

## The WEP – Weekly Empowerment Proclamation

### Ultimate Tool-Box for Inspiration

One of countless reasons we are...  
*The #1 Rated National Real Estate Investor Consortium in the Country!*  
 {What is 'The WEP?' – See Last Page}



By

Kevin Tuttle: [CF/ORL 'Team Commitment'](#) Regional Director

***“YOU NEED A COMMITMENT STRATEGY,  
 NOT  
 AN EXIT STRATEGY!”***

Tuttle's Weekly Inspiration Link:

[Comfortable Inaction = True Risk](#)

Re-Inspired Team Clubhouse Website: **(Jean Powers – PAC Only)**

[www.reinspiredteam.com](http://www.reinspiredteam.com)

**I. [Get Started with a Bit of..... AWESOME Motivation:](#)**

[10-Min for the Next 60-Years of Your Life – Wow!](#)



**II. [POWERFUL INSPIRATION & TRAINING MEETINGS OF THE WEEK:](#)**

<u>Date</u>	<u>Meeting</u>	<u>Host</u>	<u>Topic/Guest</u>
<u><a href="#">112717</a></u>	<u><a href="#">SUCCESS</a></u>	<u><a href="#">Anjanette Mickelsen</a></u>	<u><a href="#">Author, Vocal Coach, Songwriter &amp; RE Investor</a></u>
<u><a href="#">112817</a></u>	<u><a href="#">IMPACT</a></u>	<u><a href="#">Jon ONeal</a></u>	<u><a href="#">UT Story – The 3 C's (Top 5 EVER)</a></u>
<u><a href="#">113017</a></u>	<u><a href="#">IMPACT</a></u>	<u><a href="#">Martin Borg</a></u>	<u><a href="#">What NOT to do.</a></u>



**III. [BOB TIERNEY NOON-TIME CALLS \(Dial-In\):](#)**

Recordings #: (605) 475-4099 Access Key: 1007570# Enter Call Ref# (Below)

<u>Date</u>	<u>Call Ref#</u>	<u>Topic Matter</u>
<u><a href="#">112717</a></u>	<u><a href="#">1380</a></u>	<u><a href="#">Super Saturdays – Building Inspiration</a></u>
<u><a href="#">112817</a></u>	<u><a href="#">1381</a></u>	<u><a href="#">Single Mom – Struggle &amp; Champion – GREAT Inspiration!</a></u>



## IV. BUILDING FOR EVENTS:

### CENTRAL FLORIDA / ORLANDO –

- Every Thursday Evening 7pm      Central Florida Corporate Introduction Meetings
  - (Holds 90+ People)
- December 9<sup>th</sup>      Real Estate Intensive:      10am – 6pm      Eric Counts
  - Credit Management
- December 16<sup>th</sup>      Coffee With the Janitor      9am – 11:30am      Kevin Tuttle
  - IMA Sales Training (NO GUESTS ALLOWED)
- December 16<sup>th</sup>      Property Evaluation Tour      12pm – 1:30pm      “Coach” Saunders
  - Watch a Property Evaluation for Wholesale or Rehab/Fix & Flip

## V. ADDITIONAL TRAINING ±:

Real Estate Group Coaching Signup – Gavin McCaleb – [www.renatuswebinar.com](http://www.renatuswebinar.com)

### TEAM ELEVATE (Jon O’Neal, Sandy, UT) TRAINING / PRE-RECORDED

- Jon O’Neal’s 4 Pillars of Wealth
- Michael Huggins Debt Reduction

### Mark Kohler Sharable Items

- Cash Recovery Party Intro’s (5 Min Mark Kohler Previews)
  - [Kids on Payroll](#)
  - [Why Real Estate](#)
- Business Info for New Business Owners
  - [What Address to Use for Your Business](#)
  - [The Difference Between an LLC and an S-Corp](#)

## VI. MARKETING DOCUMENTS:

- [Renatus IOS Flyer](#)
- [Cash Recovery Party Presentation Deck \(Scooty\)](#)

## VII. LINKS TO SHARE WITH CANDIDATES: (Increase Exposures)

- [Renatus Education Overview and All Curriculum](#)
- [Renatus IOS](#) (30 Min Overview)
- [Renatus IOS – Sourcing Deals](#) (1.5 Hours – Detailed Usage)



## VIII. HISTORIC GREATNESS – IMA TRAINING *(MUST HEAR / SEE for ALL IMAs)*

### IMA TRAINING (CATEGORIZED): **(DO NOT SEND TO CANDIDATES)**

#### GETTING STARTED:

##### Initial Startup

	<a href="#">Scott Rowe</a>	<a href="#">Mash the Gas (In Onboarding/Bootcamp)</a>
<a href="#">092017</a>	<a href="#">IMPACT/Mike Adams</a>	<a href="#">Setting up a System – Must See for Newbies</a>
<a href="#">030917</a>	<a href="#">IMPACT/Hugh Zaretsky</a>	<a href="#">Spring Training – Get in the GAME!!!</a>
<a href="#">113017</a>	<a href="#">IMPACT/Martin Borg</a>	<a href="#">What NOT to do.</a>

##### Selling

<a href="#">011717</a>	<a href="#">IMPACT/Scott Rowe</a>	<a href="#">Showcase Possibilities &amp; Results – Showing Value</a>
<a href="#">061917</a>	<a href="#">IMPACT/Scott Rowe</a>	<a href="#">Sell what THEY could be doing! - <b>(Top 10 IMPACT of All Time)</b></a>
<a href="#">060517</a>	<a href="#">IMPACT/Scooty</a>	<a href="#">Selling Exposures (CRP &amp; SSs) – Powerful <b>(New &amp; Old Markets)</b></a>

##### Text & Call Scripts

<a href="#">092517</a>	<a href="#">IMPACT/Scott Rowe</a>	<a href="#">Text &amp; Call Scrips <b>(Great for Rookies)</b></a>
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##### Series Training

<a href="#">051717</a>	<a href="#">IMPACT/Mike Adams</a>	<a href="#">TAPP System Part I</a>
<a href="#">052417</a>	<a href="#">IMPACT/Mike Adams</a>	<a href="#">TAPP Part II - #1 Pain Point of IMA's &amp; Predictable Flow of Leads</a>
<a href="#">053117</a>	<a href="#">IMPACT/Mike Adams</a>	<a href="#">TAPP Part III</a>
<a href="#">092617</a>	<a href="#">IMPACT/Sam Kwak</a>	<a href="#">Marketing – Best Practices: Session 1 of 3: Lead Funnel System</a>
<a href="#">100317</a>	<a href="#">IMPACT/Sam Kwak</a>	<a href="#">Session 2 of 3: Using IOS for RE and Marketing</a>
<a href="#">101017</a>	<a href="#">IMPACT/Sam Kwak</a>	<a href="#">Session 3 of 3 Series – Q&amp;A – GREAT Session!!!</a>

#### LEAD GENERATION:

##### Leads / Ads

<a href="#">111317</a>	<a href="#">IMPACT/Ryan Dodge</a>	<a href="#">7 Ways to Lead Generate – Efficiency on Craigslist <b>(MUST SEE – ALL!!!)</b></a>
<a href="#">082317</a>	<a href="#">IMPACT/Mike Adams</a>	<a href="#">Ad Review – How to Create Ads <b>(MUST SEE - POWERFUL)!!!!</b></a>
<a href="#">053017</a>	<a href="#">IMPACT/Scott Rowe</a>	<a href="#">Email Ad to send out to potential email lists.</a>

##### Facebook

<a href="#">061517</a>	<a href="#">IMPACT/Christion Sadler</a>	<a href="#">Maximizing Facebook for Referrals Pt. 1</a>
<a href="#">062217</a>	<a href="#">IMPACT/Christion Sadler</a>	<a href="#">Maximizing Facebook for Referrals Pt. 2</a>
<a href="#">072717</a>	<a href="#">IMPACT/Nate Lambert</a>	<a href="#">Sell Yourself</a>

##### Outside the Box

<a href="#">060117</a>	<a href="#">IMPACT/JC Williams</a>	<a href="#">Massive NEW LEAD Generation System - Restaurant Table Tents</a>
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##### Networking Events

<a href="#">080117</a>	<a href="#">IMPACT/Tamara Book</a>	<a href="#">Local Networking – Capitalizing on Events</a>
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## MANAGING BUSINESS:

### Mindset

031517	IMPACT/Scott Rowe	Attitude Meeting – Self Awareness – OWN ALL RESULTS
052517	IMPACT/Jon O’Neal	Fortune Favors the Bold! – <b>Intense Training</b>
041817	IMPACT/Scooty	Complete Process – Selling Exposures (Not Renatus) – <b>Fantastic!!!</b>
051817	IMPACT/Mike Huggins	Rapid Fire Questions – Powerful for EVERYONE!!! – <b>Top 10!!!</b>
103117	IMPACT/Michael Huggins	OEP – Order Entry Party – Mindset/Expectations – <b>Mindset/Onboarding</b>

## CLOSING:

060717	IMPACT/Scooty	Closing – Approach, Questions & Objections
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### Closing Series

021317	IMPACT/Scott Rowe	Closing – Part I
021417	IMPACT/Scott Rowe	Closing – Part II
021517	IMPACT/Scott Rowe	Closing – Part III

### IOS Closing

041217	IMPACT/Daniel & Sam Kwak	Illustrating R-IOs to Close Business – WOW!!! Powerful!!!
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### Closing Scripts

091217	IMPACT Tamara Book	Closing – 3 Scripts to use with Confidence!
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## EVENT TRAINING: *(Advanced Training – 5\* ONLY)*

### How To

022817	IMPACT/Scott Rowe	How-To: Meetings – Setting up & Managing
091817	IMPACT/Scooty	Lvl 2 Training – Running Meetings!!! <b>(Leaders Must See)</b>

### CRP

010917	IMPACT/Scott Rowe	Cash Recovery Party Present
<b>TRAINING</b>	Scott Rowe	Cash Recovery Party – Step by Step

### Property Tours

041917	IMPACT/Bobby T	Executing Property Tours
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### Super Saturdays

050117	IMPACT/Scott Rowe	How to Schedule and Promote Super Saturday (Including Simulcast)
050217	IMPACT/Scott Rowe	Running Super Saturday’s in Local Market (Including Simulcast) II

## BUILDING NEW MARKETS: *(Advanced Training – 5\* ONLY)*

### Building Your Team

<b>TRAINING</b>	Jean Powers	Team Re-Inspired – Develop a CLEAR Path for Building Your Team
<b>Bobby T Call</b>	1356	Building New Markets – Focus on Leverage & Helping Others get 5*

### Launching

030617	ScottRowe	Austin Guests – Take Your Power Back (Launching a New Market)
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### Live Follow-Up



**TRAINING** [Scooty](#) (Chi) Live Follow-Up: **(For Training ONLY – DO NOT SEND OUT)**

**LEVEL 2 TRAINING (L2T) – PRESENTERS:**

[062617](#) [IMPACT](#) [Scooty](#) [Putting The Pieces Together](#)

**Intro Training**

[062717](#) [IMPACT](#) [Scooty](#) [Live Intro Meeting Training – \(L2T\) \(Presenters Must See\)](#)

[062817](#) [IMPACT](#) [Scooty](#) [Intro Train#2 – Nate’s FB – Crash Proof \(L2T\) \(Presenters Must See\)](#)

**TOPIC SPECIFIC TRAINING:**

**Recruiting Realtors**

**TRAINING** [Bill Oehme](#) [How to Recruit Realtors](#)

**Bobby T Call** 1295 [Roll Play Cold Calls for Mtg Brkers & RE Agents for Live Training – WOW!!!](#)

**Velocity Banking**

**TRAINING** [Bill Oehme](#) [Accelerated Debt Reduction – Velocity Banking - Strategy](#)

**TRAINING** [IMPACT](#) [Jon O’Neal](#) [Velocity Banking – A Closing Tool](#)

**ELEVATE “4 Pillars of Wealth” MEETING...** ([www.epicplanwebinar.com](http://www.epicplanwebinar.com))

**BOB TIERNEY NOON-TIME CALLS (CATEGORIZED):**

Recordings #: (605) 475-4099 Access Key: 1007570# Ref#: SEE SHEET

Call Ref#      Category                      Topic Matter

**GETTING STARTED:**

**MUST Begin Here**

- 1249 **RE & Mkting:** [Bridging the Gap – Getting Started in RE & Marketing \(Must Hear – ALL IMAs\)](#)
- 1271 **RE & Mkting:** [Marketing & Real Estate – Generating Income Immediately \(GREAT for NEW Peeps\)](#)
- 1302 **RE & Mkting:** [Understanding Your Plan – Making 1<sup>st</sup> \\$1M with Renatus \(The BHAG\)](#)
- 1266 **RE & Mkting:** [3 Keys for Getting Started – GREAT Rookie Getting Started Meeting](#)
  
- 1365 **Marketing Lvl 1:** [Renatus – What we have – vs. Everyone – POWERFUL – Must Hear!!!](#)
  
- 1246 **Marketing Lvl 1:** [Special Guest: Why Joined Renatus \(IMPRESSIVE STANCE – MUST HEAR\)](#)
- 1256 **Marketing Lvl 1:** [Covering the Truth behind the Nouveau Riche Story](#)

**Conversation Preparation**

- 1216 **Marketing Lvl 1:** [Being Genuine and Authentic](#)
- 1217 **Marketing Lvl 1:** [Being Genuine and Authentic \(Cont.\)](#)
- 1200 **Marketing Lvl 1:** [“Becoming a Good Question Asker” \(TOP 5 ALL TIME\)](#)
- 1333 **RE & Mkting:** [Communication w/ Prospects - Stop Trying to Sell; Start Building Friends \(Roll Play\) \\*](#)

**Script & Roll Playing**

- 1204 **Marketing Lvl 1:** [Script and Roll Playing](#)



- 1293 **Marketing Lvl 1:** Setting Appointments – Engaging with Candidate – POWERFUL!!!  
 1238 **Marketing Lvl 1:** Qualification Process with Candidates – Recruiting Up/Finding Quality

#### Leads

- 1297 **Marketing Lvl 1:** Lead Generation **(Fantastic Level 1 Training)**  
 1373 **Marketing Lvl 1:** Marketing Focus – Who are you seeking/targeting?  
 1221 **Marketing Lvl 2:** Advanced Leads (CRP / Ads / Boat & Car Shows / Stay @Home Moms!)

### MANAGING BUSINESS:

#### REAL ESTATE

- 1181 **RE Training:** Setting Up Business & Getting Started with Business Credit  
 1225 **RE Training:** Deal with Probate Homes & Navigate the System  
 1234 **RE Training:** Wholesaling – Short Sales – Subject To – Stop Foreclosure  
 1351 **RE Training:** RE: Converting Rentals to Vacation Rentals (Air B&B) – **BEST RE CALL EVER!!!**  
 1355 **RE Training:** **RE: How to Analyze a Potential Deal – Real Live Example (Must DO Training)**  
 1258 **RE Training:** RE: Money for RE Financing – Best areas to find

#### Real Estate Conversations

- 1245 **RE Training:** Speaking with Prospective Sellers (From Ad Response - Probate)  
 1323 **RE Training:** Wholesaling Techniques – (Rookie vs. Experienced) – GREAT RE MEETING  
 1334 **RE Training:** Buying w/out Cash - New Live Example | Renatus Business Cadence

#### Advance Marketing Training / Communication

- 1241 **Marketing Lvl 2:** Time Management – Become a Renatus Success – Make a Decision  
 1267 **Marketing Lvl 2:** Income Generating Activities – DON'T MISS the LAST 15Min – Roll Play! \*\*\*  
 1284 **Marketing Lvl 2:** **GUEST: Ben Velletta – 1 on 1 Conversations** for Renatus – Roll Playing  
 1327 **Marketing Lvl 2:** **Skeptical Letter – Communicating with Top Candidates - TOP 5 CALL EVER!!!!**

#### Avatar

- 1259 **Marketing Lvl 2:** **The CREATION OF YOUR AVATAR..... MUST HAVE TRAINING!**  
 1260 **Marketing Lvl 2:** **The Avatar – Learn how to Create Marketing Copy – (MUST HEAR!!!)**

### CLOSING:

- 1274 **Marketing Lvl 2:** The Art of Overcoming Objections  
 1287 **Marketing Lvl 2:** **Closing Business – Make \$1M in Marketing – GOLDEN NUGGETS!!! (MUST HEAR!)**

### EVENT TRAINING:

- 1279 **Marketing Lvl 2:** **Building for Events** – Open, Honest & Fortright - Outside the Box Marketing \*\*\*  
 1296 **Marketing Lvl 2:** Conversations After Workshop **(Top 10 Training/Roll Play – MUST HEAR!)**

### PERSONAL DEVELOPMENT:

- 1239 **Pers. Devlp:** Prospecting / Setting Goals / Inspiration **(TOP 5 ALL TIME)**  
 1319 **Pers. Devlp:** Do NOT be a **'VICTIM OF CIRCUMSTANCE'**  
 1347 **Pers. Devlp:** What's Holding You Back from Success

#### DWENNIMMEN – Symbol at Top of The WEP

- 1250 **Pers. Devlp:** Special Guest – Authentic Self – Myth of Failure **(Must Hear – ALL IMAs)**



- 1285 **Pers. Devlp:** [Struggling with Confidence](#) – Immensely Important Call – **For EVERYONE!**  
 1292 **Pers. Devlp:** Share Vulnerability – “Strength in Humility” – Show Ratio to Invited Meetings  
 {Brian Meara Letter} -

#### Guest Hosts

- 1209 **Pers. Devlp:** Guest Speaker – “Raising Your Deserve Level”  
 1258 **Pers. Devlp:** GUEST: Ben Velletta – Top 10 Traits of 7-Figure Earners  
 1278 **Pers. Devlp:** Like-Minded: Who do you want on your team? Dig-In & Decide! Inspire! – **POWER!!**

## IX. TED TALKS – INSPIRATION: (CFT Leadership Favorites) (5 – 20Min)

### MARKETING / RE SALES TRAINING: (IMA’s in Training MUST SEE ALL)

Celeste Headlee:	10 Ways to have a Better Conversation	(12 Min)
Julian Treasure:	5 Ways to Listen Better	(8 Min)
YouTube	The Power of Words	(2 Min)
Amy Cuddy:	Your Body Language May Shape Who You Are	(21 Min)

#### Mindset

YouTube	Mindset is EVERYTHING!!	(17 Min)***
YouTube	COMMITMENT	(3 Min)***
Will Smith	Don’t Setout to Build a Wall!!!	(4 Min)
Shonda Rhimes	My Year of Saying Yes to Everything!	(18Min)

#### Rejection

Jia Jiang:	What I learned from 100 Days of Rejection	(15 Min)***
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#### Time Management

Laura Vanderkam:	How to Gain Control of Your Free Time	(11 Min)
Ok Go	How to Find a Wonderful Idea	(17 Min)

#### MOTIVATION:

Dan Pink:	The Puzzle of Motivation	(18 Min)
Tony Robbins	Why we do what we do	(21Min)
TJOP	Finding Your Live’s Purpose – Passion	(5Min)
Rise & Shine (WAKE UP)		(30 Min)
PROVE THEM WRONG!!!		(6 Min)
Be Great, Powerful Beyond Measure		(4 Min)
10-Min for the Next 60-Years of Your Life – Wow!		(10Min)

#### Commitment

Tony Robins	Burn the F*cking Boats	(4 Min)
Ric Elias	3 Things I Learned While My Plane CRASHED	(5 Min)
Matt Cutts	Try Something New for 30 Days	(4 Min)
Mel Robins / Simon Sinek	Go After What You WANT!!!	(8 Min)***

#### Leadership

Simon Sinek:	How Great Leaders Inspire Action – The Golden Circle	(18 Min)
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Drew Dudley Everyday Leadership (6 Min)

### Understanding

It's Not about the Nail - Provided by **Woody Woodward** – **Hilarious & Poignant**

*Moral: Listen, Seeking Validation and Don't Pre-judge the Problem*

### Mental Challenges

Kelly McGonigal How to Make Stress Your Friend (14 Min)

Tim Harford How Frustration Can Make Us More Creative (15Min)

TEDxSF Mel Robins: How to stop screwing yourself over! (21Min)

### Failure

Sarah Lewis Embrace the Near Win! – Mastery (11Min)

### Fun

Joachim de Posada Don't Eat the Marshmallow (6 Min)

### PRESENTERS: Talks to watch for Speaking Ideas & Techniques: (ADVANCED)

Chris Anderson TED's Secret to Great Public Speaking (8 Min)

Ken Robinson How to Escape Education's Death Valley (19 Min)

Casey Brown Know your worth, and then ask for it (8 Min)

Bobby McFerrin "World Science Festival" – Expectations & Your Brain (3 Min)

## X. SUCCESS MEETINGS (Great for Candidates): (Ron Inman Webinars)

### Name

### Topic

#### RE Income

Allison Palmgren

Bill Oehme

Brian & Wendy Bullock

Steven Stefel

Sam Kwak

Anjanette Mickelsen

REI Income creates profits greater than many people's annual

**Cash Flow King - !!!!** How to build cash-flow – new car for life

3 Deals – Multi-Fam – **Over \$1M Profit** – Used ALL Courses – Investor Capital \*\*\*

33 Yr. Old - 34 Deals in 2016 – Took 4 Month Vacation 2017 – Why? = B/C he Could!

Left College – Upset he Knew More than Professors – Due to Renatus Education

Author, Vocal Coach, Songwriter & RE Investor

#### RE Deals

Jim Homes/Debbie Worthington 1<sup>st</sup> RE Deal w/in 1 Mo. – Jim SKEPTICAL at first. Helping People facing Foreclosure.

Stephen Quinn

1 Yr. in Business – 2 Great Deals

Martin Potter

26 Yr. Old – Made \$40K on 1<sup>st</sup> Deal – Love

Christion Sadler

From Steelworker to RE Investor

#### RE & Mktng Income

Dr. Nate Lambert

Next Level Investing / 4 Buckets of Wealth (**TOP 10 – FOR SURE!**) \*\*\*

Mitch Nelson

Accelerating your Path for Income w/ Real Estate & Marketing – \*\*\* **POWERFUL! Top 5**

Drew Williams

1 Yr w/ Renatus – 3<sup>rd</sup> F&F + Rental Income + Marketing Income \*\*\*

Celest Secrist

Turned Trials to Triumph – Over \$100K coming automatically





**Teacher**

[Jacob Roberts](#)

Special Ed Teacher – 1<sup>st</sup> Deal \$75K Profit using Other Peoples’ Money – Proud Man!!!

**LIT Team**

[Nitza & Roland Correa](#)

Member of the Leadership In Training – Story, Deals, Education benefit pre-Renatus

**Raise Capital**

[Valentia Alleyne](#)

Realtor to Attorney to Investor/REI Income passes Attorney Income – Raised \$570K

**Debt/VB**

[Maria Streeter](#)

[Mellanie Joy](#)

(Miami, FL) – Reengaged – Velocity Banking – Mortgage Background  
Once started with Renatus – Payed of \$34K Debt within 10 Months using Education

**Military**

[Ryan Dodge](#)

[Sam Barton](#)

Army Vet – Saved Family as Father Had Stroke – **GREAT STORY!**  
Top Rookie - REI & BD – Change your life (Jan 2017) - **(TOP 10 – FOR SURE!) \*\*\***

**Starting Over**

[Dr. G. Lawrence](#)

[JC & Linda Williams](#)

Starting over at 64 – Made \$1M in Renatus  
Pre-Renatus REIs – Got Renatus Education – Turned into Multi-Mill Develop Project

**Pre-Auction Deals**

[Doug Norton](#)

**Pre-Auction Property Lists (MASSIVE INFO – BENEFIT FOR EVERYONE) \*\*\***

**XI.**

**FOUNDERS WEBINARS:**

**(Bob Snyder Webinars)**

061516	FOUNDERS	Bob Snyder	James Wortman – College Student
042417	FOUNDERS	Bob Snyder	Chris White & Michael Huggins – <b>Top 10 Founder’s EVER!!!</b>
050117	FOUNDERS	Bob Snyder	Mitch Nelson – Ideal Sales Environment
052217	FOUNDERS	Bob Snyder	Megan Christensen – Analyzing Business Credit
071717	FOUNDERS	Bob Snyder	Dr. Nate Lambert – \$100K/Mo off FB & Giving Back – <b>Top 3 Ever!!!</b>

- NATIONALS - Salt Lake City - March 22 Train the Trainer**

*Thu, March 22, 20189:00 AM - 5:00 PM*

- 2018 NATIONAL Conference - Salt Lake City - March 23 & 24**

*Fri, March 23, 20189:00 AM - 5:00 PM*



## WHAT IS 'THE WEP'?

Welcome **ALL NEW MEMBERS** who have just subscribed to **The Weekly Empowerment Proclamation** (WEP). This periodical is designed specifically for you! Its intent is to help you become more efficient with your business; whether your community commitment is F/T, or you're working toward that objective until you fire your boss.

### DEFINITIONS:

**Empowerment:** *The capacity of individuals to take control of their circumstances to achieve their goals through the exercise of power born from an ongoing educational process.*

**Proclamation:** *An official announcement dealing with a matter of great importance.*

**Objective:** Decipher, Determine and Disseminate powerful pieces of intellectual capital from both, the national community and publicly revered sources, for the sole purpose of sparking inspiration.

**Goal:** Continually empower others through providing intellectual tools specifically developed for the betterment of the team as a whole.

**Strategy:** **Finding the Forest through the Trees:** *(How to drink from a Fire-Hose)*  
Deliver & share 'sole-purpose' intellectual capital which provides clarity of direction toward the common goal.

**TIME & COMMITMENT:**

CFT's commitment to the Objective, Goal and Strategy listed above will help you find the time for self-improvement as you turn your car, gym, bedroom, pool deck or even the lawn mower into your personal and business development space. **THE ONLY COMMODITY IN THE WORLD WHICH CANNOT EXPAND, IS TIME!** Hence, you must be efficient with what you are given.

**SUGGESTIONS: (Thoughts for Improvement)**

The Leadership Team is always looking for **suggestions** to help ensure the success of ALL our community members; locally or nationally. This is for you, so your "Call to action" is to send us comments on how to improve ***The WEP!***

