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**HOW TO SELL TO  
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LISA: Hello, everybody and welcome back. Welcome back to How to Sell to Women, our three-day live virtual training event. This is your host, Lisa Sasevich, known by many as the queen of sales conversion and founder of the Invisible Close. Congratulations on being with me in this series over the last three days and really showing your commitment and your investment here and being able to honor, serve and inspire your women clients to the highest level. Today, I'm excited to bring to you someone who has done an amazing job of really learning and teaching how to attract, inspire and influence women buyers into his business. You are here at How to Sell to Women learning from men and women who have made millions serving women. And again, it's really an honor to have you. This is the last interview in our series and of course, we are planning to have it packed a big punch for you today. I want to make sure that all of you know that you can listen to any of yesterday's master teachers and today's master teachers if you catch their interview within 24 hours of the interview and you can find all the details at [SelltoWomen.com/joinus](http://SelltoWomen.com/joinus). That's also the place you can go to download the amazing and generous free gift that each of our master teacher has brought for you and where you can grab our VIP upgrade pack if you haven't been able to get to every single speaker and you know you want their teachings in your success library going forward. It will give you the audio playback, the transcripts and also my own personal action sheets because as many of you know, part of my expertise is really being able to break things down into a step by step process so you'll get behind the scenes on what I found to be the most important points on How to Sell to Women from each of our teachers.

So today, it is such a huge honor for me to introduce you to someone who has been transforming lives around the world for so many years. In fact, I would venture to guess, he's probably forgotten more than I've even ever learned in my career. If any individual can rightfully be called the world's number one small business guru, it is Michael E. Gerber. He is the chairman and co-founder of Michael E. Gerber Companies with four distinct ventures. Based on his experiences with entrepreneurs in these dreaming room events, Mr. Gerber authored *Awakening the Entrepreneur Within: How Ordinary People can Create Extraordinary Companies*



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in 2008. Of this new period in his life and career, Michael says, “There’s an entirely new kind of entrepreneur awakening in America today and thousands are joining their ranks each week. I call the men and women coming alive and joining this revolution quite simply the Awakened Entrepreneur. And the Awakened Entrepreneur is inspired by the belief that to truly flourish, a business must touch the lives of each of its four primary influencers: its customers, employees, suppliers and lenders and shareholders in a deep and meaningful way. And Michael’s eMyth books have touched the lives of millions of business readers in every industry throughout the world and have been published in 29 languages. The eMyth Revisited, Mr. Gerber’s opus on why most small businesses don’t work and what to do about it was first published in 1986. It has gone into its 63<sup>rd</sup> printing and sold over 5 million copies and it continues to make the top 10 list of the hottest business books to the US and has been on Business Week’s bestseller list for over 36 consecutive months. So it is with my honor, it is with great honor really that I bring to you today the expertise and teachings of Mr. Michael Gerber. Welcome to the call, Michael.

MICHAEL: Well, thank you, Lisa. Can you hear me?

LISA: I can hear you. You sound wonderful.

MICHAEL: I’m thrilled. I’m thrilled.

[Laughter]

LISA: It’s great to have you here and really it was my intention to really pack a punch at our last session today and I just knew when you agreed, so generously agreed, to come here and share with us really behind the scenes what you’ve learned on how to both attract women clients and inspire women clients to say yes on the spot to themselves. I knew that this would be the perfect way to wrap up this powerful series.



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MICHAEL: Thank you very much, Lisa. Let me say that I probably have learned something in the decades and decades and decades of my life that has taught me to truly appreciate how little I understand about women as women. I've been married four times so I probably made more mistakes with women than any other single male human being on the face of this earth. Now, I'm sure there are others that are worse than I am. Now, when I say that, you have to understand that I knew what I was to talk about and I knew what the subject was here. And so at the same time that I've said what I've said, it's very, very important that you hear what you truly know about the problem we face when we think about selling women. The very first thing I need to say is we have to forget about the differences between men and women. We absolutely have to if we're going to be successful at this thing that you're actually asking me to teach about, speak about and engage our audience about, we have to forget that they're women and we have to forget that they're men. I want to share with you something that I've read years ago and I just picked it up this afternoon and it's so perfect for this particular conversation and I'm going to recommend that every single individual listening to us now gets this book. It's a book by a man by the name of E.F. Schumacher. He was the author of *Small is Beautiful* which was and is an extraordinary book but the name of this book is a guide for the perplexed and on page 33 in this book, he talks about the invisibility of man as it's been incisively described by Maurice Nicoll. I want everybody listening to me now to remember these names. Maurice Nicoll, N-I-C-O-L-L.

So Maurice Nicoll wrote, "We can all see another person's body directly obviously. We see the lips moving, the eyes opening and shutting, the lines of the mouth and face changing and the body expressing itself as a whole in action. The person himself is invisible. If the invisible side of people were discerned as easily as the visible side, we would live in a new humanity. As we are," he goes on to say, "we live invisible humanity, a humanity of appearances. All our thoughts, emotions, feelings, imaginations, reveries, dreams, fantasies are invisible. All that belongs to our scheming, planning secrets, ambitions; all our hopes, fears, doubts, perplexities; all our affections, speculations, ponderings, acuties, uncertainties; all our desires, longings, appetites, sensations; our likes, dislikes, aversions, attractions, loves and hates; all are themselves invisible. They constitute "one's self." "So Nicoll insists," Schumacher



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goes on to say, “that while all these may appear obvious, it is not at all obvious. It is an extremely difficult thing to grasp. We do not grasp that we are invisible. We do not realize this that we are in the world of invisible people. We do not understand that life before all other definitions of it is a drama of the visible and the invisible. There’s the external world in which things are visible, i.e. directly accessible to our senses and there is an inner space where things are invisible, i.e. not directly accessible to us except in the case of ourselves. This all important point will occupy us at some length in a later chapter.”

So why do I choose to read that? Well, I choose to read that because it’s obviously completely true. I can’t see Lisa forgetting about the fact that I’m on the phone with you. I can’t see Lisa and Lisa can’t see my Michael. I can’t see Mary or Judy or Jane. I can’t see Jim, Jerry or Jack. I can’t see anyone because in fact the human being is invisible. And so the only thing I can do is to read the signs and the signs are expressed by every single one of us. But unfortunately in a language that none of us truly, deeply understand, not with the part of ourselves that we think of as the analytical part, the part that knows something, but rather the other part, the intuitional part, the part that is thought not to know anything but to directly experience something. And so I’m saying that in this conversation, Lisa, about sales and about women and about the process and about the focus of our attention, I’m saying that the only possible way we can think about this is to not think about this but to experience it directly.

LISA: Wow.

MICHAEL: And so over these years, over these years in all of my work, in all of the systems development, in all of the process creation, in all of the selling that my people, I, you, we have done, have come to realize that something that’s absolutely stunningly true and that something that’s stunningly true is not a fabrication of the truth the way our personalities are created but rather something that is indelibly real and alive in every single one of us if we get out of its way so we can directly experience the signs that I was speaking about earlier, the signs of a human being, the signs of a truly, truly living part of the other. And she is speaking to me and she is speaking to you and she in many, many, many ways doesn’t even know what she’s speaking.



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She's unconscious about what she is speaking. So it's very, very strange I've been doing something over the past seven years now. I launched a new venture, you spoke about it. The new venture, the heart of the new venture, it's called the dreaming room. The purpose of the dreaming room when I created it was to truly awaken the entrepreneur within every individual that came to us and said, "I'm interested in what you do." So I launched my very first dreaming room in December of 2005.

LISA: I love to hear more about what it is.

MICHAEL: Well, the dreaming room is an entrepreneurial incubator. In fact, it's not the venture that's key. It's not the company that you're coming to create that's key, it's really you, the individual, do at the start up. You're the one who in fact is going to determine the outcome of all this whatever it is you do, whatever your business is all about, whatever life you've take on or like not to take on. And so in the dreaming room, I speak about a blank piece of paper in beginner's mind. And when I invited people to that very first dreaming room and I said, "Come dream with me," we're going to awaken the entrepreneur within you and we're going to do that with the blank piece of paper in beginner's mind, that's my blank piece of paper and your blank piece of paper. People said, "Well, what's going to happen there?" And I said, "How in the world will I possibly know?" I can't possibly know because in fact we're presuming to be able to connect with each other the blank piece of paper in beginner's mind. Beginner's mind essentially says that we have not done anything but beginning anew. It might even be thought of as original mind as oppose to ordinary mind. Original mind being the mind we were all born with. Ordinary mind being the mind that's created through our experience to all of the input from all of the influencers when we're a tiny, tiny, tiny born child all the way up until we're standing here now or sitting here now as the case maybe, Lisa.

LISA: Sitting over here... [laughter]



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MICHAEL: Which were a product of all these experiences that have happened to us over this period of time and we constructed this personality, this character, this individual known by our name. So Lisa has done that. Michael has done that and everybody else sitting here listening to us right now has done that. We have fabricated this personality, this person and that person who's been fabricated by all of our experiences and our reactions to them calls I—I, Michael; I, Lisa; I, Swati, or Mary or Valerie or whomever is saying I and you say I and you say I and we say I thinking that there is an I that we're speaking about when in fact the I that we're speaking about is really an accumulation of little I's, each and every single one of them says I as though he or she is all alone, speaking about something real when in fact it's not real at all. We've made it up but we didn't make it up intentionally. It was made up through associations that each and every single one of us have—I hope you're still with me.

LISA: Oh yes.

MICHAEL: Associations that each and every single one of us have that are all automated as anything could ever be thought to be automated as mechanical as mechanical as anything could be. A great mystic by the name of Gurdjieff once said in absolutely brilliant terms and he essentially said that, "I am not or be it I am," and to understand the difference between those two is absolutely critical which essentially says going back to the dreaming room that in order for me to do what I did in the dreaming room, I had to evacuate the space I hold as Michael Gerber, author of this, creator of that, builder of the other, et cetera, et cetera, et cetera, et cetera. The person I just spoke to about who knows less about women than probably any man in the face of this earth. My identification with that I had to let go of it because in the dreaming room what happened was each and every single one of the individuals who came there in that three-day intensive with me would be asked after little set up or little conversation about how we created the dreaming room and why we're here. The very first thing I said to them is forget about everything you believed you're good at, get what you came. Forget about old co, forget about the company you have, forget about the person you are, forget about what you think you want, forget about the problems that you believe controlled you, influence all of your decisions, forget



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about everything. Let's dream. Then I would say to each and every one of them, "Open your pad, find a blank piece of paper and begin it. I have a dream. What is it? Then we'll be back in 30 minutes to find out what you said." And I left. Now, do you understand?

LISA: I'm leaving for 30 minutes to go write mine down but I'm... [laughter]

MICHAEL: Nobody...

LISA: You got me so entranced. I'm just doing the assignment. I mean you're the boss.

MICHAEL: Nobody knew what to freaking do or understand. I mean the reactions of people are just absolutely extraordinary. You got to understand the people who are there in that very first dreaming room, there are 33 of them, I mean all of them, each of them, they are business people. They thought of themselves as entrepreneurs. They thought of themselves as smart, as capable, et cetera, et cetera, whatever they thought of themselves as. And I'm asking to go through this exercise without any instruction on how to do it other than what they couldn't do and then I'd leave.

LISA: So it sounds like to me, Michael, that the dreaming room instead of being a business incubator, it's actually the thing that's incubating is you. Yes?

MICHAEL: It's entrepreneurial incubator.

LISA: The entrepreneurial...

MICHAEL: It goes to the very, very simple point that I've made for years in my books, the eMyth. The eMyth is the entrepreneurial myth and it essential says the people who own businesses in every country in the face of this earth and I've been throughout the world, every



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single one of them believed they're entrepreneurs but in fact they're not at all. They're technicians suffering from an entrepreneurial seizure. They believe in the fatal assumption that because they know how to do the work, they know how to create a business that does that work and it is a fatal assumption and it's the reason small businesses, most business at all, fail. So here I'm standing in front of this audience with a completely different perspective, it's called a blank piece of paper and beginner's mind which is where you find the entrepreneur, if there's someone there to look. Now, understand when I say this and understand also I understand the purpose of our conversation today how do you sell women and I'm saying you don't. I'm saying you do something else instead and that something else you do instead is absolutely key to what I discovered in the dreaming room as I would bring each and every one of those individuals alone up to the front of the room.

Now you got to understand I didn't know any of them and I didn't ask them for any information about them. So they came to the front of the room with a blank piece of paper, whatever they put on that blank piece of paper with the colored markers that we gave them to use and they've come up to the front of the room and I say, "Let me see your dream and then we'd begin it." And the very first thing that would occur as the first four or five came up, because by this time, understand it was two and a half days. This a half day and I'm going to be spending about 30 minutes each and every one of these individuals who I've never met who I didn't understand anything about. All that I was going to do was to bring them up to what I called the hot seat and engage them in a conversation. And in that conversation, my job was to discover who they were. How do you do that? You might say, "Well, Michael, you're really smart. You do that with your mind. You discover who they are by asking them a lot of questions and the reality is no, you don't. You do it in the completely opposite way, a counterintuitive way, which is in fact the intuitive way which is the counterintuitive to just about everybody you know." The answers are on their face. The answer is in their body. The answer is in their expression and their voice. The answer is in their defensiveness. Their answer is in the look in their eyes, the questions that they aren't asking. The answer is in the questions they are answering. The question is/are in what they drew in their page. I swear to God, Lisa, it's like the secret comes out and I'm not talking about that secret. The secret comes out, the



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secret which is that which they've held inside which is invisible in fact to them. Forget about how invisible it is to us on the outside, I'm saying the secret was invisible on the inside to them and they were astonished when in fact I could reveal it. How in the world did you do that, Gerber? Well, it's very, very, very simple. It's not a trick. It's the truth. And the fact is that everybody can do it. And the fact is that you can teach it. The fact is that you can teach it and you can experience it. The fact is it's really quite extraordinary. I'm going to share with you something that just happened today. You understand these are two things that just happened today. So I didn't obviously prepare all this for you. I didn't prepare what I'm saying to you right now. I received an email from an assistant to the director of a school in New York City. And the school in New York City is a school for improvisation. They're teaching improvisation and the director of the school had read something that I'd written and read a number of my books. He had read something that I've written for Inc Magazine, the online Inc, and you'll see blogs of mine on Inc. And so he talked about what moved him about my books and what they do and why they do it and what I mind writing a 300-500 words something for them every so often. So are you still with me?

LISA: I'm completely with you. I just love the way your brain works and...

MICHAEL: Cool.

LISA: Keep going because I know you're teaching us along the way and I know you have a plan. [Laughter]

MICHAEL: So I wrote my first, what I call, smartarticle. It's not an article. It's a smarticle. First smarticle for the school and I just finished it 30 minutes before this call.

LISA: Wow.



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MICHAEL: And the title of it is Improvisation is Not A Skill. So just bear with me. You don't learn how to do it. You allow it to be done. Improvisation is a movement within. It comes all by itself like laughter does. It is what happens when the energy in you is so contracted it has no place else to go but out or when it is so expanded within you that there is nothing to do but express it. Improvisation is an expression of being, of inspiration so unexpected that there was no way to have prepared for it. I listened to Stan Gets and I knew he wasn't there when I heard him. Somebody else was. I listened to Mort Sol and I knew he was winging it. I listened to my Saxophone teacher and I knew he had never improvised anything in his life. He had a skill bigger and greater than any I had ever heard before that when I first heard him at 12 years old. But then I heard Charlie Parker and I knew that improvisation was at the core of the man that he knew no other way of being than that. It was boiling there inside of the man, bubbling, [00:29:51], a frantic joy of concentration, of kinesthetic rage.

Yes, improvisation is the radical expression of a radical impression which arrives like an expectation and unrealized and unfabricated. It just is and that's that. It's the answer to the bewildering question "Where did that come from?" It's marvel like a comic book by the very same guy who drew all those heroes which all were at the very outset of their being, an elaborate improvisation, bigger, better, best as has this been as am I, as are you with love thrown in. So this is something that every single one of us possesses. This is something that every single individual listening to me provided they make the room for it is capable of doing, not to get the sale, not to get the result, not to produce something but to discover something, the something that's within the someone there in front of you and to me, that's what the master of anything does including sales. They create the room for he or she in front of them to reveal themselves to the part of us that is so completely, completely unprotected that everything comes in and to trust when everything comes in that will allow it to be what it is as opposed to what we think it should be. So rather than organizing our thoughts, our mantra around what women are, rather than that we're doing exactly the opposite. We're essentially saying women are not. They're human beings. There is no Venus and Mars. It's all bullshit. The something else that can play its game within us and that's the awakening to the potential of seeing.



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It's like in the dreaming room and I held, I led 59 dreaming rooms when I was building the Dreaming Room System so I can replicate the dreaming room by tens of thousands of times with dreaming room facilitators who using the system that came out of those 59 dreaming rooms that I led between December 2005 and December 2010. They can discover what it meant to get out of the way and to facilitate the process by which something extraordinary occurred. So I like to say the dreaming room is a standardized system that produces a customized result. Every single individual who ever goes through it discover something they didn't have before they came to the dreaming room and that they walk out with when they leave the dreaming room and it is completely as personal as their finger print is. Now if that's true and that can be done, Lisa, think of the application of that, that brilliant thing that can occur with each and every single one of us each and every time if we leave behind the ordinary mind and connect with the original mind which lives in every single one of us hidden beneath all the crap we voted on it. As somebody is capable of discovering himself/herself in the process by not looking but by seeing something extraordinary happens. I've seen it. I've watched it. I've experienced it. I know it to be as true as anything I could possibly ever say to you and if that's true then the secret to selling women is to see them. And when you see them, you'll see yourself. And when you see yourself, you'll suddenly be in relationship with that one in front of you in a way you could never have been before without an agenda, without a resolve, without a close, without anything that one might think needs to be done because you are awakened alive in the moment. And that sounds horribly mystical, terribly philosophical, terribly psychological and terribly unstructured and unsystematic, exactly the opposite of what people would think I would do.

But hear me, the system is the framework within which there's none. So let me say that again, the system is the framework within which there's none. The system simply enables me to be free, to be right there with her as she does what she can't help herself from doing. And in the process something is evoked and that something that's evoked is spectacular. I knew someone once who said it was like a dance. It's a private dance. It's a dance within a circle and that circle includes just you and her. And that circle within which there is that dance, the intense amount of positive energy within that space is indescribable.



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LISA: Wow.

MICHAEL: So I say to every single one who's listening it is a blank piece of paper and beginner's mind. It's nothing other than that. It is the dreaming room. And every single one of you who presume yourselves to be salespeople or marketing people, whatever you call yourselves, understand it is the dreaming room. Come dream with me is what you're saying to every single one of the individuals you're attracting to where you are. Come dream with me. Come dream with me. Come dream with me. And let's see what happens.

LISA: Very profound and I'm so grateful that we have heard so many strategies and tips and they've all been amazing and you're delving into the being of the human being and the honoring of a woman or a man and I know we're specifically looking at the woman client here but the honoring of the woman client with the presence in the way you're describing it and the way that you're inviting us to be there is just the icing on the cake for all of it.

MICHAEL: It is and the beauty of it is, Lisa...

LISA: The foundation, it's more than the icing. It's the foundation that everything else that we've learned over the last three days rest upon.

MICHAEL: Being there.

LISA: Being.

MICHAEL: Without being there. There's an old expression we used to use years ago at the Michael Thomas Corporation which was the progenitor of the Gerber Business Development Corporation which was the progenitor of the eMyth Worldwide and there is a gift we gave to everyone of our clients and it was a poster. One poster said, "Focus on results, not on work." And the minute they got that poster, we would give them the second gift and the second gift



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said, “Focus on work, not on results.” So anybody who received those said, “But which is it?” Focus on results, not on work or focus on work, not on results. Essentially, the obvious was the order in which we gave them to you. First focus on results, not on work. Second, focus on work, not on results and allow it to happen. And as that was true then, I swear, Lisa, it’s true now and I say that to every single individuals sitting out there and listening to this saying, “How in the world do I learn that?” Well, the good news is you can. We can teach you that. The only question is are you ready? Are you truly ready to let go? Are you truly ready to agree that you’re stuck? Are you truly ready to understand there is original mind and there is ordinary mind? And ordinary mind is a prison and that we each, every single one of us and every single person you meet is imprisoned by ordinary mind without any understanding of what that means. And if you understand that and truly, truly open yourself through that and the possibility of that and then the reality of that transformation will occur. And it will occur as certainly as it occurs in the dreaming room for every single participant who goes through the process of asking the question “Who am I? Why am I here? What do I want? Why is that important?” And every single prospect that’s standing in front of every single salesperson is asking that quietly inside of themselves without even know it. Your job is to know it for you and for them. So Lisa, thank you for the opportunity.

LISA: That’s so profound and I just appreciate the way that you’ve weaved us through to take us to a place this afternoon that I know I wouldn’t explore on my own when I’m in the doingness of my life and you gave us a deep dive into the being human being in this area and it is foundational. It is what we all need and I know that thousands and thousands of people that have signed up to be able to hear you today. There are people on the line and quite a few I’m sure who would like to take it further with you and I feel blessed to have this time together. And I’d like to tell everybody—first, let me have everybody, just follow me on over if you’re in front of your computer, if not, we’ll make sure it gets into your inbox, follow me on over to [SelltoWomen.com/michaelgift](http://SelltoWomen.com/michaelgift). That’s [SelltoWomen.com/michaelgift](http://SelltoWomen.com/michaelgift). And because I absolutely knew that we would be blessed with your gift on the call and that we would want to take it further, I really appreciate you putting this together, really just for graduates of this training series. And so Michael, what I see here is that you are offering us this gift of the first chapter of



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The Most Successful Small Business in the World and I wonder if you can just take a moment to share with our listeners what they will find in those pages.

MICHAEL: Well, The Most Successful Small Business in the World is exactly what it would sound like. It is a book. The last book—the second to the last book of mine. I don't know how many books I've written by now. It essentially says what's absolutely essential, the 10 ingredients for creating the most successful small business in the world which are really ingredients for creating the most successful individual in the world, the 10 principles and so in the first chapter that you'll get, you'll understand why I wrote the book and why it's important. There's an acknowledgment at the beginning of the book which says he who has a 'why' to live for can bear with almost any 'how.' He who has a 'why' to live for can bear with almost any 'how' by Nichi. And in this book, you're going to discover what the most successful business in the world is and why and it's a gift and then we can have a conversation following that gift if it moves you in the same way that it moved me.

LISA: Awesome. I think it's a beautiful and very generous place to start. So I want to thank you so much for the depth of thought, love, care and most of all presence that you put into our topic and teaching as our master teacher today. I know that I can see people already running to grab the first chapter of The Most Successful Small Business in the World and again that's [SelltoWomen.com/michaelgift](http://SelltoWomen.com/michaelgift). So Michael, it's really been such a pleasure to meet you and I'm going to be transitioning now. If everyone wants to stay on the call with me for about 10 minutes at the most to our closing ceremony of the series, but I want to just thank you, Michael, for your brilliance for all that you've done to inspire us as entrepreneurs and give us a reality check around what that means.

MICHAEL: Thank you, Lisa. You will.

LISA: Thank you.



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MICHAEL: Take care. B-bye.

LISA: Bless you. All right everybody, well, as promised Michael Gerber brings it home with the deep and profound reality about being an entrepreneur, being present and needing to forget all the differences about men and women and really just be there with the being, with the soul of that person standing before you so that a beautiful space can be created to step into. That's my obviously quick summary of the very deep and profound training that I know I'll be listening to over and over because par for Michael, he has touched points in our brain and in our hearts that I know I'll be thinking back on as I go throughout my days and weeks. So I want to just take a moment to thank all of you. This is our closing ceremony and I want to tell you what an honor and what a privilege it has been for me to be able to attract the level of master teachers that came here and to have them dig so deeply and so generously in places for many of them that they don't usually go. As I know that you can tell, these are not their canned signature talk that they do everywhere and all of their talks are amazing. So had they come and done that, it would have been amazing but they really allowed you and I together to ask those questions that are personal about their inspiration to serving the woman client and their secrets for how attract her and then their deep beliefs and practices on how to inspire here to say yes. And I just really want to acknowledge you both the men and the women on this line for saying yes to yourself and I want to inspire you while the opportunity is here to make sure to grab our VIP upgrade pack because I have to tell you, every speaker, every master teacher on this series exceeded my expectation and I had very high expectations for all of them. We learned everything from techniques for one on one. Marcia Wieder came out with actual sentences to say to turn those no's into yes's and to move people forward. And Lisa Nichols, what an amazing job today of showing us some of her amazing mindset and actual steps. She uses so many steps to be able to inspire the yes from the stage one on one and in all situations. I know that David Back opened my mind to looking at my financial life as a woman and I think whether you're a man or a woman listening, it's really important to understand the cycle for women and everything he shared about, how we live longer, we marry generally, not across the board but on average, men are a few years older than us and so we have a whole different financial



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picture that we need to be looking forward and planning for. It was such an honor to have Sandra Yancey share about what's behind the amazing connection and inspiration that she's constantly causing for eWomen Network over a million women strong that are following their work and being contributed by them. And then to have Jeff Walker come and really just open up the vault and share how he's been romancing clients and many of whom are women using his product launch formula three-video launch series and actually walking us through the importance of each video and what happens there. So many amazing experts: Pamela Bruner, Vrinda Normand, Brian Tracy. We're still getting rave reviews, people just thanking us for having Brian on to reveal what he did about the way he respects and honor women and how that's played out in his business. And that was confirmed also by David Bach who also was raised with a very deep respect for women and that has played out for him as well. And I have to say everyone was my favorite but one of my most precious moments was to have one of my early mentors and someone I still follow the brilliants of today, Ali Brown, come on and share some of her really cutting edge work that she's doing. It's really a self exploration that she's gone through that she's now revealing about going from your early entrepreneurship into the powerful place where you can stop proving yourself and really just stand in a place of influence with your gift. So I want to thank all of our teachers and I know that the reason I was able to attract such an amazing lineup is only one reason and that's because of you. It's because I told them you would be here and you came. So I want to thank you for your partnership. I want to let you know that if I could summarize the lessons learned from having the privilege of doing these interviews over the last three days, the bottom line is it comes down to being present, being authentic and taking the time to understand and build rapport and build trust with us, your women clients. I want you to watch your inbox because you will be receiving an invitation from us over the next couple of weeks to find out about how you can take what you've learned here and apply it on the stage. One of my areas of expertise is showing you how to sell without being salezy and we love to do that in all settings, whether it be a teleseminar, a webinar, a stage or one on one and so I was looking at how we could serve you further coming out of here, the people that would be attracted to learn how to serve the female client at the highest level. And so watch your inbox from us. You will be receiving an invitation for some more



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complimentary training on how you can expand your reach, get your message out in the big way that I know many of you already are and that you know you were made for. And we are going to show you how to take that gift and make big money doing what you love and making a huge difference at the same time. I want to thank all of you once again for being here and remind you that the free gift from all of our master teachers along with their interviews for the next 24 hours, that's 24 hours from the time each speaker spoke, are there for you as well as our special on our VIP upgrade pack where you'll get the transcript, the audio and all of my action sheet notes and you can imagine I love to break it down and I absolutely did that for you with each of our master teachers. So I hope you have a wonderful rest of your day or evening or weekend depending on where you are in the world. And again, this is Lisa Sasevich, the queen of sales conversion signing off and telling you that I know that you're expanded and I am greatly expanded from my time with you here. Thank you. B-bye.