

TO: 3 Days To Success Members/Coaching Clients/ Private Clients
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Force Multiplier Tip #2: Create and Practice Using Tools To Magnify The Effect of Any Action, Training and Investment

So basically, make it a **habit** to USE force multipliers.

In this tip, we'll review some force multipliers and how to build the force multiplier of habit so that success begins to happen more effortlessly.

Dan Sullivan (the Strategic Coach) recently talked about using some tools he practices to get the maximum benefit from live events and trainings that he pays to take.

These include:

- 1) creating a specific list of expectations that he wants to get from the event (in advance)
- 2) following up on the event by creating a written list of things that he learned, or that happened at the event for which he was grateful, and
- 3) thinking about the cost of the event, program, product or service as an investment and measuring results from the event as an investment (not an expense)

So let's start with the last one and work our way back. And remember, you want to do these before and after each event to make the practice a habit.

3) Use The Mindset of Investment vs. Expense To Your Advantage: We want our clients and customers to think of the money that they spend with us as an investment in themselves, or their businesses.

And if you're smart, you'll remind them of benefits they get (not just the features). And, you'll cast the discussion in terms of investment so they start thinking that way (use the "greased slide").

So I certainly want my clients to view their investment in my programs, books and training as an investment.

Why? When they do, they are much more likely to act like it's an investment and to notice when they get a multiple of that investment back.

When clients and customers think of us as an expense, it colors their perceptions and makes it less likely that they will even recover a cost, much less notice a gain. And while we can make bad investments, we look at all investments in a different way than we do a pure expense and we are more likely to act in ways to get better results.

2) Use A Learning/Gratitude List To Magnify Results: In fact, why limit this to just events, seminars, and courses, make the time for this step each and every day and evening.

When we make a list of things and people, ideas, tactics & strategies for whom we are grateful, our minds begin to see life and work in a different and better way.

So this is a great practice in everyday life and it magnifies the results of trainings, products, events, and other services.

When you take the time, following a purchase, event or other investment, to regularly list the things about it for which you're truly grateful, you begin to notice the benefits, build momentum, change your mind set to a more positive and expectant one and simply trigger better results.

So make this a practice following any live event, seminar, training, and even at the end of each day.

1) The Creation Of Clear Expectations Delivers Results: So before the event, and often before you even decide whether or not to go to an event, or to buy a product or service, create a list of specific goals and outcomes that you'd like to achieve as a result of going or investing in the event or product.

Want to know how to make this process even more **powerful**?

1. List a few that should be clear, easy, and absolutely achievable.
2. Then list a few that would be a stretch, but are achievable, and when the event or product would be a home run many times over if you achieved one or two of these.
3. Finally, jot down one or two results, (and they should be a stretch), which if you got any one of them, the investment would have paid for itself many times over and you'd be a raving fan!

So here's the BONUS!

These techniques **work** for a variety of proven psychological reasons. Make the time to do them and you're guaranteed results. Plus, you build habits which enhance results in the future with less effort.

But, if you can find a way to get your clients and/or customers to do the same as they evaluate and then purchase your products, services, and events, you'll get an even more massive result from using these force multipliers both on yourself and with your clients/customers.

If you're ready to discover over 34 proven and field tested force multipliers that help to create businesses and professional practices with lines of happy paying clients, patients, or customers, then register to join me this fall at [3 Days To Success](#).

Here's to higher profits, building wealth, and to less stress and greater health.

Dave Frees

P.S. Questions? Ready to come but need to talk to a human to be absolutely sure? Lisa is happy to answer all of your questions so that we can save you a spot before they're sold out. 610-933-8069