

Kevin Hogan's Influence: Boot Camp

2013 - 10TH ANNIVERSARY

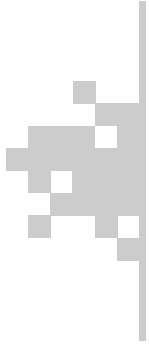


Foundation Guide Part II

March 13,14,15,16 Las Vegas



www.kevinhogan.com/influencebootcamp.htm



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Prep Work - Part Two

Impact and Influence of Price Labeling

Study One - How much is this house going to sell for?

Price the agent put on the house _____

What did amateurs believe it would sell for? _____

What did professionals believe it would sell for? _____

Next week the new price is _____

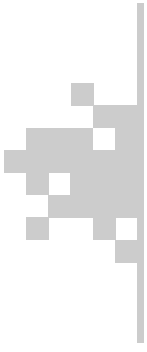
New amateurs believe it will sell for an avg. of _____

New professionals believe it will sell for an avg. of _____

Week 3 new price is _____

Group 3 amateurs believe it will sell for an avg. of _____

Group 3 professionals believe it will for an avg. of _____



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Week 4 new price is _____

Group 4 amateurs believe it will for an avg. of _____

Group 4 professionals believe it will sell for an avg. of

4:00

The price you put on your Self or your Product should be

Amateurs and professionals agree there is no way to

5:00

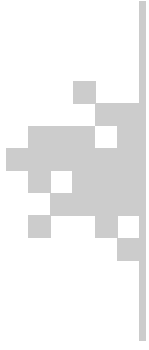
Study Two - The Case of a Personal Injury

7:00

Different amounts are going to be requested to a number of groups of juries.

Presented to Mock Jury Two, D.A. asks for _____

Presented to Mock Jury Three, D.A. asks for _____



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Presented to Mock Jury Four D.A. asks for _____

Asked

Awarded

2

3

4

9:00

Study Three - Woman contracts ovarian cancer from birth control pills. She sues her HMO.

Asked

Awarded

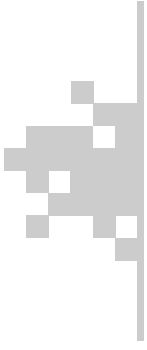
1

2

3

4

5



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12:00

What you ask for is close to

13:00

Introduction to Influence and Impact of Possession and Environment

14:00

The stuff in the environment _____

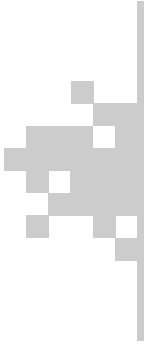
It's what changes _____

15:00

Your job is to calculate the impact of the environmental cues on the other person.
The Decision Maker looks out and sees parts of them-Selves!

16:00

The stuff in the environment stares _____



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You will determine whether you want them in that environment.

More than any other factor

17:00

WHY?!

People don't T_____ all that much.

Perhaps 3% - 5% of the time people are T_____.

18:00

KEY POINT:

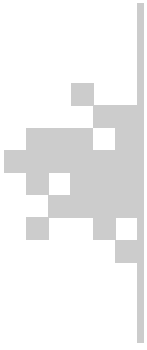
The less self regulation units someone has the more likely they are to say

_____.

19:00

People define themselves by _____.

What does Kevin say about having a car stolen vs. a collection?



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20:00

Kevin shares a critical memory lesson in the story of the stolen car. What is it?

21:00

Kevin's Aunt collected _____

22:00

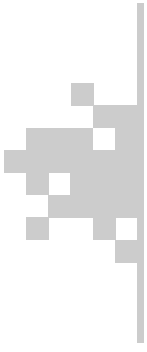
KEY POINT

Collections HOLD parts of people's Identity.
Your competitor will NEVER think about this.

23:00

Your possessions shape _____

Possessions help people manage _____



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Your competitor says, "_____

24:00

Equation

A person is typically the sum of their _____

25:00

You ALWAYS want to _____ people's _____.

26:00

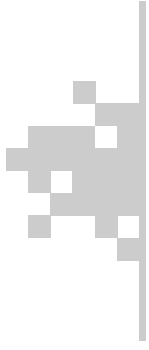
If what was on the wall wasn't part of someone's identity _____ else would

27:00

Invalidating someone's _____ is THE SAME THING as

28:00

Meanwhile _____



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Possessions include

[Kevin notes one exception to this. Men do not see men as objects. Ask Kevin to go into detail about this at Boot Camp as this is a CRITICAL yes/no decision.]

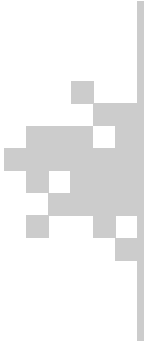
Describe the scenario about Katherin and John.

If someone is in your environment they are _____

or they need to be _____

30:00

MY



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It's ALL

31:00

It's _____

People identify all stuff in the environment is theirs...even if it is

You MUST find out the _____ of stuff in the

32:00

What does matter?

If they didn't want it there, it would
be _____