



## LESSON TWELVE — IT'S TIME TO SAY GOODBYE

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As I mentioned at the close of last week's call, I intend to summarize the lessons of iCAN2 and close with what remains the most important ingredient of this program — you.

Lesson 1 began by suggesting that winning and losing are the opposite sides of the same coin; that the attitude we choose will determine the side that lands 'up'.

The iCAN attitude is a creative > actions > results cycle that begins with my choice of thoughts. As I internalize ideas or become emotionally involved with my thoughts — I create the second stage in forming an iCAN attitude — I move my physical being, mind and body, into an iCAN vibration. My conscious awareness of this iCAN vibration is expressed as a variety of feelings. The mind is aware of those feelings and ultimately determines whether my feelings will be positive or negative **by my choice of actions**. Those actions if repeated will become habits and will form my character.

Next we memorized six concepts to use as 'slogans' or reminders of what we are doing:

**My iCAN attitude** is a manifestation of my thoughts, feelings, and actions. My iCAN attitude and my results are inseparable. They follow one another like night follows day.

**My iCAN attitude** means forming positive habits: I will choose my words carefully to reflect an iCAN attitude, which is a master key to attracting, acquiring, and maintaining customers.

**My iCAN attitude** allows me to teach clients something, which will add-value to their experience with me; I encourage them to respond in kind.

**My iCAN attitude** only builds value in my brand. These values must substantiate my company's position as a thought-leader in self-care, making me a go-to resource for my target group.

**My iCAN attitude** will help my clients see their current situation in life through the Five Life Concepts. Showing them what the future could look like will create the awareness they will require to advance.

**My iCAN attitude** gives me serenity. I know that at any given moment I could face many challenges and circumstance, most of which I have absolutely no control over. But I make better decisions with the one thing I do 100% control — my iCAN attitude.

I make up my mind, that right here, right now, I choose an **iCAN attitude!**

Now we were ready to unlearn, learn, and relearn. In Lesson 2 we described the relationship between the left-brain (logistics) and the right-brain (creation). We gave examples of how the left-brain 'hard wiring' is there to protect us. We saw that much of what it protected us from, which generated a great deal of fear and hesitation, was not real. The good news was that we can get back into our right-mind.

In short:

1. These adjustments (changes) must start between our ears — expanded right-brain thinking.
2. Repetition is the way we overcome unproductive old thoughts and patterns.

We are reminded that the past can't control us.

**“Principle is NOT bound by precedent”** - Emmett Fox

I hope you were convinced by Lesson 3 that you had the power all along. It was a decision that was required. But where do we begin? Attitude of course:

*“My iCAN Attitude is a manifestation of my thoughts, feelings, and actions. My iCAN Attitude and my results are inseparable. They follow one another like night follows day.”*

The word manifestation means 'bringing something out of thought into the physical; into something material; something we can touch, see, taste, smell or hear'. All true creation works this way:

## THOUGHT > WORD > ACTION > HABIT > CHARACTER > DESTINY

So yes, you are creating your own reality. When we think about, and talk about, doing something that is one thing, but when we take good actions, and repeat those good actions they become a part of our character and character is what will define your future. Stated in the simplest terms: habit defines character. We learned to take a good thought into action. It that all began in an elevator talk.

When crafting your talk (which could be told effectively during the time it takes to ride an elevator) remember that you are asking for ACCESS to the customer. What did that survey say again? Regarding ACCESS: Give me a solution – help me out in a bind. And more reason for the elevator talk. Most human interactions begin with a revelation or a question. Your elevator talk will highlight a solution or ask a question that will lead to them seeking information. We wrote and practiced our talk until it became second nature. Right? Well, if not there is still plenty of time. By lesson 4 we are squarely confronted with the question of trust. We saw that a Principle is a law or rule. You can count on Principle. Principle is the reason you know that when you walk you will stay on the ground, and that when you fly the plane can land. That is because gravity is a Principle upon which we depend. But like electricity and the laws that make it possible, the forces under each Principle must be respected. In other words, these laws aren't interested in your age, nationality, or IQ — they are the same for the good and the evil, the rich and the poor. The sun and the rain fall on us all. Principles are indiscriminate and universally powerful.

### Therefore, we can Trust Principle over Personal Judgement.

It means that when we apply Principle to our actions, we get predictable results. It's not personal, it's just the law. So, we can let go of our old ideas about why others might succeed when we don't. They aren't genetically superior. They aren't uber-gifted salespeople. They are just applying certain laws (knowingly or unknowingly), which then create the desired results. We saw, from the survey that our customers wanted to experience intimacy — they want us to do something for them that no one else is doing. With this product line, that is easy. But you must trust what they are telling you and that means learning how to 'really' listen. And that is what lesson 5 said. I must hear what they are saying. I can't assume what is right for them. I wouldn't want to be treated that way. And yes, you are going to ask some questions. The enemy of this kind of communication is your projection of old ideas. For example, based on your perception or opinion, you may feel that you aren't qualified to answer their questions. But think again: **My iCAN attitude** allows me to teach clients something, which will add-value to their

experience with me. You can teach them to trust you! If you don't know the answer say, "Let me find out about that for you". Then find an 'A'. Find a person, or something that will help you understand what they need to know. Relationships are built on mutual interest and trust; you hearing what they want to know is just huge. But as we learned the previous week, **you won't think your way into right actions, you must act your way into right thinking.** Find a principle and work it until it becomes habit. Your ego will hate it but you will get unstuck — sometimes quickly and sometimes slowly. If you are getting meaningful results, and I don't just mean financial gain, keep at it. Do it more. Teach it. Be grateful for it. Lesson Six was given to drive the point home: WE ARE ON PRINCIPLE

*When we make it our habit to:* Find solutions for our customers, which requires hearing what they need;

*When we make it our habit to:* Establish intimacy by doing something special for them that no one else can do;

*When we make it our habit to:* Be their Nikken agent — to get them as prompt a delivery as is possible and to provide support that dignifies the price we charge;

*When we make it our habit to:* Inspire them with products and ideas they haven't seen, i.e. The new products available. Is there a parallel story? Make them aware of it. Learn about and explain a new technology. It can be fun. Do it.

Lesson 7 is about maturing. If we leave the door open, even a crack for doubt or that little voice to start reciting 'what is wrong' — just to the extent that we permit this kind of old thinking — we lose the magic of inspiration and creation. Now you understand WHY we don't do negative. But, Lesson 7 goes on to say it may be something even more subtle; is it a fear of rejection? Well if it is, you've taken this too personally. So why, you may ask, would I do that? Because we take 'no' as meaning NO! forever and ever. It seldom is and that is why we gave up the right to feel insulted. We owe it to them to stay positive and try again even after they say no. And there are 3 little clues that may help us turn things around when a presentation is going nowhere.

1. It is not personal
2. It is not permanent
3. It is not pervasive

Lesson 8 was about expanding our work beyond the autoship foundation. Remember that old marketing paradigm: "Where there are people, there are sales?" Well the better we are at mentoring and inviting colleagues, the more people there are. Consumables are great but Durables are still more

exciting; unique. And in the marketing sense — sexy. The people in your organization are also consumers. All of us need a Wellness Home. And so, as you build your business the Durable sales will increase. And you aren't relying on only that: your marketing plan will bring customers to you through social media like Facebook and Instagram. Design a message to bring potential customers and consultants together for good. This activity will create MORE activity. And that is why, more people will join your business; people who buy and sell durable items, just like you do. But, as most of you wrote in your emails, this commitment comes and goes. In lesson 9, I shared the things I had learned from Thomas Troward. He taught that when we hold two opposing thoughts they will neutralize each other. That is, if I 'will' to do something and at the same have thoughts about not doing that thing; the 'doing' thought is neutralized by the 'not doing' thought.

So here is why so many of us make decisions and 'mean it' but we remain unable to take the action. I think 'yes' (a thought, an object) and then I think 'no' or 'I can't' (a thought, an object). The net result is that nothing happens. It is neutralized. No action. And I haven't consciously decided I won't do it. I may have been mindlessly thinking 'I won't' or 'I can't' do it but the one thought canceled the other. This is like a subtle mental warfare in a way. I must defend my good ideas from the negative. I make up my mind, that right here, right now, I choose an **iCAN attitude!** It is a simple commitment and the process or DEVELOPMENT begins from that very point. And the comes focus in Lesson 10. Without focus we are like an unattended garden hose spraying all over the place. We must get a sense of first things first and then ... do it, regardless of any opposing idea. In fact, we don't even let the opposing idea get a foothold.

Last week, in Lesson 11, I reminded you to honor yourself so that you can 'treat others as you wish to be treated'. It isn't enough to get a better attitude toward others we must listen and act on our needs too. It is a great thing to do with this caveat: Practice self-awareness not selfishness. Anyone can tell you the difference. So now we are in the last 15 minutes of iCAN2. I asked you to prepare an elevator style talk to relate your experience in iCAN. Please only unmute by pressing \*6 when you wish to share. State your name and I will, at random, ask each person to share. Then remember to press \*6 again to re-mute your line. This will keep the noise at a minimum. What wants to go first?

After several calls:

Thank you for giving me the privilege of sharing this information with you. Pass it on. The course was designed to give you the materials to teach others. The SAQ passwords also expire with this session but Mike DiMuccio will let you know when and how that tool will be available. There is no iCAN3 planned. It is up to you to get a few people in your group together if you wish to continue this program. Teach it and you it will bring out the mentor in you. Thanks again for your participation and your kind emails.