



CAUSE & EFFECT

Week 9



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Guidelines
for this
course:

- 1 Only paid participants may listen to the calls
- 2 Participate from a quiet place
- 3 Be prepared

How to ask
questions
live during
this class:

- 1 UNMUTE yourself by pressing * 6
and call out your name
- 2 RE-MUTE yourself by pressing
* 6 again

Objectives
for today:

- 1 Rapport Exercise
- 2 *Set up context of Causality, and structure of Direct and Implied Cause and Effect language.*
- 3 Blend techniques



What WINS, breakthroughs and/or ah-ha's have you had from doing last week's home- play exercises?

What questions do you have from last week? OR , What excuse did you tell yourself for not practicing?

Where did you hear BINDS (Conditional, Single, Double) in your life last week?

RAPPORT GAME

What does it mean when someone crosses their arms?

What does it mean when someone is fidgety & can't sit still?



CAUSALITY

We were raised in a paradigm of Newtonian physics. What does this mean?
It means that we were all indoctrinated to believe that every effect has a cause.

Newton's third law of motion says:

Simply learning to speak in the structure of causality, generates agreement and acceptance.
Now that you understand we have been indoctrinated to follow "Cause" creates "Effect",

We are going to practice using "PACE" causes "LEAD".

DIRECT CAUSE AND EFFECT KEY WORDS

Causes	Proves	Makes	Demonstrate	Determines
Forces	Motivates	Allows	S Resolves	Creates
Justifies	Helps	Invokes	Stimulates	Verifies
Contributes	Gives	Drives	Compels	Leads
Pressures	Illustrates	Shows	Urges	Empowers
Generates				

EXAMPLES OF DIRECT CAUSE AND EFFECT

1. Just seeing the list price of the 1234 Main Street (pace) demonstrates that are in a sellers market, and this is a great time to list your house. (lead).
2. Knowing that you only sold 6 houses last year (pace) means that when you JOIN MY TEAM, that you will sell at least double this volume. (lead).



3. Being committed to raise a happy family (pace) justifies that we should limit how much the kids are exposed to the TV (lead).
 4. Knowing that both political parties have expanded the size and scope of government intervention (pace), illustrates that its time to vote for a third party (lead).
 5. Wanting to GROW MY BUSINESS (pace) compels me to focus on lead generation and raising my level of contribution to my clients (lead).



IMPLIED CAUSE AND EFFECT

Implied Cause and Effect is very similar to Direct Cause and Effect. Instead of showcasing the direct causal link, we are going to simply imply that the causal link exists.

We are going to imply that AS the pace occurs, the lead just happens.

IMPLIED CAUSE AND EFFECT KEY WORDS

AS | WHILE | DURING | BECAUSE | SINCE | WHEN | ONCE | NOW

- NOTE: These are the same key words as Temporal Presuppositions, yet we are NOT using them to presuppose anything new.

EXAMPLES OF IMPLIED CAUSE AND EFFECT

When you see the list price of 1234 Main Street, (pace), you will realize that we are in a sellers market and this is a great time for you to sell this house. (lead).

Because you sold 6 houses last year(pace), joining my team will drive that number up past 12 sales. (lead).

Since we are committed to building a happy well-adjusted family (pace), we should filter the kind of TV that the kids watch. (lead).

Because both political parties have expanded the size and scope of government intervention (pace), its time to vote for a third party (lead).

Now that I am committed to GROW MY BUSINESS (pace), I focus on lead generation and on raising my level of contribution to my clients (lead).



BONUS MATERIAL

Now let's BLEND these two techniques together by starting with an Implied Cause and ending with a Direct Cause.

EXAMPLE

AS you (pace), the (lead) naturally occurs, which means (lead #2)

As you think about this offer (pace), you'll see that it will get you to San Diego in time to start your new job (lead), which means that we should accept this offer right away (lead #2).
