

CHEAT SHEET FOLLOW-ALONG GUIDE to: **"The Nitro Marketing Mindset Revealed"** **On-Demand-Training**

LOCATION: www.NitroMindset.com/webcast

Please print this cheat sheet so you can follow along.

Follow along with this Cheat Sheet as your guide, and be sure to fill in the blanks so you can take this valuable information with you when it's over.

You will want to have this page printed off BEFORE you listen to the audio training.

The 'Nitro Marketing Mindset' Revealed Webcast

On this webcast, we're going to cover the exact mindset and thought processes that we use to create HUGELY successful projects at Nitro, develop intense focus, and MAKE ourselves follow-through on the most demanding of tasks -- on a very consistent basis.

We're also going to show you how you can get yourself to re-train your old habits, thoughts and beliefs into a new, Nitro-Powered Mindset for success in 2004.

Part 1: NLP Questions For Tellman:

1. What inspired the idea for The Nitro Marketing Mindset?

See audio.

Notes:

2. I know people have been wondering about NLP and how it works. Could you start off by giving us a brief overview of what NLP is and what it stands for?

NLP Stands For:

1. N Neuro.
2. L Linguistic.
3. P Programming.

Notes:

3. How does NLP Work?

What type of learning does NLP use?

- NLP uses Accelerated Learning to help people learn.

Notes:

4. What are the three ways that people process information?

1. **Visual**
2. **Auditory**
3. **Kinesthetic**

Notes:

5. What is the key element that determines if people reach or exceed their goals or if they fail again and again? How you focus your thoughts

Notes:

6. What are the two reasons people set goals – and what is the most useful and overlooked reason?

Reason 1: **To get what they think they want to achieve**

Reason 2: **To get motivated to take action toward what you want to achieve**

Notes:

7. Why are there so many people out there who buy products but never seem actually implement the ideas that they contain?

Answer: **Information Overload**

Notes:

Part 2: Questions for Matt and Kevin:

1. Can you tell us about how you guys got Nitro Started? How did you two meet and start to develop the Nitro Philosophy in the first place?

See audio

2. What are the 3 primary components of the Nitro Marketing Mindset?

1. Getting Started
2. Focus
3. Follow Through

Notes:

3. You talk a lot about building confidence as being an important part of the 'Nitro Marketing Mindset'. What are 3 examples of ways people who are new to Internet Marketing can Build Self-Confidence?

1. Focus on past successes
2. Really celebrate and get excited about each sale or optin subscriber
3. Use NLP techniques to re-program your mind with confidence

Notes:

4. How would someone apply the Nitro Marketing Mindset if they are just getting started and don't really understand where to turn – or if they are confused?

Please talk about 3 ways.

1. Set TWO types of goals. The BIG goal (what you are striving for)... and the Short Term Goal (What you can do right now to start moving in that direction).
2. Celebrate each victory
3. Break down each goal into doable tasks

Notes:

5. What about people who are trying to focus. – If you are the type of person who is an “idea generator” how do you know what idea to focus on and not skip from one idea to another?

See audio.

6. You have talked about making your business exciting and fun. Why is it so important to make your business feel relaxed, exciting and fun?

To build confidence and stay focused on the positive aspects of your business – even when bad things happen.

7. Why is Systemization so important to The Nitro Marketing Mindset?

Without systemization - how could you ever product consistent results?
Systemization is essential in order to grow and improve a business. Here are some examples of how we have systemized our business:

Outsourcing
Project managers
Auto-responders
Webcasts

This is going to blow your mind...

Would you like:

- To hear each and every detail of The Nitro Marketing Mindset that Matt and Kevin have spent years developing?
- To hear what Matt and Kevin have done in order to create this Mindset in their Nitro Business Partners?
- To learn about the power of accountability and how you can use this amazing principle in your life and business in a way that almost guarantees you will consistently follow-through until you reach or surpass your goals?
- Access To 3 other powerful Nitro NLP Modeling Interviews and sessions on:
 1. Personal and Business Communication
 2. Seeing Things From Your List's Perspective
 3. The details and Importance of Systemization
- Tellman's 7 Secret NLP techniques that instantly train your brain to use these concepts in your own life and business -- propelling you towards success?
- A gigantic \$984 Bonus Package For Taking FAST action?

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