



M I C H A E L C H E N E Y

# SEVEN FIGURE SALES BOOTCAMP



## **STEP 1 of 2. Set Your Reminders and Attend the Live Bootcamp**

**Date: Thursday 1st July 2021**

**Time: 10:00AM Eastern (New York time)**

**Link: [Register Here](#)**

**(All times are in Eastern, New York time)**

**10:00AM to 11:30AM - Session 1**

**11:30AM to 11:50AM - Break**

**11:50AM to 01:20PM - Session 2**

**A replay, audio and transcript will be made available to everyone two days after The Bootcamp.**

## **STEP 2 of 2. Print Out This Workbook to Capture All the Money-Making Secrets**

**Make sure you print this Workbook and have it front of you when you attend the Bootcamp on Thursday 1<sup>st</sup> July. You can use it to fill in the blanks and capture all the valuable lessons and money-making insights you are going to discover.**

## SESSION #1.

**My DESIRED OUTCOME for sales is \_\_\_\_\_.**

**Important Beliefs:**

**#1. Everyone should be \_\_\_\_\_.**

**#2. You can make \_\_\_\_\_ if you \_\_\_\_\_.**

**#3. You need a \_\_\_\_\_ to \_\_\_\_\_.**

## THE 3 MONEY-MAKING SECRETS

**1. \_\_\_\_\_**

**2. \_\_\_\_\_**

**3. \_\_\_\_\_**

**Getting sales is important to me right now because:**

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# THE F.A.S.T. RESULTS MATRIX™



<b>F</b>	<b>A</b>
<b>S</b>	<b>T</b>

**Getting lots of sales online would enable me to:**

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**I am 100% committed to this because** \_\_\_\_\_

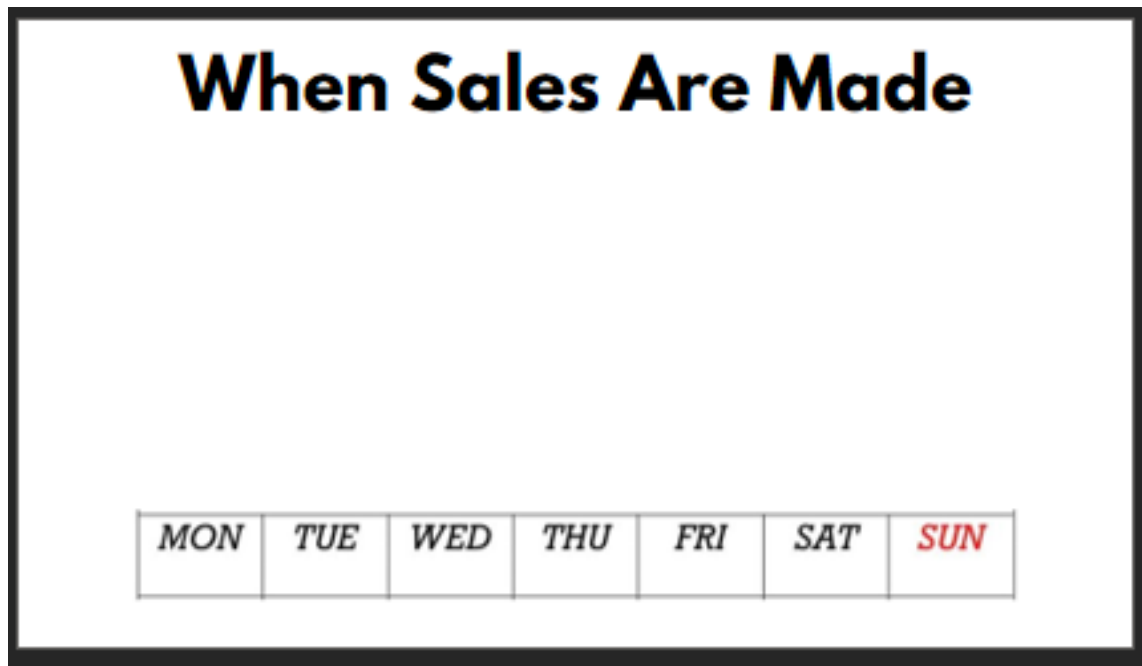
**My big reason WHY is** \_\_\_\_\_

**I am not selling, I am** \_\_\_\_\_.

**The BIGGER the** \_\_\_\_\_, **the BIGGER the** \_\_\_\_\_.

**The REVERSE-SELLING SYSTEM™ harnesses the sales power of** \_\_\_\_\_.

There are TWO TWIN POWERS which drive sales, they are \_\_\_\_\_ and \_\_\_\_\_.



I am not selling a product, I am selling \_\_\_\_\_.

I can turn a dumb mistake into money by getting sales from a \_\_\_\_\_.

## SESSION # 2.

People will only buy from me if I can demonstrate enough \_\_\_\_\_.  
(HINT: it's not value)

There are THREE factors which can drive more sales using the D\_\_\_\_\_ SALES SYSTEM™ - the \_\_\_\_\_, the \_\_\_\_\_ and the \_\_\_\_\_.

Objections are not about me or the product, they are always about \_\_\_\_\_.

**These FIVE STEPS turn objections into money;**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**To get a different outcome I must \_\_\_\_\_.**

**The 3 MAGIC MONEY MULTIPLIERS™ are;**

- #1. \_\_\_\_\_
- #2. \_\_\_\_\_
- #3. \_\_\_\_\_

**My only 2 options are;**

**Option 1: Become a M\_\_\_\_\_ M\_\_\_\_\_ B\_\_\_\_\_.**

**Option 2: Go back to f\_\_\_\_\_ t\_\_\_\_\_ t\_\_\_\_\_ w\_\_\_\_\_ o\_\_\_\_\_ y\_\_\_\_\_ o\_\_\_\_\_.**

# Summary & Takeaways

## Key Takeaways & Discoveries...

## My Next Action Steps...

## About Michael Cheney

**Michael Cheney is an internet marketing expert who has helped thousands of business owners generate more sales since the year 2000.**

**Michael and his businesses have been featured on the BBC, LBC radio, NBC television, as well as in Readers' Digest and many other national newspapers and leading publications.**

**Having generated several million dollars in sales online Michael's expertise has been sought out by interviewers, authors and ambitious entrepreneurs alike.**

**Michael also runs an exclusive Coaching Program for business owners who want to get more traffic, more sales and take their earnings to the next level.**



## What Happens When Michael Coaches You...



### CASE STUDY

## Middle-East Marketer Makes Over \$470,000 In 14 Days

"The launch went incredibly well.

We ended up bringing in a total of around \$470k over the 14 days.

Without Michael and his coaching, this launch would not have even brought in half the number of sales. He's a rock.

He brainstormed strategy with me and made a massive difference. I appreciate you. Thank you once again."

Ben Shaffer,  
Israel







## CASE STUDY

### 15-Year-Old Kid Cashes In \$18,076 In Less Than 3 Days

"Aside from the fact that I wouldn't have launched at all, had it not been for Michael's relentless bullying (boy! he's a slavemaster!), as a complete no-namer in my market, **I was able to generate \$18,076 in less than 3 days.**

Might not seem like much, but it just secured me my University spot ten years in advance!"

David Wilkinson  
Manchester, UK



## CASE STUDY

### 3-2-1 ... KABOOM! Army Recruit Creates \$33,800 Cash Explosion

"My bank manager hates you michael, she seriously does! **33.8k in just a few days... that was the result of your coaching Michael.** She craps herself dealing with that kind of money I'm making now.

All the "do this, do that, change this" ear beatings you gave me threw me head first at success. But it was much more than just money.

Your tactics really gave me a foot in the door into the internet marketing world. **I've had "gurus" ringing me up asking for advice and wanting to partner with me.** Who knew a pom would ever get me this far!"

Matt Haslem  
Australia





## CASE STUDY

### College Kid Coins-In \$20,419 in 27 Days

"Michael is one of the most generous people I have ever met, he's always ready to spend time sharing great money-making advice and brainstorm.

With all the 'B.S.' going in on internet marketing, with all the 'wannabes' and scammers out there,

Michael stands out as a genuine helper and an extremely smart marketer.

And with his help I was able to make \$20,419 in 27 days in the French-speaking market and outside of the "make-money" niche.

Thank you Michael!"

Matthias Mazur  
Geneva, Switzerland



## CASE STUDY

### Work-at-home-Mom Accelerates To Success In 60 Days And Buys Dream Home In Hawaii

I am blown away with everything that's happened in my life since I started training with you. And it happened so fast! **We love Hawaii, we've always wanted to live there and guess what – now we're doing it.** That is absolutely amazing. I spent almost six years trying this and you managed to pull it out of me so I could figure it out in a couple of months.

**Even within a few short weeks of you teaching me these techniques and showing me what to do I was increasing my income.** It was exponential, it was happening so fast – up, up, up, up! It was amazing!

**You are an absolutely amazing coach Michael.** Thank you thank you thank you for everything you've ever done for me."

Shannon Satowich  
Hawaii, USA







## CASE STUDY

### Coach Collects \$200,000 And Doubles Income In Record Time

"Michael Cheney is a business and marketing genius, and his acumen is only matched by his generosity of spirit. When I first met Michael at a professional conference, I had enjoyed a successful Speaking and Coaching career, but I knew very little about how to market my services online, or how to really take my business to the next level.

Within a few short months of his tutelage, **I doubled my income** and **I had my first \$200k+ coaching event**. I'm proud now to call Michael both a business mentor and a friend, and I can't endorse him highly enough.

In a world where many people portray a great marketing "image and message", it can be tricky to know who actually produces the results that are promised. Michael is a rare stand-out in that regard; anyone would count themselves lucky to have a chance to work with him."

Wendy Hart  
San Francisco, USA



## CASE STUDY

### Newbie Marketer Rakes In \$10,000 In 2 Weeks

"Hi Michael, Just in case all the thank you's that I sent to you via email weren't enough I just want to say thank you again. Before I started with your coaching I had earned about \$1000 in the last 9 months.

But with your help and guidance **I made over \$10,000 in sales in just two weeks**. I can honestly say that the money I spent on your coaching was the best money I have EVER spent. It's like trading a penny for a \$100 bill a total no brainer. Thank you, thank you, thank you."

Randy Baustert  
US Virgin Islands

