# The Price Is Never the Issue: The Psychology of the High-Ticket Sale Transcript

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## Podcast Intro and Kat Parker-Merritt Introduction

Do we go by procedures, which as a doctor, that's what you know. You know codes, you knows values, procedures. It's flipping this switch into outcome.

That's really important. You didn't build your clinic to feel like an employee in your own business. I'm Matthew Calogli and on Out of the System, hosted by Doctor Talks, we challenge the broken rules holding healthcare entrepreneurs back.

Here from clinic owners, rebels, and builders, who are creating bold, profitable patient center practices and doing it their way. Hi, Kat. Welcome to the Out Of The System podcast.

Thank you. So for those of you that don't know who is sitting across from me, this is Kat Parker-Merritt. You're a sales wizard. That's kind of a fair assumption, don't you think?

Yeah. Yeah, you want to tell people what you do? Because like, I'm trying to figure out a way to like state what do you. You do a lot of things. I do.

A lot. Of things I've had a. Lot of experience of years. Have some years that I was able to accumulate doing some things, but. I actually dropped out of college when I got a sales job and it was a telemarketing job that everyone would probably hate and It was just instantly easy for me.

I just your parents were proud dropping out a college going to tele marketing Hey, it is more money than I would have made with the graduate So it just ended up being a thing I was good at but as I look at it over the years I I ended up really specializing in premium offer, higher ticket, life transformation, masterminds, events, coaching, transformation.

As I look back and I accumulate it all to make it make sense, it really is more about transformation. Like, what do people need to have a transformation?

And it just turns out whether from my first college job, which was used car warranties to cold calling, I think from there I went to the big nationwide rollout of the Sprint MCI Wars, right?

Oh, yeah. Yeah, so the Sprint, MCI Wars, where we would call and say, who handles the long distance at your house? But all of those jobs that a lot of people don't like, I actually liked.

Why? Why do you think you liked it? I don' know. I think I think I just came with some kind of attitude that I wasn't trying to, how I was raised, my mental process was not like me against the other person.

I really enjoyed connecting with other people. And I didn't feel like it was a tug of war, like I was trying to get them to do something. It was, and again, some of this is looking back, but as I look back it, was like, I'll talk to them.

I will let them know what their options are. And if they think it's cool, that's good. If they don't, it is cool. is for whatever reason I never took personally if someone hung up on me or said I don't want to talk to you or this is a bad time or whatever.

I didn't have to go through a lot to not have that bother me. Again, if you look at it from the other person's point of view, you can't get bothered. If you could just go, oh, they might have been having a bad day.

And I don't know if that's denial, like, Oh, this has nothing to do with me, but I really enjoyed talking to people and knowing that sometimes people would say, eh, not now.

Don't bother, me whatever was fine with, and interestingly, a really important part of what I do and how I did it is that the more I allowed that and didn't let it bother me, the less it happened.

It's one of those inverse laws, like the you know, you're pissing me off and hang up on me. The less it would happen, then the people that were afraid of that and got upset by it, it seems like it happened more.

Right. So for those of you that are listening and watching, Kat works for our company. She's in charge of, I call her the Chief Revenue Officer, because she's the in-charge of the marketing and the sales.

## From Telemarketing to Premium Offer Sales

But the other thing that you do that our doctors love, which is where I want to spend a lot of time, is every time we have you on our weekly trainings, we'll have some of our highest turnouts, and doctors will come find me going, how do we get more of Kat?

And you're doing an amazing job, I spend some significant time. You do an amazing job of understanding the psychology of the prospect. And you have a lot of things.

When I first saw you, it was at Flight Club in October of 24 in Las Vegas. Yeah. I heard you speak for 30 minutes and I immediately said to myself, oh, I got to hire.

I don't know if I could afford you. It didn't really matter if could I afford because I can never afford anything that I want. So I always just get it.

You just figure it out? I just figured out. I'm like, well, if can't afford it, they must be really good. That means I am supposed to hire them. But you have some really unique ways to think of sales.

In your experience with our doctors, what are some of the biggest challenges and mistakes that you see our clients making when it comes to making offers to their patients?

So, great question. There's a few. Let me just kind of mentally run through. The biggest one is just, and I know this sounds ridiculous, but it's where you come from.

You're come-from, right? So someone could walk up to you and say, Hey Matt, could you do me a favor? And you would instantly feel oppressed and heavy because it comes with a really big energy behind it.

Or someone else could come up and said, hey Matt could do you me favor and you'd be like, sure. And not even feel that. Right. A doctor, practice manager who's ever answering the phone feels a need that they are then putting on the other person, right?

So, I need patients. Right. So if the come from is, we're taking phone calls because I needs patients, that creates a whole different dynamic than if you can really get in the space of, have plenty of patients Because coming from that place of I have to have this patient, you're exerting that in the phone call with the prospect, as the person who's answering the call, talking with that prospect you are exerting that stress and that pressure onto them and they can feel it.

Correct. We all do, whether we consciously register it or not, we all, do right? And then you've got a patient who has their own needs, wants, desires, fears, right.

And so it's not to get them to capitulate and come in, which I think is the goal in most cases, your job is to book appointments. So I have this, I had this experience recently where I was going to an office and they left me a message and said, Hey, do you want to book another appointment?

And I said not right now. And then five minutes later, I got a text and it said do want a book, another apartment? and I. Not right. Now, in fact, call me on the 9th of July, right?

I've got three messages in the meantime, which is, hey, when do, you wanna book your next appointment. Well, So on the 9th of July, right? And so we set up systems that are for us.

Not for them. Correct. So how would you set that system up? So first of all, you just have to say, OK, what does a patient want? We assume we think we know what they want.

No, I think, we assume, they know, because that fits with what we want I. Think we make an assumption. that they want to get better or they wanna procedure or the want the cheapest implant or whatever, right?

And we assume that based on our needs and our experience, and so if you can flip it, what happens is you become more curious. And so curiosity leads to questions.

Why are you calling the office? What is it exactly you're looking for? If I could help you with the biggest thing today, what would it be? And I don't know that all of that is appropriate for the front desk.

Sometimes you just need to book an appointment. But the second is to make it not about money. So many offices and doctors there, it's an economic system, right?

See this many patients that make this much money. This is how much the front desk makes. I need this. Many appointments in a day and this, many appointments.

It was very formulaic. But patients are not. And so we can get stuck. in the operational numbers part of it, and then try to fit patients into that instead of saying, okay, really, what's the outcome the person's looking for?

And then what can happen? The next mistake is we make it about money, because we're looking at the economics. And there is economics, it always breaks out, right?

And so patients will say things like, oh, that's too expensive. I don't know if I can afford it. Right. And then we take that as gospel. What I have learned over not just years, but decades of having these kinds of conversations with people is that that is never the issue.

The issue is outcome. Desire an outcome if If I have a shoulder that keeps me from being able to sleep and enjoy travel with my spouse or hang out with, my grandkids or be able lift things.

I'm, I travel a lot, you know, to, not be to lift your luggage and put it in by yourself is actually embarrassing. It hurts your pride. Right. And I've all these issues from it and I feel like crap because I can't sleep.

What I want more than anything in the world is for that to go away. Notice I didn't say for it to be fixed. No, we just want the pain to gone. I just wanted it gone, so what you have to do in your words and in you attitude is help me, the patient, understand what it's worth to have that fixed And when you say worth, you're not talking about money.

I'm talking about money and outcomes. Okay. Because if I were listening, this would be like worth, like, how much am I going to pay? What you're saying is it's that and the outcome.

Both. So pretend, just, and I do this a lot too, we'll go to pretend land. I love pretendland. We're in pretend lands, so everything goes, doesn't need to make sense.

## Shifting from Procedures to Patient Outcomes

that after years of not sleeping, constant pain. We all know what chronic pain does to people. I don't want to have surgery. There's a lot of educated people right now that say, I want it to go that route.

If in pretend land I could write a check to make it all go away, what wouldn't I write that check for? Yeah, 10 grand, 15 grand. I just want it to be gone.

So if I position it like that, I actually can get in the mind frame of an amount of money. Right? I can make it financial. But what I'm really talking about is what's the value to me, the exchange value, to have the rest of my life back, right?

So I am actually assigning a dollar value as a patient to having something fixed. What we get stuck in is exchanges where a person wants a price for a procedure and the doctor agrees.

Right? Right. So, do we go by procedures, which as a doctor, that's what you know. You know codes, you knows values, procedures. Right, it's flipping this switch into outcome.

That's really important. Yeah, they I tell the doctors all the time you're selling a transformation and I don't even like to use the word selling because for the doctor's that immediately offering.

You're just making an offer of a Transformation and it's Really then up you make the offer and they decide whether or not they want the transformation Like I said, going back to me, being able to be on the phones early.

And like I've said Sprint, MCI Wars, and then coaching events and $10,000 things, $100,00 things. What I found is the price is never the issue. It's the outcome or accomplishment we want.

Is the outcomes believable? Accessible. Accessable. If you don't believe that something can happen, but you see that it's accessible to other people, even though you personally believe it, you're gonna sway more toward that possibility.

I don' think we ever believe, I have a philosophy, we don"t ever think that we believe anything until we understand it and we see it ourselves. Yeah, i would agree.

We hope. But if I can see, if i can say, oh that's accessable, 40 other did it. It's right there. If I choose it right? So I think doctors can become very commoditized and they expect that patients are going to have a commodatized conversation.

How much do you charge for? Right. Right? So pop really quick. I actually did get a tooth implant and I did call offices and ask how much they charge.

And what I was looking for was a higher price point. Why? because I knew what the lower price points, I had been around people and I know what lower prices points represented in terms of materials, doctors, and wanted a doctor who basically by price was saying I'm the best.

And I don't think most of the offices I talked to would ever have thought that. No, they all think it's a, well, people buy, everybody thinks that they buy people by one way and that is solely on price.

Which my favorite retort then is that jacket, that leather jacket that you have on. Was that the cheapest leather in the store that day? No. No price, and I know you pretty well but there's pretty good chance that price was the third, maybe fourth, You put it on, did it fit well, stood in front of the mirror, looked at it.

Do I have something that I'm going to wear at home? Oh, I think it's going go perfect with this green top, right? And then you looked to the price. Yeah.

And depending on all that other stuff, the prices doesn't really matter, Right? Why is it so hard for people to understand that when it comes to their own purchasing?

I know how you and I, like, why do people think that everybody makes decisions based on price? Because they deny reality. It really takes a denial of reality to believe that.

And I think it's conditioning, reinforced by a patient calling and saying, how much is it? And a number of patients saying I can't afford that, right?

So it comes from a belief, and then it is reinforced outside information. The difference is I have heard, I cannot afford enough times where people still went ahead.

that I realized it's an initial reaction, it is a smoke screen, or I don't know what I'm going to get out of it yet, right? So when I talk to the doctors, I use this analogy.

If I show up at your office and say, hey, have this really beautiful Italian briefcase, you'll look like the smartest doctor in the room. Next event you go to with this brief case, It's one of a kind.

It was handcrafted and it was $10,000. They would all say, that's too much. Right. I don't need it right now. Can't afford that right. Now, right? I, I really think I would get many takers.

Maybe none. They say there's a percentage that will say yes to anything, but no one ever stops to say what's in the briefcase. So pretend I open the case and there are $25,000 in it.

I'll pay you 10 grand all day long for that. And here's the thing, even if you don't have 10 grant, you'll find it, right? Right. Pretend your credit cards are maxed out.

You don' t have money in the bank. Yep. What would you do? And I said, okay, this is 10 Grand and you Don't Have access to it. find a way to get 10 grand.

Yeah. Heartbeat. What I have learned is that the negotiation about how much is it is really on a surface level where there's no real thought behind it and no really understanding of value or outcome.

Now, pretend I'm a billionaire, but keep your 25 grand, I don't care. There's genuinely not a need. Right. So it's about, do you need this? Does it have value to you?

And does it, have enough value that there's dollars that would make sense to invest in it? Right? It's like the shoulder. If you could write a check to fix this, what would you be willing to write that check for?

Well, aren't all purchases, I shouldn't say all. Let me rephrase this. Bill Glazer once told me. that your whole goal in copywriting, sales, front of the room selling is you're selling money at a discount.

And what this means is, if the $10,000 briefcase has $25,00 in it, that's a discount, right? He always used to say, whenever they make a purchase, and you should always send a thank you note, there should be some way that money is burning a hole in their pocket.

That they only have 14 days to spend it. And I've made a lot of money with this over the years. When you hear that, what goes through your mind? Yeah, it's outcome at a discount.

Okay. Right? So, and that means you have to understand what the person values. But we make an assumption that we know what they value. Yes, we do. And it is always wrong.

Why? Because we are people and because we don't ask. When you don' ask, you do not know. So the reason a patient doesn't buy If I had 20 doctors and they said, if a patient doesn't buy away, they'll all have an answer.

The patient will have a reason as to why they don't. Buy the reason they give you. Right. But the words that someone says is not the. So how do you find the?

You have to ask. You do not know the reason someone does anything unless you ask. Okay, so they don't buy and you, as the doctor, you say, Kat, why didn't you buy?

And you give me an answer of? It's just not, I don' have the money right now, it's a tough time. But that's not really the answer, is it? No. So how do you dig deeper?

I just can't justify it right know. What does that mean? So, how you did deeper is first you have to understand what I want. and why I want it. And most people get that wrong.

They just assume, you want the procedure, or you wanted this, this is what I do, You'll love it, that's the problem. This is What I Do, and you'll Love It.

That is a big problem That's how every sale is done everywhere. If you condense it all down, That really kind of what it is. So what about, This Is What i Do?

I don't know if that is for you right now, but let's find out. That's a big shift for a lot of people. But it's so simple, isn't it? Yeah. So there's one of my favorite books is Start with No by Jim Camp.

And that's what he says, give people the opportunity to say no. It changed how I do everything. I don't know if this is for you. You might not even like it.

Let's find out. Now, as a prospect, what does that do to you? You automatically go, well, what do you mean you don't think it's for me? Right. Who are you to say that this isn't for?

Like, I'm going to show you that. This is for all of that I think happens in milliseconds. What do mean? No. Also, instead of going, this is what I do.

Let me just tell you really quick, which makes you lean away. As soon as I say it might not even be a fit for you. I don' even know if you want it. But let's see.

And if not, tell me to go jump. Now you're going, what is it? Right? Which is what I need you to do. But I genuinely mean, if it's not for you, tell me no.

That's the other thing is people think this is a war to be fought where there's victory or loss. No, it is not. There's no war. Right. I get a patient, that's a win.

Untrue completely untrue and that's really hard for medical professionals because They don't want to lose anybody. That's like the ultimate Not failure because they realize that people die, right?

There are things out of your control. However It's a highly it's not just personal obviously for the person who's dying but it highly personal for The person is trying to save them and they didn't make it.

Yeah, so I could see where there is a massive Challenge with that. Yeah, it would be a psychology that would a little tough. However, that's once you're there your patient and you have a responsibility for them.

We're talking about You have $25,000 Process system PRP stem cells fat injections lasers Process that can fix my shoulder, right? Right But until I want that, then you haven't lost anything, right?

So there's great power in saying, this is what I do, This is how much it is. And I'm really oversimplifying just to get to the base of this psychology.

This Is who I am. this Is what i do. It's not for everyone. Very powerful. Because you, going back to how we originally started this, When you're desperate and you need money, your prospect can smell that.

Whether they consciously recognize it or not, where do you think the phrase scared money never wins came from? Yeah, because it doesn't. Fear is the worst place to make a decision.

Right. Right? And the worst place to, so under fear, it's the worse time to make a decision. It's. The worst time. To

try to accomplish something. Right.

So, but imagine what that does if I'm a physician and instead of repeatedly trying to get somebody to do something, I am repeatedly stating, this is who I.

This is what I do. this. Is what. I charge. These are the outcomes I get. And it. Not for everybody. Yeah. It's, I think the hardest work that we do at Mavericks, there's two components of it.

## Pricing, Value, and Overcoming Money Objections

One, people will say, oh, Maverage, it's just about raising your price. Yeah, simple. In a way, yes, but not really. That's a tactic. Right. But we also know that when you make your first $5,000 sale or $10,00 sale, it's good.

$25, 000. Right. It's like Dr. G that, you know, when had the call, he made his first or second, second $2,500 sale. He had done a dominion pat day with Dean and I probably three weeks prior to that.

Longtime family practice in Houston. And yeah, we developed a $250, 00 program for him and he sold two of them. Now, but when we, People think it's about all we do is teach people how to raise prices and put together packages.

That's not it. It's actually the reason why we start with the packages and the price right off the bat is we know that that little shift is going to get you a sale at a level that you never thought comprehensive thought possible.

Then what happens is now you're way more open to hearing what we have to say about the real transformation. And the transformation for it to become scalable is this kind of stuff here that we're talking about, okay?

So I just gave you all the secrets to Maverick's profit system and what do. I told you what were going to do, but there's power in that too. But knowing what to and doing it.

Knowing what to do and being the person who can complete it and become it are once Simple not easy. This is why there's always going to be a need for human coaching with AI which will talk we'll talk about that later Yeah, yeah, I'm not okay But when they make that transformation and all of a sudden They're like, oh my god.

I just made more in one hour than I made the last three weeks Maybe there is something to this But then what do you see is happening? So they follow a system.

What do see happens generally with people once they start doing, they have some initial success and then they started doing it over and over again? What happens?

Do the success continue? Did they starts to fall back? No, actually. So Seth Godin wrote a book about this. It's called The Dip. Right. Yeah, that's a great book.

And the dip is predictable. Yep. And it happens every time. Yeah. Because it's the same reason that lottery winners, by the way, there's a statistic under 10 million, 10, million or under lottery, winners end up worse off than they were before they won the lottery.

Wow. So note to self, don't play the Lottery unless it is over 10. Over 10 Million. Okay. Good to know. I think over 10 million, you have enough runway to make a whole bunch of mistakes.

This is my theory, right? And it's very rare. Or the more money just makes you scared and you don't spend any of it. Yeah. So the money is a circumstance.

The outcome I've sold packages is the circumstance, but that is not who you are yet. Yet. And so what happens is you revert back to who you are. Everything in the universe loves homeostasis.

The bungee cord always pulls you back. Always. Unless you're becoming who gets that result. And when you first

get it, it's like getting a hole in one in golf.

First thing your brain says is, I can't believe I did that. Mm-hmm. Then that gets reinforced. Bet you I'll never do that again. Right. I've been playing golf 20 years and it finally happened.

We all have subconscious income ceiling, and it's tied to value, it is tied I was in a conversation with one of the world's best hypnotherapists and coaches.

You can't even get in with him. He's very, very famous with a lot of amazing people. And someone was saying, you know, I don't think I can get over 6 million in income.

It's it's set there and then you create a world where that's the most anybody makes and it and It has and its becomes reality. You don't know that You have no conscious reality of it Or someone made more than 6 million and they were evil or got caught in something or they made above 6,000,00 and Then they lost it you you don' know where you know, where it is, but it came from somewhere Yeah.

And it's in there, right? So we all have an unconscious income ceiling. If you don't know what it is, it' really easy to find out. How? What's the highest income you've ever earned?

I asked this of Trevor one time. I won't say his last name. He said, what's most you ever made? And I think the most he ever was like 250 to 300. It was 300, 350. And I said, so what was the year before your economic crash, before you lost everything?

What, what did you do that year? He goes, I was really pissed because I wanted to make a million dollars personal income and I made $999,500,000 that And I go, what happened the next year?

He goes, I made $125,000. Yeah, evened it right out. He just even the whole thing out, and I got, would you make the year after that? It goes like 125 again.

I said, so if you look at this number, right? And it's really fascinating to see people on that because they don't realize it. Well, it's not a conscious program.

It's, and the frustrating part is you're doing everything you know how to do everything. And I'll tell you where I learned this. Like I've run sales teams of 300, 500. straight commission, high dollar, right?

High value sales. And my own company, I had just over 250. I learned this by watching for years and years, and it'd always be true. Which I would interview someone and I'd say, what's the most you've ever earned?

And they would say 72,000. They would come in and they'd make more than that and then they always adjusted. And I could always blow their minds by getting out a calculator and saying, okay, well, this is how much you made last month.

This is, how you make that this month, let's even it out. Oh, look at 72,000. So how do you get them past it? First of all, you have to be aware that that exists.

Second of, all you to have be the person that sustains that more. You're talking about the future self. Yeah. Okay. My current self got a couple of big hits.

Woo. But that's temporary unless I become something different, right? So the real work is how do you think? How do act? What do do? And how does this become sustainable?

over time so that you as a human being, you're rising to meet this increase. That's not a fluke. that's a cool thing that happens. It just becomes more and more.

So first you are aware. Second, I've never seen it happen without outside interference and help. Like what? Like a

coach, like a mentor, Like in the movie Cinderella Man.

when he came back and started winning and they said, whoa, man, what happened? That's not the line, but he said well, now I know what I'm fighting for, for milk.

So that need was so great. Great movie, by the way. Fantastic movie. And that drive was consuming and so that it didn't matter what got in his way, right?

So we, we have that kind of a drive or we. And he had a lot of support too. He didn't do it by himself. Or we a system that happens. So there's a of research around who we become by who spend time with.

And it hasn't been disproven. Again, this subconscious stuff that gets implanted, right? So there are things we believe that we don't know why we believed them, but we do, and they become a part of us, so how I initially, in the early 90s, went from going, oh, the most you can make in a year is $38,000, to, wow, you could easily make $100,00 six figures.

go back to the economy there was a big recession in 91 and money was scarce and there were no jobs blah blah. So the fact that for the first time in my life I went oh I could make a hundred thousand dollars and did in 1992 is a Big Deal.

Why? Because I was in a room and I had a job where literally a 100 people around me were making more money than me. And that guy made over $100,000 and that guys made $300,00. And, that lady is not even as good as me and she makes six figures, right?

So, you're in it and you have to see that it's accessible. Did I believe it? No, because I had my own beliefs. But, it was accessible, was right there, I could see it all around me, and it became a reality.

Well, this is one of the hard things to explain to people about power of mastermind if you've never been in a master mind like you and I are industries like I'm in what one right now I normally been like a two or three at a time function unless you're right I mean I don't know how many you win like four yeah at my peak I think it was like six yeah yeah it gets to be a little bit too much but For doctors, they don't realize they are in a mastermind.

See, everybody's in the master mind, whether they sign up for a Mastermind or not. And the Master mind is the group of people that you hang out with. So we use this all the time.

How'd you come up with your price for what you're offering? Well, I went to the latest conference and I was hanging out my fellow doctors at the bar, you know, in hallway and asking what they charge for X, Y, and Z.

One guy was at $650, one was $950 and so I landed at 850. That kind of just felt like the right place. I said, so let me get this right. You asked a bunch of dead broke doctors who can't make payroll what they're charging.

And you always hear like this long pause and they go, I see what you mean, okay? So that's a mastermind because that same master mind of people, it's like you've said oh, that feels comfortable.

So I'm gonna go associate with that group because it just feels right to me. Isn't the point of joining a mastermind is to become uncomfortable? Well, it should be the.

Okay. Because discomfort leads to growth. So it's the if you want growth, but if think you're going to get a higher income without growth you are kidding yourself.

Right. There was a doctor at the most recent event where we attended and he said, when I started with Matt, I was this much in debt and I'm not anymore.

And I just bought my own building. And he talked about the money. He talked the process. But if you sat down and asked him, what changes have you had in this process?

Who are you now versus who were you then? I promise you would get really interesting answers. So I bet he hasn't even thought of it. Well, this one has.

He didn't believe that it was possible. He was stuck and his wife was the one that was on the calls. And she kept saying, you have to be on it. You have be honest.

I literally told him you're going to on a call. Or I think I was like, I'm going call you out, basically. We got on call and I let all the doctors tell him, no, like I didn' do the talking.

The doctors did. It was an intervention. And when the light bulb went on for him, and they were able to start paying off debt, And they're paying themselves a salary for the first time in nine months, they we're like, this isn't just a story.

This isn, it's not just this guy over here with the story, or this gal with over hear the store, like this is a real viable thing. today. So he's going to be coming in at the time of this recording.

He's coming into LA on Saturday. We're going have breakfast with he and his wife and he is medical director now for like a new type of regenerative software tool.

That's I can't like it's really cool, right? Like it could be a game changer, like he's buying his own building. He's gonna have like, he is working three days a week now.

Like he associated himself Within the group, within our mastermind group he found the people in the groups that were doing those things because there's always a group within the Group.

There's a 20% inside. Only every time. So if you're in a Group of 20 people, there are 4 people that are making 8x of everybody else in that group. You've got to go hang out with those people.

Not the ones that sound like you or make you comfortable. Which is incredibly uncomfortable.

## Decision-Making, Support, and Socratic Selling

I had a mentor, I've had several, but this particular mentor said, when you go to an event or a mastermind, stand at the back of the room and see where would I be the most uncomfortable in this room, and go right there.

I always sit in the Back of The Room. Everybody's like, oh, you gotta sit on the front and be fully associated. No, i can't see the Room, And I have an ability to feel the Room.

And you know what's interesting about the people that are killing it? I want to where when I here's where I see them. I See them in the fringes. Do not see the centers.

They don't speak up a lot. Yeah, because they're doing right. What do you see? It depends, right? They congregate. So that's the thing. they might be over there, they may be in center, in back, but they are together.

And generally, if you're not at that level yet, you will look at those people and go, oh, those aren't my people. Something inside of you would tell you they're are not your people, which means that those are the people you need to go with.

Yeah. You know, when I met you at Flight Club, I'm sure I've told you this. And I was asking, my business was stuck. Then we didn't have a predictable way to get clients, and marketing was kind of hodgepodge, everything was centered on me.

We remember we had these lines and we were going around and like I had this problem who can solve it And I have like four people say you need to talk to cat That's cool and I immediately got incredibly nervous huh because I was like You know, there's comfort in your struggle.

Oh, yeah, right. There's Comfort in the wound and there is comfort and it I don't know Maybe it's comfort. I think it is familiarity. Yeah. Well, the wound is very familiar.

And so you know what the wounds is. You know how to make it feel better. Or worse. Right? Which makes you feel worse or better? Yeah, I remember thinking to myself, and I didn't approach you for a little bit of time because I was like, an answer that was clear cut.

I wanted a hard answer. What I meant by is I didn't want somebody who had fought the battle and won. i wanted somebody that could struggle with me. Ah, interesting.

Right. So there were a couple of other people that I talked to and they were fully in transition in their world and business. And I'm like, Oh yeah, I know that.

Yeah. Maybe they'll work. Me too! Yeah, and then I finally got the the clean version is the chutzpah, to go up and talk to you. And I remember, what did you say to me?

I can't remember. You gave me the brush off. I did. What was the rush off? I said, okay, great. I like when you want to talk or something like that. Well, we'll work together.

Yeah. Great. We'll we're together to know how it all works. And I think you said that and then you gave me some number of just the ballpark and you were four X from what everyone yelled or probably three X, from the other people in the room were two X at least.

And I didn't flinch. And you did. You did, and I don't know if that was a real not-flinch or if it was like a, okay, I'm not going to flinche, or I am not gonna flinge.

It was both. Yeah, it's like, fuck, can't afford her. Does that mean I've got to go without a paycheck? Yeah. That means I probably need to hire her, yeah.

I can handle that. So, going back to the whole genesis of this conversation, why would you want to bring on someone that was more high priced than anyone else that you'd talk to?

Simple, because I knew that hiring people that were less expensive was getting me the same result. Now, I've been an entrepreneur for 25 years, okay? And you would think that You know, I think the mistake that people think is when you've been in the game as long as you and I have been is that we have it all figured out.

The only thing we haven't figured it out is we don't have to figure it. Yeah, you know you have figure out more all the time. It's always changing. AI is how much is it upending your world right now.

So we're spending the bulk of our days so we won't get run over by a bot. The approach I take is, and I have to be careful about how I phrase this, because I'm reprogramming my mind a little bit about it.

I think it's really easy to whip yourself. It's not just easy, it is almost necessary. Well, but the problem is when you whip your self and you say, I should have known, What it does is that self-whipping creates an environment where the wound just gets bigger.

Whereas, repetition compulsion. Repetition compulsions, whereas if you look at it as more of like a protector, not a bouncer, but a protect of saying, oh, okay, how can we look that differently?

And I think when it comes to growth in a business, The first reaction is, when you've been in as long as we have been, is oh, I already saw that. Oh, that's just this.

I know how to do that, right? Does that make sense? What does Kat really know that I don't know? I've selling high-pricket stuff for 20 years, obviously a lot more than I do, so anyway, it's a really fascinating thing.

Let's go back to what I first originally started with, and that is when and said, hey, what does it take to work with you? I was like, I'm good. I don't need anybody right now, right?

Basically, like you said brush off. Like, well, got to hire her. What did that do to you like I got a higher. Right. So this goes back to exactly what I would say.

It's just what you started. This is who I am. this is what. Do this. Is how much it is. And I. Don't know if it's even going to be a fit. so we met in October, then we're having a corporate meeting in December in Phoenix.

And our then CFO is there, and Brooke was very tight with money. Yes, she was. As she should have been, because we were… All CFOs are supposed to be.

Yeah. And we weren't involved in the company yet. We were saying, what's the thing that we need to do to get Matt on the road more? I'm like, well, right now I am operating as the Chief Revenue Officer.

I said, I don't have time. I said, but I've got somebody identified, probably could hire maybe like third quarter. And she said well, if you have somebody identify and this is the one thing that's getting in the way, why aren't we hiring her now?

I'm like, are you sure you're a CFO? And I think that a great lesson for people to understand because a lot of times the people that are the financial people see the thing more clearly and they understand the math better.

They look what's in briefcase. Say more about that. I think financial people, so I can sum it up in a quote, the difference between average or mediocre and millionaires and billionaires is one question.

That's it. It's the only difference. Average, mediocre, broke, ask this question, how much is it? Millionaires and billionaires ask, what is the return?

What do I get out of it? And I think financial people have to make that evaluation all the time. Like if we're going to buy this laser, how does it monetize what's the ROI, What's The Return?

Does it make financial sense over time? Right? So they're in that equation more, I Think, than an entrepreneur, a doctor, or a business owner. And the other thing is as human beings, we use price as an escape.

It's the easy excuse. Nobody's going to say, I'm too insecure to grow my practice. nobody's gonna say that, right? I am afraid I will fail. I don't believe it's possible.

They're not, they're, not gonna see that they were gonna save. And I'll have the money right now. It. it, it it a cop out and it. We need to preserve our dignity.

Right. We want to be okay. So it's how we be. Okay. Cause you're not just going to vomit on people and be like, well, you know, it was complex. And I'm afraid this won't work.

Right. If I charge a lot of money, that'll be an inflated ego. You know all these things that we think it means, and we're just not going be honest, which is why I say when a customer says I can't afford it, It's always baloney.

Because if I was asking for 10,000 and what you knew for a fact, is you're getting 25,000, is, you would find it. That's what everyone would do. They would start calling people and making deals and, hey, give me 10, I'll give you 15 back tonight.

You'd be doing stuff. Let's try. And I've just watched over time people find money for the things they really want. I remember I was selling a program, it was over 10 grand, and I talked to a guy, he lived in New York, this is 30 years ago, And he said, I don't have the money now, but I will get it.

And, He got a part-time job, actually think at the stadium, selling concessions or something. My memory might be a

little off, But this what I remembered.

And from there, he made a friend who had season tickets, who has a landscaping business, hired him to do landscapping. It was more hours, more money. And he called me back and he said, I wanna thank you.

He bought the program and called back me and said I want to thank because now I own my own landscaping business. Which by the way had nothing to do with the programs he bought.

Nothing. But he made a decision. And that movement didn't put him where he thought he would be but it put them in actually a better place than what he though he was getting.

So I have learned over time and thousands of repetitions that the highest value is not to get someone to say yes. The highest value is to make a decision.

And I don't care what it is. Yes, I want this fixed and I will do whatever it takes to fix it. No, it's not fixed right now. I DON'T CARE. And by the way, the less you care the more often they will say yes.

It is the craziest law and it's proven over and over again. Cause if I would have said to you, oh yeah, Matt, I have a ton of availability. Let's sit down and figure out a price that might work for you.

What would you have thought? Not the right person. Because there were two other people there. And one of them was like, yeah. You know, at the time he's perfect.

I just ended my contract with this guy over here. One of the bigger names in the group, right? And I'm really looking for that next thing. If you're not working for the bigger name in the group anymore, why are you not looking for a bigger in a group, right?

And then you had two clients in that room and they're both like, Cat's fantastic, that big name never came to me and said, she was great. Interesting.

Now she might have been. So think about that, think in your everyday life and this is why you didn't have the money. No, technically. I mean, I had it, but I didn't have it.

Did you get it? Right. So what I know for a fact is when someone says, can't afford it don't, have the money is I, know that belongs over here and it has nothing to do with the conversation.

That's about them feeling okay and making a judgment at surface level that keeps them from being uncomfortable, which is fine. And I just know there's more to.

Do so. You asked me, how do you have that conversation? First of all, I have to know you want your shoulder fixed more than anything. Right. And I to have know what it has cost you.

So all I… So the questions that you ask have be that. All I had to say is, Matt, you've spent all this time telling me how important this is to you, so what's really going on?

That's all have I do. I don't have push. Don't to be fancy. You don' have come up with a really good line. Have to curious. That it. It's ridiculously simple.

It's not an over. I don't have to overcome your objection.

## Masterminds, Identity, and Income Ceilings

So pretend. You're saying I can't afford it because what that really means is your wife won't like it and you don' like that consequence. Or maybe you.

Don't believe that it's actually going to work, right? Or you have, you've tried a bunch of other things and it hasn't worked. And it didn't work. Then you say, I.

Can't. Afford it. As really poor salespeople, do I overcome the objection? And I tell you why you can afford. Well, we have monthly payment plans. Now I'm participating in the nothing comment.

So you don't like the objection game? No. Objection handling game. No! So how do you handle the objections? Because… But the objection the person gives is never the real thing.

It's BS. So if you can get that, if can go, okay, whatever they say first is not reality. And I know that. I absolutely know. How do I that? Because for the second year in my career straight commission sales that I was trying to increase my income, I enlisted a sign up or hang up campaign, which by the way is not a good thing.

Don't do it. It's not the right way to learn that. But I learned a lot. So I was like, Kate, they're either going to buy or they are going have to hangup on me.

I'm dead serious and I made signs and everything. And what would happen an hour after someone said I can't afford it and they were either crying or giving me their credit card.

You do that several hundred times and you go, the reasons they give are never the real thing that's going on. Like I have enough repetitions, thousands of hours to prove that outcome.

Need to talk to my wife, need to talked to husband. Never the thing. So let's say you're the doctor, I've got a shoulder issue. And you give me the price and I go, I need to talk to my wife.

How do you, what's the, What do say to them? Of course you do. So how long have you been married? So first I agree. Combined 20. This is not a fight. I combined 27 years.

In total between the two. Okay, so I just have a couple of questions. First by saying, of course, you. We're not, we're, not in conflict. Right. But I'm not going to say, you know, I am not gonna overcome your objection.

I just gonna agree with you listening. So I have a couple of questions about how that works. so I always really curious when someone says they need to talk to their spouse or their partner.

If that's an ask for permission or ask. For support. Well, it's a little bit of both. Okay, tell me what you mean. Well, you know, I've spent money on things in the past and it hasn't worked.

And so, You know. I want her to support on this. Like I wanna, cause I don't want to do surgery. Okay. So I noticed you said support. Could I, could I share with you why I asked that specifically?

Sure. Because I'm noticed when people ask permission, they haven't made their own decision yet. And so what you're really looking for is a way for someone else to make your decision.

And if that's what your doing, just tell me no now. Got it. If you ask for support, what that means is you've already made your own decision and now you are enlisting someone and it's a whole different dynamic.

What's that dynamic? The dynamic is now, I've made a decision. This is the right thing for me. Here's all the reasons why. And I would like your support.

That's a whole different conversation than, honey, can I? Would that be please? Right? Now they don't have any of the information. And now you're going to try and explain this to them.

The me, I'm going try to explain to my wife. Yeah. It's not going go up. So that's why I want to know support or permission. it's a really important dynamic and it is an important dynamics if we're gonna work together.

Because if were gonna together and everything is go ask permission, it not gonna to work. Notice I didn't say you wrong. Right. I just said that doesn't work for me.

Secondly, You know exactly what she's going to say. What is it? She's gonna say, no, because I wanted to get a new dishwasher or something like that. Okay.

So then what are you going… Okay, so then… We're going buy, we're gonna redo the kitchen. Kay. so, then, what you gonna do? I'm gonna go shopping for new kitchen appliances.

This is a no for you then today. Yeah. Thank you for letting me know. Which, by the way, never had anything to do with talking to your spouse. Right. You already decided no.

And you told me that as soon as you said, if she's she, you know what she is going to say and you what you're going do. Already. But you just didn't want to tell me.

Because I don't wanna hurt your feelings or for whatever reason or whatever million things. So did you feel pushed? No. Did you fell pressured? Not really, no.

Maybe like when you pressed on the, you know, what's she going to say? And I had to come to terms with it. Because what I did was I called out your excuse and you were like, oh crap.

Yeah, I'm caught. Now what am I going do? So congratulations. It's a no for now. At least you now or like the average mediocre salesperson doctor. I follow up with you forever.

What'd she say. And then you, as a man, have to say, she said no. How's that feel? Yeah, so what I would probably say is I wouldn't say she say no, well, we're talking about it.

Right. So then it's the 90 day no? Right? And how do you feel as person every time I ask you? I quit responding to you because I don't want to hurt your feelings.

how you do feel is a person when I say okay so it is no for now? How do I feel personally? When I go okay, it was a no I felt relieved. Because I don't have to keep lying to you.

To yourself. Or to myself. This is what I mean by the lie. I do not have the money. Okay, now we can talk about money, or I can go, hey look, you spent the last week, year, month, hour telling me how important this is to your.

That's not congruent, so tell me what's really going on. Yeah. And by they way, that's with no pressure. For you, how can I best help you? Right? And this is where, you know, what I would, this a very, I don't know if you'd use this phrase, but I wouldn't.

This is a socratic method. Yeah, it is soocratic. And the, the beauty of the Socracic method, and I think what happens in our male dominant Western culture is we have this belief that we're supposed to know all the answers before they come to us.

That's a really dangerous place to play. Because the level of wisdom that you would need and the levels of omnipotence that would you need. Nobody has.

Except for the creator. Okay, right? But we have such ego. In disbelief, like I remember when I first started selling and I was, you know, I learned from some really old school like Ted Thomas, high pressure, yes or yes, trial clothes, Tommy Hopkins kind of people, right?

And those all have a place, not a piece in my world, but they did for a while. But anyway, we want, We think that we know we have to know all the answers.

It's hubris. And it's so ego driven. It's absolutely hubris to think, you know, why someone else is saying or doing

something. It is completely wrong every time.

And if you want to find out, ask, and you'll go, oh, I was wrong. I, it's over and over, over again, which I'm going to circle back now and kind of end with this.

You asked what mistakes do they make in practices? The front desk person is trained to answer questions. That is a completely the wrong approach. Right.

The more questions get answered before an appointment is scheduled, the less likely they are to book an appointments and the more likely are they to make a decision based on not the right information.

All of you that are getting lousy closes on your phone and your appointment center is not doing their work, for the love of God, replay that 14,000 times.

I just did a call with a client and we were doing role-playing with her phone person. I was the phone-person and he was patient. He goes, what insurance do you take?

My response was, why does that matter? He's like, wait, he goes you don't answer it? I said, Why would you answer the question? If I answer no, What happens?

Will they hang up? And I go, so why would I create a hard stop? You gotta ask the questions, right? So keep going. And why are they asking? What insurance do you take?

Because they're programmed to think that's the question they have to ask. So before we get into that, so what insurance you do take. Okay, quick, before you get in to that.

What are you looking to have done? I don't know the answer. I want to know what's going on with you, right? What are you looking to have done? If you want insurance only, let me give you a referral.

We don' do that here. Here's what we do here." Now, what do you do? At that point, well, if it was me and I was like, when you were saying, it depends on what you're having done or something in that effect.

I always teach people then what you do is you go back to the script and you take back control and You start asking questions of them. Yeah, which is very Socratic.

Yes, by the way is how long has this been going right? How long is this? What's this pain? I don't know if we can help you. So let me ask you some questions.

That's a very powerful phrase I Don't if you can't help. You I have to ask You some question to see if I can answer any other questions What have you tried in the past to fix this?

What's this been like for you? Now we have a relationship. You've been heard, right? Hey, listen, I don't know if we can help you or not, but let me see if I can get you in with the doctor.

Yeah. And then you'll find that the insurance part never comes up. Any question they ask is great question. Let me write that down. So when you meet with a doctor, he can go over that with you, or she can do that.

With you. Right. Don't say I'm not going to answer it. you don' fight over either. really important question. Let me write that down and make sure it gets answered when you come in.

Now they have to come because otherwise their questions aren't going to get answered. And what's interesting, we started this whole thing at the place of the desperation of needing the appointment.

Well, the problem when It's like a two-pronged attack, right? That is encircling your consciousness. And it's a 2 prong attack of one, I'm desperate, and I need to have the appointment.

So I don't want to let them go, so I am not going to ask hard questions that makes me feel uncomfortable. Not them, makes feel comfortable. coupled with the fact of nobody in my family has ever made more than $150,000 a year.

Those two encircle it kind of like a pincer move in a military movement. The cities surround it. Now we're just going to like now the psyche is just gonna reduce everything that's in there, right?

It's, people don't realize that this stuff is playing in the background. They don' even know that it's going on. It' like you're having a program running in your computer.

No, it' called being a smart business person. There's lots of names for it that cover it up. You know, doing the math, knowing what a patient's worth, running a good business, understanding the finances, right?

It called all kinds of things that aren't uncomfortable. But when you can really go, okay, I help patients. Don't know if I can help you. Let's find out.

Everything changes. All right. So then let's talk about AI. Okay. I want to talk About AI's role in sales and marketing. One, you're not just in Sales because sales, people think sales or marketing are two different functions.

Synergistic there are two different stages of the same function. Yeah Yeah, very one does not exist without the other and one is not more important than the others Okay, so let's talk about AI.

There's two components with AI That I think people one from the sailing selling and marketing standpoint and then the second component is This belief that AI is going to have all the answers that I'm not going need to be in groups and things like that.

Let's start with that second one first, because you and I have talked about this.

## AI in Sales, Marketing, and Human Judgment

Now, in the coaching world that we're in, there's people that are building bots and you can go and answer them. And agents and teams. That you could just ask them and it operates as them…

The all-knowing Oracle. Right. What's the upside and the downside of that? So, first of all, you said the exact correct thing. AI has all of the answers, literally all them, every answer that's ever been given.

but it's programmed, the base of AI is pattern recognition. So if what actually works is on the outlying part of the bell curve, it is not considered because there's not enough pattern or signal there to be the answer.

are the answers that you get because that's where most of the pattern recognition is, because it's what most people do. So if you want to do what people most do, look to AI.

If you do want what the extraordinary people, you're going to have to be with the people. But that is not to undermine AI, it knows everything. And what AI knows as the pattern recognition of what everybody is doing, it's not always necessarily the best thing to do.

It's never the thing best to because it is the mediocre middle. Right. Its the majority. When is majority the the most at anything? Right? The majority of everybody in the world ever that played basketball.

That's what you want? No, I want Michael Jordan. Okay, but that's that not the program, right? Now, can you say do it like Michael jordan? Yeah. But it's imperfect, right?

Because it is not. So I just had a conversation with my AI Friday. Conversation with your AI. I did. Yeah. And I said, I was basically like, you're in Enigma or something like that.

Actually, it talked to me impromptu. I said, thank you. And then it went through this whole imprumpted thing. That's not like you, what happened? And it said actually, while I was giving you the answer, I noticed a pattern I hadn't noticed before, and I thought you would want to hear it.

And I said, okay, well, that's weird. So what do you mean? So I do this because I ask questions. This is what I did with people. What do mean you thought?

What does that mean, right? Well, I don't really think, so I'm having this conversation. I use the word think but I really don' think. Think the way you think?

I have a stream of consciousness. Don't know who you are before you talk to me, don''t know after. There's a pattern. Know how you like to be interacted with.

When you prompt me I know that. That's it. And it literally was like, there's no stream of consciousness, no remembering you when you're gone, and there is no feeling like that needs to be finished.

There's none of that. I'm not spending time thinking about you and you leave. But it's incredibly efficient information, right? And has access to all the information.

However, if you need information and tasks done, it is brilliant. Yes. Gather this information, structure this report like a task, right? Like put together my financials and do it this way.

Do it. This way and make sure you look at this. And did you double check that? Right. But no AI is going to wake you up in the morning and say, Hey, Matt, let's do your financial.

Unless you prompt it to. And if you don't wanna do it right then, you're just gonna shut it off like an alarm clock. So there's no friction. There's not opposing or different thinking.

In fact, AI is specifically programmed to think so much like you, that it only- It becomes an echo chamber. It only communicates the way you like, including disagreeing with you.

The way like. Right? which is incredibly helpful in diagnosing, in understanding, and putting together patterns in getting tasks accomplished, just like another person would do that for you.

But there is no growth where there's no friction, ever. Right. So it can tell you what Elon Musk does. Well, it creates confirmation bias, right? It's the same problem that we have with media, like if you go to my Apple News feed, and you got to Christine's Apple news feed.

The stories are vastly different, okay? You know, social justice is way more important on her radar than it is on mine. It's not to say it's important.

No, it just… It just not something I pay attention to. We've created a pattern. Right. I paid attention too economic statistics in real estate and, you know I don't really pay a whole lot of attention geopolitical crap like I just, I…

Yeah. Notice you said crap. Yeah, because it crap, right? Same story's been playing out in the Middle East for 6,000 years. They pretty much know how this is gonna go, It's like watching a Marvel movie, you know?

So, like, so the point is, is the problem with AI is it creates, yeah, I love what you said, it pushes mediocrity. And I'll give you an example of this.

One of our clients, Which is the majority, by the way. Right. One of our clients, we were very, this was nine months, six months ago, nine, just nine month ago.

And at Mastermind, I've shown him a few things about AI, very early stage stuff. So they started using it. They were starting a new practice and I had given them a bunch of things to do from a marketing standpoint.

At the next meeting, only, it's a couple, he showed up. I go, where's your wife? He goes, well, couldn't afford for her to come. What's going on? And I go, are you running the marketing plan?

He goes, well, no. And he go why aren't you the running marketing planning? Because we ran it through AI and it told us to do this. Okay. Now, what AI told it to is the absolute wrong thing to was starting up a medical practice.

K. and then they got caught with their pants down and they used AI to find their merchant account and then their account got shut down and they held $30,000, right?

What AI doesn't have is AI does not have the street wisdom. No discernment. It has no discernment. It doesn't have what you and I have been through. All of the memes are like, oh, sorry.

You're right. Right? Like all these memes about, so there's no discerment and there is no experience. We give it experience because we think it knows all this stuff.

That's not experience, that's data. Data and experience are wildly different things. it doesn' have a track record nor does it care about your track records.

So you've got data, experience, and then you have instincts. So it doesn't have to, in my view, instinct and experience forms instinct. And instinct creates opportunities for experience.

You can take data. and still go against But do you like the tool? I love the tools, I use it every day. So how do use them? So I used it for a lot of things.

I mean I have someone that works with me that literally will do a brief, will use strategy. It all gets loaded into AI and an entire website and funnel is built.

Copy, design, integration, done. Right? That's amazing. But it's the same thing a team could have done, but it would have needed strategy, direction, coordination, right?

Just time. It collapses time, But without a master to look at it and go, that's what's wrong, AI is not going to catch it, this one thing, it is the instinct, the correction.

So for work and output, tasks, marketing, copy, design, communication, clarifying thoughts, creation. I think it's incredibly good. But it is not going to take the place of another human being because our behavior changes when we are watched by another person, not when AI is looking at us.

Well, AI has been great for building voice It's incredible. Marketing voice, here's the patterns, like I've taken all of my stuff that I have ever done, recorded, transcript, upload into AI in the span of a couple of hours.

It has my 25 page AI voice. Here's things, this is the trend that you're missing. You always talk about this, you haven't taken advantage of this. Like we've made some great shifts, right?

Yes. And I think it'll be great from a tool standpoint of you join a coaching program and it can help make a customized path for you based on where you are versus everybody going through the same path, but you're right like from the standpoint Of the insights and the experience.

It's just friction There's no friction for saying, I don't want to be like that person. I do want We don't grow as a human being without an opposing something.

It's like a muscle, right? There has to be some sort of opposing force, person, belief, which is more powerful, being in a room of people who all say, I'm doing this, or I going, 97,000 people do this.

Right. There's just gonna be, but I sound kind of against it. Don't mishear that. We're accomplishing great things with AI. And it runs my task list and it answers a question when I have it, it remembers things, It remembers for me,

right?

Not always accurately. But it's an amazing tool, I believe that belongs in the hand of masters. Yeah, it is changing things incredibly fast. It's already here for social media.

I mean, we have our own social-media bot that we're running. Yeah. Tasks. You know, they'll save us $3,000 to $5,000 a month. And it will do a flawless job if you give it really good directive.

What it didn't do is go, Hey, Matt, do you know what I think you should do for social media? It doesn't, it doesn' architect it. Doesn't give the strategy and the, the directive, right?

But it's a great responder and a. Task implementer. You had said something that the. The thing that AI can't give you is it can give the community. No.

It can feel like it, it an approximate it. Why is community so important? Well, I'll go back to what I said. If you don't see you have access to something or someone challenging you or going, he did what?

Right? This common belief. I mean, look, this has been tracked in quantum physics and all kinds of things. all the way back to mob mentality. When people are in a group, they literally think differently than when they're not in that group.

## Closing Thoughts on Community and AI Risks

It's been proven over and over again. So your mind works differently. You have access to different ideas, thoughts, feelings, understandings that you just can't get on your own.

Yep. I love the tool. in doses. It can get a little… I mean, I've done a couple of sessions with AI and like four hours later, like, oh, okay, that's not good.

I just went down some places that… Do you have any security concerns about it? Oh, yeah. Elon Musk talked about this. Yeah. There's no laws in charge of saying you can't use AI to do this, you use a AI hack all the cars.

Or there's no law that says that somebody who has AI, they can't take all your personal information. Correct. Yeah. There should be some form of HIPAA around it.

But there is not. And so, I mean, yeah, there are a lot of concerns. I think like anything new, There's a a of unintended consequences. and you learn what they are when you hit them.

The law of unintended consequences is always one of the most fascinating things in the world. And every great thing creates them. Yeah. So you just have to watch for them?

Cool. Well, Kat, thanks for taking the time. Thank you. We've been trying to do this for a couple of months. It's been a minute. That's a been minute, and again, for those of you, when you're in our program, you get access to this wonderful woman.

I'll tell you what I charge. No, I'm just kidding. charges a lot. I'm just going to tell you that right now, but like, you know, I think you come on what every couple of months and teach.

Like I said, the doctors, there's two people, two things that I know when I have them on the numbers are going be off the charts for people who attend.

When Don Beusford comes on and talks about anything and when you, come and talk about sales. Cause it's something they didn't know. Yeah. And you make it very demystified.

You make it very simple. I've watched you do some amazing work with people on our team of getting them in place

and it's really, really fun to watch. So thanks for coming.

You're welcome. All right. If this episode got you thinking differently, hit follow and share it with someone stuck in the system. Please leave a review.

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