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# *Fearless* **PROSPECTING** **TOOLS**



Moving from Fear to Freedom...



...in just 30 days!

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# E + R = O Model

The Event plus our Response equals our Outcome.

$$E + R = O$$

The Outcomes (or results) we experience in life are a result of our Response to the Events in our life – not the Events themselves.

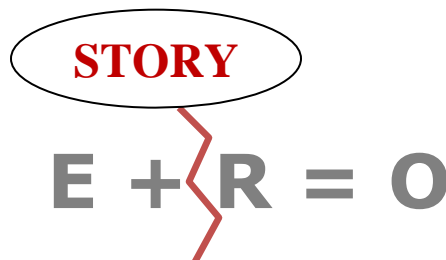
When we are getting undesirable results in our business, we have a choice to make. We can either blame the events (the economy, the weather, our spouse, our less than perfect past) OR we can change our response to the events.

For example, let's say you have an appointment scheduled with a prospect and they don't show up. That's the event. One response would be to call it a day and go home and watch Oprah. Another response would be to spend that time making other prospecting calls.

Obviously the different responses would create vastly different outcomes. The first would limit your success in business; the second would help grow your business.

The question is, how do we change our Responses since they alone dictate our results in life?

Something happens between the Event and our Response. We tell a story about the Event. Going back to our model, it would look like this.



Here's an example. You're in the grocery store and turn down an aisle and see your spouse talking to an attractive member of the opposite sex. What's your first thought?

If you think, "He (or she) must know them from work," that story will create one response. If you think "He (or she) is having an affair," that story is going to create a very different response.

So are we ever really responding to Events at all? No, we are only ever responding to the stories that we tell ourselves about Events.

And who controls our stories? We do!

**EXERCISE (Part I):**

Pick a person who you are afraid to call in your business. This could be a prospect or a customer – maybe even a past customer or someone who previously turned you down. Write down why you are afraid to call this person. Describe all the reasons for your fear as if you were talking to a friend.

Since we are constantly telling ourselves stories, it's good to remember the difference between what's factual and what's a story.

**FACTS VS. STORIES**



**FACTS**

- We can see or hear (observable behavior)
- Verifiable data (like a timecard stamped at work)
- Most people observing would readily agree

**STORIES**

- Conclusions you make about the fact
- Negative judgment (added to the facts)
- Attribute negative motives to the other person's actions (Fundamental Attribution Error)

**EXERCISE (Part II) :**

Looking back at what you wrote previously, how did you describe why you are afraid to call the person? Did you use mostly facts (objective and observable such as "She is a mom with four kids.") or stories (subjective conclusions based on the facts such as "She is too busy to be in business for herself.")?

Now describe the situation again using ONLY facts that other people could verify.

**CONCLUSION:**

What most people find is that there are very few actual facts that back up their fear and call reluctance. It's all based on stories.

# Story vs. Reality

Since we've discovered that it is usually our stories that create our fear when prospecting, this exercise will help you identify your specific story for a call you want to make.

Here's an example to illustrate how to use this tool. There is a blank form for you to use on the next page.

## **CALL #1 – What's My Story?:**

I met this woman three weeks ago at a bridal fair and I haven't called her yet. I told her I would call her within a few days. Now I feel like she won't remember who I am and it's too late to call.

## **CALL #1 – How Do I Feel?:**

I feel silly for waiting this long and I feel nervous and apprehensive about calling her.

## **CALL #1 – Actual Outcome:**

I called her and she did remember me. She was interested in booking a party and we've set a date.

## **CALL #1 – How I Feel Now:**

I feel energized and excited!!!

# Story vs. Reality Worksheet

Since we've discovered that it is usually our stories that create our fear when prospecting, this exercise will help you identify your specific story for a call you want to make.

Think about picking up the phone to call someone you have been reluctant to call.

## **CALL #\_\_\_ – What's My Story?:**

(Write down your story about calling them.)

## **CALL #\_\_\_ – How Do I Feel?:**

(How do you feel about making this call?)

## **CALL #\_\_\_ – Actual Outcome:**

(Make the call and write down what really happened.)

## **CALL #\_\_\_ – How I Feel Now:**

(Now that the call is done, record how you feel. Even if you didn't get the outcome you wanted, do you feel )

# Process of Manifestation

Everything that exists in our life is a result of the thoughts we think. This means that everything that we have externally is a physical representation of what's going on with us internally.

This is shown by the Process of Manifestation model:



Our **T**houghts lead to our feelings, our **F**eelings lead to our **A**ctions and our actions lead to our **R**esults.

If you don't have a complete understanding of this model, you might think you could just sit around all day thinking positive thoughts and that will automatically bring you success, love and money.

Positive thinking is essential but it's only the first step. Your thoughts must create positive feelings that lead to taking action. Action is the bridge between the internal world of thoughts and feelings and the external world of results.

If you want to change your results, you must first change your thinking, your feelings and your actions. Here's an example:

| Thought  | Feeling  | Action  | Results  |
|--|--|---|--|
| <i>I'm afraid to call Jane because she is a lawyer and she is way too busy to take my call and she won't be interested in my service/opportunity anyway.</i> | <i>I feel unworthy of calling someone like her. It makes me doubt my value and then guilty for holding back.</i> | <i>I procrastinate and beat myself up mentally every day. I don't call and I find other things to do to fill my time.</i> | <i>I don't get the right prospects in my business. I end up short on leads because I'm unwilling to call more "successful" people.</i> |

In order for you to get different results, you have to change your initial thought.

Since the initial thought in this example was that Jane was a lawyer and too busy and successful to be interested, now we want to list all the reasons why she MIGHT be interested in your business or opportunity.

1. Jane might be tired of the corporate environment.
2. She might be interested in other streams of income.
3. She might want to spend more time with her Kids.
4. Her current job may require too much travel.
5. Her job might be really stressful.
6. She might hate "punching a clock."
7. She might want to be her own boss.

Now choosing one or several of these more empowering thoughts, complete the Process of Manifestation again below.

| Thought  | Feeling   | Action  | Results  |
|--|---|---|--|
| Jane may be really tired of the corporate environment and ready for more freedom and time with her Kids. | I've got something that could be just what she needs.<br>I'm confident that she would at least be happy I thought of her. | Called Jane to invite her to lunch to discuss the business opportunity. | We have lunch scheduled next week!!!<br><br>YAY!!! |

Use the next page to complete this exercise for someone you are not calling.

## Process of Manifestation Worksheet

Think of someone in your business that you are not calling. Write down the predominant thought you have as to why you are reluctant to call them. Complete the chart below.

| Thought | Feeling | Action | Results |
|---------|---------|--------|---------|
|         |         |        |         |

Now, list all the reasons why he/she MIGHT be interested in your products or services.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Choosing one or several of these more empowering thoughts, complete the Process of Manifestation again below.

| Thought | Feeling | Action | Results |
|---------|---------|--------|---------|
|         |         |        |         |

# "THE WORK"

## 4 QUESTIONS THAT WILL CHANGE YOUR BUSINESS\*

(\*Borrowed from "Loving What Is" by Byron Katie)

This process "The Work" is a way to reframe our stories that are holding us back. Since our thinking is what causes our call reluctance, The Work will have you examine your thoughts about your prospects and your business.

Through this process, people often find that the thoughts they have been attributing to others are simply a projection of their own thinking.

Here's one of the most common thoughts we hear from business owners who are hesitant to call a prospect.

*"They will reject me."*

Now we ask them these four questions about this thought and have them write down the answers.

1. Is it true? (yes or no answers only) *Yes*
2. Is it absolutely true? (100% true?) *No, I don't know it for a fact.*
3. How do you behave when you think this thought? ("They will reject me.") *I hold back. I don't call. I feel small and insignificant and question whether I should be in business.*
4. How would you behave if you couldn't think that thought? ("They will reject me.") *I would pick up the phone and call them. I would be bolder and more sure of myself. I'd become a prospecting machine and have tons of business.*

Here's where this process gets interesting. We create two turn around statements to the original thought.

The FIRST turnaround statement is the opposite of the original thought.

*"They will reject me" becomes "They won't reject me."*

*Now ask, which is truer?* "They will reject me" or "They won't reject me." Most people find that the turnaround statement is truer.

The SECOND turnaround statement is where we replace the word "they" with the word "I".

*"They will reject me" becomes "I will reject me."*

*Now ask, which is truer?* "They will reject me" or "I will reject me?" At this point most will answer that "I will reject me" is truer than "they will reject me".

They realize that when they don't make the calls they are truly rejecting themselves. They are sabotaging their own success by failing to pick up the phone.

This shows that the problem lies within us and now we have a decision to make. We can either continue to reject ourselves by not taking action or we can break the cycle and start making the calls.

This is our chance to truly claim and accept the power that lies within us to take control and achieve the level of success we desire for ourselves.

Now it's time to do "The Work" yourself on the next page.

## "THE WORK" Worksheet

Here are four common thoughts about prospecting that you can choose to do the work on if they resonate with you. Or you can choose one of your own.

- "They will hang up on me."
- "They won't show up." (to an appointment or party)
- "They will think I'm pushy." (or annoying, selfish, etc.)
- "They won't see the value in my products/services/ opportunity."

After selecting your statement, write it here.

---

Now ask yourself these four questions about this thought and write down the answers.

1. Is it true? (yes or no answer only)
2. Is it absolutely true? (100% true?)
3. How do you behave when you think this thought? (Your statement from above.)
4. How would you behave if you couldn't think that thought? (Your statement from above.)

Write your FIRST turnaround statement as the opposite of the original thought.

---

becomes...

---

*Now ask, which is truer?* (Many people find that the turnaround statement is truer.)

Write your SECOND turnaround statement by replacing the word "they" with the word "I".

---

becomes...

---

*Now ask, which is truer?* (Many people find that the turnaround statement is truer.)

# Create Empowering Mantras

Mantras are similar to daily affirmations but will be used at very specific times throughout the 30-Day System.

Daily affirmations are positive thoughts you either rehearse silently or out loud every day to combat negative feelings or limiting ways of thinking. If you are trying to release some weight, you may say a daily affirmation of "I enjoy perfect health and abundant energy."

Mantras are short phrases you will use when you are feeling fearful. As soon as you start to do the thing you are afraid of, start repeating the mantra of your choice over and over and over again until you have completed the action.

Remember, your mind can only focus on one thing at a time. If you are repeating a mantra that is empowering and emboldens you, it's hard to focus on your fear.

I was at a summer camp where I had to climb a tree and walk on a tightrope about 20 feet off the ground. I was in a harness but that didn't alleviate my fear. As I began to leave the safety of the tree and walk out on the tightrope, I began repeating out loud "I focus on what I want." What I wanted was to be at the other end of the tightrope!

The further out on the rope I got, the louder I shouted my mantra. "I focus on what I want. I focus on what I want." I made it across the tightrope!

Take a few minutes to come up with a few mantras this will help you face your fear today. (Or feel free to borrow one of ours below!)

- \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Thanks for sharing
  - Just frickin' do it
  - Don't think, don't think, don't think
  - If they can do it, I can do it
  - I focus on what I want
  - Suck it up, Princess

# Tick Sheet

We've all heard the saying "Sales is just a numbers game." Well, it's true. If you make enough calls, hear enough "no's", eventually you will get a "yes."

The trick is to know how many "no's" it takes in YOUR business to get a "yes." The only way to know that is to start asking.

So make it a game. Get out your list of prospects (or customers) and get dialing. Use the tick sheet below to track or "tick off" how many no's you get before a yes. It should look something like this when you're done:

**1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20**

So you can see that in 20 calls, you got 5 people to agree to an appointment with you. If your averages holds true over time, you will know that in order to get 5 appointments or presentations, you will have to make at least 20 calls. Then you want to track how many of these appointments turned into customers.

**1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20**

If out of every 5 appointments held, you get two new customers, then you know that in order to get two customers, you need to call 20 people. Using the same exact formula, you also know that to get 10 new customers, you need to call 100 people and get 25 appointments.

This is how sales becomes a game!

**1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20**  
**21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37**  
**38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54**  
**55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71**  
**72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88**  
**89 90 91 92 93 94 95 96 97 98 99 100**