

# 🔥 Making People Aware (MPA)/ Your Story 🔥

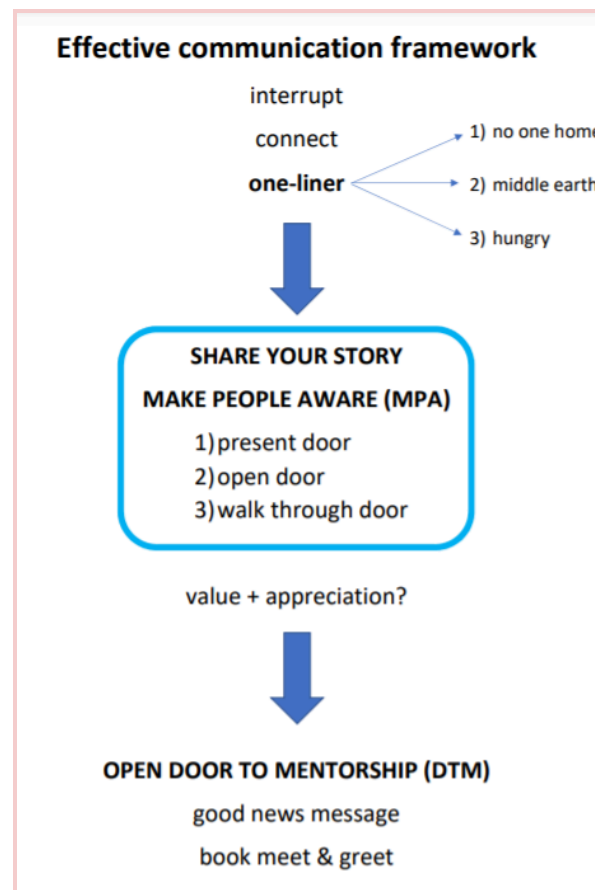
Take interest in others and ask questions around the following:

## FORD

- Family
- Occupation
- Recreation
- Dreams / Aspirations

## FWHC

- Family
- Work
- Health
- Circumstances



## What are you making people aware of?

1. WHO you are connected to and how mentors have added value to you
2. The results they have achieved
3. The results they are now helping you achieving
4. That there is a door that can be opened to them as your mentors take on a few handful of people from time to time

## STEPS TO MPA FRAMEWORK

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### EXAMPLE

#### 1. Present door

👉 It's actually a pretty crazy story! I was fortunate to connect with a group of successful entrepreneurs who stepped away from their 9-5 jobs in their mid 20s/30s pretty crazy right? (Pause to see their reaction)

*mid 20s/early 30's - use either one according to the demographic of the person you're talking to and what result may be more relatable.*

#### 2. Open door

👉 I learned that they run an entrepreneurial mastermind, and occasionally they select a few people based on their potential. So we went after this opportunity with everything we had and eventually earned their trust and time

#### 3. Walk through the door

👉 Now they're mentoring us in personal growth and business too, helping us achieve the same results so that we can replace our job income and have more options in life to avoid working until we're 65. It's an incredible journey so far with the amount of learning we've received ...we can replace our job income / have more options in life / not have to work till 65 etc.

OR

👉 (In response to crazy right?) I know I was blown away too, that's why when I found out they ran an entrepreneurial mastermind and selected a few people from time to time I wasn't going to let that opportunity go you know? It's not often you come across successful people like that!

*(Find what is a relatable hot button; **listen to audio**: Promotion Tips & Mindset on Teammak App)*

**Note:** The second part to your story could be optional as it is case by case with each person you connect with. Sometimes you may want to assess whether or not they will actually connect with what you are doing before sharing the results of our mentors.

## MPA EXAMPLES

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 **Oh cool what's your business / side hustle/ side project?**

👉 So I've been tapping into online business systems with my mentors to build an income stream. It's pretty crazy I was connected to them through a good friend, and they just stepped away from their 9-5 jobs in their mid 20s! I honestly wouldn't know where to start without their guidance, so it's great to have them supporting me as I work toward similar goals. What about you? Are you doing anything in your spare time to get ahead?

👉 I'm learning a lot about how to generate income through established business systems. My mentors are also guiding me in personal development, which has been a game changer in areas like mindset, relationships, financial habits, and gaining clarity. What about you? Are you doing anything in your spare time to get ahead?

👉 In terms of business I'm building an income stream in the e-commerce space. I definitely don't want to be stuck in a 9-5 forever! Last year I was really fortunate to connect with and be mentored by successful entrepreneurs who left their full time jobs in their mid 20s. Which is the dream right?

👉 What we do is super simple we streamline the supply chain in the daily commodities industry. It's such an innovative space to grow in especially given the current economy. But what's been most impactful for me is having mentors who have achieved amazing results, like retiring in their mid 20s and 30s, and are willing to coach others to reach those milestones too! **What about you? Are you doing anything in your spare time to get ahead?**

👉 It's super simple what we do bro! We streamline the supply chain of the daily commodities goods industry, a super innovative space to grow in especially with the current times in the world. What's been huge for me though is having mentors who have created results of retiring in their mid 20s/30s and are willing to coach others to achieve those types of results for themselves! How about you, doing anything in your spare time to get ahead?

### RESPONSE BACK

 **Wow that's awesome (middle earth)**

👉 Yeah definitely, I mean I wasn't going to let an opportunity like that go when I found out they had a few spots available you know. But how about you, are you doing anything outside of your job?

👉 Thanks man, I knew the 9-5 wasn't going to get me free/the outcome I wanted so started looking at options and thankfully got around people who are successful around building wealth. Important to have relationships like that if you want to make a change. How are you, are you doing anything outside of your 9-5?

**For the above if referring to your mentors you can mention you are "connected to successful individuals who are financially independent in their 20's and 30's which is crazy right?" - not to mention specific names please.**

**Tip** - Ease into it, you don't need to mention everything all at once. If someone doesn't connect after mentioning the first part of your story then don't mention more as you don't want to force it. Continue taking interest in them and lead the convo by adding 'breadcrumbs' if it makes sense to do so.

**IN YOUR STORY:** After, share your reason for pursuing business/mentorship based on what you feel that person most relates with. Hit their **hot buttons**, which could be the ideas of:

- Im focused on achieving success to becoming a full time parent in the future
- Having more choice in life and not be limited by lack of time or money
- Have control over my day and not let it be dictated based around a job
- Being able to get out of 9-5, my exit strategy
- Cause I don't want to be working forever, you feel me?
- I want to be able to build my resources through my business so I can contribute to....  
(Saving the animals! Serving community, share your ambition)
- I want to go serve the communities in \_\_\_\_, and i knew a 9-5 wasnt going to give me the time and money to do so
- I want to retire my parents from their jobs, because they aren't getting any younger.
- I want to impact others through mindset, relationship and financial growth
- I want to get time and money freedom to travel in the future
- I'm focused on getting my future set up to have money not limit my choices
- I want to better my life and form better habits
- I knew if i wanted a different outcome in life, i knew i needed a different influence in life, so i pursued my mentors who have the success in life i want to achieve

**Integrating your personal motivations into your story can make your message more relatable and impactful. Here's a way to weave those ideas into your narrative while hitting the hot buttons:**

👉 It's pretty crazy how everything has unfolded for me. After getting connected with my mentors I've realized how crucial it is to take control of my life. I don't want to be stuck in a 9-5 forever. My goal is to create an exit strategy that allows me the freedom to choose how I spend my days.

👉 I've always envisioned being a full-time parent in the future, and I know that to make that happen, I need more than just a regular job. I want to be able to contribute to causes I'm passionate about like saving animals and serving my community. I know that a 9-5 won't provide the time or financial resources to achieve that.

👉 My mentors have built the life I want, retiring from their jobs in their 20s and creating an income that gives them freedom. That's the kind of life I want for myself and I'm committed to

making it happen. I want to impact others, help them grow in their mindset and relationships, and ultimately create a ripple effect of positive change.

👉 I'm focused on setting up my future so that money doesn't limit my choices. I want to travel, explore new experiences, and share those adventures with the people I care about. If I want a different outcome, I need different influences, and that's why I pursued mentorship with those who have achieved the success I aspire to.

👉 **What about you? What drives you to seek more out of life?**

**Tip:** Voice back to people what their ambitions/goals/dreams are which also relate to you too. This is where we connect their world with ours. And people are more interested in a convo with you when you talk about what interests them. People like people like themselves, so connect on common ground.

You might even edify someone within this environment who has similar ambitions etc (do not mention names but rather "my mentors also coach an individual who is wanting to...*insert something*... then bring it back to them by asking them a follow up question).

We ask questions to find out their **Wants, Needs and Desires (WND)** and maybe why they want to do it then if they've thought of how they're going to achieve it.

### FEEL, FELT, FOUND (FFF)

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*Use this when deepening conversation if applicable*

**Finding common ground then taking them to higher ground by providing a solution to problems with value you have gained personally**

#### **Template 1: (more general)**

👉 "I feel where your coming from, I actually felt the same way but what I found is through earning mentorship I learnt that..."

#### **Template 2:**

👉 "I feel where you're coming from because I felt the same way, which is why (what you found) I started pursuing mentorship in life from a successful people that my partner and I were very fortunate enough to have been connected to :

- ★ Because there are things in life I'm more passionate about doing rather than trading time for money, do you know what I mean?
- ★ Because I don't want to be working 9-5 for the rest of my life, do you know what I mean?

Example: "I'm just too busy outside of work, I don't have time for anything else"

👉 I feel where you're coming from, I actually felt the same way where work was taking up a lot of my energy and time but what I found is having people in your life, a mentor actually, who can help you with productivity and time management was a game changer for my life. I feel like I have the ability to do a lot more with the spare time I have now. Especially realising that if I didn't change anything I'd be doing the same thing as I was before without an exit strategy.

### **!! Important Connection Points!!**

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1. Try to start with an interruption that feels personal to that individual. People like to talk about what's interesting to them. So find common ground and connection points.
2. Lead the conversation organically by asking quality questions (questions come naturally to you when you listen to them with genuine interest, use who, what, where, how, why)
3. Connect his/her world to your world by '**edifying and diverting**' to other valuable people in this environment —> ie mentioning you have a business partner that's a chemical engineer; PT; Dentist, etc this helps with them knowing that people within their profession or similar backgrounds are also pursuing other ways of getting ahead, and its also relatability with them.
4. Talk about your mentors' results which they're now also helping you create (only if it fits and makes sense) Edifying your mentors results because it takes the pressure of yourself and them asking you further questions, rather you can edify and then divert questions they may bring by saying "my mentors might be able to answer that question for you in further detail as I'm still learning."
5. Always compliment and acknowledge positively what he/she does and not burst their bubble: "sounds like an important role" or "that's great, sounds like you are enjoying what you do" never try to one up them or belittle them. Also using positive words taking out "no worries" and using "All good" instead. Not saying things like, "I've been busy" and using "I've been productive with xyz." small adjustments but makes a big difference.
6. Only tell people WHAT we do if they show interest and ask you questions. Keep it clear and stay away from too much business jargon, which may not make sense to that person. **The more simple it is, the easier for them it is to receive what you are sharing.** Follow up with a bold question to see if there's anyone home, find their wants, needs & desires.