

THE GROUP SALES SUCCESS SUMMIT2™

Stuart's 7 Intention-Setting Tips

1. YOU CAN LET GO OF SELLING EVERYTHING
2. TAKE OFF YOUR TRAINING WHEELS
3. TAKE BACK THE DAY, TAKE BACK YOUR BUSINESS
4. CREATE A 'LOVE CIRCLE' AND YOUR NICHE WILL REVEAL
5. NICHING ALLOWS YOU TO FLIP YOUR SALES PLAN FROM PUSH TO PULL
6. INFORMATION + APPLICATION = TRANSFORMATION
7. WRITE DOWN YOUR BHAG AND TELL EVERYBODY YOU KNOW

GIVE YOUR BUSINESS A GIFT THAT NEVER STOPS GIVING

GSSS2 IS RESTRICTED-ACCESS ONLY STARTING 4/10/19.
WHY LET THE WISDOM OF 50+ SPEAKERS VANISH?
WHAT IF YOU COULD GRAB WHAT YOU NEED, WHEN YOU NEED IT?
ENTREPRENEURIAL AGENTS KNOW VALUE WHEN THEY SEE IT!

GSSS2: <https://stuartlloydcohen.com/register/gsss2-for-keeps>

or

GSSS1 + GSSS2: <https://stuartlloydcohen.com/register/gsss1-gsss2-for-keeps>

Intention 1 of 7
YOU CAN LET GO OF SELLING EVERYTHING

If an archer was instructed to hit the white, black, blue, red and yellow target areas with a single arrow they would fail. If their objective was to land an arrow within one color only they would succeed – with practice.

Agents attempting to sell everything to everybody is an exercise in futility. Even your suppliers have taken aim. Royal Caribbean sells cruises. Villas of Distinction sells villa vacations. Trek Travel sells cycling trips.

What specifically are you selling?

If your answer is most of the above, it's time for you to pick one. Frightened? Don't be. The hardest part is deciding to decide and I know you will BECAUSE SO MANY OTHERS HAVE BOLDLY MADE THIS CHOICE ALREADY.

My friend and New York Times Best Selling Author Don Hutson (also a keynote speaker in Group Sales Success Summit 2018) once told me, “Your business plan will make you more money when it is an inch wide and a mile deep versus an inch deep and a mile wide.”

In **Expert Secrets**, Russell Brunson says, “The riches are in the niches.”

The speakers in GSSS2 can't possibly pick a target (niche) for each of you. Instead they will present tremendous ideas and personally proven methods so you can finally have your AHA moment.

You have my permission to start selling what's FUN for you, comes EASY for you, and gives YOU the most JOY. – *Stuart*

Intention 2 of 7 TAKE OFF YOUR TRAINING WHEELS

As a kid I loved pedaling around in my Big Wheel. This three-wheeled tricycle had low proximity to the ground and kept me safe (even when we'd play bang-up derby).

I can't recall when Dad graduated me to the two-wheel bike but I do remember teaching my kids. I am not sure who was more terrified! Running alongside and then letting them go was a true test of faith.

After a bit of trepidation from the kids they eventually wobbled their way to stability — and never looked back. You and I no longer ride Big Wheels or bikes with training wheels. We get up and go because we are confident we can.

Are you running your business with training wheels on? Are you perpetually stuck in training mode despite all your experience and training? In my thirty odd years of travel industry immersion I have met too many highly talented entrepreneurs who are running no-growth businesses – when success is just around the corner.

They keep convincing themselves that they're not quite ready. As a motivational speaker and business coach I encourage them to **Feel The Fear And Do It Anyway**, as Dr. Susan Jeffers teaches us.

Need inspiring? In GSSS2 we'll hear about Holly's fearless path towards chartering an entire river cruise ship, Shannon's declaration of destination wedding expertise (slightly before she actually was), Deb's courage to 'put herself in opportunity's way' and landing in new wellness categories, and Debra's tremendous grit enabling people with disabilities to travel the world (after enduring her own personal life-changing event).

You can take a deep breath – I am not convincing you to ride a unicycle! In EXPERT SECRETS we learn, "You don't have to be the most knowledgeable person in the world on your topic [or niche], you just have to be one chapter ahead of the people you're helping."

If you are reading my words you have signed up for **GSSS2** and that proves you are ready to roll. Don't think this group niche practice requires you to step outside of your comfort zone. Rather, step into your new comfort zone. (That is a more positive outlook).

After a bit of trepidation you will eventually wobble your way to stability –
– and never look back. – *Stuart*

Intention 3 of 7
TAKE BACK THE DAY, TAKE BACK YOUR BUSINESS

Are you running your business or are your customers running you? How often do you end the day mentally exhausted having done countless tasks yet you're not really sure if anything truly big was accomplished?

Maybe you've even written a business plan with the best of intentions. It's a year later and you still haven't had time to work it. Why? You're too busy.

Busy doing what? Busy allowing the marketplace to pull you in multiple directions. Distracting you. Frustrating you. Squashing your best laid plans, passion and profits. If you aren't telling them specifically what you do then you are accepting chaos.

Hey, we all wish for more time in the day (and I assure you the 24-hour day is not going to change). So, it's not about putting more time in the day, it is about putting more day in the time.

I urge you to be fanatical at something – and say NO to the rest. That's the glory of a NICHE business. In **Good To Great**, Jim Collins proves that, "Good-to-great companies did not focus principally on what to do. They focused equally on what not to do and what to stop doing."

Diving deep into a NICHE will transform your business from good-to-great. Have you read Spencer Johnson's book, **Who Moved My Cheese**? Let me give you the answer to his question: YOU moved your cheese.

How cool will it be when **GSSS2** stimulates a wave of motivations and transformations? When **GSSS2** kicks-off the morning of April 1st I don't want you to set your alarm clock. Instead, set your opportunity clock (thank you Zig Ziglar for your enduring wit and wisdom).

By the way – if this is your first Summit you can conveniently click & play on the keynote videos on your own timeline. (That's what makes this mega online conference enormously popular and effective).

Warning! There are INFINITE NICHEs – despite having way 50 elite speakers in **GSSS2** covering MANY awesome ideas we simply can't cover them all. I urge you to watch each and every keynote video even if their NICHE is not yours. I guarantee that if you do, you will pick up proven strategies and marketing methods that you can emulate and replicate.

Ready to take control of your business? Ready to discover and pursue your dream NICHE? It's time to move your cheese! – *Stuart*

Intention 4 of 7
CREATE A 'LOVE CIRCLE' AND YOUR NICHE WILL REVEAL

Most people think I'm crazy when I exclaim, "T.G.I.M.!". Truth is I love Mondays. After 25+ years of personal and professional growth in the travel industry's corporate sector, I've never felt T.G.I.M. as much as I do now as a solopreneur (of 13 years).

Why? I always work inside my Love Circle. I love the risk and return of being 100% responsible for my paycheck. I love that my commute is 20 steps down and one left turn (with no stop signs, red lights or brake lights). What I love most, though, is being 'irrationally passionate' about my work (as Russell Brunson describes).

The stuff in my Love Circle defines my work. I am only irrationally passionate for what's inside. When people ask me what I do for a living I know exactly what to say. My eyes open wide and they feel my conviction and confidence in an instant.

If you've ever seen me keynote or conduct a training session you know that I employ adjectives and verbs galore! Nobody comes to see a boring speaker so they get the real deal – a guy who is truly irrationally passionate, abundantly grateful and very eager to share.

Dr. Jen Welter is author of **Play Big: Lessons in Being Limitless from the First Woman to Coach in the NFL**. I saw her deliver an inspiring keynote recently here in Memphis. She encouraged us to "Embrace your own brand of crazy!". I almost flew out of my seat to say, "I do! Thank you for validating my craziness!"

Now I want you to create a personal Love Circle. Draw it. Fill it with the type of work you are fanatical about, the type of people you desperately love working with and any other hobby or interest that gives you that T.G.I.M. sensation.

Fill the outside of your Love Circle with exactly the opposite. (The type of work you procrastinate about, the type of people you dread talking to and anything else that you don't like doing today.

Master motivator Tony Robbins confirms, "The path to success is to take massive, determined action.". Congratulations for being on the path!

Some of you will attend **GSSS2** to strengthen your chosen group niche. So many more of you are here to finally discover and launch it. I want you both to pursue your goals with a vengeance. I want you to be in the T.G.I.M. club!

– *Stuart*

Intention 5 of 7

Niching allows you to flip your sales plan from PUSH to PULL

“Personally I am very fond of strawberries and cream, but I have found that for some strange reason, fish prefer worms. So when I went fishing, I didn’t think about what I wanted. I thought about what they wanted. I didn’t bait the hook with strawberries and cream. Rather, I dangled a worm or grasshopper in front of the fish and said: “Wouldn’t you like to have that?” Why not use the same common sense when fishing for people?” –Dale Carnegie

If your business-building strategy has been to sell harder, you can STOP. If your business-building strategy is to search harder (for group leaders), you can STOP. If you were convinced the only way to grow your business was to PUSH your way into profits, that line of thinking can STOP.

Is your head spinning? Good. I say those words with sincere respect and adoration. Always remember that I am your BIGGEST advocate. Yet, as your business coach today I need to tell you some things you’d rather not hear – but must.

In today’s e-commerce environment it is smarter to PULL than to PUSH. Your business-building strategy should be to PULL the business you want most.

PULLING the business means you invite them in versus PUSHING into their space. Every successful entrepreneur will tell you that to PULL the business is to build your list FIRST. Blowing them away with brilliance once they are inside your store will drive the sales.

That’s precisely how they PULL their way to profits and you can too. What happens when you PUSH? They hit DELETE in a nanosecond. They scroll through your PUSHY Facebook post without hesitation.

You PULL by inviting them in. This means you must have a credible, compelling, non-threatening reason for them to enter your store (aka to get on your list). YOU NEED THE RIGHT BAIT.

My Dad's favorite sport was fishing for fluke and flounder off the Long Island shore. (He didn't care for the bluefish but I loved the chase!). To catch a fish you put something very attractive in the water first by setting the bait just right. Then have patience. Use the right bait to PULL in the fish you want. And don't cause a stir or you PUSH them away.

Jeff Walker wrote this in **The 16 Rules Of Internet Success**, "1. Always Be Building Your List AND Your Relationship With Your List ... This is critical, and people still screw this up."

In **Permission Marketing** Seth Godin teaches us that, "Permission Marketing is just like dating. It turns strangers into friends and friends into lifetime customers. Many of the rules of dating apply, and so do many of the benefits."

How does all this relate to building your dream NICHE GROUP business? You'll radically increase your ability to PULL (build your list) when you have a clear message of specializing in something. Your marketing message will be simpler to compose. The right people will enter your store eagerly (and buy from you time and time again). – *Stuart*

Intention 6 of 7
Information + Application = Transformation

When **GSSS2** opens on Monday thousands of agent entrepreneurs will begin feasting on a boundless buffet of inspiration and INFORMATION.

“When you feel moments impacting your destiny, seize the opportunity.” This is your next step (the APPLICATION) described by Ken Blanchard and my friend Don Hutson in **The One Minute Entrepreneur**.

7+ COACHES will share treasures that you’d normally pay BIG bucks for.

33+ SUPPLIERS and operators will share INSIDER best practices.

20+ TRAVEL AGENCY OWNERS will share REAL stories of REAL niches and REAL success strategies.

NOTE1: Compared to **Group Sales Success Summit 2018** (aka GSSS1) I have doubled the quantity of agents I am featuring in the **GSSS2 Travel Agent Showcase!**

NOTE2: THESE ARE NOT WEBINARS. Each day you will click & play a mix of solo keynote videos and lively chat videos. Soak it up. Hit replay. Blanchard and Hutson advise, “Keep a notebook of the wisdom you read, hear, and learn, and distill that learning into One Minute Insights.”

Then, DO SOMETHING

You may feel miles away from discovering your niche. If you do, may I suggest that you STOP SEARCHING THE UNIVERSE?

If you were a good student you completed your Love Circle homework (Intention #4). Your niche is within an inch!

“Sometimes the questions are complicated and the answers are simple.”
– Theodor ‘Dr. Seuss’ Geisel

My favorite quote of all is this from the late great Zig Ziglar, "Success and happiness are not matters of chance but of choice." Friends, your business can't master a niche by accident. Your business will master a niche on purpose.

When **GSSS2** ends (on the 7th or the 10th) you can choose to continue doing the same old thing (which nets diminishing returns). Or you can choose to make new choices, create new comfort zones and aspire higher. – *Stuart*

Intention 7 of 7

Write down your BHAG and tell everybody you know

Is your Big Hairy Audacious Goal set?

My BHAG for **GSSS1** (which debuted August 1-10, 2018) was to execute a gigantic event that would be a life-changing catalyst for growth, prosperity and happiness. I envisioned 1,000 participants. Almost 2,500 showed up. (It's a good thing an online conference offers space for an infinite audience!).

A couple hundred entrepreneurs bought the **GSSS1 FOR KEEPS** package. I not only covered my costs, I cleared a respectable margin.

These agents have added it to their permanent learning library. I get correspondence weekly about how it has totally changed their game. It is an 'on demand shot in the arm'.

Friends, if you can think big, I will help you do big. I talk it, I walk it!

According to Jim Collins and Jerry Porras, a BHAG is a long-term goal that changes the very nature of a business' existence. Since you are still here then YOU MUST BE IN IT TO WIN IT.

Thank you and welcome to a game-changing experience. State your BHAG to everyone you know. Do this and you will have officially launched your brand. And, what you believe will manifest (that's the Law of Attraction).

Why are the 'riches in the niches'? Jeff Walker's tremendous book **Launch** has the answer: "You control who your clients are."

Knowing who you can help is the secret to creating groups that become a life-changing catalysts for growth, prosperity and happiness.

GSSS2 starts tomorrow (Monday, April 1st).

Make a strong pot of coffee. Dedicate one hour to see our Day One speakers. Remember the formula: Information + Application = Transformation.

I'll leave you with this timeless, sage wisdom written by Jon Gordon in **The Carpenter**:

"... shift your focus from 'winning' – whatever that means to you – to using your business to love, serve, and build up others. If you do this, you will succeed and your business will grow in ways you never imagined." – *Stuart*

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Thank you for being a part of the largest training event in travel agent history. Congratulations to you for committing TIME and EFFORT. YOU are the MOVERS & SHAKERS. I am honored to be in YOUR presence. I serve you with pride and honor. The action you are taking now will catapult you to new levels of success and happiness! I know this to be true. Please, let's stay connected!

PS: If you want to continue your group journey consider enrolling in Group Sales Boot Camp. The immersive training and coaching is second to none. I'll roll out the red carpet for you!
- *Stuart*

