



FIDUCIA INC. "KILLER" SALES QUESTIONS

1. At the end of the day, what matters most about your bookkeeping? What do you want from your books?
2. What do you use to handle bookkeeping right now? What have you used in the past?
3. Can you say with confidence that you currently have enough revenue to cover your upcoming expenses?
4. How often do you personally review account reports to make sure they're accurate and up-to-date? Does anyone do this on a regular basis?
5. What process do you use to make sure your clients pay you on time? Is there any?
6. Does your existing method (bookkeeper, receptionist) check to make sure your books accurately match the numbers on your bank statements?
7. Say I'm a loan consultant. Could you pull records right now that would accurately depict your books?
8. Do you use your current bookkeeping method to help your marketing – for instance, with figuring out job or expense costs vs. your revenues?
9. How about using your books to help HR? Estimating necessary man-hours for projects, verifying your timesheets?
10. How do you ensure that your payroll taxes are paid in full and on time?
11. When do you start doing tax planning for the year? The quarter?
12. Are you sure you're writing off all the business expenses that you can?
13. Do you know on what product or service you make the highest profit?
14. How do you ensure that your employees are giving you a return on your investment?
15. Do you have a cash-flow projection for the next, say, 12 weeks? 6 months?
16. Do you have a procedure set to handle any accounting mishaps, thefts, or disaster recovery?
17. If you could combine all these things we've been talking about - bookkeeping, bank reconciliation, cash flow forecasts, tax planning AND employee/product/service profitability reporting - into one person's job, how much do you think that would cost you a month?



The Mental Leverage

Dear Andrea,

91% of all people who make New Years Resolutions break them within 17 days. Read that again. NINETY- ONE PERCENT, in 17 days. If only someone had told them that it takes 21 days to change a habit! Eat more fruit every day for 21 days, and you've moved beyond the 91% pack. Wouldn't it feel great to be one of that "Top 9%"?

FREE Workshop!! Beat the Odds! Join The Top 9% With Fulfilled New Year's Resolutions!

January 17 @ 11am: How to get the Mental Leverage!

This issue includes:

- **Top 10 Reasons to NOT Change!**
- Beat the Odds! Join The Top 9% With Fulfilled New Year's Resolutions!
- Mind Candy
- Yoga Hypnotica
- Special Offers!

Beat the Odds! Join The Top 9% With Fulfilled New Year's Resolutions!



Ask yourself this - what's the main ingredient to getting real mental leverage on your resolutions? MOTIVATION. If you're not really motivated, if what you're doing is not a #1 top priority to you, it's not going to happen. Success is not handed out, or simply snatched up. It must be seen and tasted, envisioned all the time. Success must be felt by you, before

you can attain it.

Here are 3 tips to help give you the Mental Leverage to keep that focus on your new resolutions and beat those odds:

1. Have a clear mental picture of your goal. What will you look like when you've lost weight? How will you feel? What will you

Top 10 Reasons to NOT Change!



Top 10 Reasons NOT to Change!

- 10. No effort required.
- 9. You already have everything you want, right?
- 8. You're absolutely perfect the way you are right now.
- 7. Your mother loves you just the way you are.
- 6. Then you'd be perfect, and no one will like you.
- 5. Everyone should have stable and predictable day- to-day lives.
- 4. There's nothing wrong with you. It's everyone else that causes all the problems.
- 3. If I change now, I might have to change again.
- 2. Because that's the

wear? What will you gain - and lose?

2. List 3 habits you're willing to change. For one example, I chose to eat more fruits and vegetables. Write this list down and keep it in a place that you will see it frequently.

3. Keep your motivation up. One needs high motivation to achieve goals. Review your list as often as needed. Remind yourself of why you're following through on these promises. Success will be yours if you recognize that they're a Top Priority.

Beat the Odds! Give yourself the MENTAL LEVERAGE to fulfill your resolutions by becoming fully motivated and focused! Your mind IS capable of it. We can help you hit the "Top 9%" at Hypnotica.

BEAT THE ODDS! Program - \$300 for 3 sessions, including 3 transcript CD's. Results guaranteed, or your 4th session is free! Call 925.396.8813 or respond by email today!

Mind Candy

Look into my eyes for one minute without blinking then stare at a blank space on the wall or ceiling and you will see **America's Most Captivating Hypnotist!**



[Click here for a bigger picture and more tricks!](#)

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Yoga Hypnotica



This special, one-of-a-kind class combines an hour of gentle yoga (designed to relax your mind and body and prepare you for hypnotic suggestion) with a half-hour hypnotherapy session containing suggestions to help you change your habits and achieve your goals!

Weight Loss January 11, 18, 25 from 12:30- 2pm
\$55/series including 1st CD or \$20/session

Prenatal Yoga Hypnotica January 11, 18 from 2:15- 3:45pm
\$50/ series including 1st CD

All Yoga Hypnotica classes will be held at Eden Yoga and Wellness Center located at 20410 Lake Chabot Road, Castro Valley. For more information, call 510.690.9696 or write to <mailto:info@eden-yoga.com>

[Eden Yoga and Wellness](#) »

Special Offers!

Relaxation and Stress Relief CD: Take a break from the day or enjoy this before you go to bed, you will receive many benefits from learning how to relax your mind and body. Side effects include: improved sleep, a sense of well-being, inner confidence, and a feeling of 'walking lighter'. Cd's only \$20.

way it's always been.

- 1. Ain't no shame in my game, so why change it?

Quick Links...

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[Networking Pictures](#)

[Andrea's Natural Talent Pictures](#)

[Eden Yoga & Wellness Center](#)

Join our mailing list!

Weight Loss CD: In this half-hour relaxation experience, you'll be given positive suggestions to ease your stress, eat healthy foods, increase your motivation and build your self-confidence. Only \$20.

Special Offer!!! Free Consultation!

Hypnotherapy is most beneficial for people who have a strong desire and motivation to make positive lifestyle changes. Reply to this email or call to set up a free phone consultation to see if hypnotherapy is right for you.

email: andrea@andreashypnotherapy.com

web: <http://www.andreashypnotherapy.com/>



Dear Andrea,

"I could hardly believe it when they announced me as the winner and new Guinness World Record holder. It felt so wonderful to overcome my fears, and I attribute my success largely to Andrea's help. The power to grow has always been inside me, but she helped me to harness my self-knowledge for rapid improvement".

Dan Knights, World Rubik's Cube Champion

This issue includes:

- **WORKSHOP!**
- New World Rubik's Cube Champion!
- How It Works
- Special Offers!

New World Rubik's Cube Champion!



title. But I also knew that the winner would be the one with the best nerves, and throughout my life I've always been very nervous when performing in front of other people.

Whenever I've had to ask a question in class, or give a presentation, or play a guitar song for a friend, I would get the classic "fight-or-flight" response: my heart pounds, my head spins, I feel shaky, and my hands get

WORKSHOP!



Dan Knight's Moments Before The Competition

Fear of Cold Calling? Terrified of big gatherings? Does speaking in public make your heart race, palms sweat, butterflies spinning in your stomach? You can overcome your fears and begin a new life! Learn the mind tactics that Dan Knights used to win the World Rubik's Cube Championship. Take control of your nerves and learn new responses to your old "fight or flight" patterns.

For more information
call or
check out

cold. I knew I had to overcome this behavior if I wanted to win, because speed-solving Rubik's Cube requires absolute calmness and concentration.

www.andreashypnotherapy.com

Andrea then gave me a CD version of my hypnosis session, which I listened to the session almost every night. When the competition day came, I was in control of my nerves for the first time in my life. While the other competitors were practicing frantically, I was relaxed, getting hypnotized one last time in the isolation room! I performed excellently during the qualifying rounds, obtaining a new world record of 16.71 seconds for a single solution.

Join our mailing list!

I could hardly believe it when they announced me as the winner and new Guinness World Record holder. It felt so wonderful to overcome my fears, and I attribute my success largely to Andrea's help. The power to grow has always been inside me, but she helped me to harness my self-knowledge for rapid improvement. The best part is that I now feel like I have nerves of steel in any situation, not just Rubik's Cube competition. I wasn't even nervous when I had to meet my girlfriend's parents last weekend, and THAT is truly an amazing achievement."

How It Works

Each session consists of three aspects:

1) Relaxation - Letting go of accumulated tension in your body which interferes with your performance; 2) Mental rehearsal and developing a personalized mental routine to use; 3) Focusing techniques designed to address your special needs.



The relaxation alone brings tremendous benefits to other areas of your life as well, from the business place (many CEOs and high level executives use these techniques every day), to better health and happier relationships. Personalized programs are tailored specifically to your own goals and suggestions.

Note: Participating in this program MAY RESULT in a LOSS of the following symptoms:

- Sweaty palms
- Knots in your stomach
- Difficulties in breathing
- Lumps in your throat

Special Offers!



Relaxation and Stress Relief CD's and Tapes Take a break from the day or enjoy this before you go to bed, you will receive many benefits from learning how to relax your mind and body. Side effects include: improved sleep, a sense of well-being, inner confidence, and a feeling of 'walking lighter'. Cd's only \$25

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