

# THE 'X' FACTOR MISSING FROM 97% OF BRAINS... PREVENTING YOUR BUSINESS SUCCESS



## THE 3 TYPES OF PEOPLE ON THE ROAD TO SUCCESS

TYPE 1 | NEVER START  
TYPE 2 | START & STOP

97%

## THE DIFFERENCE

TYPE 3A | KEEP GOING

TYPE 3B | KEEP GOING AND BECOME SUCCESSFUL!

3%

### THE 3% DIFFERENCE

#### FACTOR 'X' FORMULA

AT  
ACCURATE THINKING

+

FT  
FRUSTRATION TOLERANCE

+

SSSP  
SCIENTIFIC SYSTEM for SOLVING PROBLEMS



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# FACTOR 'X' FORMULA BREAKDOWN

## AT | ACCURATE THINKING

THOUGHTS PRECEDE FEELINGS AND EMOTIONS. . .

YOU CAN CONTROL YOUR THOUGHTS (AND THEREFORE YOUR FEELINGS)

ANALYSE EVENTS AND CIRMSTANCES **BASED ON REALITY** NOT EMOTIONS/FEELINGS. . . THEN MAKE DECISIONS WITH **LOGIC**

- I. MEASURE RESULTS
- II. **OBSERVE WHAT'S HAPPENING**
- III. ASSESS POSSIBLE SOLUTIONS
- IV. **DECIDE WHICH SOLUTION TO EXECUTE**
- V. ACT IMMEDIATELY

+

## FT | FRUSTRATION TOLERANCE

MANAGING YOUR EMOTIONS AFFECTS YOUR VALUES AND BEHAVIOR.

WHEN YOUR **VALUES** LINE UP WITH WHAT **IS ACCURATE** YOU WILL OFTEN **FEEL** BETTER AND YOUR FRUSTRATION TOLERANCE

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## SSSP | SCIENTIFIC SYSTEM for SOLVING PROBLEMS

1. BREAK PROCESS DOWN INTO STAGES OF RUNNING TESTS
2. DO EACH STAGE **ONE STEP** AT A TIME
3. TEST EACH STAGE REMOVING **ONE VARIABLE** AT A TIME
4. RUN TESTS UNTIL THERE IS A **CLEAR WINNER**

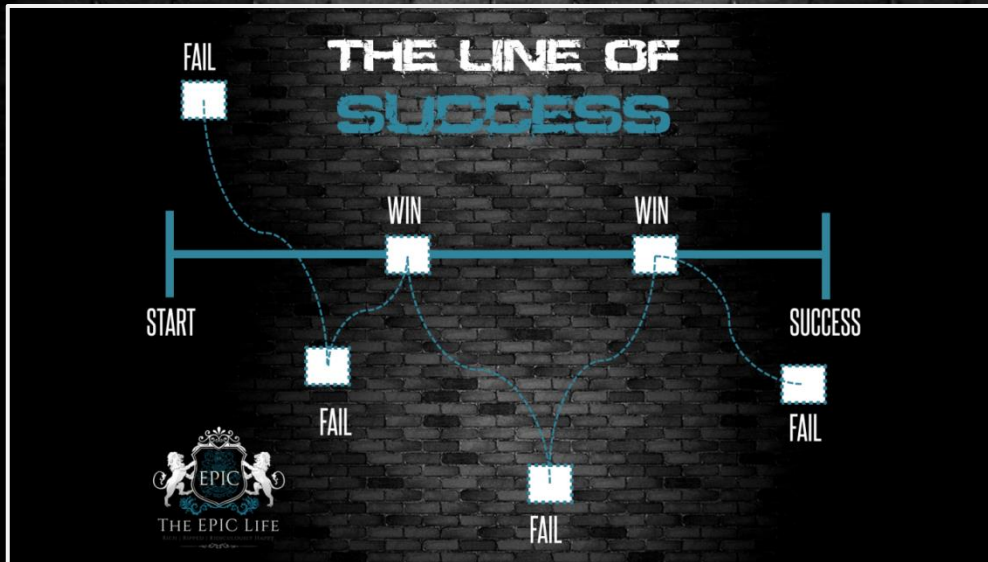
**MAJOR KEY:** DON'T CHASE PERFECTION → ACCEPT GOOD ENOUGH



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SUCCESS IN ONLINE BUSINESS IS SIMPLY ACHIEVED  
BY A SCIENTIFIC PROCESS OF **ELIMINATION**

A PROCESS OF BREAKING A SALES FUNNEL DOWN INTO STAGES



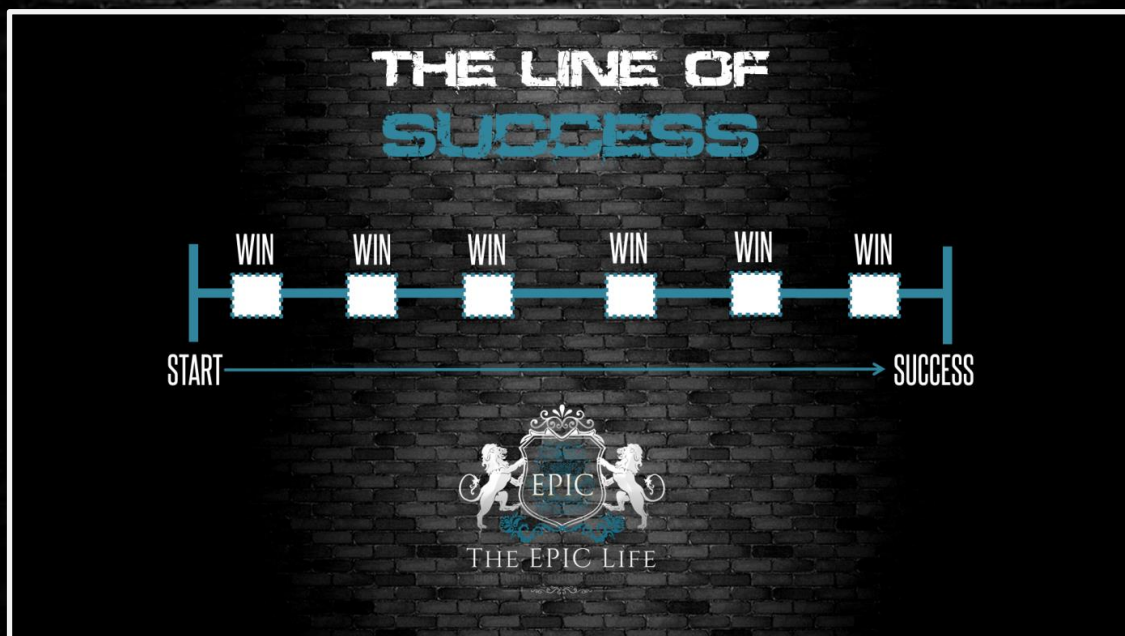
**RUNNING TESTS** AT EACH STAGE UNTIL THERE IS A **CLEAR WINNER**

**HOW?** BY STRATEGICALLY ELMINATING ALL THE TACTICS WHICH DON'T WORK...  
LEAVING YOU WITH THE TACTIC THAT DOES WORK BEST OF ALL!

THEN MOVING ON TO THE **NEXT STAGE** | **REPEATING** THE SAME TESTING PROCESS

UNTIL **EVERY** STEP OF THE SALES PROCESS WORKS AS  
A FINELY TUNED CASH GENERATION MACHINE!

- MR. O -



FREE TRAINING SESSION  
COMING SOON:



“THE 'X' FACTOR MISSING FROM  
97% OF BRAINS...  
PREVENTING YOUR BUSINESS  
SUCCESS

...DISCOVER HOW THE 3% FIX IT  
IN UNDER 9 MINUTES”

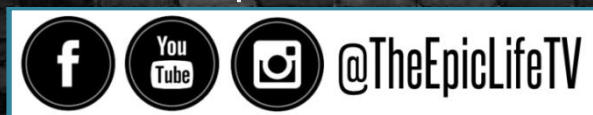


TO RESERVE YOUR SPOT

STEP 1 | KEEP AN EYE ON YOUR EMAILS FROM:

‘MR. O | THE EPIC LIFE’

STEP 2 | FOLLOW US:



YOUTUBE

CLICK TO FOLLOW ↑

INSTAGRAM

CLICK TO FOLLOW ↑

FACEBOOK

CLICK TO FOLLOW ↑



THE EPIC LIFE

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