

## Monetize Your Gifts Masterclass Summary Sheet

Nathalie Ekobo

### Cash In A Flash: 3 Keys To Monetizing Your Gifts In 30 Days or Less

The Monetize Your Gifts LIVE Masterclass summary sheet series are my own personal highlights and observations I collected from each presenters talk. You very well may uncover others that resonate with you deeper as you listen to the accompanying MP3.

I've created a simple way for you to jot down your own observations, highlights and a-ha moments at the end of this report for your convenience. It's my Masterclass Intention Guide, as you listen to the replay make note of at least two or three things that stand out for you most and at least one action step you'll take in the next few days.

Thank you for participating in this program and investing in your business and your future ~ *Rodney Washington, Monetize Your Gifts LIVE Masterclass Host*

#### Nathalie's Key Highlights:

Sometimes there is another dream behind the dream that we're currently working toward that hasn't yet revealed itself.

When faced with a situation that seems impossible, remember, there's a gift in every experience and no, is never no.

Entrepreneurship is fastest path to personal growth, it will bring up all of your stuff quickly so be prepared to deal with your issues in all areas of your life.

#### 3 Key To Monetize Your Gifts In 30 Days or Less:

1. **Don't assume you know what your potential customers or clients want.** ASK them what they want. Then offer it to them. **Never forget:** People don't buy what YOU think they need, but what they want. **Tip:** If you sell them what they want, you can give them what they need in the form of the actual delivery of your product or service.

**Remember:** At the end of the day we all want to be heard, acknowledged and listened to

**2. Establish Connection** - People don't just buy products or services for the acquisition of stuff, they buy you, your energy and how you make them feel. Create a system so your customers can buy more of you, for example the fastest and easiest way is create an inviting website that encourages interaction.

**VERY IMPORTANT:** Set up an an account with an email management service like Constant Contact, Aweber or Mail Chimp. Offer a free gift, something that web visitors

would gladly pay to receive and give it away in exchange for their name and email address. As your list continues grow to communicate with your list on a regular basis, at least twice a month. Continue to give them more value.

If you're able to collect physical mailing addresses and/or telephone numbers don't be afraid to drop a post card in the mail a couple of times a year or pick up the phone every couple of months to see how they're doing and if they like your service or if they need anything.

**Bottom line:** Making money is all about connection - **Tip:** If you need to generate more money quickly reach out to your previous clientele, provided you've given great service and you enjoyed working with them. It's far easier to get repeat business from a former client than to find a new one.

**3. Ask for Feedback** - You can do this in a multitude of ways, for example you can survey people on your mailing list online if you feel too shy to speak with people directly, (use a survey delivery service like SurveyMonkey.com for example) another hot tip: if you choose to do an online survey don't overwhelm the receiver by asking a lot of questions.

**The best 3 questions you could ask in an online survey are:**

- What is your biggest challenge you're currently experiencing in the area of \_\_\_\_\_? (fill in with your area expertise, speciality or service)
- What would your life feel like or look like if that challenge were removed?
- If I could provide you with a solution would be interested in working with me?

Surveys are great, but nothing beats speaking with people on the telephone and/or in person. You can start the conversation with a prospective interviewee by giving them a compliment making them feel good and then asking them how you could serve them.

Don't allow the fear of asking stop you from taking action. You have to allow your "why" to be larger than your fear. If you receive feedback that's not so favorable or a little harsh don't take it personally, usually it's never about you personally.

While you're asking for feedback you also want to be asking for testimonials and referrals. People will support you if you ask.

**3 Areas That Could Be Blocking Your Financial Flow:**

1. **Excessive Worry** - For example focusing on 'how' you're going to do something causes undue stress and worry. Remember: People pick up on nervous energy, so if you're feeling anxious or nervous practice some deep belly breathing to calm and center yourself. Next, shift your focus to your "why", why are you here, why are you in this business, who do you want to help and why do you want to help them?
2. **Unworthiness** - Again people pick up on energy (both positive and negative) even if you don't think so. If you're in a bad mood or worrying about something, people

around you will pick up on it. Practice knowing your value and what you're here to do in the world and allow that energy to come through you even if it's only for 5 or 10 minutes at a time.

3. **Choosing to be stuck in survival mode** - If you find yourself constantly in survival mode it's time to shift your focus and your energy to wealth circulation. For example: Start to give away a piece of money, even it's only a couple of dollars, it's the fastest way to bring in more. Clean out your closets, drawers and cabinets. Get rid of stuff that you no longer need or want. You must start a money flow, but the flow starts with you.

### **Appreciation has a higher vibration than gratitude**

Everything is energy including the flow of money, emphasis on the word "flow" if survival is a prevalent issue in your life. Work on raising your energetic vibration. Do something physical, appreciate what you have, clear physical things out, give some money away.

#### **Money Memory Exercise: Part 1**

1. Take a few moments to get quiet, close your eyes and take a few deep breaths.
2. Think back to your earliest childhood memory you had about money, how was money handled, what was happening, who was involved? What was being said and how was it affecting you? Sit with that for a few moments.
3. Next, look at what conclusions/decisions you drew as a child about money based on what was happening back then
4. Now look at your current business and how money is behaving in present time, do notice any parallels?

#### **Money Memory Exercise: Part 2**

1. With this new level of awareness make the decision that you're going to set a new intention about how you're to be with money, so again close your eyes, take a couple of deep breaths and imagine that you have new energy flowing into your body from the top of your head and from this place create a new belief and breath into that.
2. Find a power word that will empower you every time you think it and claim it.
3. For the next 7 days every day state your power word out loud
4. When old programming, thoughts and feelings come up for you literally just make the decision that you're going to let it go by declaring, "I don't want this anymore" and then go back to your power word and good feelings.

**Presenter Sessions:** In this section you find each presenters session topic, and the points they will cover. As you listen to the MP3 presentation you will have an opportunity to write down any highlights, a-ha moments and/or ideas that come up for you.

Finally, you will have an opportunity to state your intention and the specific actions you will take in the coming days, weeks etc to move forward.

### **Nathalie Ekobo: Cash In A Flash: 3 Keys To Monetizing Your Gifts In 30 Days or Less**

- *The 3 costly mistakes that prevent money from flowing in — and how to avoid them!*
- *The #1 real secret to Abundance — and It's NOT what you think!*
- *The ONLY thing to do to attract fabulous opportunities, contracts, money, ideal clients, — and why YOU are not doing it (yet)!*
- *How your first money memory is impacting your cash flow RIGHT NOW.*

#### **What I learned from Nathalie:**

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#### **Based on what I wrote I intend to take these specific actions:**

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#### **Nathalie has cooked up three gifts for you:**

- The first one is a Video e-course on how to make more money, and gain more time and fun in your business.
- The second one is a series of juicy tips, secret sauce, and recipes for success, from her partner Chef Francois, the French Ferret.
- The third one... is a private Clarity Consultation with Nathalie, where she'll share her wisdom and guidance for your amazing success! (Offer is limited -First come first served basis.)

Claim your gifts now! <http://nathalieekobo.com/3-gifts-for-you>