

The 'PRONOUNCE IT' Study Technique

For an important concept / phrase / task

There are several principle ways to study a program, including the programs you invest in through **REACH Leadership Coaching**. However, I want to offer up one technique specifically; it's the **PRONOUNCE IT** technique, which is a common way of studying *biblical scripture*. It's simple, just read the passage many times in repetition, thinking about it and concentrating on it in different ways to squeeze out all of its nutrients in order to better digest the meaning; (for those of you familiar, this is a Rick Warren study technique).

Most of you will only believe in the parts of any program that you actively implement and participate in, that you internalize and apply in your business; the rest will probably fall to the gutter unless you revisit this technique on a regular basis; which I highly recommend. So, to help reduce any gutter runoff you might experience with whatever topic or program you are vested in; I want you to practice this technique.

Now, the '**PRONOUNCE IT**' technique has both verbal and written attributes. I want you to practice it here through the memorialization of just one key phrase. I selected this phrase specifically because it is the single most key element *missing* from most network marketing coaching and guidance programs. However; it can be responsible for the *biggest growth and duplication* you experience and it will help *insulate* you from economic erosion within your business. (For future use, simply insert another concept, phrase, task that you not only want to master but apply.)

The phrase I want you to practice is this:

I, Must Increase My Distributor Equity

So, for the *first* time right now, say it aloud: **I, Must Increase My Distributor Equity**.

It's a simple 6 word phrase but it can unlock multitudes of economic gain and insulation against catastrophic failure by implementing the lessons *behind* the words.

Now, I want you to read it aloud 6 more times: once a day for 6 consecutive days starting tomorrow; and do so with a twist. Here's what I mean: The second time you read it put emphasis on just the *first* word of the phrase (the word **I**). Think about that word individually and what it means to you and how it guides your business; jot down your thoughts. The third time you read the phrase, place emphasis on the *second* word, (the word **must**) and again write down your thoughts in similar fashion to how you did the first. You will continue this for a total of six times, once to emphasize each word of the phrase. **Do not** do them all at one time, that will defeat the purpose. As you grow in your business so will your understanding of this phrase and its intent.

To help you look at these words from a different perspective I have included my **Word Enhancement Exercise** on the next page. It is my graphic way of showing you how I would approach this exercise. So, why am I having you complete this exercise so many times? Well, because each time you read it, it will either: Make you look at its message with a new pair of glasses usually reserved for industry leaders; *or* it will resonate within you the importance of applying it within the culture of your business.

Hopefully it will accomplish both.

The 'PRONOUNCE IT' Study Technique, cont. w/ WORD ENHANCEMENT EXERCISE

This exercise is to help elevate your creativity and your innovation in thinking. The words highlighted and underlined are just my selections regarding each words extended meaning. I want you to uncover your own in order to enrich your understanding.

There is more to your business than the mechanics of your business. To maintain longevity in network marketing is to maintain a student mindset and to always be increasing your own tool box to not only enhance your business equity but to add value to those with whom you have influence.

I: me, internal, personal, mirror image, one, responsibility, accountability, focused, singular, first, intelligent, island, mine, individuality, no excuses, reflection, sole responsibility, ownership.

Must: required, definite, w/o retraction, no turning back, have to, decision, command, on purpose, obey, determined, fate, you ought to by all means, to be compelled by physical necessity, to increase by moral conscience, to be determined to, to be bound by, fate, natural law, logical, need, duty, one way, count upon, accountable, non-retracting, commitment, an imperative need or duty, necessary, obligated, requisite, compelled.

Increase: accumulate, augment, boost, escalate, enlarge, gain, expansion, hike, maximize, multiply, raise, surge, swell, amplify, broaden, extend, heighten, progression, enrich, intensify, magnify, swell, snowball, thicken, to become progressively greater, better, greater expansion and fuller expression, stronger, extend.

My: the object of an action, personal, promise, a connection, ownership, internal, intensity, reflection, responsibility, impression, obligation, leadership, role model, to excavate, to store and treasure, wellspring, to pan to quarry to dig.

Distributor: wholesaler, merchandiser, middle person, connection, to bridge, to bond, to bring forth, to support, to deliver, accountability, trader, administer, to bestow, to endow, to give, generosity, to radiate value, to share meaning and value, to serve.

Equity: legal doctrine and rules developed to enlarge and supplement and override a narrow rigid system, increase in knowledge, elevation, higher position, responsibility, reward, stewardship, a natural law of increase, intelligence, leadership, role model, graduated knowledge, purveyor of intelligence, expert position, sought after reward, increased ethics, integrity, uprightness, of discovery, advisory position, to gain, to help others become content, to lead and to be followed.