



Mastering the Inner Game of Business Success

With John Assaraf





What Zone Are You In Right Now?

Danger

Negative
Fears and doubts
Anxiety
Lack of confidence
High stress

Survival

Hand to mouth
Paycheck to
paycheck
Fight or flight
reactivity

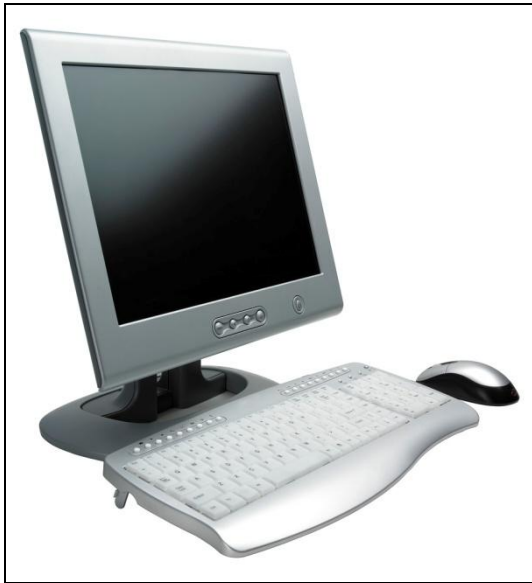
Comfort

Complacency
Just enough
Repetition and
routine

Thrive

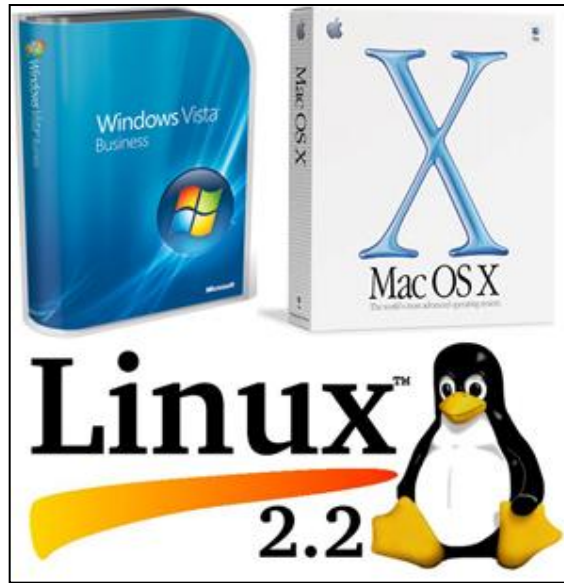
More than
enough
Income and
revenues
Average
stress





Hardware

+



Operating System

+



Software

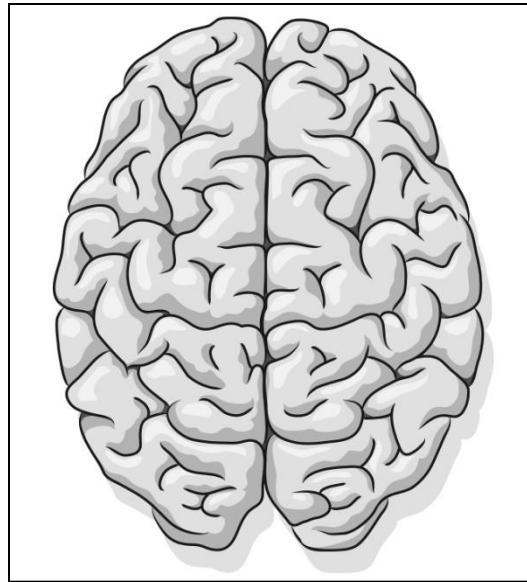
= **Results**





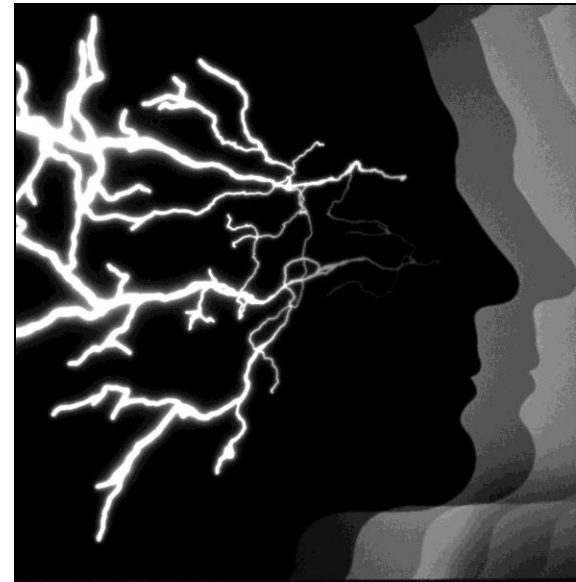
You

+



Your Brain

+

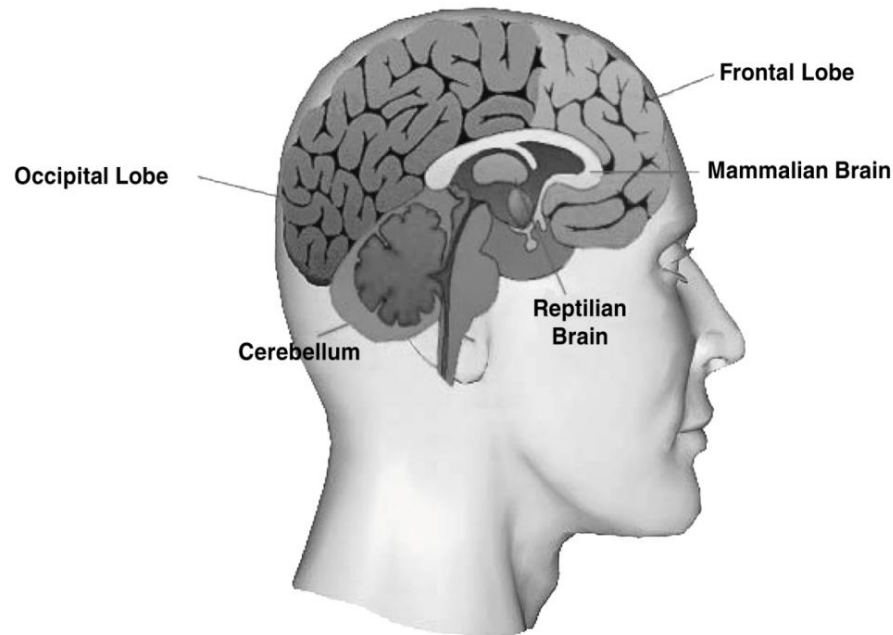


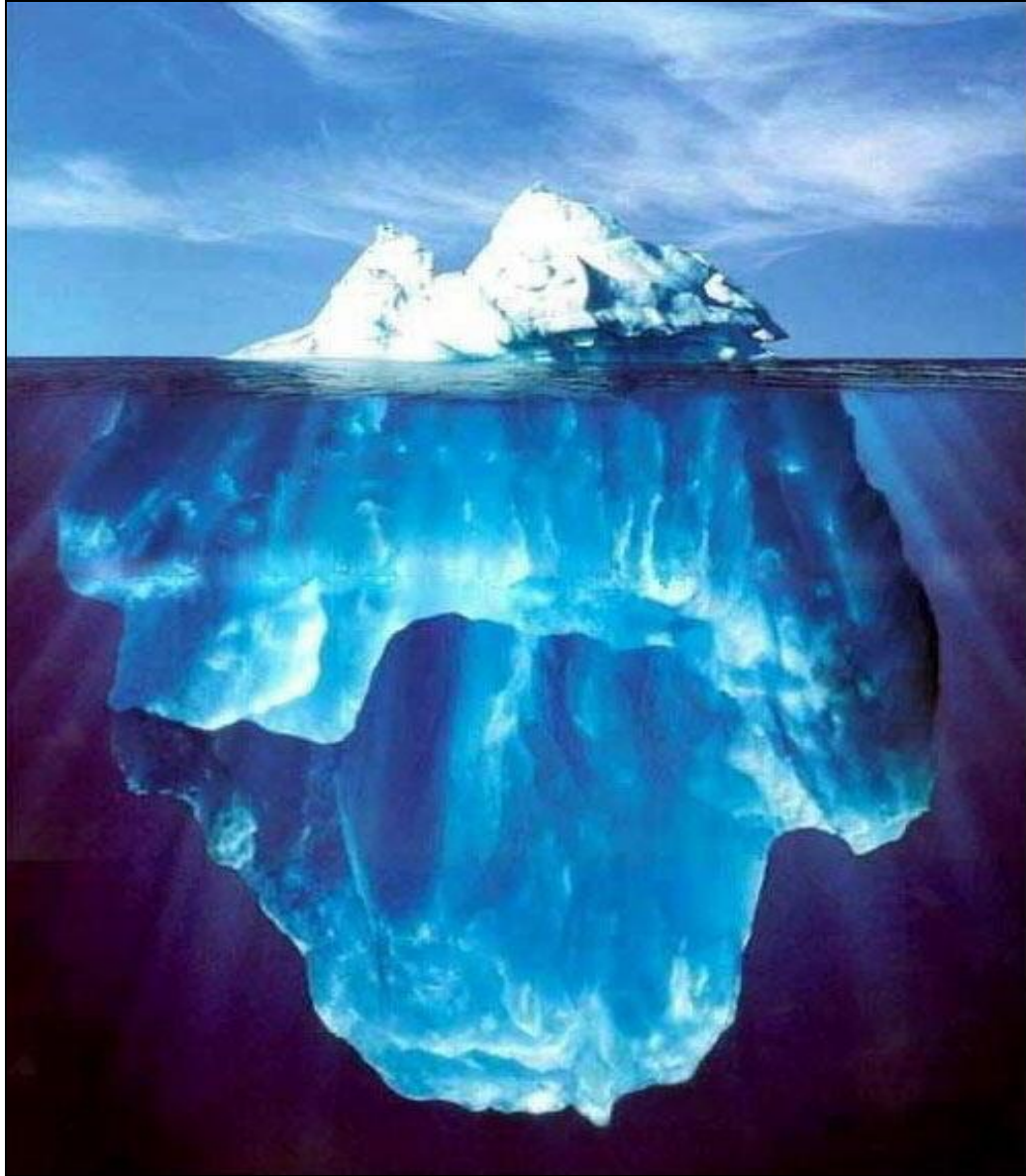
Beliefs/Habits

= Results



Old Brain | New Brain







Conscious Mind- Short Term

- ✓ 17% of brain mass
- ✓ Only 2–4% of perception and behavior
- ✓ Thinking and reasoning
- ✓ Free will, Imagination
- ✓ Decides what actions you need to take
- ✓ Can accept or reject any idea

Mental Programming

Seeing
+ Hearing
+ Doing
+ Experiencing
x Repetition
= BELIEFS

Beliefs
+ Experiences
x Repetition
= HABITS

Habits
cause
automatic
perceptions
+ behavior
= RESULTS

Sub-Conscious Mind- Long Term

- ✓ Controls 96–98% of perception and behavior.
- ✓ Averages 10,000 trillion electrical/chemical reactions / sec
- ✓ Sees in pictures and patterns
- ✓ Impulses travel - more than 100,000 mph.
- ✓ Cannot tell real from imagined.

Believes as totally true, every picture or image you send to it.



Psycho-Cybernetic Mechanism

- ✓ Works with Reticular Activation System.
- ✓ Control / Response System.
- ✓ Signals anything outside of our comfort zone.



FedEx



Four Stages of Learning and Growth

Unconscious Incompetence

Conscious Incompetence

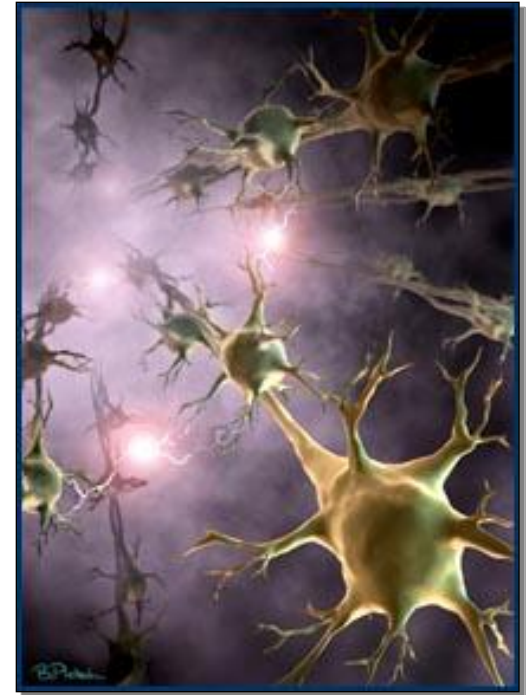
Conscious Competence

Unconscious Competence



Brain Plasticity

- ✓ Create new “software.”
- ✓ Repetition is critical.
- ✓ Multiple access points.



What does this mean for you?




Mastering the Inner Game of Business Success



Once a **belief** or **vision** is chosen and consistently impressed and emotionalized into the sub-conscious mind...your energy field, thinking, perceptions and behaviors change to produce the desired outcome.

Neural Reconditioning Process™

- ✓ Create a new powerful physical & mental vision
 - ✓ Choose powerful declarations & affirmations that will support the new vision
 - ✓ Create written, auditory, kinesthetic, visual & subliminal imprinting material
 - ✓ Daily reconditioning, 3–5 min., 3x a day
 - ✓ Apply Neuro-Technology
 - ✓ Meditation
- 

Neural Reconditioning Process™

30-Minutes Per Day



Non-Conscious Mind

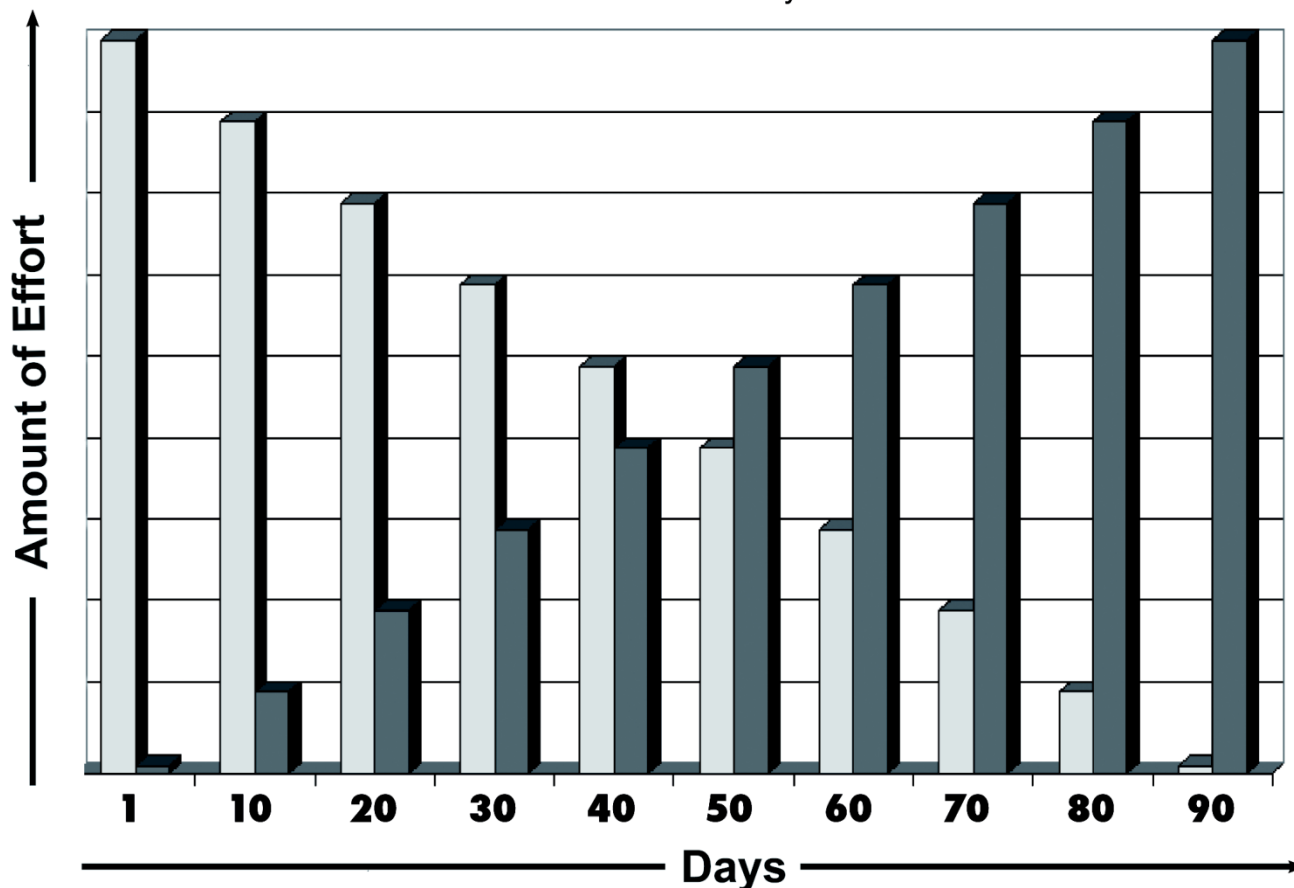
- ♦ You will perceive and see all without conscious awareness.
- ♦ You will behave automatically — the way you are wired to behave.



Conscious Mind

Full-on effort uses:

- ♦ Desire
- ♦ Willpower
- ♦ Persistence





Before and After

Problem:

Lack of confidence and certainty; no clear-cut strategies and tactics; revenues at \$250k in 2008 and decreasing fast.

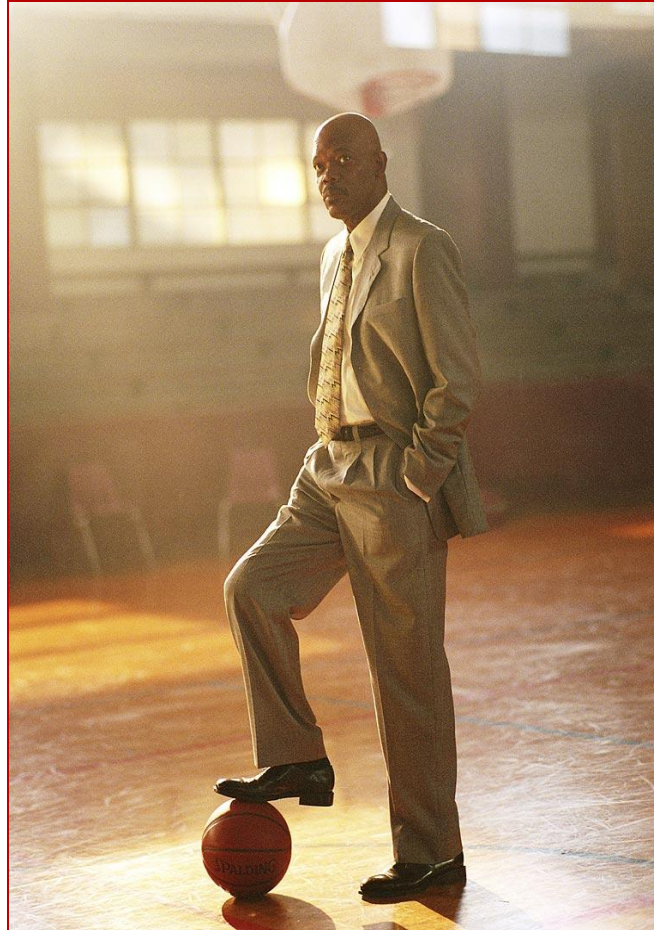
Solution:

- Customized Daily Neural-Reconditioning Program
- Implementation of Attract More Clients Program
- Mindset For Success Program
- Private Consulting

Result:

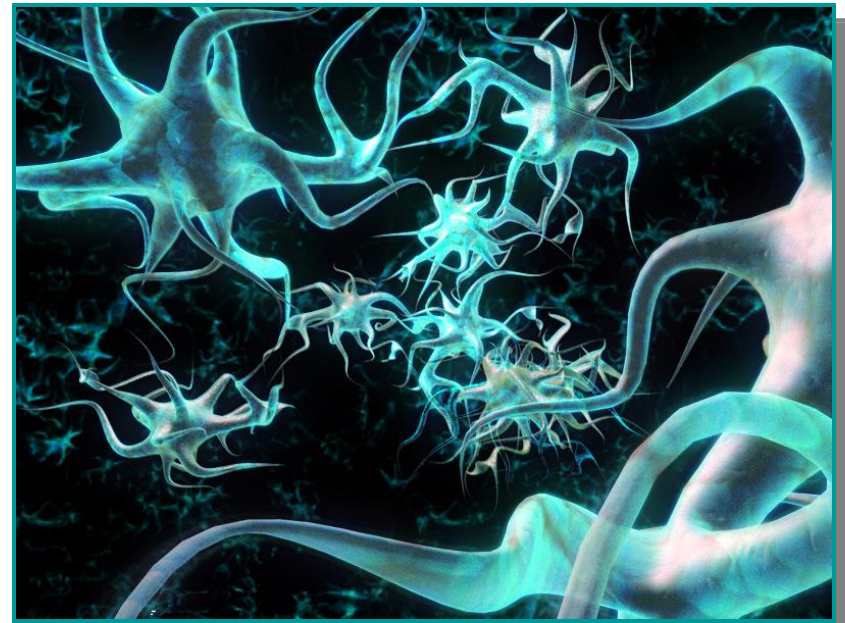
- Finished 2009 with sales of over \$1.1 million
- Vision for 2010 is \$6,000,000





Reticular Activation System

- ✓ Personal search engine
- ✓ 800x faster
- ✓ Directs every sensory impulse



Master the Inner Game of Business Success

1. Gain clarity on your business goals.
 2. Develop the mindset, beliefs and Habits to win.
 3. Develop strategies and tactics for Sales, Marketing and Growth
 4. Develop process and systems for accountability
 5. Take consistent DAILY ACTION
 6. Review, modify, fine tune your success factors and make ADJUSTMENTS weekly
 7. Live your dream life
-



Are you ready to “Have It All”?



Live the Life of your dreams now!





Bill Church

Owner, Bow Wow Bill's dog training company



Before and After

Problem:

Inexperienced in growing company; lack of confidence and certainty; zero business-growth acumen

Solution:

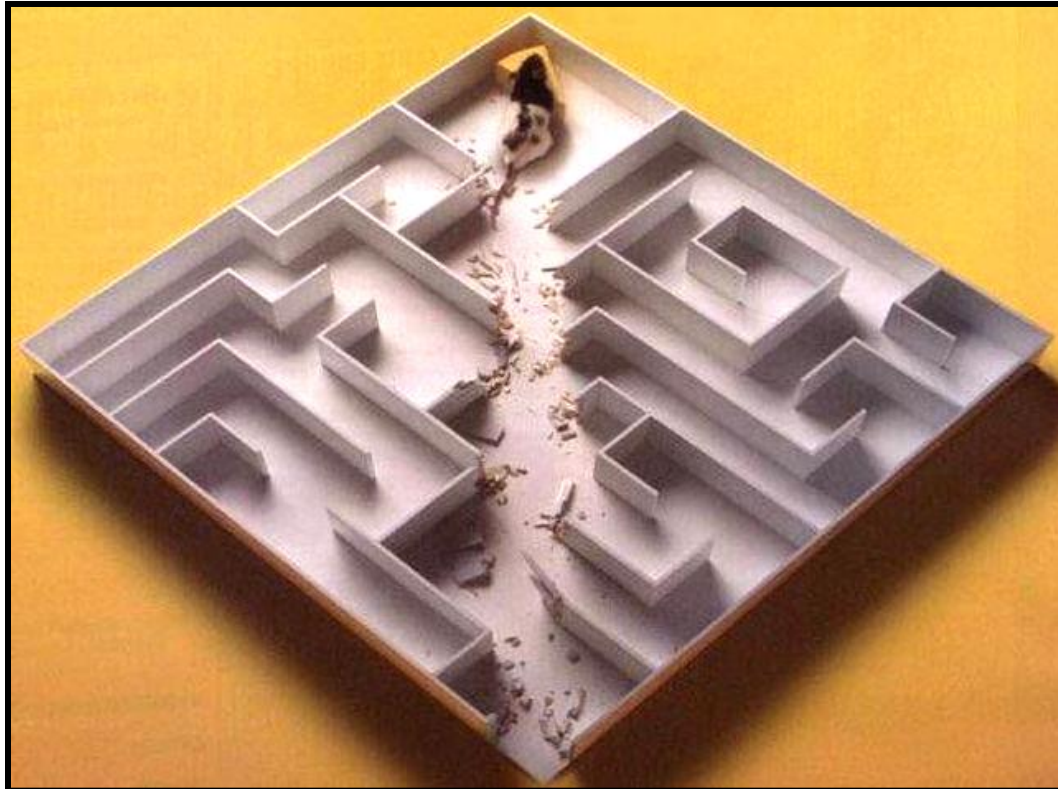
Customized Daily Neural-Reconditioning Program

- Implementation of Attract More Clients Program
- Mindset For Success Program
- Online access to OneCoach content and weekly Q&A sessions

Results:

- Increase in confidence, certainty, and business growth strategies
 - **\$200k in 2008**
 - **\$450k in 2009**
 - **Projected \$1m for 2010**
-

Faster and Easier or Long and Difficult?



It's YOUR Choice...

What is next?

Special offer...

