

## Michael Spafford Client Case Study: Deep Dive

**Michael:** Okay, my name is Michael Stanford, and for the past 31 years, I had been the owner and operator of a retail store just south of Rutland, Vermont. I have taken this store through so many recessions that I've lost count, the ups and downs of our economies over the past 31 years.

Recently, I've decided to completely reinvent myself and become a consultant, a personal development consultant. I have been a little nervous about making this transition, because, being a member of a small community, I feel that I'm typecast. People know me as Mike from Mike's Country Store. So to break out from that mold and to now become a consultant was quite a daunting task for me. And maybe a lot of that was subconscious—what I was feeling inside.

When I saw this program I thought it was ideal because it would give me a chance to market myself in a way that I was believable to the people out there looking for personal development coaches. And not only believable, but truly authentic. So this program has helped me answer all of my problems. It's addressed each issue that I had, one after another, and is continuing to do so, and I feel that I'm moving forward in a much faster pace than if I had tried to do this on my own.

So about a year and a half ago, I went up to Toronto, Canada, to study with Bob Proctor and to become a consultant, a certified consultant with the Proctor Gallagher Institute, and I'm certified to teach people and to consult and to facilitate a program that Bob Proctor and Sandy Gallagher co-created. And the program is called "Thinking Into Results." Basically in a one-sentence summary, your thoughts become feelings, they become actions, and you can think yourself into results. You can think yourself into positive results or you can think yourself into negative results with yourself, into fear and worry and doubt. And what I was doing is I was thinking myself into fear and worry and doubt.

My paradigms are very strong. My paradigms are so strong, they're resisting right now. They're resisting the very material that I'm being taught here at The Holistic School of Business in Vermont. Every day is a battle for me. I don't have a battle with alcohol or drugs or food or things like that; I have a battle with something that's going on inside of me where I need to believe in myself so people can, in turn, believe in me.

So with this program, the ***Rapid Client Enrollment Program***, and all of these little chapters and subchapters (I have them right in front of me right now in a 3-ring binder), they've helped me define myself, my goals, my life purpose statement, my business vision statement, my milestones and goals, my life intention statement. These are things that caused me to put many, many hours of deep, deep thought, introspection, and study into before I wrote this out. These are all part of the program here at the Holistic Business School. I should say the Holistic School of Business.

So I'm going to say the life purpose statement, the business visioning worksheet, the milestone and goals worksheet, and my life intention statement worksheet are all part of the Holistic School of Business program and they've helped me to gain the confidence that I've needed, how to do this.

Now, I'm certified and I can go out right now and get clients, but there's just a myriad of things happening in my life with children and family. I'm still running Mike's Country Store. So now, I'm using this material to finally break free of a lot of things that are holding me back. And in some cases, with a man like myself who has deep paradigms, it's very easy to make things up or to use things as excuses. So now, I am finally at the point where Dharma has led me all the way up to the creation of my funnels, becoming very definite on my target market and my niche.

So at this point in time, had I not enrolled in this program, and participated in this program, I would be right back where I was a year ago.

Well, what I think is really beneficial, number one, is the material. The material, in and of itself, that we're covering is incredible. But what's really beneficial is having the calls where we get a chance to speak with our fellow students and with Dharma every other Friday, as well as the meeting that we were able to have all together up in Montpelier when we first started the program.

Most recently, the implementation of an accountability partner system, I really like that also. I had become friends with someone who's my accountability partner, but I also met another person, another fellow student, who's helping me with the branding part of my business. So it's the contacts; it's the networking. It's the volume of information, the quality of the information; it's the way it's all laid out in a very thoughtful manner. It's the interaction with fellow students, and the interaction with the creator of this program. It's all of these things together.

It's really hard to pinpoint one thing. It's almost like if you took apart a watch, there are all these little cogs and gears, and if you just randomly took one of those out, it wouldn't work. And so each one of these is important to make the whole program work.

My belief shifted, because . . . it's the material that I have to teach that's being offered to me through the Proctor Gallagher Institute. It's the material that, it's teaching me—a lot of this course, they're so similar, they're teaching the same things in many ways—that I do not have to limit myself to these false beliefs, these false internal beliefs, many of which are subconscious that they could have even been placed there before birth. They call them societal or parental beliefs. So I have finally been able to break free of that.

Now, here's one key thing: to present the material that I have to present in the programs that I have to offer, they require a commitment by potential clients. They require a commitment of thought and time and energy and persistence and sincere desire to want to learn the material and change, but it also requires a financial commitment. And whether this was true or not—it's something I believe, and I'm

still working with—but I’m finding that in my little community with a limited population, limited incomes, that there are not as many people in my community as there would be on the worldwide web for me to present this material to and for someone to make all of those commitments, and especially the financial commitment.

So I think that when I finally realized that I don’t have to limit myself to going to all the networking events in my little community, seeing the same people that I’ve seen since I was a child, and most importantly, the last 31 years since I started my business, the same people, the same events, the same attitudes, the same limitations. We all have limitations. Now, I can take the Holistic School of Business’s **Rapid Client Enrollment Program**, the funnel program, creating the ultimate sales funnel program, and now I’m not limited to Rutland, Vermont, but I’m unlimited to the worldwide web. So that helped me gain some confidence in and of itself, I don’t feel the restrictions.

I’ll tell you, I have some friends in this Proctor Gallagher Institute, some peers, and they live in areas where there’s half a million or more people, and they’re knocking themselves out going to networking events every night and it’s a lot of work. Within the internal workings of Proctor Gallagher and its sales training, we’re being taught that you have to make eight contacts with someone before you can sell them.

Well, I don’t like the term “sell” because I’m never going to “sell” anything for Proctor Gallagher, and I’m never going to sell anything when I have my own program up called, Mastering Self. It’s a personal life mastery program. I’m never going to sell it. It’s going to be something that I share and present to people and offer to people, and they will make a decision to work with me on that program. It’s not about selling; it’s about helping other people.

So I know it’s the semantics of the wording, but it’s not really—it’s the way I’ve chosen to view this. I’ve created something in myself. It’s a lifestyle. It is the material that I’m living.

This program through the Holistic School of Business is not just a dry business course that teaches you business techniques. To me, it's parallel to what I'm learning at the Proctor Gallagher Institute about defining your life purpose and your vision statement and your goals and your milestones and goals, my life intention statement. The material I am learning here is very similar to the material that I want to teach for the rest of my life.

So the Holistic School of Business has helped me create my signature system called, Mastering Self. It's going to be a personal life mastery system. The Holistic School of Business helped me become very, very clear, very specific about what my life purpose is, and I'm looking at that right now: "I am here to help you achieve authentic and abundant living by mastering yourself through goals, gratitude and giving." Had I not gone to Montpelier, to the meeting we all had together, the Awaken Your Full Potential workshop, I never would have written that out.

The funny thing is some of these things, if not many of them, are things that we're supposed to be doing at Proctor Gallagher, but they're not written out like this. You need someone to kind of push you along. Not so much hold your hand. People at the Holistic School of Business don't baby you and coddle you and hold your hand. They push you along. They give you all the tools to motivate yourself to do this work. And had I not become very specific and extremely clear at the Awaken Your Full Potential workshop, again, I would still be back where I was a year ago.

The Awaken Your Full Potential workshop helped me to realize that there are so many people out there with incredibly unique and creative ideas and passions. I was sitting in a room with people whose life pursuits are so different than mine, things that I have never even heard of before, but all with the same intentions, the same good intentions of helping others. So it helped me to alter the way I view others in the world. It helped awaken me to the uniqueness of each person that I come in contact with. It was great to be at that workshop with Dharma and my peers because what was going on at that workshop, the energy and the feelings that each of my peers were sharing, helped me to dig deep and to isolate exactly

what I wanted to do and how I wanted to help people in my own life and in my own world.

The Holistic School of Business helped me to become very, very clear on what I want to do with my training from the Proctor Gallagher Institute. If I could share with my fellow peers at Proctor Gallagher, if any of them are having difficulty getting their consulting business off the ground, or believing in themselves, this program would help.

The Holistic School of Business program is very detailed and very specific. Each and every step of the way is outlined—with all the worksheets and all the information clearly accessible with the online program. The Proctor Gallagher program is incredible, it's great, but I felt that I was lacking someone to help me through it. Sometimes life gets busy. It gets busy with children. It gets busy with our existing jobs, existing businesses. It could be busy with family things, school functions, just life in general, and I like that I have the Holistic School of Business program to use side by side with Proctor Gallagher. It helped me to supercharge the program that I was currently in.

Three words that I would use to describe the Holistic School of Business program would be specific, effective, results-driven.

If you are thinking of enrolling in the Holistic School of Business program or any of their programs, I will wholeheartedly encourage you to do so.

I went up to Canada and studied with the Proctor Gallagher Institute to become a consultant, to facilitate and teach their high-end program called, Thinking Into Results, but my paradigms were holding me back. I, no matter how hard I worked at it, how hard I tried, how hard I wrote out my statements, my goals, my gratitudes, no matter how much journaling I did, I just could not get past what was holding me back deep, deep down in my subconscious.

In addition to the Friday meetings that we would have with our peer groups led by Dharma, there were a few times that Dharma met with me afterwards and very encouraging words were exchanged where Dharma helped me to move past some of these paradigms. Sometimes you just have to say, "I'm not going to live that way anymore. I'm not going to think that way anyway." You've got to take that step, that first step to break out of what's holding you back from your past and to move forward. And this program will help you. It will help you clearly define your purpose, your vision, your goals, your intentions, your life intention statement.

I would wholeheartedly encourage you to enroll in this program so you can supercharge whatever it is you're trying to do. Whether you're doing any type of consulting or counseling, this program can help you get out there in front of more people and to get the results that you're looking for.

I would like to tell people that a program like this is, it's multifaceted. There are so many parts to this program that make it work. It's the incredible depth and volume of the information. It's how well-thought-out the information is and placed in a logical sequence. It's the meetings. It's the online webinars that we have with our peers, the availability to meet with our peers during those webinars and afterwards. The implementation of the buddy system; the accountability partner system. It's the contacts that we meet through this program. It's the worksheets. It's the actual accountability to fill out these worksheets, to not just to fill them out, but to seriously think them through.

This program is like peeling back the layers of an onion, and there are just so many layers and each passing day, each passing course, more and more layers are being peeled back and we're getting right to the heart of the matter, and that is to find out what it is we want to do with our lives, what we want to do with this program. It's all about helping other people. So that's my takeaway from this.

The Holistic School of Business is helping me to find how I want to help others, and that's my life intention statement, is to help others, and this program has helped me do that.

So this program at the Holistic School of Business has helped me to have a personal awakening, and it's helped me view things and people differently. Now, the old me was maybe a little more sarcastic. It was easier to joke about what other people were interested in or things that I didn't quite understand, and my new travels into helping others and into the industry of personal development has helped me learn that there are so many avenues that can be taken out there to help other people.

One thing comes to mind, I was at the store in downtown Rutland about a week ago, and I looked over and there's a book on the shelf called, ***Flower Essences***, and one of my peers in this course, her entire career, her entire life of helping others, is designed around flower essences. Now, I never heard of that before, and when I was at the Awaken Your Full Potential workshop, it was the first time I have ever heard that, and the old me might have said, "What does that mean? You know, I never heard anything like that."

So getting out, being with other people, seeing what they're passionate about, what really moves them. It helped me to be less judgmental, more understanding, more loving, more caring, more inquisitive into what others are doing and what moves them. That's my takeaway. It helped me realize that we are all so unique, with so many different ideas and desires on how to help others.