

CONGRATULATIONS!

Here is the special FREE Report by Christine Sutherland that you requested:

How to Be Utterly Relaxed about Cold Calling!

Discover in this report
“An Incredible Technique that Will Literally Melt Nerves
or Anxiety about Cold Calling”

The Number 1 Stopper of Your Success

If we cannot get ourselves out there properly in the market place, we have no chance at all of success. If we get out there but are battling nerves or doubt, then our performance will be mediocre at best.

Some time ago the average earnings of sales people in our town, Perth Western Australia, was calculated at something equivalent to social security payments. I have a feeling that rate would probably be mirrored in just about any country in the world.

There are many reasons for that, none of which involve problems in the market, and all of which involve problems with the sales person.

Nerves or anxiety have no place in successful selling, and this report will show you the steps to eliminate at least part of that. That cold, gripping fear that you battle each time you pick up that phone!

How Did that Stuff Get into My Head Anyway?

The clue to the answer is in the nature of the feeling. Hint: it happens against your conscious will!

So if it doesn't come from your conscious brain, there's only one other place it *can* come from, and that's your unconscious mind.

Quite simply, that anxious response you get when you go to pick up the phone is what we

call a “conditioned response”. Because we were anxious in the past when we went to make those initial calls, in our minds we have linked the telephone to those old anxious feelings. Now, when we go to pick up the phone, we just “replay an old record”, automatically, unconsciously, time after time.

Your Incredible Mind

I bet you can bring on those feelings even without a telephone in sight. I bet if you were to close your eyes right now, and mentally go through the process of gathering a list of numbers to call, and picking up that phone and talking, you could set off those same feelings just about as strongly as if it were really happening!

Now you might think that's pretty useless and even begin to despair that those feelings could be so strong that you can produce them just by *imagining* you're on the phone.

In fact, the fact that you can imagine yourself into that state is exactly what we need!

In the process I'm about to show you, you'll need to call on that mental skill, and create at least a little of that feeling, so that we can run our special technique to blow it away forever!

This Technique Looks Crazy!

I make no apologies for the crazy look of this technique. After all, I'm about to tell you to first get that old nervy feeling, and then tap with your

fingers on a set of acupoints on your head and chest! How crazy is that!

Now if you're saying to yourself, "No way am I doing that! That's too damn weird for me!" you lose right from the start.

I'm not guaranteeing that simply reading this report and going through the steps will work.

Maybe you're one of the many people who need to be actually shown the technique rather than read about it.

Maybe you need help to fine-tune the words or thoughts that you use to create that nervous feeling to start off the technique. A lot depends on getting that right.

But if you don't at least give it a go well then you have no chance at all. So give it a go – in secret if you have to – and you might just "crack it" right here, right now.

Step 1 The Right Words

In order to help create that nervous/anxious/fearful feeling, we need a set of words that in a fairly powerful way trigger that emotional response.

If we just say "I have cold calling anxiety" there will probably be very little emotional response. That's not good enough.

If we say "I'm terrified of picking up the damn phone.", or "I get this tight feeling in my gut." those phrases are far more evocative.

What's the most evocative (emotion-causing) way you can describe your emotional or physical feeling about cold calling?

We take that description and we put it in sentence form like this:

"Even though I get this tight feeling in my gut, I choose to be as loose as a goose."

We actually say this sentence 3 times, all the while tapping with one set of fingertips against the outside edge of our other hand (we call that acupoint the "karate point").

The purpose of this is to stay as strongly as possible in the fear state as we "tap it away".

Step 2 Tapping Right On ...

Now we need to tap through a series of 9 acupoints on the head and chest, all the time hanging on to that fear state.

We keep the fear state in mind by just repeating a few key words: "That phone terror", "That tight feeling in my gut", for example.

YOU MUST USE THE WORDS THAT WORK FOR YOU!

Each time you say that key phrase, you'll tap 5-7 times on each of the following acupoints:

1. Top of head
2. Back of head
3. Beginning of eyebrow line
4. Outside edge of eyebrow but down a bit
5. Directly under eye
6. Directly above top lip
7. In your chin crease
8. Just underneath your collar bone towards the centre of your chest
9. On your side, a handwidth down from your armpit

Step 3 You're Half-Way Through

At this half-way point, we return to tapping the side of the hand, as before, but this time we just say that original full sentence once.

Step 4 Another Set of 9

In step 4, we just repeat Step 2. That's it.

How're You Doing Now?

How is your nervous or anxious feeling now? Is it exactly the same, or has it decreased, or is it gone altogether.

For some people, there'll literally be nothing left at all. For others, there may be something there, but now, in order to accurately recreate any emotion, they'll find they need a different set of words.

Whatever is still there, identify it and tap through it, just as you did in steps 1-4 above.

If you do this right, you'll beat those nervous feelings permanently.

Note: Some people find that when they actually get to do the cold calling, some emotion or physical feeling comes up again.

Invariably this will be because the context of the calls has changed, or there is more material to "treat".

If you're serious about being free of cold calling nerves forever, you'll use this simple 5-minute technique "on the spot".

Very soon, you'll discover that nerves and anxiety about cold calling are a thing of the past for you!

Final Word from Christine Sutherland

This is just one of the simple but powerful techniques from NLP and neuro-somatics that we teach in our programs "A Model for Powerful Selling", "Self-esteem and Confidence Booster", and "NLP Practitioner Certification".

Knowing is obviously not enough, you must apply the knowledge! How do you do this, when you have been trying for years!

Clearly, willpower and positive thinking are NOT what it is about. To make lasting, real, permanent changes that lead to not only a much higher income, but a happier, more productive life, we need to literally change our minds.

We need to change our minds, not at the level of the conscious mind, but at the level of the unconscious mind.

The workshops and seminars run by The Lifeworks Group provides the key! We guarantee it!

Yours in health and happiness!

Warmly,



Christine Sutherland

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