

# Module 1 - Know Your Self

## OBJECTIVE

The first key to being a magnetic sales person is to know more about who you are from the inside out. Module 1 Know Your Self is designed to bring awareness to your top driving energies that show up day after day in everything you do. You will know WHY you do what you do.

## KNOWLEDGE

### Watch Video - *Introduction to Module 1: Know Your Self*

For sales and marketing, it is extremely important for you to begin to understand the language of your Core Passion Codes. When you put words to this driving energy, you create clarity and focus in your marketing, your branding, your image and unique message. You have a language for your authenticity. You will use this language to become more magnetic when selling and marketing WHO you are as you do what you do.

Being authentic is living your destiny to be who you are in each moment everywhere you go. The dictionary defines authentic as real or genuine, true and accurate. When you are authentic and passionate, people can actually feel this vibration as an energy you transmit. When you are confident of who you are, people begin to develop a level of trust and can actually listen to what you are saying. This energy sets up a magnetic resonance which continues to echo even after you have finished speaking. The dictionary defines resonance as the quality of a sound that stays loud, clear, and deep for a long time; a quality that makes something personally meaningful or important to someone.

## Everything is Energy

Everything is energy, energy creates movement, and movement produces results. Let's look at how this unseen force works. We flip a switch; energy moves and a light appears. We open a faucet; energy moves and out rushes a liquid. The earth shifts; energy moves and a tsunami occurs.

Let's see how this unseen force works within you. When your Core Passion® energy is released, movement occurs, and results happen.

Your Passion is the energy source that moves things to happen.

We can measure this energy – it's unseen but you can feel it. When you walk into a room, you can tell how someone is feeling even if they don't tell you.

The stronger the Passion– the bigger your magnetic energy field becomes

You've taken the Core Passion Assessment and for the best results, carefully review your Core Passion® Profile and report. Pay attention to your top five Codes.



### ★ Activity #1 - *The Language of your Core Passion Codes*

For your top five Core Passion Codes from your Core Passion Assessment report, write the name of the code in the first column below. In the second column, write down phrases that feel like you from your Quick Study pages inside your report.

Top Five Core Passion Codes	Phrases like me
1.	
2.	
3.	
4.	
5.	

For sales and marketing, it is extremely important for you to begin to understand the language of your Core Passion Codes. You will use this language to become more magnetic when selling and marketing who you are as you do what you do.

## MAGNETIC SKILL

### 👁 Watch Video - *Magnetic Skill: You and the Codes*

Knowing and understanding yourself means that you have learned and developed a clear concise understanding of who you are. The key for you to become magnetic is to really understand and believe in your unique gifts. This develops your confidence. The dictionary describes confidence as a feeling or belief that you can do something well or succeed at something.

★ Activity #2 - *Codes Videos*

👁 Watch Video - *Introduction to the Core Passion Codes*

Now it's time to grab some popcorn and a beverage and watch the video of The Codes Introduction and the videos of each of your top 5 Codes. Watch and listen for the magnetic words that describe you. These words are your phrases of confidence.

As you watch the videos, first list your top five Codes in column one and then add a few words or phrases about each of your top five Codes that resonate and make you feel good in the second column. Note for this exercise – Focus only on your gifts from the Quick Study Guide.

Top Five Core Passion Codes	Feel-Good Phrases
1.	
2.	
3.	
4.	
5.	

**PASSION IN ACTION**

👁 Watch Video - *Passion In Action: Creating an I AM Statement*

Finding ways to authentically express yourself develops your confidence of who you are as you do what you do. Expressing yourself from your personal Core Passion energy amplifies your magnetic energy field attracting the people who want to work with you. This magnetic energy field that you confidently generate builds trust and clarity with people resulting in win-win outcomes.

Why do I need to create my I am statement?

- ✓ Describing yourself from the place of what drives you creates a powerful message of authenticity of who you are, you become believable and trustworthy.
- ✓ Your statement is created from words you have chosen that best describes you from your Core Passion Assessment that identifies why you do what you do.
- ✓ Your I AM statement describes you from your top 5 or 6 Core Passion Codes that you use to drive everything you do in your personal and professional life.

Where will I use my I AM statement?

- ✓ This becomes your confidence builder when you need to remember why you are doing what you do.
- ✓ Key words in your statement need to be used in your presentations, your marketing, your website, your networking, and in all of your self-talk when you are asked why?
- ✓ These key words become your personal brand promise of who you are.

★ Activity #3 - *How do I create my I AM statement?*

- ✓ Use the words and phrases you listed in Activity #1 and 2.
- ✓ You want to use the energy of your gifts to express yourself and develop your confidence of who you are being as you do what you do.

**Example:** Using top 5 Core Passion Codes of Recognition, Creativity, Mastership, Change, and Research.

*I AM a Visionary driven by Recognition, Creativity, Mastership, Change, and Research.*

I AM
driven by

★ Activity #4 - *How do I develop my personal I AM statement?*

From this you can develop your personal I AM statement (your brand promise) using the phrases from Activities #1 and #2.

**Example:**

Recognition - confident visionary, Creativity- creating, Mastership-developing, Change-unique, Mastership-development, Research-seekers searching

*I know I AM a **confident visionary, creating and developing unique personal development programs for seekers searching** to understand more of who they really are.*

I know I AM a
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## MAGNETIC SALES ASSESSEMENT

### 👁 Watch Video - *Magnetic Sales Assessment Results - I AM*

Saying my personal I AM statement to myself gives me the confidence to do what I do with a passion of knowing who I am. Saying this to my prospects, clients, and customers in person, in a flyer, on the internet, on my website, and or a podcast when I am presenting, marketing and networking gives people a clear message of who I am as I do what I do. This gives people a clear message of who you are as you do what you do. How do you know that you are magnetic? If you can prove it to yourself, then proving it to everyone else is easy.

Rate your belief with each of these statements where number **1 is no belief** and number **7 is complete belief**

①
②
③
④
⑤
⑥
⑦  
**NONE** **COMPLETE**

Rating	Statement
	My I AM statement rings true – I feel the resonance of authenticity.
	My I AM statement makes me feel confident and magnetic.
	My I AM statement is authentic and I can state it with confidence anywhere anytime with anyone.

**Total Rating**

## Your Magnetic Sales Assessment Results

Add up the numbers for the three statements. If your total is 15 or more, you feel confident and magnetic. You are ready to move to Module 2. If your total is less than 15, go back to Activity #4 and refine your I AM statement until you are ready to try the assessment again.

***The Adventure continues...***

**Start Module 2: Know Your Customer**