

**The Nitro Marketing Mindset
Revealed Webcast Cheat Sheet
With Answers**

www.nitromindset.com

NLP Questions For Tellman:

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

Tellman Talks about the 95% rule – how people don't use the products they bought – about how 95% of his clients are successful and how he figured out a way for people to start using their minds to implement the habits and abilities necessary for success.

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**

3. How does NLP Work?

What type of learning does NLP use? _____ .
Accelerated

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

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

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

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

Answer:

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

Reason 2 (this is the overlooked one): To get motivated to take action toward what you want to achieve.

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

8. What is this secret “super-simple change-a-week technique you keep on talking about? 1 simple change a week in the direction of your goals – do it every day for 7 days.

9. What are your most powerful techniques for really re-training your brain for success? I must admit that I use literally hundreds of techniques – but I have found that certain techniques tend to be the most effective in creating change in people’s life.

Here is a quick list:

The Swish Pattern

The Dynamic Circle of Greatness

The Mental Theater Technique – or The New Behavior Generator

Anchoring and Adding A Resource

Transferring A Resource

Changing Personal History

and the Tellman Technique

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?

I don’t know the answer to this one – you are going to have to come up with something.

So, you are accountable to each other. How does accountability and having some sort of partner help nitro to be successful?

Accountability is essential. If you have someone to be responsible to then your chances of getting things done on time sky-rocket! Your sub-conscious will work hard to make sure you don't let down the person you made that commitment to.

2. What is the mindset that you use to get projects started quickly and take them from idea to launch within weeks or even days instead of months or years and what are the primary components of it?

The Nitro Mindset

1. Getting Started
2. Focus
3. Follow Through

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 use to Build Confidence?

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

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.

- a. Set 2 Types of goals. The Big Goal (What you are striving for)... and the Short-Term Goal. (What can you do right now to start moving in that direction?)
- b. Celebrate Each Victory
- c. Break-Down Each goal into do-able tasks

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?

Sorry Guys- you are going to have to figure this one out on your own.

6. You have talked about making your business fun. Why is it so important to make your business really 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 produce consistent results? Systemization is essential in order to improve and grow a business. Here are some examples of how we have systemized our business:

Outsourcing

Project managers

Auto-responders

Webcasts

and whatever else you can think of.