

BoldHaus®

Unleashing Your Year-End Potential

This is Where You Breakthrough!

PLAYMAKER

RETREAT 3 | SEPTEMBER 19 - 20, 2023

Brought to You By the Same Experts Trusted By Major Media



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Playmaker Retreat

AGENDA

TUESDAY
SEPT. 19, 2023

- 7:00AM – 7:45AM** Mindset & Movement on the Beach with Ani & Brian (We will be meeting at 6:50AM in the Opal Grand lobby)
- 9:00AM – 9:30AM** Coffee/Tea & Registration (Foyer outside of Salon E)
- 9:30AM – 10:45AM** General Session (Salon E)
- 10:45AM – 11:15AM** Break
- 11:15AM – 12:30PM** General Session
- 12:30PM – 2:00PM** Buffet Lunch (Salon F)
- 2:00PM – 3:30PM** General Session
- 3:30PM – 4:00PM** Break
- 4:00PM – 5:00PM** General Session
- 6:00PM – 6:15PM** Meet in Lobby: Mastermind Dinners
- 6:30PM – 8:30PM** Mastermind Dinners

WEDNESDAY
SEPT. 20, 2023

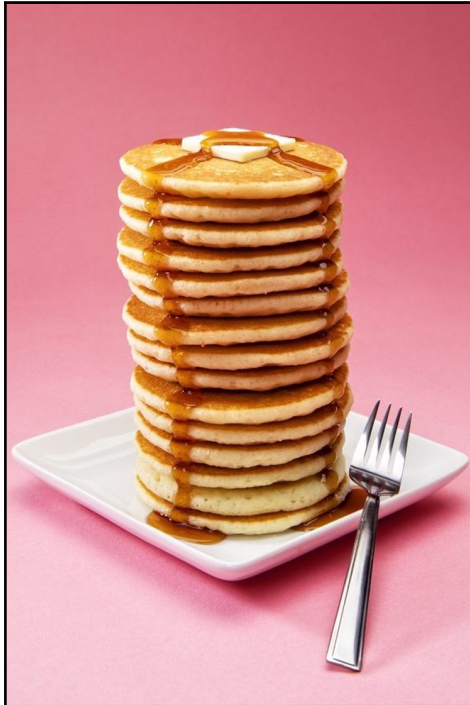
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What Has Changed?

What is present in my life now that was at one time just a dream?

What have I let go of?

Who have I become this year?

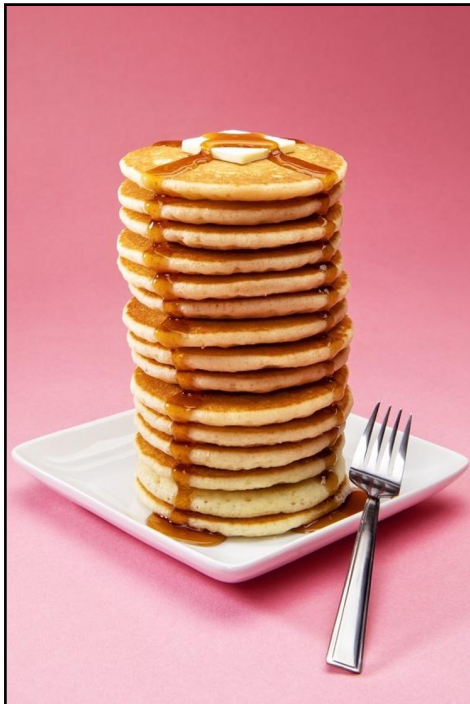


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Key Growth Levers We've Covered

- ✓ **Visibility with Decision Makers**
 - B2B lead generation funnel
 - Executive forums
 - Podcasts
 - Speaking
 - Key messaging – 6 questions
 - Gap creation
 - Using Dripify to fill executive forums

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Key Growth Levers We've Covered

- ✓ **Conversations with Decision Makers**
 - Credibility & Capabilities Briefing
 - 5-part "sales" process
 - Script to take control of the process
 - In-depth, hands-on experience to practice
 - Mind-body side of the experience (7 chakras)
 - Successes & quick wins
- ✓ **Scaling Income With a Bench**
 - Best practices for building your bench
 - Paying your bench
 - Handling problems with your bench

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Key Growth Levers We've Covered

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CEO Mindset & Alignment

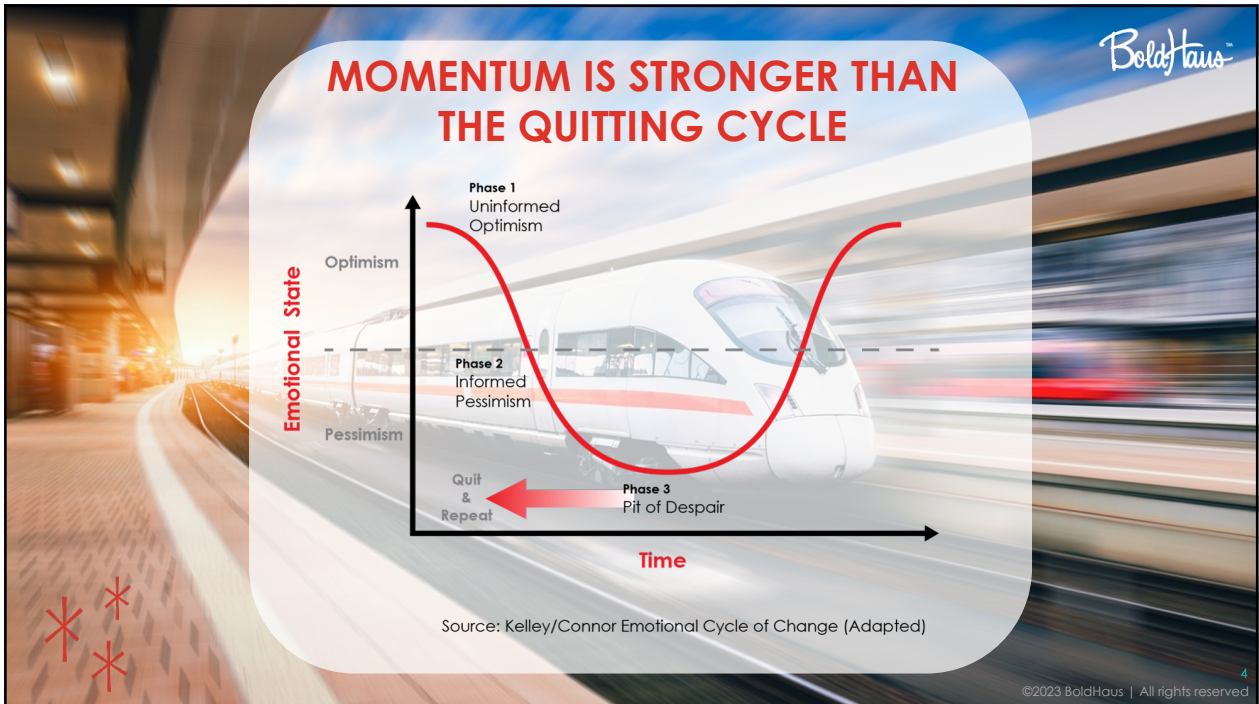
- Leveraging Motivational Maps
- Optimizing leadership & decision-making by utilizing Kolbe
- Working with your strengths



Building 6-Figure Engagements

- Trends to capitalize on
- How to build 6-figure engagements
- How to sell 6-figure engagements
- Pricing strategies

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MOMENTUM MINDSET #3: 10X ACTION

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**BOLDHAUS'
HIERARCHY
OF PROSPECT
READINESS**



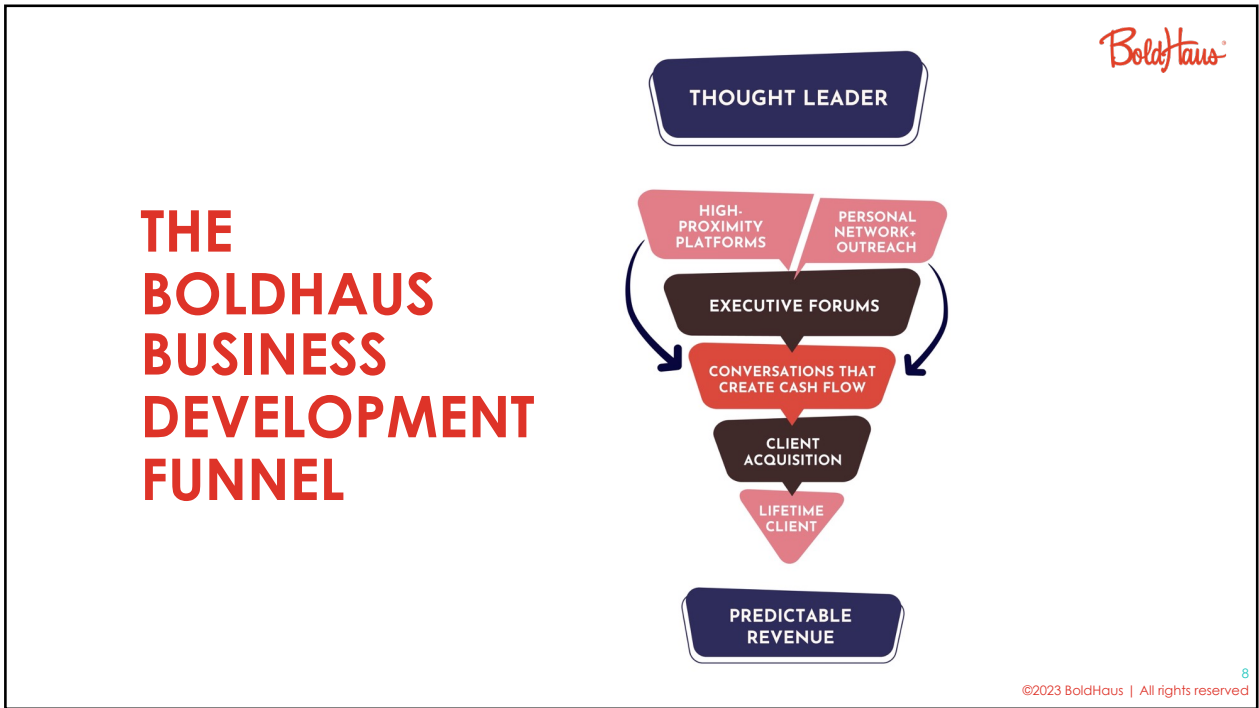
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Their urgency.
Their priorities.
Their internal politics.
Their timing.
Their insanity.
Their leadership changes.
Their decision making process.

**WHAT YOU
CAN'T
CHANGE**



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More people in your network.
More engagement.
More 1:1 conversations.
More clarity.
More alignment.
More easy yesses.

WHAT YOU CAN CHANGE

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THE GATEWAY OFFERING

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BENEFITS OF A GATEWAY OFFERING

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- Great “excuse” to reach out.
- Simple, clear on ramp. Easy yes.
- Shorter sales cycles.
- Gets revenue in the door.
- Builds your client list.
- Money likes money. Momentum builds momentum.
- Gives clients a chance to experience working with you.
- Gives you a chance to uncover more needs.
- Puts you on the short-list for the next project or opportunity.
- Clients who buy from you are much more likely to *keep* buy from you.

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WHAT MAKES A GREAT GATEWAY?

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Simple to understand.

Solves an **immediate, short-term need** that comes up for a lot of organizations.

Minimal to no interdependencies.

Small budget. Doesn't require act of Congress.

Low time commitment from the client.

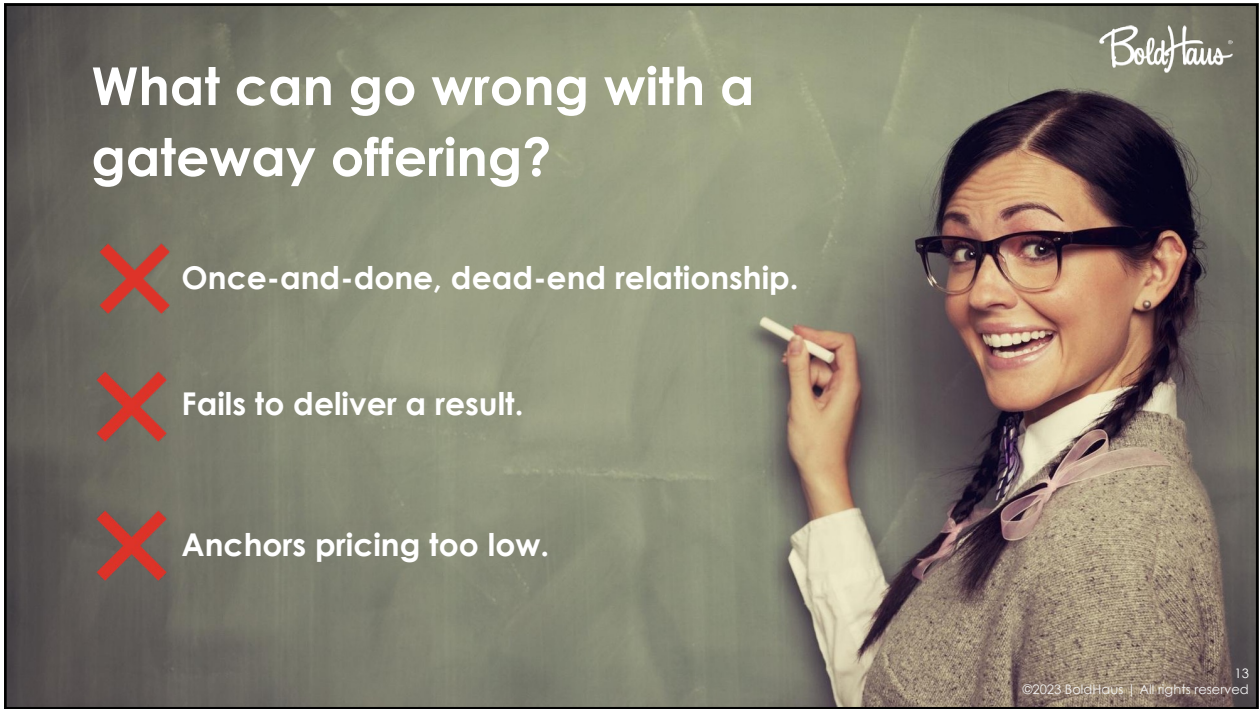
Repeatable. **Turnkey.**

Gives you insights into bigger challenges, goals, etc.

Gets a tangible result... **quick win.**

Naturally leads to **more opportunities.**

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What can go wrong with a gateway offering?

- ✗ Once-and-done, dead-end relationship.
- ✗ Fails to deliver a result.
- ✗ Anchors pricing too low.

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“Productize” Your Gateway

- 90-Day Accelerator
- 2-Day Immersion
- Vision & Design Studio
- Rapid Response _____
- 12-Week Turnaround
- 1-Day Alignment Lab
- Power Skills Booster
- _____ Ramp Up
- Strategic Gap Analysis
- Momentum Retreat
- _____ On-Ramp
- Strategic Cost & Timeline Assessment
- Blue Sky Journey
- _____ Intervention
- Top Leader Experience

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Time to create a new signature gateway!

What is it called?

What immediate need does it respond to?

What's included?

How much do you want to charge for it?

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Time to tell people about your gateway offering!

Hi [Name],

Hope you're doing well.

And actually, you've been on my mind! Something we've been doing for more and more organizations these days is jumping in when they have [X happen].

Just so that it's on your radar, my firm offers something called [Name of Gateway].

It's a simple, effective way to [respond to / deal with / address/ fix / improve / boost] [thing].

If that's ever something that comes up at [Name of Org], please keep us in mind. We'd be honored to support you.

Have a great rest of your week!

Warmly,
[NAME]

P.S. We have an invite executive forum coming up on X. It might be a good fit for you. I'll keep you posted as we finalize the date!

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Create Your New Signature Gateway!

What is your Signature Gateway Called?

What immediate, urgent need does it respond to?

What client deliverables are included?

How much do you want to charge for it?

Tell Your Professional Network About Your Signature Gateway

ANGELIQUE'S VERSION

Subject: Touching base / Wanted to plant a seed / Thought of you / As an FYI... / Just in case / Something for later / If this ever comes up...

Hi [Name],

Hope you're doing well.

And actually, you've been on my mind this week! Something we've been doing for more and more organizations these days is jumping in when they have [X happen].

Just so that it's on your radar, my firm offers something called [Name of Gateway].

It's a simple, effective way to [respond to / deal with / address/ fix / improve / boost] [thing].

If that's ever something that comes up at [Name of Org], please keep us in mind. We'd be honored to support you.

Have a great rest of your week!

Warmly,
[NAME]

P.S. We have an invite executive forum coming up on X. It might be a good fit for you. I'll keep you posted as we finalize the date!

CHATGPT VERSION

Subject: Exploring Opportunities for [X Situation] - An Invitation

Hi [Name],

I trust this email finds you in good spirits.

Today, your name crossed my mind, prompting me to reach out. I've been reflecting on the work we do, especially in response to [X happening], which seems to be increasingly relevant for numerous organizations.

I'd like to bring to your attention our offering known as [Name of Gateway]. This resource has proven to be a valuable asset, presenting a streamlined and impactful approach to [handling / addressing / optimizing] [specific challenge or issue].

I wanted to ensure that this is on your radar, as I believe it holds the potential to greatly benefit [Name of Org].

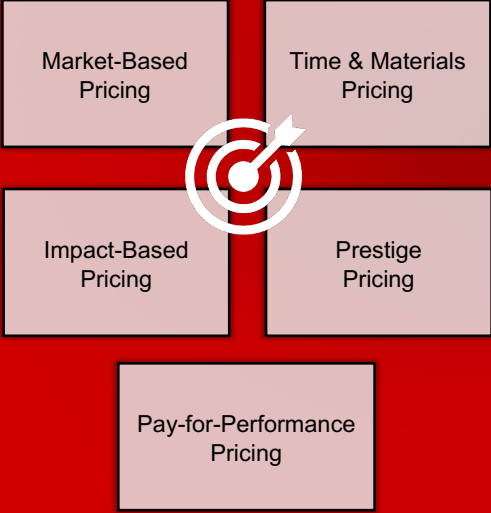
Should the need ever arise, rest assured that we're here and ready to lend our support in this regard.

Wishing you a productive week ahead!

Warm regards,
[Your Name]

P.S. On a related note, we have an upcoming executive forum scheduled for [Date]. Considering your background and interests, I believe this could be a rewarding experience for you. I'll ensure you're updated as we finalize the details. Looking forward to potentially seeing you there!

Let's talk pricing!



LIVING THE NATURAL LAWS

Mindset Session Playmaker Retreat #3
Ani Anderson & Brian Trzaskos



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By The End Of This Session, You Will:

- Identify your most prevalent mindset learning gaps
- Recognize your Playmaker mindset strategies relationships to the Natural Laws
- Re-energize your most effective mindset strategies to unleash your Q4 potential



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Mindset Review

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- Your Unique Motivational Profile
- How to structure your day for optimal motivation
- Glass Ceiling Pattern & Playmaker Success Pattern
- Your “F”avorite primary change resistance strategy and specific solutions
- How to work with your Window of Tolerance and expand your comfort zone
- Chakra Energy System for confidence in sales
- Core Resonance Remodeling
- Core Centering Practices (beach sessions)
- Demystifying Overwhelm
- Subconscious Conditioning
- Negative Pattern Disruption
- The dark side of your motivators
- How to flow through the overwhelm wall
- The importance of collecting evidence of the new belief and having it reflected back by someone else

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Mindset Review

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- How to flow through the overwhelm wall
- The importance of collecting evidence of the new belief and having it reflected back by someone else
- **WHERE HAVE YOU BEEN USING THESE TOOLS?**
- **WHERE HAVE YOU NOT?**

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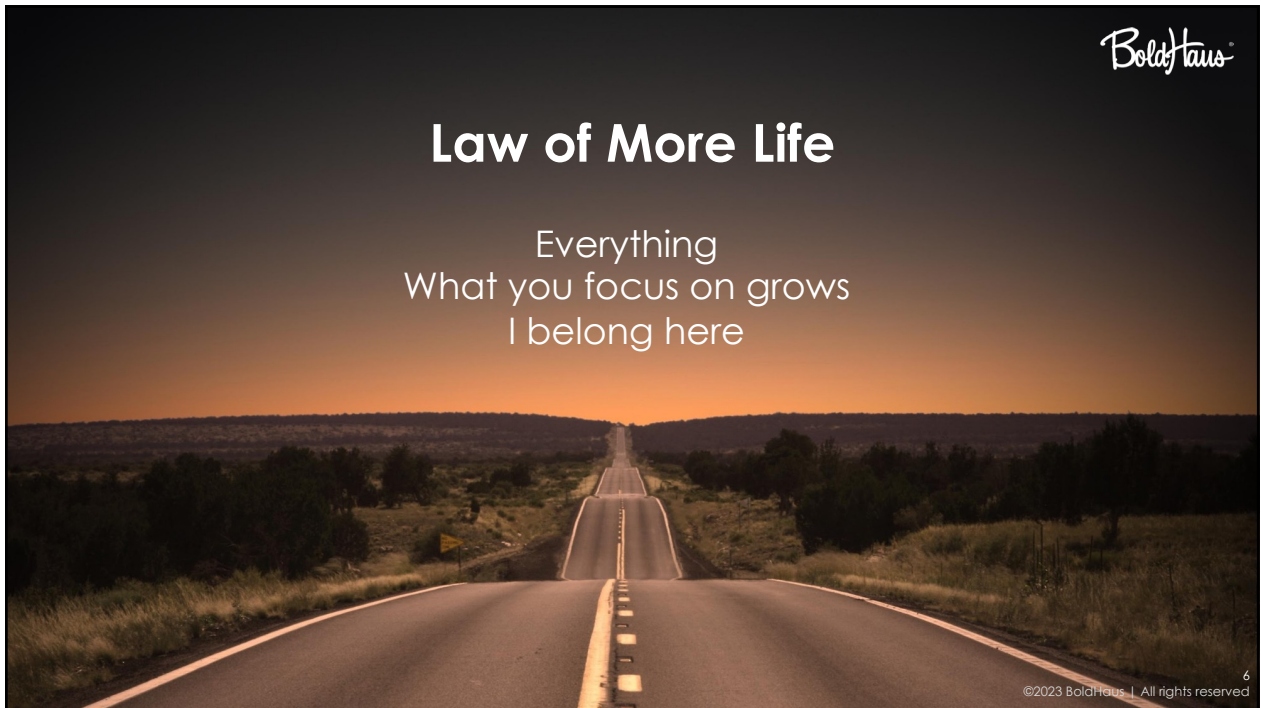
The Natural Laws of The Universe



Omnipresent
Persistent
Non-Judgmental

Law of More Life

Everything
What you focus on grows
I belong here



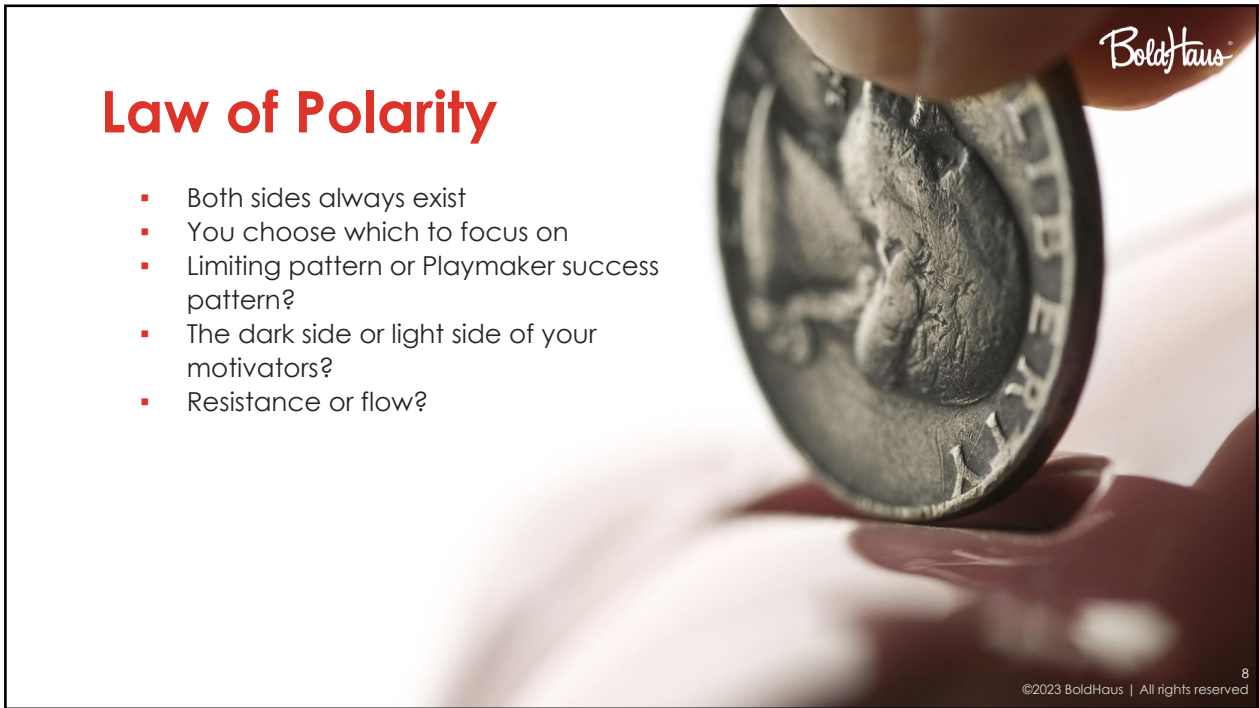


Law of Vibration

- Motivational profile
- Chakras
- Core Resonance Remodeling
- Accountability groups, retreats, BH vortex
- It can be uncomfortable to be listening to conflicting vibrations

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Law of Polarity

- Both sides always exist
- You choose which to focus on
- Limiting pattern or Playmaker success pattern?
- The dark side or light side of your motivators?
- Resistance or flow?

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Law of Non-Resistance

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- Your “F”avorite change resistance strategy
- Overwhelm is a limiting belief fighting for its life
- How to flow through the overwhelm wall
- What have you not be willing to let of in order to become the person you are meant to be?

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Law of Cause and Effect

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- Collect evidence of the new belief and have it reflected back
- Find evidence of your success by the business development, not the outcome
- Conversations create cash!

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Law of Relativity

- We naturally compare all of the time
- Know and expand your Window of Tolerance



Law of Perpetual Transmutation of Energy

- Every creation starts as an idea and ends as a memory
- Stretch your imagination
- Your most prevalent thinking always manifests into form



Law of Rhythm

- Plant seeds
- Nurture sprouts
- Direct growth
- Harvest fruit
- Make compost
- Regenerate soil
- Garden year round

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Living the Laws

- How do you need to feel, think, and act to have activated 100% of your network by the end of the year
- What is the number one tool we've covered to help you do that?

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Storytelling for Playmakers

- Stories bring statistics to life
- Lends credibility by showcasing success
- Illustrates concepts in trainings
- Offers a way to relate to you and your company
- Brings your creativity into the business
- Fun

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Story Elements

- Exposition
- Conflict
- Resolution

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Impact Story

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Impact Story

What is your strongest success story with a client?

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Mad Libs Impact Story



One of our clients _____
Size or Type of Organization, Position in the Company, Executives, Senior Directors, Industry
contacted us because they were facing/dealing with _____.
Problem, problem, Problem
This _____ was impacting _____. They had
Problem Areas of Business, Teams, Customers, Revenue
already tried to fix the issue with/by _____. We recognized
Outside Consultants, New Systems, Hire/ Fire
this _____ was the real issue. We launched our proprietary _____ and
x, y, z Solution
within _____, our clients went from _____ to
Timeframe Top End of the Problem
_____. One of their _____ shared that working with us was
Desired End State Leaders, Employees
_____.
Life-Changing, Transformed

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Draft v1

Take 5 minutes to begin drafting your story using the Mad Lib in your worksheet.



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Mad Libs Origin Story

One of our clients

Size or Type of Organization, Position in the Company, Executives, Senior Directors, Industry

contacted us because they were facing/dealing with

_____. This _____ was impacting

Problem, problem, Problem

Problem

_____. They had already tried to fix

Areas of Business, Teams, Customers, Revenue

the issue with/by _____ We recognized

Outside Consultants, New Systems, Hire/ Fire

this _____ was the real issue. We launched our proprietary

X, Y, Z

_____ and within _____, our clients went from

Solution

Timeframe

_____ to _____. One of their

Top End of the Problem

Desired End State

_____ shared that working with us was

Leaders, Employees

_____.

Life-Changing, Transformed

Share Your Draft

- Instructions for your breakout
- 2 people per group
- 8 minutes each
- Each person will take a turn sharing
- Person listening asks 2-3 questions from slide 12



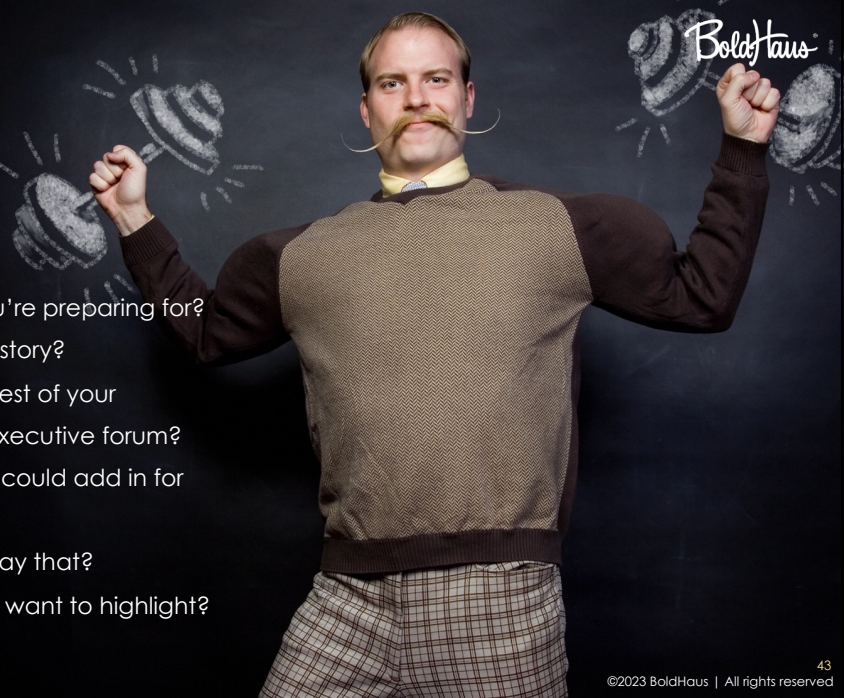
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Questions to Ask

- What's the opportunity you're preparing for?
- What is the purpose of this story?
- How is this relevant to the rest of your presentation/case study/executive forum?
- Is there another detail you could add in for humor, insight, or depth?
- Is there a stronger way to say that?
- Is there a deeper truth you want to highlight?



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Time to Refine

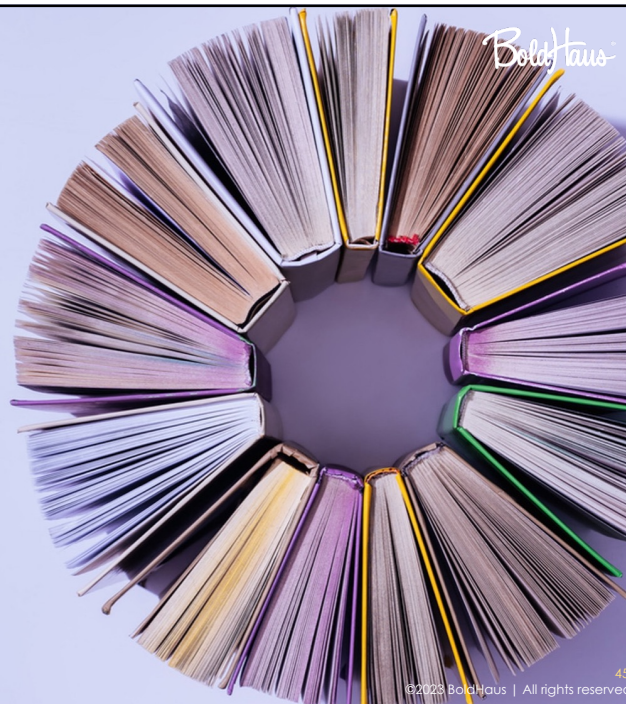
Questions to guide your refinement

- Does this story illustrate or drive home the point you're making?
- Does this story make clear the impact your approach can have?
- Does this story show that you're aligned in your purpose with the client?
- Does this story help make the concept easier to understand?
- Or help give the strategy and tactics a clear purpose?
- Does this story really illustrate why we care about solving this problem?
- Why this story now?



Active Learning Cycle

- What was your biggest aha from today?
- What have today's activities made possible, unlocked or created?



What Will Change?

Who will I become over the next 12 months?

What are things I would like to have in my life in the next 12 months? (List everything you think of.)

Which one of those things can I claim for myself right this minute?



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