



## **Profit from the 4 Secrets of Powerful Decision-Making**

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We make the best, most profitable decisions with our hearts and minds. For important decisions, such as a decision to participate in a Motivational Speaker Certification (MSC) program, it helps to use a proven process. For each option you are facing, you can consider these four elements:

**1) Pros**

What are the positive elements of this option? How is this choice better than other alternatives? What pain or problems can this option help you avoid? What are the possible benefits?

**2) Cons**

What are the negative elements of this option? What costs, problems, and/or risks do you associate with it?

**3) Questions & Comments**

What questions and comments do you have about this option? How can you get answers? Note: Once extra research has answered as many questions as possible, some analytical people also like to rate each pro and con on a scale of importance of 1-10, then add up the pros, add up the cons, and subtract the cons from the pros.

**4) Your Intuitive Physical Response**

Once you have analysed the options with your head, it is important to consider your heart. When you relax, how do you feel about this option? Does your body feel light and expansive? Are you smiling and nodding? These feelings suggest a "yes" ... Does your body feel tight, constricted? Are you grimacing or frowning? These feelings suggest a "no".

For important decisions, it can help to look at the impact of an option on all the areas of your life. Filling out a chart such as this one can bring a lot of clarity...

<b>Life Element</b>	<b>Pros</b>	<b>Cons</b>	<b>Questions &amp; Comments</b>
Money & Finances			
Career, Life Purpose & Spirituality			
Emotional Health			
Physical Health			
Love, Family, and Friends			
Learning & Intellectual Growth			
Spiritual & Contribution			
Other?			

For example, let's look at the decision to join the Motivational Speaker Certification (MSC) Course. Here's an example of how your chart might look...

<b>Life Element</b>	<b>Pros</b>	<b>Cons</b>	<b>Questions &amp; Comments</b>
Money & Finances	Learn secrets to earn \$10,000 / talk or more, attract high-paying speaking engagements faster, save years of time (time is money), save money and time on marketing, increase R.O.I. in marketing, increase credibility with clients and prospects	Investing in course fees, invest some time in learning	Can I invest money from savings, investments, income, mortgage, money from friends or family, business partner, online crowd funding...?
Career, Life Purpose & Spirituality	Discover and live my great purpose, do what I love, enjoy work more, feel alive & motivated, have more fun, be my own boss, work where I love to work, with people I love to work with	Self-employment takes time and energy as does any career	Do I love people? Do I love speaking? Is this my life purpose?
Emotional Health	Get my voice heard, feel happier & healthier; avoid depression, frustration, anxiety of wasting time or energy or doing something I don't love	Sometimes I feel a little nervous about speaking and/or living my life purpose	Is speaking fun for me? Can I "play and get paid"?
Physical Health	Feeling inspired & empowered helps create health, vitality and energy. I can save on health care costs (by preventing stress, depression, burnout, heart attacks, or cancer, etc.)	Speaking takes energy, and it also gives energy. I'll need to take care of my physical health	How much travel do I enjoy? Do I want to speak live, online, or both? Where would I like to travel and speak?
Love, Family, and Friends	The happier I am, the better I relate to family and friends. I can inspire and empower my family and friends with the example of living my passion and purpose.	Some family & friends may be more supportive than others... I may need to learn to ask for support in the course team	How do my family, friends and loved ones feel about my vision for my speaking career?
Learning & Intellectual Growth	I can learn a lot from the course, speaking, and research for my talks	Learning can be challenging	What are my biggest questions & challenges?
Spiritual & Contribution	I can inspire & empower people, and create a more peaceful & caring world. I will live my great purpose and leave a legacy with a ripple effect throughout history	I may need to expand my comfort zone to inspire & empower many people	Why do I want to inspire & empower people?

What is your physical response to the Motivational Speaker Certification Course?

Does your body feel light and expansive? Are you smiling and nodding? These feelings suggest a "yes" ... Does your body feel tight, constricted? Are you grimacing or frowning? These feelings suggest a "no".

If your heart and mind say "yes", you are invited to join us by registering online. If you have questions about the program, you can call Sharon Love, M.Ed. at 416-997-1382.