

Testimony by John and Cherie Norquay re Master's Mind Marketing

Series: Master's Mind Marketing

Speakers: John Norquay, Cherie Norquay, and Joseph Peck

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Joseph: How has Master's Mind Marketing experience been for you?

John: **It is amazing how much my eyes have been opened since meeting you Joseph!** It is amazing. I know that Cherie is an amazing marketer and knows a lot of this stuff. I know a lot of the things that you have said were shared by Cherie before and I believed her a bit. Hearing it from you has had an impact on my life.

Cherie: This is part of what I had spoken over him many months ago. Prior he would go meet with people and feel like he needed to give them this entire education of all these things that he knew. He would give them all this information for free. And for whatever reason, they will end up not placing business with him. And he spent hours and hours.

And **I told him that I know he will be writing business on the very first time he meets people.** And he just kind of scoffed at me.

This past weekend, John got an email from somebody who asked, "*Do you only work with 401ks? I have xx amount of money and can you invest it?*" He has already written the paper work. And I said, "*You did not even meet with this person. They just want you to invest it. See!*"

John: And there's another guy who came from Alabama where they have the Marshall Space Center. He said that there are tons and tons of engineering they need. He is an executive of his firm. He says, "***Your 401k is so novel. It is like I could bring you down here and introduce you to many, many companies.***" He signed up already. Hallelujah! And that was through Don's blog.

Cherie: **The world's the oyster for 401ks!**

Joseph: **And this is the tip of the iceberg.**

John and Cherie, I want to go through some of these things that I brought up. I was summarizing the past seven weeks last week. And we talked about both of you journaling

or agreeing to record your thoughts in a journal on a daily basis. Do you want to share about that?

What did journaling daily do for both of you?

John: I haven't really journaled before. The thing that impacted me the most about that is how that actually **ORGANIZED MY THOUGHTS**. And then they were down on paper. Instead of just thinking things all of a sudden, it [journaling] helps you organize everything in your mind. That is the big thing that it did for me.

Joseph: Cherie, you were journaling some before, right?

Cherie: Yes, I write down everything that ... I get this impression, if somebody says something and I'm like "*Oh my gosh, I have to write it down.*" Somehow or another it ends up being part of a song somewhere. I just know I have to write it down. So typically, those were the kinds of things that I would write down.

But I started writing more as a journal versus just for song writing. And it was helping me clarify because I had already really learned this summer that for me **I am walking in God's will when I am listening directly to Him.**

In my past when I took direction from other people, even if they were well-meaning, even if they are spiritual Christians who have gotten a word or word of knowledge or whatever. If that word does not confirm with what God has already spoken to me, then I'm not to follow after that. **I'm only to follow what God speaks directly to me!**

So, as I was journaling from that very first week, it was like a month later and I was going back and reading through my journal entries, and I started identifying some things that I had written down that I had grasped hold of and I was trying to make them mine, but they came from somebody else. And they really weren't what God had given to me. And I said, "Oh, this could be the beginning of walking off the path again and I am not doing that anymore."

The journaling has **helped me identify, "What is God actually speaking to me?"** While things sound good, they may be coming from somebody else. Just what's really from God and what do I have to pray about. You know what I am saying? It is a **DISCERNMENT** thing. It helps me be grounded knowing what I know just from the Holy Spirit Himself.

Joseph: Thank you Cherie. I need to be taking notes on all of what you've shared to be sure that I apply it to my own life. It is very valuable.

John, **what did listening to the Millionaire Messenger by Brendon Burchard do for you?**

John: It made me **realize that I have a lot of expertise in the financial area rather than just the business that I am working.** All of that knowledge can be helpful to others and therefore monetized.

Joseph: John and Cherie, **how has this experience of Master's Mind Marketing been for you participating as a couple?**

Cherie: I have to say it's **AWESOME.** We are able to **SHARE.** Since we both participate in the conversation, it's not one person's recollection of what the call was about. Both of us are able to get our own thoughts. As you speak or John speaks, I'm getting thoughts from the Holy Spirit. So **there are three people involved here instead of just two.**

I know from a spouse standpoint, I wouldn't always be 100% on board with some of things that John would do. I might think. *"Oh, he's just cooking up another idea."* But as I see how things are blossoming out of the different materials you have recommended and the conversations, **it's given me the ability to see how he's starting to change his thinking.**

I think a lot of times we have a lot of history between spouses, where I'm counting on John to provide the income. God has told me not to worry about making income, even though I want to have it. I was not supposed to focus on that the past two years of my life.

To see John do other things, if you don't know that they are striving to go some different direction, you could let a lot of baggage weigh down in terms of a marriage.

I also want to help him succeed. So, **it gives me the chance to blow the wind into the sails to make the most impact in the shortest period of time.**

I don't know that most spouses want to be that involved or can be involved in their spouse's business.

Joseph: Just having coached both of you in this process together, **it's been my impression that this would be beneficial to every business person, whether you're or a male or female, to have your spouse participate too if they are willing** because you have much more UNITY. God commands His blessing from that place of unity [Psalm 133:1].

John, what about you in this experience of working together with Cherie and the fruitfulness for your business?

John: Well, **Cherie brings in a perspective that quite often I do not have. When she endorses an idea, it gives much more confidence to run with it** because I do know her abilities.

Joseph: John and Cherie, What was it like or **what benefits did you experience from going through the webinar process**, preparing for that, and doing the webinar, and having to follow up? We only did one professional webinar together so far. What did you see coming out of that experience?

John: Well for me, as I explained to Cherie yesterday. as far as our relationship is concerned, **I describe the webinars as like the cake and our meeting during the week as the frosting** because you can't eat the frosting without the cake. You don't just go into the can and eat the frosting.

The webinars can go directly to the bottom line as far as clients are concerned and getting your message to more people quickly. And a lot of people have been waiting for that message.

Cherie: I see this whole process as John needed somebody to hold his hand to walk him through. He already understood what webinars were and the benefit of them. But he never really had done anything with them.

I am not sure if he considered himself an expert at anything when we first started meeting with you, but through all the things that he has now listened to and participated in, he does see he's an expert. **I do believe he believes other people will want to be hosted on a webinar with him and how it maximizes your time.**

Just the one webinar, even though it had its imperfections, he's been able to refer people to and he's already started making other videos that are informational that are materials that he would normally have to sit down and explain to people. Now he can just send people there and then touch base by email again. Like, *"Oh my gosh, that just saved 3 hours of your time"*. It was really the beginning of helping him understand how to **MAXIMIZE HIS TIME.**

John: Yes, so in the future, as we get back together, **webinars are something I believe are THE KEY to getting the word out quickly** because you know so many people. That's your entire mantra, being a CONNECTOR.

Joseph: I used to say that webinars are the number one online marketing and teaching tool. But now I say, **webinars are the #1 online marketing, teaching and CONNECTING tool.** The connections are the most extraordinary thing that happen with webinars. **When you invite the Holy Spirit to preside from the beginning, He always does a good job.**

John: Yes He does. Halleluiah!

Joseph: John, I see the **biggest changes that happened from this whole Master Mind's Marketing coaching process is a change in your mindset where you recognize you are an expert** now and when someone calls you up they already want to buy. You don't have to convince them that you are an expert. You realize you already are an expert and that is why they are contacting you.

And what's happening down in Alabama, that's neat. So is what's happening with the company you're meeting with in November.

I think **a big part of what has happened has come from the UNITY that has developed.** You have to humble yourself to have your wife on the calls with you and have her share her feedback and direction in a group setting.

In this process, **UNITY is developing and it is from the place of unity that God commands His blessing.** If you were actually to take a look at a lot of the material blessings that have come and will come from this, most of them, if not all of them, are **serendipitous.**