

———— TONY ROBBINS ————

# WEALTH MASTERY<sup>®</sup>

GUIDEBOOK

# Trademarks

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Wealth Mastery Leadership Guide

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## A Note of Thanks...

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Thank you for contributing this week to the transformation of the lives of the people you are leading on your team, in the Leadership Program, and in the entire event! Your caring, compassion, and skill in helping people create lasting change is a critical part of the mission of the Wealth Mastery program and to our commitment to measurably improve the quality of people's lives. On behalf of Tony, the ARC Executive Team, the Creative Team, our customers, and crew, we thank you for your dedication and service!

We are also committed to you having the opportunity to connect, grow, and give at the highest level—not only to impact the quality of this Wealth Mastery event but also to support you in taking your own life to the next level in every capacity possible. The experiences, skills, and content that you will be adding value to will help us achieve this outcome.

Additionally, we want to make sure that throughout this event you recognize and celebrate your own breakthroughs and transformations. There are few more rewarding experiences on earth than seeing someone you're working with make the change that they know-and you know-will transform the rest of their life. Mastery is a time filled with the possibility of transformation, of which you can play a vital role. Make the most of your time here; it's a unique opportunity to experience an incredibly deep connection with one of the greatest groups of people on the planet, while doing something that you know will make a difference, not just tomorrow, but for years to come. So let's get started...here is your guide for transformation!

# Outcomes for Trainers/Leadership

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- 1 **To support the health and well-being of every member of your team. Bring them water. Meet their Six Human Needs every day. Listen, connect, care, & contribute.**
- 2 **To connect and build a strong relationship with every member of your team.**
  - Care about them deeply and unconditionally. Each day make them feel more loved and cared for than at any other time in their lives.
  - b. Serve them: build a “bank account” of emotional connection so it’s there when you really need it!
  - Acknowledge them: discover something to like and respect in each member of your team, and let them know what it is. Also catch them doing things right and let them know in advance.
  - Create rapport through mirroring, sensory acuity, and sincere caring.
  - Focus on adding value-the secret to living is giving.
- 3 **Keep participants in the room as much as possible.**
  - Get participants to solve their own problems as much as possible.
  - Look for ‘special care’ and take them down quickly!
  - Stay in the room yourself. This will not only help you make new distinctions for your own life, but also will allow you to support your team members. Remember, the facilitator makes new distinctions each event so you cannot rely on what he has done in the past to support you in helping your team members!
- 4 **Use the 7 Master Steps to help individuals create the change they need to transform their psychology and strategies to realize their potential for Absolute Financial Freedom. Give them certainty to realize they have within them all they need to succeed and achieve their goals.**
- 5 **Help each member of your team condition their changes!**
  - Build their new identity. Help them create something new and then condition it.
  - The biggest outcome for people at Wealth Mastery is to understand what’s really going on, and then to CONDITION the changes until they are consistent.
  - *They* must be the source. Get them to commit to condition it.
  - Incantations are the most powerful source of conditioning.
  - Make sure every team member leaves with a clear plan, timeline, and schedule for implementing their new financial destiny.
- 6 **Transfer skills to your team members and make sure they thoroughly understand and utilize each piece.**
  - Conduct skill sessions as appropriate to teach key skills and understandings.
  - Review any skills as necessary to aid in getting people to level three mastery.
- 7 **Support the facilitator and the entire audience with energy, connection, and fun!**
  - Manage your own state impeccably each day. Remember, the state you are in is even more important than the job you do! Manage the state of your entire team!
  - Support and build your team’s identity.
  - Have a great time during the event and use every opportunity to create energy and momentum with the room! Joe relies on you to create supported and excited teams.

# Leadership Code of Conduct

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In keeping with their commitment to maintain the ARC standard of excellence, all Leadership participants will adhere to a specific set of ethics and behaviors, as follows:

## All Participants Will:

- A Dress in a professional manner. Clothes will be clean and appropriate for the occasion or event. Short shorts, cutoffs, tattered or torn clothing will not be acceptable.
- B Be punctual for all events and meetings. Return phone calls from ARC in a timely manner.
- C Be completely accountable for their actions and responsible for their consequences, recognizing that each person is the only one who is in control of both.
- D Set an outstanding example of a person who creates and consistently lives Class 1 experiences for themselves and encourages others to do the same.
- E Make the event a Class 1 experience for all participants.
- F Treat everyone with respect and compassion, and show respect for cultural diversity and for alternative lifestyles.
- G Be of service to all involved. Leadership participants are at the events for the participants and for their greater good. Leadership is all about expanding and contributing.
- H Exercise and be an outstanding example of wellness, sensory acuity, and common sense.
- I Recognize that physical condition does make a difference; not only with how a leader impacts others, but with their own energy level and quality of life as well.
- J Be open to feedback and praise because that is how we grow and contribute.
- K Be a role model and example of the technology Tony teaches.

## Leadership Code of Conduct *(continued)*

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### Moral Conduct

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All Leadership participants agree to maintain a high standard of moral conduct. Any instances of improper behavior at events are grounds for being asked to leave the event immediately, and being prohibited from attending any future ARC programs as a Leadership participant. Conduct constituting improper behavior shall include, but is not limited to:

- A The use, possession or sale of any illegal drug or the use, possession or sale of a controlled substance without a valid prescription.
- B Dishonesty in any form, including theft, falsification of records or checks, or the making of fraudulent statements.
- C Sexual harassment in any form, including inappropriate verbal or physical contact. Sexual activity with participants is prohibited.
- D Violent behavior or threats of violence.
- E Drunk or disorderly conduct.
- F Direct marketing of professional services to any Leadership or event participant while at an event.
- G Use of e-mail or other contact lists to market professional services.

# 10 Fundamental Powers of Extraordinary Leaders

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- 1 **The Power of Vision**  
A vision must call forth individuals to become more of who they truly are.
- 2 **The Power of Unreasonable Expectations**  
To receive the ultimate rewards, you must live by the ultimate standards.
- 3 **The Power of Conviction**  
The quality of your life is in direct proportion to your ability to deal with uncertainty.
- 4 **The Power of Connection**  
True leaders have an uncanny ability to care and connect.
- 5 **The Power of Passionate Communication**  
To inspire others, *you* must first be inspired.
- 6 **The Power of Strategic Innovation**  
Be just ahead of the trend, but not the pioneer. Remember, pioneers get arrows.
- 7 **The Power of Action**  
Leaders are bold. They are men and women of action.
- 8 **The Power of Truth**  
Leaders tell themselves, and everyone with whom they interact, the truth.
- 9 **The Power of Character**  
Leaders are responsible, consistent, courageous, loyal, and fearless.
- 10 **The Power of Giving**  
"Ultimately, no man or woman is happy unless they have found a way to contribute beyond themselves."

# 7 Steps to Lead and Influence

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## I. Set the Stage

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- 1 **Do your homework**
  - A. Discover the Model of the World of the people you're dealing with. You are looking for desires and wounds that will give you insight into who it is you're dealing with and how to reach them (i.e., what will move them).
  - B. Know any interesting facts you can use as a part of your presentation to show you've done your homework and to more powerfully meet the needs of the individuals you're speaking to.
- 2 **Prepare your mind and body**
  - A. Think about who these people are and how to serve them.
  - B. Put yourself in state physically through incantations and your power move.
- 3 **If possible, connect with individuals before you step on stage**

Never speak to an audience cold if you can help it. Have "friends" in the audience.
- 4 **Immediately grab their attention**
  - A. Your state: fill the room with your energy.
  - B. Connect with your warmth, humor, and eye contact.
  - C. Make a significant promise up front: What are you here to deliver for them, create, or give?
  - D. Deframe their skepticism.
    1. Through mind reading
    2. Through your own example
  - E. Reveal intimate knowledge about them personally, their organization, their interests, or their fears.
  - F. Customize the message to them (show them you are not talking in general terms—you can be specific because you've done your homework).
- 5 **Be real and be truthful**
- 6 **Demonstrate that you have something to bring to the table** (*this will earn their respect*)



## 7 Steps to Lead and Influence *(continued)*

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### II. Connect & Take Control

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*If you don't have control in the beginning, you'll never have control in the end.*

- 1 Set the rules of the game & get them to commit to those rules & do something that reflects that commitment
- 2 Ask questions and get them to respond (*Ask challenging questions—people respond to challenge*)
- 3 Do not let them off the hook—teach them that they must respond to you
- 4 Utilization: Use whatever comes up in the environment

### III. Create Momentum Through Continuity

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*Clarity is Power*

- 1 Know your ultimate outcome
- 2 Know your 5-6 sub-outcomes

### IV. Demonstrate Absolute Certainty About the Value and Importance of What You're Sharing

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- 1 Talk about things you are most passionate about  
(*or ask questions to discover what you're most passionate about*)
- 2 In order to influence others, you must first be influenced

## 7 Steps to Lead and Influence *(continued)*

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### V. Speak with Passion to Create Enthusiasm

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*Unless you have energy attached to your belief, the belief is dead.*

### VI. Create Connection Through Absolute Sincerity

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- 1 Build trust by showing you have interests in common
- 2 Disclose something they wouldn't expect you to *(be vulnerable)*
- 3 Give them sincere compliments *(Utilize the Power of Praise to compliment very specific things)*

### VII. Challenge People to Grow Through a Call to Action

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# Notes

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# The 10 Sources of Power for Effective Communication

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## Belief

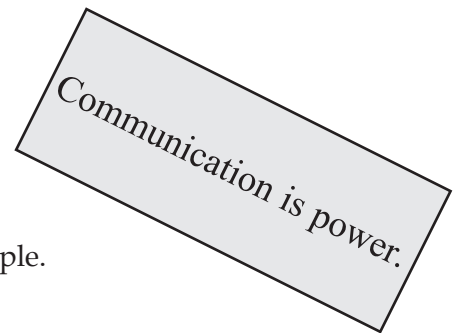
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- 1 A. You must believe that what you are offering is extremely valuable and will have a major impact on people's lives. (In order to affect others, you must first be affected.)
- B. Establish your belief systems.

## Physiology

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- 2 A. Put yourself at a level 12 before you speak.
- B. Don't shoot a cannon at a rabbit.
- C. Prowl the stage purposefully.
- D. Fill the room with energy.
- E. Shoot a laser beam when you point your finger.
- F. The more you move (with purpose), the more you move people.
- G. Rules for physiology: You must...
  - 1) be resourceful;
  - 2) be relaxed/enjoyable;
  - 3) be flexible; and,
  - 4) be dramatic and humorous.
- H. Utilize tension and pressure.
- I. Be the tip of the iceberg.



## Know Your Outcome

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- 3 A. The unconscious mind will produce appropriate action if you keep reminding yourself of your outcome.
- B. Your brain is a servomechanism.
- C. Clarity is power.

## The 10 Sources of Power for Effective Communication *(con't)*

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### Rapport

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- 4 A. Care about your audience.
  - 1) "To whom am I speaking?"
  - 2) "Me too." vs. "So what?"
- B. Pace your audience.
  - 1) Start where they are.
  - 2) Lead them to where you want them.
  - 3) Attack yourself, confess—hell if you don't.
  - 4) Then, give a solution—heaven if you do.
- C. Be a VAK.

### Manipulation of Your Audience—They're paying you for a state change.

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- 5 A. Ask questions.
- B. Break their pattern.
- C. Be totally associated to what you're talking about and your audience will get associated.
- D. Build pressure internally and release it in appropriate doses to create association. You want to create pressure and tension in the room. People want pressure—it excites them.

### Behavior Flexibility

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- 6 A. If you try something that doesn't work, then try something else.
- B. Be flexible in delivery and emotions—VAK.
- C. Do the unexpected.

### Challenge Your Audience

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- 7 A. Set up preframes.
  - 1) What does this mean?
  - 2) What will it do for you?
- B. Ask challenging questions—people respond to challenges.
- C. Make direct challenges to individuals—use gestures, eye contact, questions.
- D. You have to have guts.

# The 10 Sources of Power for Effective Communication *(con't)*

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## Energy

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- 8 A. Pure physical energy is attractive in our culture.
- B. Ooze power, charisma, and sexuality.

## Utilization

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- 9 Whatever happens in the environment, find a way to use it to support your outcome. Ask, "How can I use this?"

## Have Fun!

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- 10 A. People would rather be entertained than educated.
- B. The highest paid people in our country are entertainers, not educators. Be an entertaining educator.

## Tips

- 1 Stop internal dialogue. It decreases effectiveness. Focus on the outside.
- 2 Stay fully associated to what you are talking about.
- 3 Rev up the pressure in your body and pour it on your audience. More energy will come back to you.
- 4 When you first take the stage, stand centered for a second and then begin speaking.
- 5 When you first begin talking, fill the entire room with a bright, white light.
- 6 Three keys:
  - a. Have something good to say.
  - b. Learn to say it well.
  - c. Say it with emotion.
- 7 Keep people associated by asking, "Does that make sense?"
- 8 If you have people who are talking while you're trying to talk, say, "Everybody should hear this."
- 9 Mind-reading is a useful tool. If you say what you think other people might be thinking, you can increase your impact and rapport.

# Notes

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# Syntax of Powerful Communication

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## Communication is a Skill

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**N**o matter what form it comes in—speaking, writing, singing, acting—communication is a skill. There are techniques to make your communication skills more effective, more powerful, and more inspirational. These techniques involve using your beliefs, your physiology, and your focus to enhance your performance.

First and foremost, you must believe that what you are offering is extremely valuable and will have a major impact on people's lives. In other words, in order to affect other people, you must first be affected.

Secondly, you must master your physiology. Before you get in front of your audience, put yourself at level 12! Once you're with them, fill the room with massive energy, shoot a laser beam when you point your finger, or move with the precision and intensity of a prizefighter. The more you move (with purpose), the more you move others. Utilize your tension and pressure to enhance your physiology. Be resourceful, relaxed, flexible, dramatic, and humorous!

Finally, know your outcome! Focus on what you want out of this performance, not only from yourself, but also from and for the audience. Your unconscious mind will produce the appropriate action if you keep reminding yourself of your outcome.



## Syntax of Powerful Communication *(continued)*

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### Phase One: Prepare Yourself to Deliver

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- 1 **Know your audience in advance—BENDWIMP prep.**
- 2 **Love your audience before you meet them.**

Emotionally connect to your audience. Think about what you respect, like, and love about them even before you meet them. Put yourself in a state of service. Ask, “How can I truly serve these people? How can I really help?”
- 3 **Know your outcome and your plan, which includes the audience’s enjoyment.**
  - A. Establish a clear outcome for your talk. If you do this alone, you’ll be light years ahead of other “speakers”.
  - B. Establish an effective plan.
    - 1) Open/capture
    - 2) Syntax
    - 3) Stories/examples that meet all six human needs
    - 4) Close calling for action and uplifts

The plan you design may go awry, but the clarity of your outcome will pull you through and help you deliver what you brought to contribute to your audience.
- 4 **Connect with your passion.**

Talk only about those things you think are truly significant. Belief is power. Make sure you are certain that your information is up-to-date and the best.
- 5 **Turn yourself on! Put yourself in a peak physiology.**

Peak performance comes from being in a peak state. Physiology is energy. Physiology is power. Physiology is charisma.

## Syntax of Powerful Communication *(continued)*

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### Phase Two: Deliver with Impact

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- 1 **Capture the audience's attention and emotion immediately.**
- 2 **Connect with your audience.**
  - A. Rapport is the ultimate power. Start where they are and lead them where you want them to go.
  - B. "Take the mic."
  - C. Be a VAK.
  - D. Sincerely compliment.
  - E. Sincerely care.
  - F. "Me too's" vs. "so what's"
- 3 **Enroll them in a new set of rules; create a unique identity**  
(e.g., "Don't sit like you normally sit...").
- 4 **Take control! Change their state! Entertain and engage.**  
Manipulate your audience—that's what they're paying you for. If you give just words, you are being a speaker rather than a communicator. Deliver more than words.
- 5 **Deliver the Six Human Needs.**  
Create certainty and variety/surprise. Give them a sense of significance and connection. Help your audience grow and feel like they're significant enough to contribute through voices, faces, stories, and presence.
- 6 **Use sensory acuity.**
- 7 **Flex and utilize the environment.**
- 8 **Be playful and have fun—then, they will too.**
- 9 **Challenge your audience—call them to action.**
- 10 **Close them at the peak and produce the outcome you came for.**

## Syntax of Powerful Communication *(continued)*

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### Phase Three: Continue to Connect

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- 1 **Be humble.**
- 2 **Continue caring.**
- 3 **Listen. Invest the extra time in people and you'll have an extraordinary impact.**

## The Evaluation Tools: How to Use the Communication Wheels

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The evaluation tools on the next two pages are a resource, a checklist basically, to design and increase the quality of your communication skills. By reviewing these evaluation tools before your performance, you can prepare for and stay connected to your outcome. By reviewing the wheels after your performance, you can constantly CANI and improve your communication skills.

### The 10 Sources of Power for Effective Communication

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Use this wheel is a tool to design the outcomes of your communication as well as help you evaluate your skill sets and pinpoint the skills you need to strengthen.

Before you speak, look at this wheel to remind yourself of how you want to connect with both your topic and your audience. This wheel will also help you associate with mind-reading—if you say what you think other people might be thinking, you can increase your impact and rapport.

After your performance, look at this wheel again and ask yourself, “How did I do in each of these areas? Did I achieve my outcome? Could I have had more focus, more fun, more impact?” Constant and Never-Ending Improvement is key!

### The Syntax of Powerful Communication

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This wheel is another great resource to use before you speak. It summarizes all the key skills for successful communication.

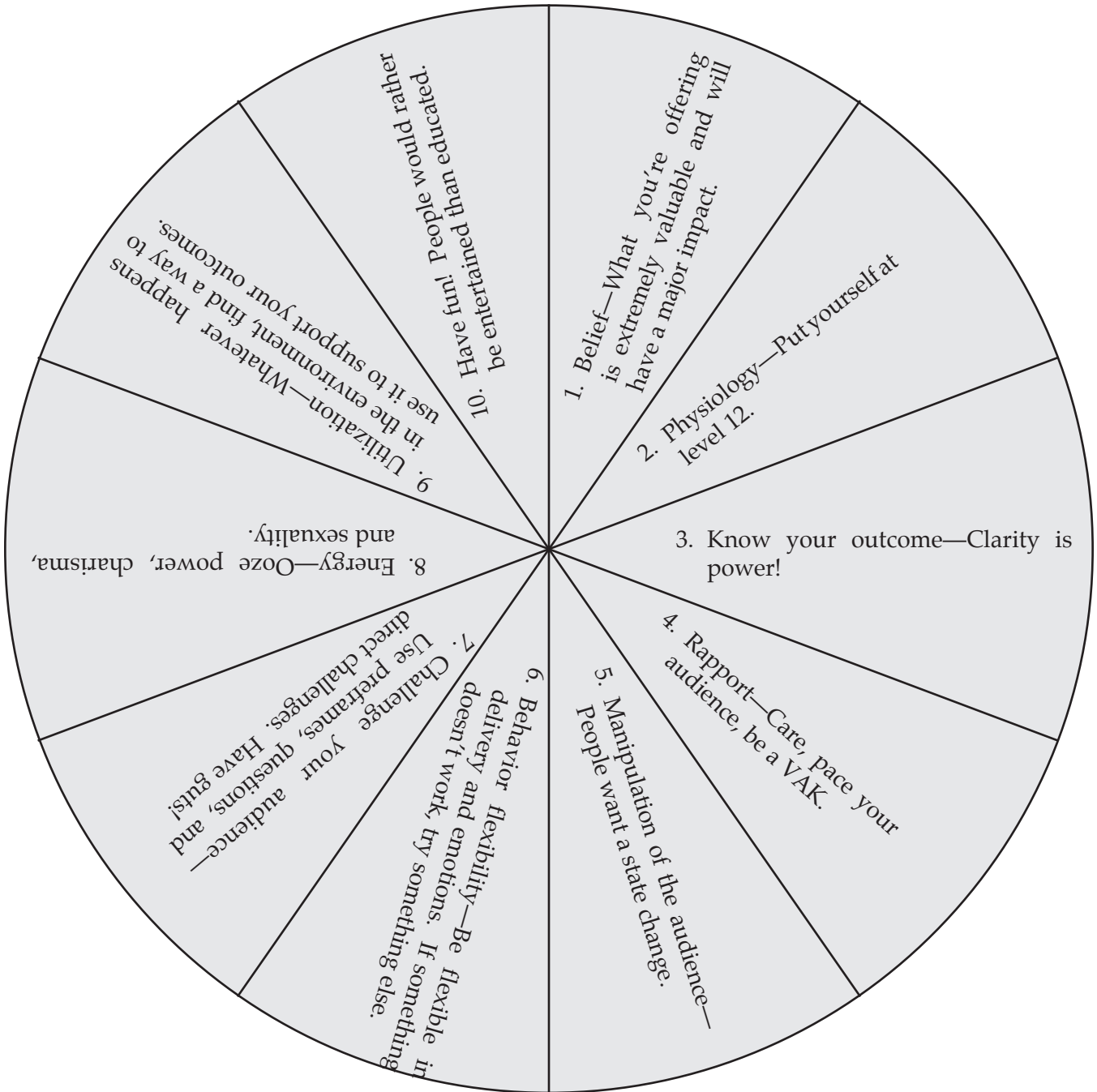
Section one on the right-hand side focuses on preparation. Section two focuses on how to deliver with impact. Section three focuses on continuing to connect with your audience. By reviewing these communication skills before you speak, you can deliver with more power, effectiveness, and inspiration.

Put these wheels with your speaking preparations as a constant reminder. Remember, communication is a power that can change anything or anyone in a matter of moments!

# The 10 Sources of Power for Effective Communication

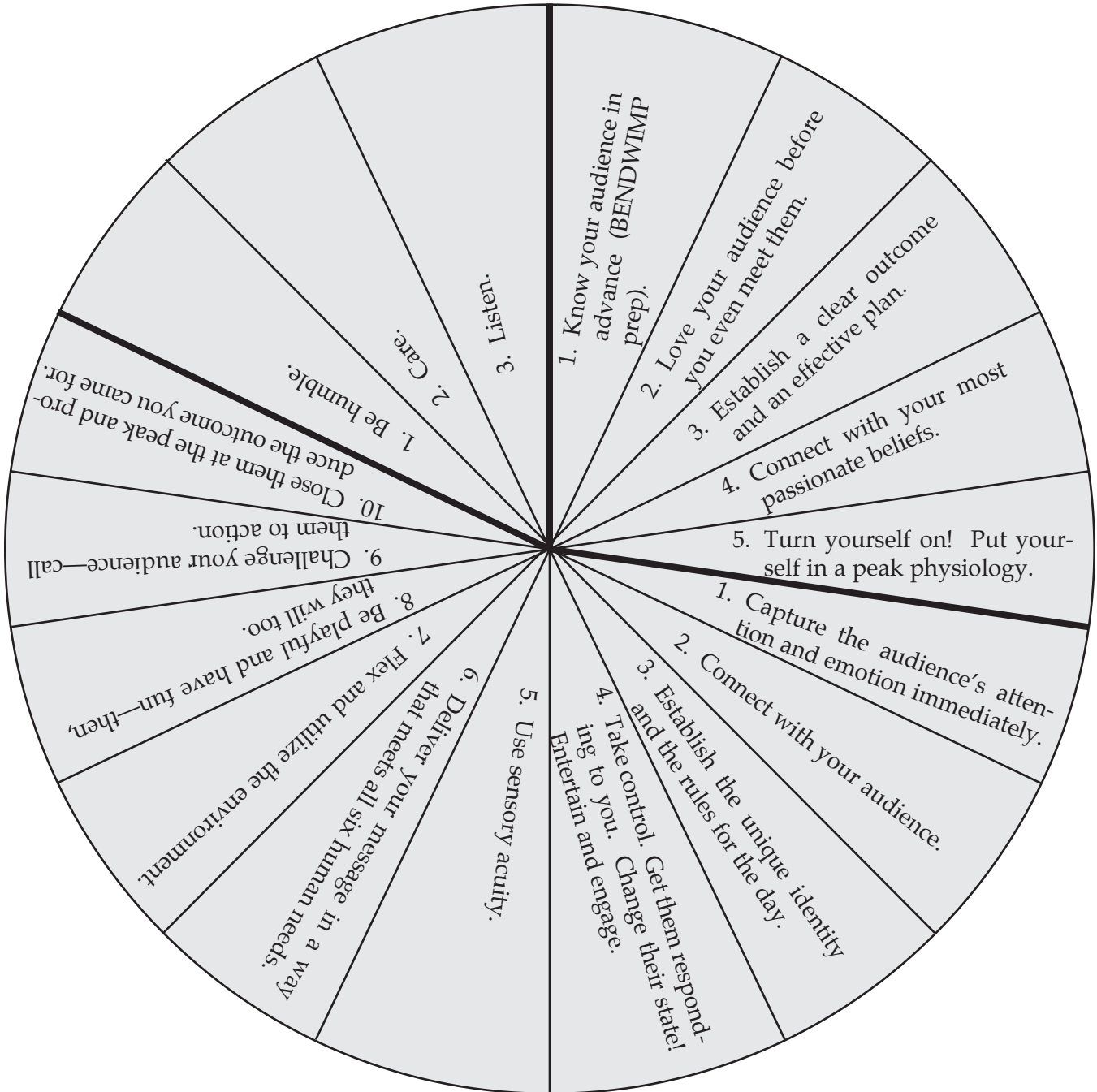
## Evaluate This Communicator

In each section, make a mark that represents the level you feel the person you are evaluating achieved. Did the person use his/her physiology? Was s/he at a level 12? Did s/he fill the room with energy? At what level? 60%? 80%?



# The Syntax of Powerful Communication

In each section, make a mark that represents the level you feel you achieved. How much homework did you do in advance? Did you really understand the beliefs and the wounds of your audience? How would you rate your level of preparedness—50%? 80%?



# Notes

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“Leadership and learning are indispensable to each other.”  
—John F. Kennedy

# The Art of Leadership

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*Before you can influence someone, you must first know what influences them.*

## What is the range of engagement?

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The tools that will be effective in your relationship with someone is dependent upon the level of emotional engagement you have with them (*see page 25*).

## Their Stance

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### A. Their Posture: Superior, Equal, or Inferior

1. What posture are they holding externally?
2. What posture do you believe their internal posture to be?
3. What posture do they hold you in as their leader?

### B. Level of Relationship

4. What relationship do they perceive to have with you?

### C. Intent

5. What do they perceive as your intent?

## Now it is the time to look at you: Your Stance

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### A. Your Posture: Superior, Equal or Inferior

1. What posture do you hold internally? (Equality is ideal.)
2. What posture are you providing externally? (This posture must change moment to moment to achieve the outcomes you want. Use the Ultimate Success Formula.)

### B. Level of Relationship

3. What do you perceive to be your level of relationship?

### C. Intent

4. What do you perceive your intent is?

*Are you currently demonstrating who you want to be? Do you need to change your perceived posture, relationship, or intent in order to achieve a new outcome now?*

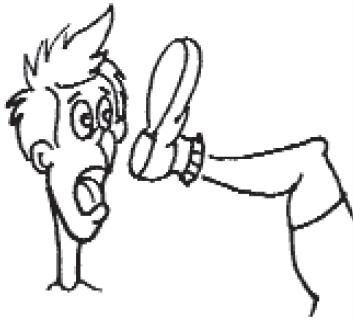


# Ranges of Emotional Engagement

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## Kicking Range

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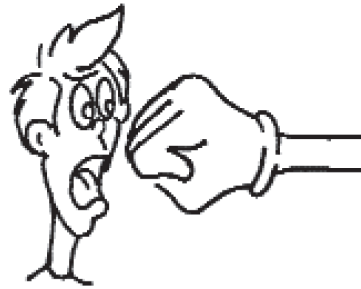
The person is separate from you.

Strategies:

- Stories
- Examples
- Mind-Reading
- Framing Devices (pre-, re-, and de-framing)

## Punching Range

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The person is at a level of conversation with you only—they are not emotionally engaged.

Strategies:

- Questions that engage
- Create events or conversations that produce emotion that will lead to trapping or grappling. These emotions can vary from love to inspiration to anger.

## Trapping Range

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You have an emotional connection with the person—they are engaged.

Strategies:

- Personal/intimate questions
- Physiology within a group

## Grappling Range

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You are personally and intimately engaged with the person on a one-on-one basis.

Strategies:

- Emotional/personal questions
- Personal physiology

## Organizing Principles

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- Until you are emotionally engaged, change cannot occur.
- The only state in which change occurs is in a trance/ altered state.
- Most change will not happen at the kicking stage, so you must bring them in (by tapping into a wound or desire).
- You have the most choices about techniques to use at the grappling range.
- Primary tactics: love and caring.

# The Postures of Leadership

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The secret to leadership is to create an emotion of respect. You must:

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A. See yourself as Inferior.

You must identify the source:

- Knowledge
- State
- Pace of messenger you are dealing with
- Belief/systems/and lack of references

B. See yourself as Superior.

You must find a place where you are superior so that you can find where you can help.

C. Ultimately see yourself as Equal.

Immediately see where you are equal and inferior to create connection and respect (or you'll ultimately fail to engage the person).

You must also be prepared to respond depending upon how a person perceives you. If a person...

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A. Sees you as Inferior.

You must create connection through humility (e.g., "I have knowledge in this area...").

B. Sees you as Superior.

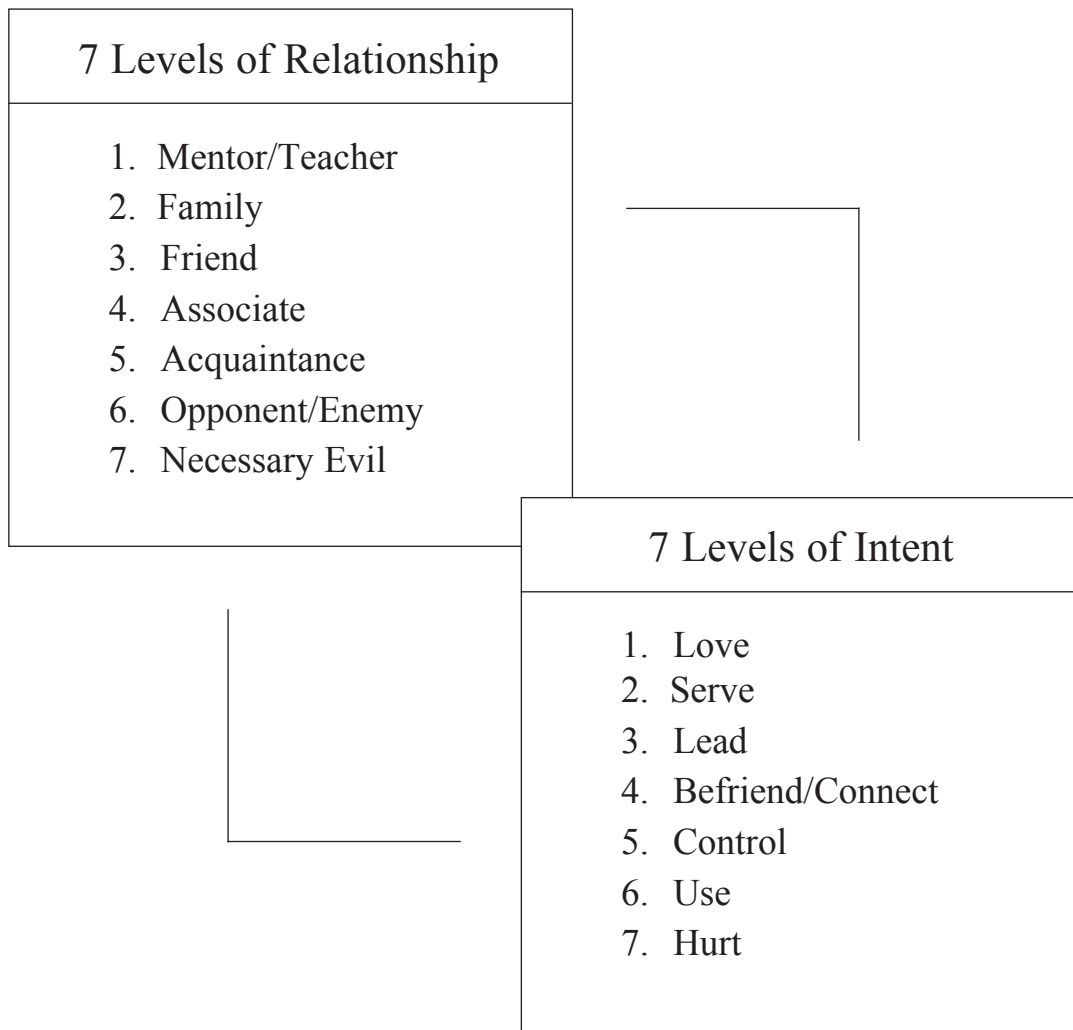
You can't be a leader as an equal. You must demonstrate a skill set that is superior within the context in which you are leading them.

C. Sees you as Equal.

Show them how their Model of the World keeps them from getting what they want because they don't understand diversity (e.g., "Precisely why you think you don't need coaching from me is why you need it.")

# Leaders Who Care

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## Superior vs. Inferior Leadership

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### Manager

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A manager gets people to meet a standard.

VS.

### Leader

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A leader gets someone to create the standard within themselves.

### An Inferior Leader

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An inferior leader makes people perceive that they are inferior to him/herself.

VS.

### A Superior Leader

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A superior leader has the capacity to lead those individuals who perceive themselves to be superior to their leader and to produce a higher standard for themselves. A superior leader always knows his range of engagement, his perceived posture, relationship, and intent and knows how to change any of these at a moment's notice in an almost liquid fashion to produce extraordinary results. A superior leader helps people attain an increased sense of identity, pride, growth; an equal or superior skill to himself; emotional mastery; and some form of contribution.

*Becoming a superior leader is the only way a leader can duplicate him/herself.*

# Notes

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“Destiny is not a matter of chance, it is a matter of choice;  
it is not a thing to be waited for, it is a thing to be achieved.”

—Unknown

# Notes

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# WEALTH MASTERY®

—TOOLS & LOGISTICS—

# Notes

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# How To Have A Superb Team Meeting

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## 1 Know your outcome!

Make sure you have a clear outcome predetermined for each team meeting. This outcome can vary greatly, from electing a Team Leader, to bonding with the group, to creating a pattern interrupt or contribution project, etc.

Make sure you preframe the team experience up front as one of the vital elements of Wealth Mastery. Give them the “why” of being on a team, and get them to tell you the benefits they will gain from this experience. Get their commitment to play full out as part of the best team at Wealth Mastery!

## 2 Establish your identity as Trainers and Leadership immediately and consistently.

At the first team meeting introduce yourself and give the team members some background information on yourself so they can get to know you and bond easily with you. Reiterate your role as a Trainer and/or as Leadership. Make sure your congruency and physiology establishes you as a role model for the training!

## 3 Be a model of timeliness and encourage your team to be as well.

Do your best to start and end on time. Set a time limit for the team meeting and stick to it, or get the agreement of the group to exceed the set time. Realize that participants are sometimes reluctant to come to team meetings because they feel they get so little time off. If you set the frame that meetings are important, and they will be conducted with a respect for time integrity, more people will participate. Deframe any issues that may arise about not enough time, not enough sleep—for example, “Life is a game with no time outs and no substitutions, and we want you to make yours a Super Bowl!”

## 4 Make all your team meetings examples of physiology, congruency, and fun!

Support the participants in every way possible to make the team meeting experience a good one. Hold your meeting in a comfortable location, if possible. Outside meetings are great, AND remember that most team meetings will be held in the afternoon, so you need to take into consideration how hot and bright the sun will be in your particular spot.

Get all the participants in close so that they can see and hear you. Use the same techniques you use in Skill Sessions: repeat questions that are asked of you, and make sure everyone hears your answers.

Get the team up and involved physically at your meetings. Start and end each meeting with your team cheer.

Set up some surprises for your team. Stickers, small “goodies,” or special events (like a lunch together) are great ways to make your meetings fun. Do your best to create one huge “taint” laugh at each meeting!

## How To Have A Superb Team Meeting *(continued)*

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5 Provide important logistical information and answer any questions on the training as a whole.

Team meetings are the perfect place to communicate the kind of information that makes things flow smoothly and gives people the impression of the high level of professionalism of all of Tony's people. Handle any logistical issues: Seating, manuals, hand-outs, etc. Especially, if anything has changed, let them know immediately. Set up some signals and/or ways you can communicate with them during Main Room sessions.

6 Debrief the day's sessions and preframe the next day's events.

- Debrief the session that was held in the main room. If appropriate, give examples of how you are applying this valuable information in your life.
- Ask for shares: "What breakthroughs did you have?" "What powerful things did you learn in this session?"
- Future pace their learnings: "How will you put this to use in your life?" Get them to share this as a group. Have the team members write this up in the D.A.W.W. section in their WEALTH MASTERY Manual.
- Review the up and coming syntax for the next session.

7 Use team meetings as a way for you and your team to bond deeply and increase their benefit from Wealth Mastery.

Encourage all team members to contribute in some way to the team. Give tasks to the people who normally hang back. Create opportunities for lots of positive reinforcement of team activity and participants helping each other. Acknowledge any breakthroughs and small wins you observe or you hear about from others. And keep your eye out for people who have potential as Trainers or Leadership! Encourage them to apply for Leadership, and associate them to how great the program is.

Also, encourage your team to network with each other. RRI cannot provide team address lists, so it's a great idea if the team wishes to stay in touch to circulate a list and have one team member (who is excited to do it) commit to reproducing the list and sending it out within a month of Wealth Mastery.

# Team Meetings Syntax

## DAY 1: Theme: WELCOME TO WEALTH!!!

- Team Signs
- Intro of team in the room—Facilitator calls Team Trainers to the stage
- Intro Trainer: WHO, WHERE FROM, what you bring to the event for them. MAKE TEAM SIGNS AND SIGN WITH TRAINER & LEADER NAMES, TEAM MTG. LOCATION.
- Team Name, Team Chant, Any Team Identity Piece (neck/nametag/etc)
- Preframe to listen for team meeting time in the AM
- Let them know bonus info at team meeting so make sure they are there.
- Announce team meeting locations (if available)
- Buddys....Facilitator leads from front of room, Trainers/Leadership facilitate process

Each team meeting after Day 1 is in three chunks:

- **Debrief yesterday**
- **Preframe today/Lightning round**
- **Review logistics**

*Trainer & Leaders: use time before everyone gets to meeting to answer individual questions*

## DAY 2: Theme: GET IN THE GAME

### I. Debrief yesterday

- Money Exchange game. How much money do you make by watching?
- Preframe....the way we play games is the way we play life.
- Secret to success: Get in Game ...select a strategy ....**play by the rules!!**
- DON'T GET GREEDY!!

### II. Preframe today

- Financial plans
- 6 Financial dreams
- You'll be learning strategies today—grocery store metaphor
- Strategies for getting their questions answered:
  1. Write down
  2. Put hand up
  3. Ask speaker—team supports
  4. Go to Mentoring Circle or to Trainer/Leadership person
- **Lightning round** (groups of 5): *What resources do you most need to enhance in your business or personal financial life?* (Cash is not the answer. Hint: Look at your weakest area.) NOTE: Trainers MUST leave time to do the Lightening Rounds each day. This is built into the syntax and is a huge value add for the participants. Plus, the facilitator frames on Day 1 after the first Lightening Round that they'll have an opportunity to do it several more time during the week.

### III. Logistics

- Water Water Water
- If you can't "get it," MOVE!!! Power of physiology
- Snacks—one per person, don't take for buddy
- CHEER!

## Team Meetings Syntax *(continued)*

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### DAY 3: Theme: BIG PICTURE

#### I. Debrief yesterday

- Ring Toss: Look at all aspects of the market metaphor, review lessons of the 'OCEAN'
- Review speakers from yesterday—what did they learn that they can apply?
- Remind them of 20%-80% mechanics and psychology
- Make sure they finished their 'GOALS' pages

#### II. Foundation Envelopes

- Refer to Foundation Points in this manual for Organizing Principles and Outcomes
- Discuss Front Row seating
- Pass out Envelopes

#### III. Preframe day

- Will learn lots of strategies today. Review secret to success: (1) select a strategy, (2) Play by the Rules, (3) Get in the game, (4) don't get greedy.
- To win, you must GET IN THE GAME
- Trick for capturing strategies: Index cards: Write title of strategy on the top, rules of that specific strategy written underneath
- **Lightning round** (groups of 5): *The most important thing I learned yesterday was... and how can I implement this immediately?*

#### IV. Logistics

- Review 'rules of the game': H2O, Physiology, Have Fun.
- Remind about question strategy... write Q's down to get them out of your head.
- Remind about Mentoring Circle & turn in change forms to your financial plan.
- Announcements

### DAY 4: Theme: MOMENTUM: MOVING THESE PRINCIPLES INTO YOUR FUTURE

#### I. Review yesterday

- Speakers' content
- Have they all got a strategy?
- Writing the strategy and the corresponding rules? (index cards)

#### II. Leadership/Mastery Testimonial

- Seek out a great testimonial for Leadership and Mastery to share with the team. What did they get out of Leadership/Mastery? What were the measurable results from attending Leadership/Mastery?

#### III. Preframe today

- SMALL/BABY STEPS. Pick one strategy, get really good at it, then choose another.
- Allocate 'Learning MONEY'
- Winning and LEARNING!

## Team Meetings Syntax *(continued)*

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- Create a plan to get 'back on the horse' or back in the game
- 7th Power and how it's essential
- How to take this home:
  1. Physiology
  2. Call a buddy (set it up that you exchange #'s)
  3. Team support system
  4. The "state" they created of Wealth and Abundance in the gap process 2 nights ago
  5. Review their manual
  6. Get on the internet and start researching
- **Lightning round** (groups of 5): *Brainstorm 20 IDEAS that they will take home*
- Have team come back together & share ideas; trainer captures on posterboard.  
Examples:
  1. Review manual daily.
  2. Speak to buddy weekly.
  3. Spend less than you earn.
  4. 20/80 rule.
  5. Rehearse wealth incantation daily.
  6. Index cards for each strategy.
  7. Have a plan and stick to it, etc.
- Remind them that they all ready have it...their subconscious has it all captured....continue to review and practice and the lessons will come thru.
- Review websites mentioned in course so they have them.

#### IV. Logistics

- Seating—Foundation top fundraisers in front.
- Split into geographic groups to share details to be in touch.
- Encourage team to create e-mail list.
- Thank yous to team, trainer, leadership.

"God's wealth is circulating in my life. His wealth flows to me in avalanches of abundance. All my needs, desires, and goals are met instantaneously by infinite intelligence and I give thanks for all my good now and for all God's riches for I am one with God and God is everything."

—Tony Robbins, *Wealth Incantation*

# Notes

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# AR Foundation Fundraising—Team Meeting

## Organizing Principles and Distinctions

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1. **Be unreasonable!** After I build rapport at our first team meeting, I speak to the team about my role as their trainer. My belief is that in order to get outstanding results we must have unreasonable standards. They came to the event because some part of them wants an outstanding life. TR gets outstanding results. Is he a little unreasonable? Yes. My job is to help them have even more references for being unreasonable and holding them to that standard. I get agreement on that with the team on day one before I even talk about anything else.
2. **Team Spirit!** The energy of the team is key. The first day I set the team up to have total certainty about their identity, team cheer, their role in the room, breakthrough's, how to win the wheel through the psychology of abundance. This gets them all together and moving as a unit. I speak to them about the fact that we are in a competition and that their showing up great is what it is all about!
3. **Mention how great it was to sit up front!** I remind them of how great it was to sit up front yesterday or the last time they were there.
4. **Talk a little competitive trash!** With love, of course! I mention how other Trainers are really out to go for it this time.
5. **Give them a goal to go for!** For the Foundation, I speak to them about being unreasonable again. With that we define our goal. I always start with the highest record for a team raising funds. From there we talk about what would be an unreasonable goal for them to achieve? They define the goal.
  - a. I address some of them are going to go into fear, some to determination, some to certainty—notice your pattern in response to setting this unreasonable goal.
  - b. I'll give them specific strategies on how to get to that goal
    - i. shopping at the Foundation store
    - ii. Silent Auction wins go to our total
    - iii. Monthly contributions are huge
    - iv. Some teams have sold kisses, or auctioned off things themselves
6. **Go for monthly contributions over one time donations!** The day of collecting envelopes I'll speak to them specifically about having a monthly anchor to this event in the form of their monthly contribution to the Foundation. And how great would it feel to be reminded monthly what it feels like at this event! How great would it be to have a piece of the event every month in your life?
7. **Own this process!** I won't delegate this process to a Leadership person. I'll always own it. If the team sees that it is important enough for the Trainer to be speaking about it, it will get more attention. If they don't get that it is important to the Trainer, they won't get involved.
  - a. I will have Leadership people share their stories, or it is great when a participant has a story, too.
  - b. I will delegate the collection of the envelopes to a team point person if I have complete certainty in their getting the outcome. The collection must happen in a team meeting.

## AR Foundation Fundraising—Team Meeting

### Organizing Principles and Distinctions *(continued)*

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8. **Get associated to a story!** The first time I won the seating competition there was a point in the process where it did not feel good. It felt like it was all about the money and that I was in my head driving the outcome. So I made it my outcome for the team to understand and feel what this money does. I told them the story about the 14 year old Discovery Camp participant whose father committed suicide and how his life was changed during the Dickens process at camp. I always go to my heart when I think about that story and it moves people to understand that it isn't about the money, it is about how this one boy's life will be so much better because of the contributions made for the Foundation.
9. **100% participation!** I tell my team that I'm not as concerned about what they give. The monthly contribution that stretches each of them is going to be different for each person. My outcome is that we all participate. 100% of us. I tell them that does not have to be their outcome, but it is my outcome.
10. **Collect envelopes ALL AT ONCE!** Get everyone doing their donation at the same time either during a team meeting, or at a special team meeting that you call after the day has ended. If you let them take the envelope to return it the results are not as good as if you collect them all at once. They have the power of seeing other people giving, as well as the discussion that takes place with your team as they are doing it. If you don't have team turn out at your meeting, do it at night for 8 minutes after the day is done.
11. **Give them updates on how they are doing compared to other teams!** If they can't tell where they are in the competition, they won't know if they should rally the troops! They like the updates and it keeps them connected to the process. I'll send little notes around to the team or if we have days (like at a Date with Destiny) I'll make announcements at the team meeting. It's all about praising them!



# Ring Toss

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## Objective

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*How we play games is the same as how we play life.*

*Life is like the stock market.*

*Participants learn how the stock market is run.*

## Game Set-Up:

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Lead Trainer owns the training and set-up of the Game.

### Hints for Making the Game go Smooth

- If the room doesn't have fixed seating totally clear the room. Move all chairs to sides of the room and stack. (Crew, Trainers, and Leadership to assist). There may be times that the Ring Toss is held in another room (e.g., if there is fixed seating, etc.).
- If you will be resetting the room mark the corners with tape

### Check to see that the

1. MRM has chart ready for A/V with feet (distance)/money information for screens.

### Check list for game (locate and check):

- Bins w/ rings, pegs
- Stars
- Tape, Sharpies
- Index cards, pens

### Logistics

- Production's Event Manager (Alison Curwen) gets Bank (2 rolls of dimes and single dollars), gives to MRM, gives to Bank.
- All Trainers, Leadership, and crew make plans to stay during meal break Day 2

### Positions: Use 1 per 100 participants.

- Assign Trainer, Leadership, & Crew Positions during lunch break.
- Lead Trainer gives overview of game, positions, and set-up.
- One Trainer will be Captain for each position, responsible for explaining the details of their position to others in that position (Leaders & Crew)

(Note to Lead Trainer: Preframe crew and share game Organizing Principles here. They get the objectives and the value of the game without the clutter and distraction of their position and responsibilities).

Preframe: For Leadership and Crew this is an opportunity to see the game with fresh eyes and gain new distinctions. Pay close attention and discover how this game represents the real 'Market'. Be prepared to help participants understand the game after it is all over. Assist them in applying the game to using their strategies when they go home. How many ways can you see and hear that this is like the Stock Market?

# Organizing Principles

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- The facilitator opens and closes the market, and yells out market prices for rings.
- The facilitator changes the prices; he duplicates the market.
- When the facilitator says, “Market Closed,” stop selling rings.
- Listen to the facilitator at all times; he is the ‘clock’ of the market.
- The facilitator opens the Pit for Ring Tossing.
- Participants must be behind the line to get paid.
- Only people with rings can come in the pit.
- No more rings may be thrown once the market is closed.
- Listen for ‘Ocean Open’ and ‘Ocean Closed.’ (At start of second open Market).
- Encourage people to go to the Ocean of Abundance and figure out the game.
- All money collected goes to the Foundation. Bank brings money to MRM. The Foundation representative will count the money and give Creative or (MRM if Creative is absent) the total so the facilitator can announce it.
- If there is not a Foundation representative at the event, give the money to the MRM and they will do the same thing.
- Overseas events, give the money to MRM and they will convert to U.S. currency at the airport and give it to the Foundation.

## Positions

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Market Maker: The facilitator

*Runs the game from the stage. What he says, goes!!*

- Bank (1): Collects money from Brokers, pays out winnings to participants
  1. Use a Trainer for this position.
  2. Use one of the Buckets to collect money from brokers.
  3. Collects cards with payouts, pays participants amount on cards.
- Tellers (2):
  1. Assists in maintaining an orderly situation around the Bank
  2. Ushers participants through the Bank Vault
  3. Safeguards excess cash (flattens bills)

## Positions *(continued)*

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- Brokers (Ratio: Use 1 per 100 participants). Sells Rings
  1. When the facilitator calls the Market open, brokers sell rings based on current trading price. Listen closely to what he is saying.
  2. **Listen for the facilitator to change the price—Biggest part of the job.**
  3. Brings cash to bank at end of selling cycle or when out of rings (whichever comes first)
  4. Stand on a chair during Market Open
  5. Remove any loose clothing or accessories (watches, etc).
  6. Have a strategy to stay safe.
  7. Put money deep in your pockets.
  8. Take your time; pace yourself.
  9. No transaction has taken place unless money changes hands.
  10. Remember to smile!
  11. Positioning: At each corner and surrounding the pit, at least 10 feet away from the pit.
  12. Once all rings are sold, move to front of room (near pegs) to get more rings for next round or for end of game.
  13. When the facilitator says “closed”, help to stop ring selling. Help collect rings when the round is done.
  
- Pit Boss (1): Oversees the Ring Toss Pit (keep strong, ‘certain’ physiology)
  1. Ensures smooth flow of participants through the Pit
  2. Watches Toss
  3. Ensures the Pit stays secure
  4. Final say on any dispute
  5. Coordinates flow between guards and payout managers.
  6. Physically ‘opens’ and ‘closes’ the Pit when the facilitator says.
  
- Pit Guards (4 to 6 Inside, as many as possible outside):
  - Inside: Manage flow of participants into and out of the Pit;
  - Outside: Protects the Pit.
  1. Inside Pit Guards: Stationed at entrance and exit of the Pit.
  2. Make sure participants go one at a time, but move fast.
  3. Only people with rings come in the Pit.
  4. Outside Pit Guards: Stationed around the perimeter of the Pit.
  5. Fierce position when the Market is in a frenzy.
  6. Be heads-up for when the facilitator opens and closes the Pit.
  7. When the market closes; must make decision fast.
  8. No more participants enter the Pit once the Market Closes.
  9. All extra Crew and Leadership are Pit Guards.
  10. *Celebrate like crazy* when someone wins.

## Positions *(continued)*

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- Payout Managers (1 per Peg): Manages the payouts of those throwing rings
  1. Watches each Toss.
  2. Participants must be behind the line to get paid.
  3. When a win occurs, writes Payout amount on card and gives to winner.
  4. No more rings may be thrown once the market is closed.
  5. Help participants move forward toward the exit.
  6. *Celebrate like crazy* when someone wins. Signal to Joe the winners, so he can announce, "We have another winner."
  
- Oceans of Abundance (At least 4 to 6): Keepers of The Answer to the Game
  1. On stage at the start of the Game when the facilitator Introduces them
  2. Participants whisper in their ear at least one of the answers to what the Game is about.
  3. Give participants a star when they give a correct answer:
    - Buy Low, Sell High
    - Don't Get Greedy
    - You Don't Have to Throw to Win
    - Know the Value of What You're Buying
    - Lots of ways to be 'in the game' but you MUST play to win
    - No risk no reward
    - Higher the risk higher the reward (lower the risk lower the reward)
    - Can make more by buying and selling the rings
    - Making a little and doing it a lot consistently you will make more money
  
- Ocean Guards (4 or more): Manages flow of participants on and off the stage
  1. At least 2 OGs at entrance to stage, and 2 by exit to assist participants off.
  2. Only allow participants on stage once Joe has announced it.
  3. Always have one participant per one Ocean of Abundance (not a large group on the stage)
  4. As soon as one participant gives an answer to an Ocean, let another one on - point and tell them, go to Ocean 2 (etc)

## Pit Set-Up

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1. Set chairs in large rectangle in center of room, beginning 8 feet from the stage.
2. Arrange chairs to surround the Bank at center in front of stage.
3. Place pegs on floor six feet back from the chairs.
4. Use masking tape and measure 4 feet from first peg then 5-20 feet.
5. Have a back up of chart listed below in case AV chart does not work.
6. Mark feet and payout amount on tape as below:

4 – 1.10	8 – 1.50	12 – 3.00	16 – 7.00	20 – 100.00
5 – 1.20	9 – 1.60	13 – 4.00	17 – 8.00	
6 – 1.30	10 – 1.70	14 – 5.00	18 – 9.00	
7 – 1.40	11 – 2.00	15 – 6.00	19 – 10.00	

## At End of Game

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All participants come back to and/or stay in the room (depending on where the game was held); Participants help to reset chairs after game is over.

Use taped markings for aisles—Trainers and Leadership assist to ensure some aisles are achieved.

A/V will have the morning seating chart on the screens to help assist them in figuring it all out.

After the chairs are reset, the facilitator then debriefs the game.

# Notes

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“Your decision, not your conditions, determine your Financial Destiny.”  
—Anthony Robbins

# ARC Dance Captain Operating Principles & Guidelines

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Before event on site:

- Check stage dimensions to determine number of Dancers that will fit.
- Print Dance Schedule and R.E.A.C.H. for posting in the Crew Room.

## Dancers

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- **LEAD DANCER: Per Production, only pre-qualified and approved Lead Dancers may Lead. Leader should know the following principles:**
  - The Outcomes of Dancing.
  - Number of Dancers that fit on the stage.
  - The moves to the Anchor Songs (Born to Be Wild, Burnin' Love, Relax, Whip It, La Copa de Vida).
  - When to Change the patterns. (Not too much, not too little... just right!
  - How to read the audience, watch the teleprompter. When to rev up or pace.
  - Own the stage—stay close to the front edge of the stage.
  - How to coach the Dancers prior to each DanceBreak (R.E.A.C.H.)
- **Lead Dancer and Dancers in the Front row should represent Joe/ARC, be able to follow the Lead easily, and be able to send their energy out to the back of the house. Professional attire, Living Health physiology.** This means only selected Trainers or MUST/Crew/Leadership in the front row. The person in the middle of the second row must also be good, since they are very visible behind the Lead!
- Leader owns the stage until Joe comes out. Leader watches teleprompter for messages from MRM. Leader calibrates the room to know when to take them higher, or if it's a super long break, when to do "split the room."
- Change when there's a significant change in the beat of the music, such as the chorus.
- Know and do the pre-set moves if the song has them (Born to Be Wild, Burnin' Love, Relax, Whip It, La Copa de Vida).

## Schedule

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- Discuss with Trainers in first Trainer meeting that they need to be in the Dancers holding area 10 minutes prior to start time. Please, no last-minute walk-ups! This allows for planning the dancers, and makes sure that Crew who were waiting at the stated time are not bumped in favor of unplanned Trainers who show up at the last minute. Find out who is planning on dancing some or most breaks, and who will not be dancing at all.
- Have Dance Outcomes Preframe during Initial Crew Meeting—or whenever Heather/Cara can fit you in. Discuss Rules of the Game. (10 minutes). Ask for Crew to support each other by asking people who've danced at previous UPWs/other event to support the new folks who've never danced to have that opportunity whenever possible.
- Recruit a "Dance Assistant" to help with gathering Dancers, sharing the REACH, counting the dancers to make sure max is not exceeded, enlisting dancers to dance in front of the stage and in the aisles also. They also ensure that once "**Dancers on Stage**" is called, and **Dancers have entered the stage, no one else goes up. Latecomers do not get on!**

# ARC Dance Captain Operating Principles & Guidelines *(continued)*

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## Staging

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- **DANCERS ATTIRE: Dancers must be appropriately attired, clean, neat, professional-looking. No: shorts, non-Crew t-shirts, jeans, excessive cleavage, bare midriffs, cut-up or torn shirts, bare feet, wacky headgear...**
- Remove all articles that may fall off or fly up during dancing: name-tags, lanyards, Q-Links, heavy necklaces, loose bracelets, etc. Remove loose change from pockets.
- Repeat REACH and ROG to dancers in holding area before every dance.
- At venue, count maximum number allowable on stage. Take into consideration: stage size (width and depth), allow 4 feet square per dancer. It's better to have too few than too many. 3 dancers in the front row only.
- We also need Dancers around the front of the stage. Extra Crew can help by dancing in front of the Stage and in the audience.
- Space dancers such that there are no big gaps, and that they are not too close so they're bumping into each other while dancing.
- Important! No dancers in the gap in front of the facilitator's entrance! The facilitator must have a clear space to burst onto the stage, and people dancing in that area block his or her energy. Once on stage, he or she can weave through the dancers, as long as there is appropriate spacing between them.
- MRM announces "Dancers on Stage."
- **Dancers go on stage from Stage RIGHT, and exit off BOTH sides—remind Crew of this! Everyone leaves the stage immediately after the whoa-clap. Lead Dancer is the last to exit the stage. Lead Dancer scans stage for any articles that may have fallen off and grabs them on the way off.**
- Songs ramp up in energy and bigness of movement. Start at level 7, then 8.5, then 10. Too much too fast may burn the participants (and Dancers) out. Get them at a peak before TR comes out.
- Lead Dancer changes the dance pattern when there's a **significant change in the beat** or style of the music. Hold pattern long enough so everyone can get in the groove, but not so long that it's boring. Too few changes is better than too many.
- **SMILE & HAVE FUN!!!**



# Notes

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# Notes

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“Leadership is practiced not so much in words as in attitudes and actions.”  
—Harold S. Green