



**WAKE UP YOUR WOW FOR FUNDRAISERS**

# My Change



## My micro Change

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Signed:

Date:

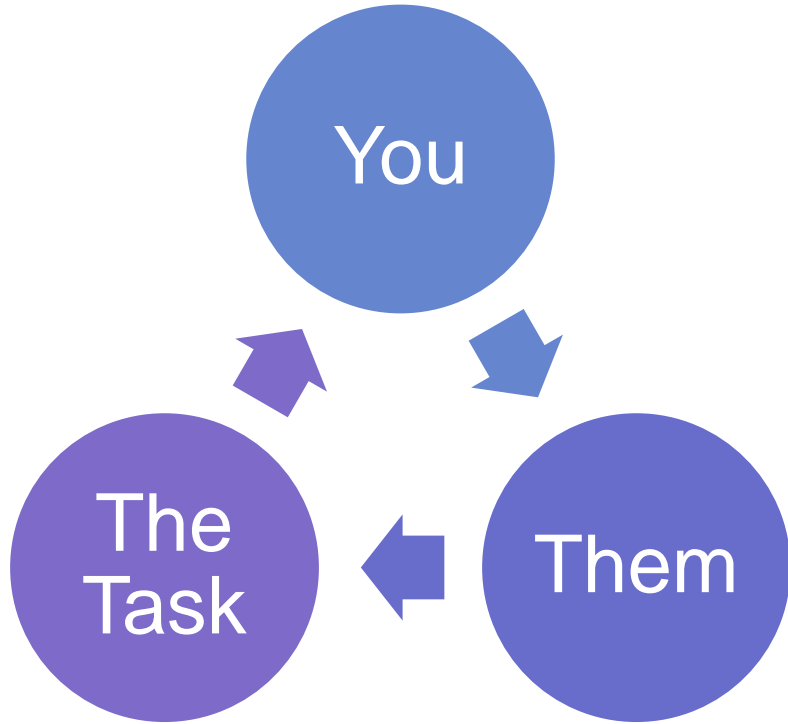
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# Fundraising

Public  
speaking

Asking  
for  
money

# 3 Touch Points



## Goals:

- Master self
- Influence others
- Embrace the task

**You:** I am \_\_\_\_\_

**Them:** People are \_\_\_\_\_

**The Task:** Fundraising is \_\_\_\_\_



All learning, behaviour & change is

unconscious



Unconsciously  
Incompetent



Consciously  
Incompetent

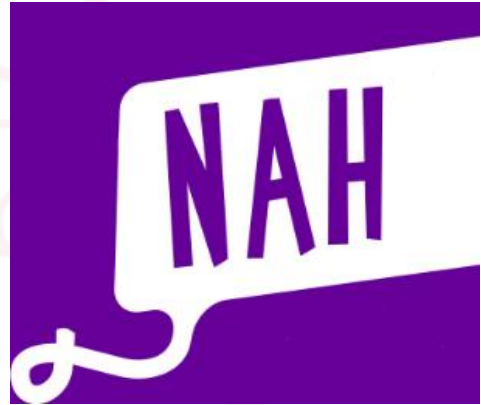


Consciously  
Competent



Unconsciously  
Competent

unconscious



95

%

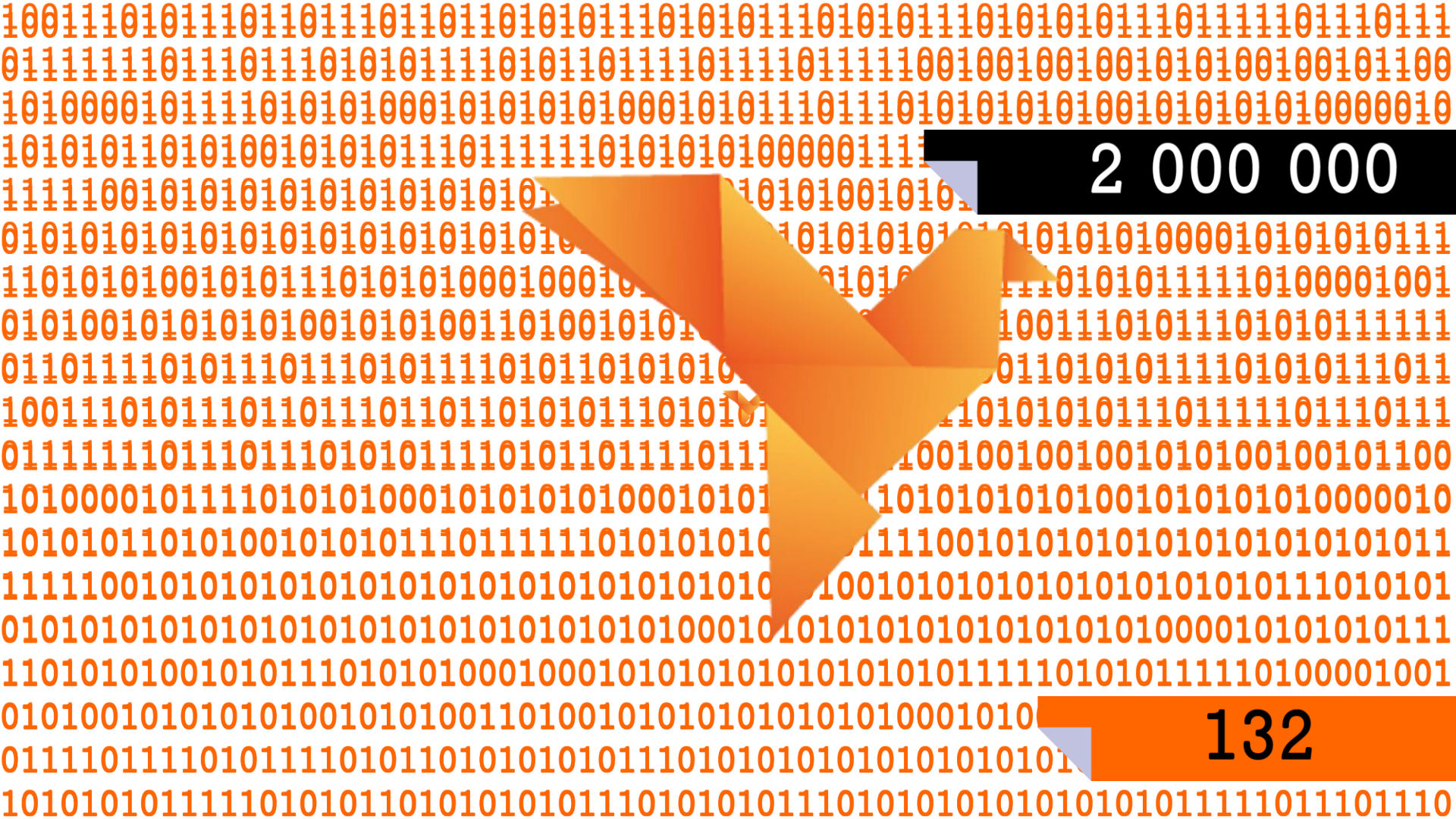
?

conscious



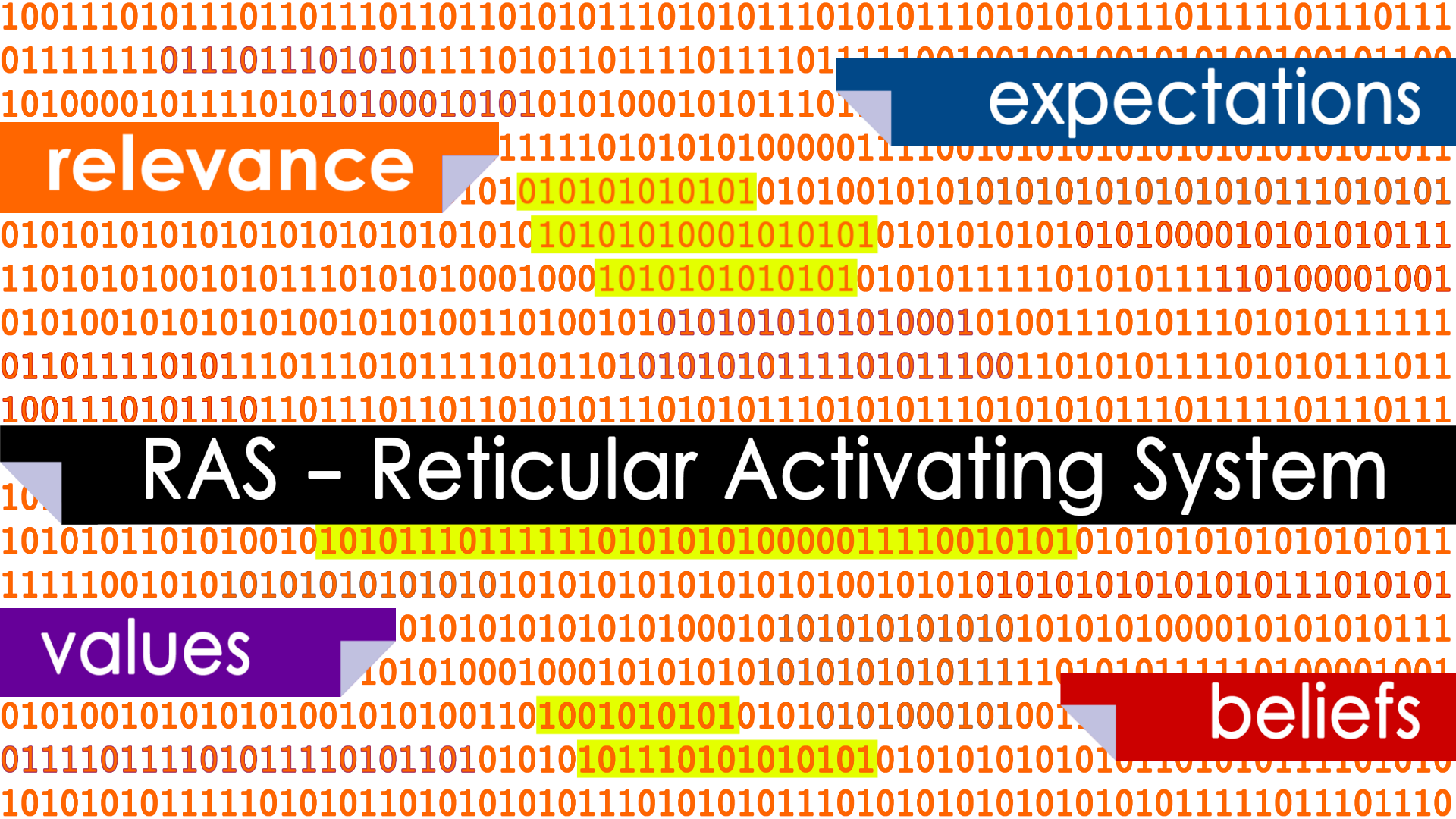
critical faculty





2 000 000

132



relevance

expectations

# RAS - Reticular Activating System

values

beliefs





TEAR

Think  
Emotionalise  
Act  
Results



%

7

38

55

?



Words

Tonality

Physiology

**Influence**



# What do they care about?



# Decisive Invisible Context

I am \_\_\_\_\_

People are \_\_\_\_\_

Fundraising is \_\_\_\_\_





1	2	3	16	65,536	131,071
2	4	7	17	131,072	262,143
3	8	15	18	262,144	524,287
4	16	31	19	524,288	1,048,575
5	32	63	20	1,048,576	2,097,151
6	64	127	21	2,097,152	4,194,303
7	128	255	22	4,194,304	8,388,607
8	256	511	23	8,388,608	16,777,215
9	512	1,023	24	16,777,216	33,554,431
10	1,024	2,047	25	33,554,432	67,108,863
11	2,048	4,095	26	67,108,864	134,217,727
12	4,096	8,191	27	134,217,728	268,435,455
13	8,192	16,383	28	268,435,456	536,870,911
14	16,384	32,767	29	536,870,912	1,073,741,823
15	32,768	65,535	30	1,073,741,824	2,147,483,647
			<b>31</b>	<b>2,147,483,648</b>	<b>4,294,967,295</b>

surroundings

habits

abilities

decisions

ego

spirit

shades

cathvincent

# Wake Up Your WOW!

ACHIEVE MORE, WORK LESS, AND GET HAPPIER!



**Audio CD inside**

Includes 3-track 'Manage Your Mind' CD  
for energy, confidence and motivation



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## My micro Change

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Signed:

Date:

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Thank you!



cath@cathvincent.com