



## CHRIS WEATHERBURN

Get the most out of your life!

Newsletter – No 9 May 2021

[www.chrisweatherburn.com](http://www.chrisweatherburn.com)

Dear Friends,

It is always fascinating to learn about other disciplines, then witness how knowledge is put into action. Take screenwriting for example, have never deliberately thought about this until I read and summarised this book Save the Cat. The rule that “the hero has to do something when we meet him so that we like him and want him to win” certainly resonates. In addition, “A screenwriter must be mindful of getting the audience ‘in sync’ with the plight of the hero from the very start.” When you next watch Netflix, it is interesting to think about how they are constructing the story, burying the backstory and imparting the essential information often with comedy to keep us interested.

### YouTube Video of the Month

The image shows a YouTube video player interface. On the left is a video thumbnail for 'Way of The Wolf Summary' by Jordan Belfort. The thumbnail features a man in a suit with his arms crossed, and the text 'WAY OF THE WOLF' in large orange letters, with 'Watch on YouTube' and 'BECOME A MASTER CLOSER WITH STRAIGHT LINE SELLING' below it. On the right is a video player showing a man with glasses and a beard smiling. The video title 'Way of The Wolf Summary' is at the top, along with 'BOOK SUMMARY' in a yellow banner, a 'Watch later' button, and a 'Share' button. A play button is centered over the video player.

**Way of the Wolf: Become a Master Closer with Straight Line Selling by Jordan Belfort**

If you are interested in learning more about sales feel free to check out my YouTube video above or my [blog summary](#) of the Way of the Wolf. This outlines the buyer needs to want to get the product, have a connection with you and the company that you are working for. People buy with emotion then make a logical case to justify it!

In sales urgency and scarcity are key. A few years ago, I went to an in-person sales pitch, largely as it had Rich Dad, Poor Dad in the title, although noted in the small print that Robert Kiyosaki wasn't going to be there. After arrival it was quite clear their agenda was to sell a course. Witnessing how they attempted to install a sense of urgency and pushed attendees to take action was interesting. The team, after stating they won't take any questions, got the audience to say 'yes' collectively several times to obvious questions, such as "do you want to be financially free?" At the end they 'stacked' several time limited highly priced offers and presumably had 'stooges' placed in the audience to rush and sign up. On retrospect they followed the exact formula from this book on sales that I have [summarised](#). It is not a surprise that the forward is written by Robert Kiyosaki. Highlighting a problem, then showing the pain it took to solve this problem, followed by the ease you can obtain this solution is the formula.

In this sales presentation a very slickly dressed sales person stated the first person to put a £1 coin in his right hand can take this £5 from his left hand. Of course, I was listening so got up and took the money. Then they mentioned why was he the only one to take action – don't miss out on your bundled opportunity to purchase this winning formula. For what it's worth I didn't purchase the winning formula. Instead, I went to a very similar sales pitch a few months later ran by similarly well dressed sales people. This time the event had a TV property 'expert' Martin Roberts on the cover, who of course, also wasn't there in person. They had almost exactly the same pitch, this time offering £10 if anyone puts £5 in their other hand. Fortunately I had a fiver so once again got this :)

On retrospect I do wonder if the people providing these event in fact paid into a franchise to obtain the scripts. It was also interesting to note, when searching for the 'expert' off TV's name (whom I had forgotten) that there were [protests](#) against these events. It is interesting to hear the people referred to as 'property parasites' rather than people who are being manipulated into buying a course of questionable value!

One thing I do certainly agree with Robert Kiyosaki is that financial education isn't taught in schools. A fairly dry book I read previously has a long list of suggestions about how to manage your [finances](#). A different book on finances '[lessons a millionaire taught me for women](#)' proposes a useful question when buying: "is that the best you can do?" Worth trying to use this question when making your next big purchase and let me know if you get anything thrown in

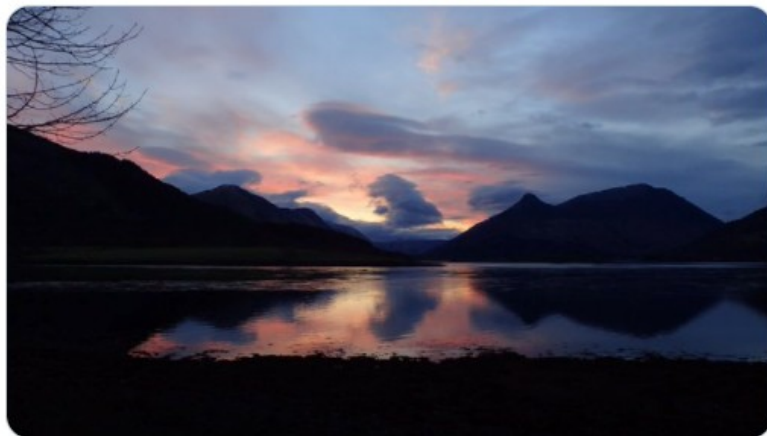
## Tweet of the Month



Dr Gordon Caldwell @doctorcaldwell · Apr 29



This morning - different camera - #LochLeven #Lochaber #Ballachulish



Went for this as it is a magnificent photo. Dr Gordon Caldwell also has a [YouTube channel](#) with idyllic scenes from across Scotland and enjoys comparing his height to the amount of paper documentation required to be completed for a single hospital admission!

As I started this newsletter with how fascinating it is to see knowledge put into action, would like to remind you that it is the application of knowledge that will bring you wealth, not simply learning.

Thanks for reading this, really appreciate it, until next month,

*Chris*

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**Chris Weatherburn**

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