" And all I say is, "What do you need? Where are you in your life? What's the area that you're working on? Are you working on getting out of your own way? Are you working on building effective systems in your company? I have two different services that will accommodate that." So I keep them attached to the outcome that they say that they want to create. That's number one. Keep that very prevalent. As oppose to talk about how great my program is, I keep them attach because this is what you said you wanted and this is what I recommend you do to get there. So that they get to make a decision, "No, I really don't want that. Okay, then now, you may not want this service. You want that, this is the service that will get you there." That's number one. And number two, I encourage women and men to make two decisions because often are wrapped to "do what I want to do" with the "how am I going to make it happen?" They group all that together and so it ends up being a no because they don't know how they're going to make it happen, if it's too costly as they see it or if they have to travel. And so I say step away to those decisions. Those are two different decisions. Number one, do you want to do it? Yes or yes or yes or no. And number two, how will you get it done? But if you answer them together, sometimes the how can be too daunting and it makes your "do you want to do it?" turn into a no. But if you answer, "Yes, I want to do it," and the yes energy already exists, now the strategizing has more energy, has more fuel that comes with it. So I just did this the day before yesterday as I'm offering my global leadership program. I'm offering other programs at Atlantic City and it's an investment. I mean they'll work with me for a year.



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It's an investment. And so the women were like, "I don't know how." I said, "Okay, well then let's not look at the how yet, let's first ask the do you want to do it?" and everyone's energy changed. "Yes!" Okay, now that we know yes, how many yes do we have? There were six yes in the room. It's a very small intimate room in my suite. There were six yes in the room. Now that we have your yes, now let's figure out the how? Man, their brains began to shift in strategy because now they're in strategy. They're not in decision making. So number two would be to separate your prospective client's movement and their answers. Is it a yes to the "do you want to do it?" and then yes to "how you're going to make it work?" Then the first thing that I would do is, and I like doing this so that I can sleep through the night, I always, "Listen, I am not here to sell you. I am here to serve you. It's my job to give you access to the system and the education that you say you want to get to your next level. That's my job is to give you access. It's your job to choose whether you want to take the road and the journey with me." And then I let them breathe. And people love to make decisions when they breathe. And I go as far to say—because, Lisa, I'm risky. I play on the skinny branch. I go rogue. I'm that girl. So I say, "Listen, I don't want regretful money. I don't want worry money. I don't want your doubtful money. I want your joyous money. When you write that check or you slide your credit card, I want you so uber excited about this that you can't sleep tonight because you can't wait for us to get started. That's the kind of money that I want. Anything other than that, then you need to become clear."

LISA S: That's high. I mean that is just so honoring and we talked about honoring the women client to the highest level and that is so honoring. When you said that, I took a breath. I mean I...

[Laughter]

LISA N: Right. Right.



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LISA S: You're talking about and I breathe.

LISA N: Right. Right and you know I say, I say, "Listen, we only have..." "I'm just using some arbitrary numbers based on some things that we're doing, "we only have 32 spots in this program and I recognize that and I know that that's what you—in a sense of urgency and I can't change that because there's limited space. But in playing with me in general, it's not a now or never. It's a now and whenever you feel is right." And they breathe again. And then most of them say, "Oh no, no, no but it's now. It's now for me. [00:25:06] now." "Oh, okay." So I give it back to them. Put it back in their hands completely to let them know I am not [00:25:14] from you at all. I'm simply giving you access and you simply have the responsibility to choose. And I tell them that.

LISA S: That's beautiful, again so honoring and really does take you right out of pursuit mode and allow them to pursue the opportunity with you. So, so brilliant. I love it. I'm learning so much. You have been out there with some of the top speakers in the world and on some of the most coveted stages and I know you've had the opportunity to work with women clients every which way from Tuesday from one on one to large group seminars, webinars, teleseminars the whole thing. What doesn't work with women? What are some of the—if you can just stop us from those things, you either done [00:26:04] the day?

LISA N: Ooh, Lisa, Lisa, Lisa.

LISA S: I know. We're getting into the...

LISA N: Yeah and the harder questions but...

LISA S: I know you see it.



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LISA N: Absolutely. I love it. So we talked about a little bit earlier don't have a brag fest. Like you said your girlfriend, she was in an event. She knew she saw it. She labeled it. Don't have a brag fest. Come whole and complete. Come to serve. The best leaders lead from behind. Elevate and lift up your students. Your elevation will naturally occur. So number one, don't do the higher key thing where you're, "I'm better than you." I can't stand when I go to an events and the speaker is speaking from the mountain top, "Come join me on the mountain top. Check out the atmosphere up here." If you want to reach, touch, inspire and roll and activate your client, your students at a whole another level, then you walk down the mountain. You hold their hand and then you take them back up with you at a pace that they're comfortable with. So that's number one. Number two is, I just say this for speakers in general what not to do, do not go on stage and the first thing you do is apologize. "I'm sorry we'll not be in front of you long. I'm sorry I'm new with this. I'm sorry..." You just absolutely disqualified yourself from being on stage. So don't walk on stage apologizing or making up reasons or asking the room to accommodate you for a moment. You came to give high value, come standing in that space. Well, my first point was knock you right the [00:27:45] but my second point is to not shrink. Don't shrink. Stand in your glory. Now, your knees could be knocking and your teeth could be chattering and you could be so freaking nervous, that's okay. But go up and say something amazing. Whenever I tell people and my students who are studying, speaking under me and they're very scared, I say, "Well, then walk on stage and make a compliment. Give a compliment." Because we're so good at serving others. Give a compliment. "Oh my God, you guys look beautiful." Start with that and then further down when you've already built some rapport, you may say, "When I first walked up here, I was nervous," if you feel like you have to say it. So don't shrink when you walk on stage because all of this impacts your close. It all impacts your sale. Everything I'm saying is going to impact your invitation. And number one, don't sell people. Don't sell people. Don't use the word 'sell' because it's the word that we can relate to. It's the word that we know. But if you serve your way to success, then you serve your way to success. You can sell your way to some revenue but you will serve your way to far more. So stand in service. Before you have the right, Lisa, to invite someone to buy something,



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you have to serve them radically to me. When I teach my speakers and my global leaders, I'm constantly saying, "Listen, you have to earn the right to ask me to go on my purse and pull out my credit card and give you my money." You have to earn that right. How do you earn that right, Lisa? You serve me. Fill me up. Now, there's always more. By the way, I say this at the beginning of my speeches for the most part and it's to let people know I'm am going to buy you and I do have more. Make the statement. There's no way I can give you everything that I have to give you. I want to give you as much as I can though in this 45 minutes and then I'm going to invite you to get more. So you set it up that way. There's no way—I have so much to give you. I have 59 hours of content if I never stop talking but I can't give it all to you now. So set it up that way so they know that there's more but come, serve first and then invite. Then notice I'm not saying sale only because our neurological association with sales sometimes means push or we get scared. So I'll say invite because as a woman, we are a master inviter. We invite to parties, invite to girl time. We invite for play date. We know how to invite. So you want to invite your clients to take action versus sell them. And the number four thing that I would say don't do, you know, there's a number of things but that the fourth thing that I'll [00:30:29] not to do on stage is don't push from stage. People can tell when you're moving into that place of desperation or you're moving into that place of selling agenda. Make the sale, make the invitation to purchase. Feel like it's the 45 degree angle of your presentation, "and oh by the way, and for many of you," these are some of the things I actually say on stage, "For many of you, today was enough and you're inspired. But for others, for many of you as well, today was a starting point...." and I pause a little bit and nod so that all the nodders can nod. "Today was starting point. You may find that you and I speak the same language and you'd like to continue to learn from me. I'm excited about that. For everyone that that's not the case, I'm so excited we had our time together. But for the others, I want to invite you to take bold action in a couple of way."

LISA S: That's beautiful. I love it. I can already see people going to selltowomen.com/joinus thinking, "I need a transcript of this."



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[Laughter]

LISA S: Because I mean you're not just teaching us, Lisa, once again a true mentor, you're modeling. You're modeling exactly not just the concept but exactly—we're getting to hear the words and I think it's so powerful and you've really given us—in telling us what not to do, you've actually given us four steps of really clear what we should do.

LISA N: Absolutely.

LISA S: Thank you for that.

LISA N: Welcome.

LISA S: Brilliant and so generous.

LISA N: May I just share one thing?

LISA S: Of course.

LISA N: It's so important for me to say this, as one of the co-teachers in this conversation, you being one, me being one, that for the first five years of my speaking career, my closing and my sales really, really sucked. I mean big time, really, really bad. Really, really bad. Because I didn't have a coach, I didn't have a mentor, I didn't know what I was doing wrong. I was so uncomfortable with the perception people would have of me if I sold. And let me tell you the one moment that shifted that. May I share that with you, Lisa?

LISA S: Oh, I'm at the edge of my seat.



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LISA N: This woman came to me. It wasn't any right moment with a mentor, with a teacher. It was a student from my workshop because I didn't offer anything. I didn't offer anything. I have stuff. I have things in the back of the room, maybe a few little things. But I didn't offer anything. They didn't know. Many people would leave and not know that there was anything there because I never mentioned it because I just didn't know how to do it. And this woman came to me, a student, and she said, "I dare you." I said, "What?" "I dare you, open me up to see such possibility in my life and not give me the chance to continue this study and send me home back to my same environment with no tools." She said, "There's one thing worse than having no hope." She says, "Finding hope and then losing it." Lisa, I was convicted. I was convicted at a whole another level. So for those of you who are listening and you have that neurological association, that emotional relationship to selling that it's bad or it's hard or it's difficult, you're making it too much about you, honey. Selling is a dignified conversation about someone else's possibility so much so that they take radical action to create a breath taking future. Selling is a dignified conversation about a new possibility that's created for someone so much that they're inspired to take radical action to create a breath taking future. I had to get that. And so while we're talking about all the to-do's and all the not to-do's, I want to make sure you understand the mindset that you have to come with so that you're able to implement anything that we're saying.

LISA S: That's so powerful. I mean you just put such poetry and such a wonderful example too. I mean we're just so like-minded. Peggy is Skyping me saying, "Wow, you guys are so like-minded."

[Laughter]



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LISA S: Really. I'm so with you there. I believe it's a disservice not to make an offer, right? I mean if you don't see that that's the highest level of how you can serve someone, then you're doing the wrong thing.

LISA N: Right and listen, I got kicked out of college my second year for not having enough money to continue. I got kicked out and so all of my education, all of my business education came from workshops, came from buying, investing in myself to someone's course, someone extending invitation from stage and I say yes, yes, with knees knocking and teeth chattering, all of my education. And I would dare so much as to say I have an equivalent of an MBA or PhD on entrepreneurship. I've gathered so much knowledge but it came because someone had a dignified conversation on stage and invited me to be radical in a new possibility to create a breath taking future. And I tell you I'm that woman that have to get on government's assistance when my son was born, I'm that same woman this year who's running a multi-million dollar company that's going public. So because I was willing to say yes, because someone invited me to take action, my life has been become breath taking and barely recognizable. So for every woman and man listening, that's your future unfolding if you're willing to allow it to be that.

LISA S: Absolutely and this so points back right to where we started when I had the privilege to introduce you really what you're out there really inspiring people about is no matter what, right? No matter what energy and you're sharing how we can give people that moment, that no matter what moment by having the courage to make an offer by serving them through giving them place to step forward. So I know that everybody listening is going to want to get a deeper cut at what you do and I know that you have put together something very, very generous for us and I took a peek at it myself and I went, "Oh..." [Laughter]. So I want to direct people that are listening where to go to get this free gift and then I want you to tell them a little bit more about it. So if all of you listening want to take a deeper cut with Lisa Nichols—I mean you have given us so much already in such a brief period of time, I can only imagine what else you have



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up your sleeves. Please follow me over to SelltoWomen.com/lisagift and you're going to watch such an inspiring video there and the gift that you're offering is so generous. Why don't you tell us what you've got for us, Lisa?

LISA N: Wonderful, wonderful, wonderful, wonderful. Well, there—it's so funny because when I landed, I tried to boot up my system and get everything together for you and my laptop has just decided it wants to rest because I'm a crazy woman. So I want to go off [00:38:11] what my team and I put together for you. And if I'm leaving [00:38:15], Lisa, still up in there to make sure that I...

LISA S: I mean I could tell you what I'm looking at then you could tell us what's inside.

[Laughter]

LISA N: Yeah, you do that.

LISA S: I mean this is just so awesome. It's basically showing your book *No Matter What* and inviting us to fill out the form to download our CD, *Setting Your Champion Free* absolutely free.

LISA N: I was hoping that [00:38:41]. That's wonderful. Okay. So let me just say the book, *No Matter what*, is a combination of an autobiography and the how to. I didn't know I was going to tell the story, Lisa, that I thought I'll take to my grave. I had no idea. So in order to show you how to really push forward and build bounce back muscles and really step into your greatest dream, I have to show you the time that I had to bounce back from some of the darkest days in my life. I figured I'm not going to show you how to stand on the mountain top, I'm going to show you how to climb up the mountain in case you need to do that. So when you read the book, *No Matter What*, drink some water because it does get very spicy, extremely, extremely



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spicy. It's [written 00:39:29] with powerful lessons but also powerful truths and experiences and also exercises and the exercises literally are the same exercises that I have my students do in our coaching session in my workshops. So if you want to have some breakthroughs, do those exercises. So that's delicious. I would hope you get the No Matter What. That's the foundation. And by the way, when you say no matter what, when you move to a no matter what mindset, Lisa, you move from optional, whatever this things is you say you want, you move from being optional about it so becoming non negotiable about it. There's distinct difference between optional and non-negotiable. When you become non-negotiable, do you know that the universe begins to move more fluidly and move more powerfully in alignment with you? Everything begins to move and more lined up with you because you have a non-negotiable no matter mindset. And then Setting Your Champion Free, oh my God, it's my favorite of all time. I produced this several years ago but it was the same—this is the message, exact message, word for word, that I told myself everyday in the mirror for 18 months to take my crawls to a walk, my walk to a run and my run to a soar. It's no more than 22 minutes of sheer inspiration of me speaking to the champion inside of me reminding that champion that it's supposed to live outside of me. When you listen to this, this is that thing you listen to before you go on stage, Lisa. This is that thing you listen to before you go for an interview. This is that thing you listen to before you pick up that phone to make those sales calls, before you go on that date, before you do anything where you need to pull your A plus game, you listen to Setting Your Champion Free. And I'm so excited that we were able to give it to you for free and bless you with it because it was so valuable to me as I began to release my champion and let the secret flow out of me and the law of attraction flow out of me and no matter what flow out of me in my conversations with the Oprah, Larry King. Every time [I feel 00:41:36] that I have to go back to another level, another layer of saying yes to the next season of my champion coming up, the next version, the next version of my champion coming out and I always go back to the same Setting Your Champion Free.



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LISA S: Lisa, this is such a great gift. I want to make sure everybody got it and where to go is www.SellingtoWomen.com/lisagift. And I feel, Lisa, like you took us—we got to go out on skinny branches today. I teach thousands of people how to get on the stage and speak and I learned so much from you today. And I've seen you. You're poetry in motion. So inspirational and you really do serve people whether they just have that moment of inspiration with you or whether they decide to move further and I acknowledge you for that and I respect that so much. So thank you for so generously digging in and just really showing us what we can use on and off the stage, really in any situation to be able to serve first, sell later. You are high on the mountain top in the realm of just a huge thought leader in serving women and yet you're so right here with us with everything you shared today. So thank you for modeling that.

LISA N: Well, you're welcome and Lisa, to your credit asking the question how do you reach you? All the questions you've asked of how do you reach her, how do you reach her and how do you let her know that you could possibly be the solution to her challenge or you can be a part of the path to her next and best season. All of your questions really lead to that, "How do you reach and touch her?" And what I did today was to demonstrate it. You go with her. You be with her. You share with her parts of you that she didn't expect for you to share. You share with her parts of you that you may have not expected to share. You trust her. You honor her. You celebrate her. You elevate her. And when you do that, you will lift the both of you up. You gain her trust by pouring in to her before you ask anything of her. You get her permission to ask her to take action. All these things that we want, you're right in our every day relationships. That's what you do from stage. You don't allow that mic, you don't allow the lights and cameras, you don't allow any of that to change the continent of your commitment to serve her. And when you serve her, you will server her to success. My company last year, our net profits grew 1,081% because we served more last year. We just served more last year. This first quarter of this year, our profits are up 49.2% already because we serve more. That's all, we serve more. And because we serve more, women and men are saying, "I want more. I'm ready to take radical action." And so wrapping this conversation up in a bow with everything you so



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wonderfully put out there, the bottom line is service. If you're not selling, it's because you're not serving enough or you're not giving enough value to the service that you provide. And there are many, many ways where you can learn this is one key way how to do that but at the very core, ask yourself, "Am I treating, am I serving and speaking to people in a way that I would want them to speak and serve themselves to me?" And you'll find your answer.

LISA S: Beautifully said. Thank you so much for this, the honor of your time, the gift that you gave on this call and the gift that everyone is going to go and grab to take this work with you a lot further. Again, at SelltoWomen.com/lisagift. And I want to remind everybody that wow, we still have an amazing master teacher coming up today. What an inspirational way to go into—for some of you going into the weekend, we've got people all over the world so it's different days everywhere but we're going to be joined in just over an hour by Mr. Michael Gerber, known by many as the world's number one small business guru and he's got his book, *The Most Successful Small Business in the World*, and many, many others that most of us have been raised on. So we're looking very much forward to having Michael join us. And if you want to grab Lisa's free gift, maybe you were driving, maybe you are on the treadmill and you couldn't write it down, there's just one URL you have to remember and it can get you to everything and that's SelltoWomen.com/joinus and there you will find the beautiful free gift offered by all of our master teachers. You'll find the links and you'll also be able to listen to this interview with Lisa and all of our other master teachers for 24 whole hours after they've happened. So I know you're going to want to listen again here and I know we've had some incredible people earlier today. If you've missed them, David Bach, Marcia Wieder and all of yesterday speakers, still up. So you've got time to just create something amazing for yourself and if you want to take in to the weekend, if you want to take it into your life further than that, you can go also to SelltoWomen.com/joinus and enjoy the VIP upgrade package that we put together really by request of so many of you that we've transcribed every interview. You get the audio download and you know one of my specialties is breaking things out into simple steps that you can succeed with so I've taken my own notes, really actions sheets and cliff notes on the most



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powerful pieces of each and one of our master teachers. And I have to say, Lisa, you gave me a hand cramp today because you have so many amazing points that really it would be a challenge to fit it all in one page but we put it that way. So I want to thank everybody. I want to thank you so much, Lisa, and we look forward to seeing all of you on our interview with Michael Gerber in just over an hour from now. Have a blessed rest of your day. Bye, Lisa.

LISA N: Bye. It's my pleasure to serve beside you.

LISA S: Mine too. Thank you. B-bye.

[End of transcription 00:64:55]