

**NOTES FROM: *Way of the Wolf*, by Jordan Belfort**

**SUMMARY:** Yeah, Jordan Belfort from *The Wolf of Wall Street* wrote a book...and it's good! Like, *really* good. I'm not sure that I buy the whole "I've changed" speech he gives in the introduction, but none of that should matter to you if you're just looking to read a book that will make you a *boatload* of sales.

I make fun, but this is a seriously great book on sales where the Wolf himself lays out his step-by-step sales and persuasion system called "Straight Line Selling." Also important to understand are what he calls "The Three Tens," which are three things that *have to be* at a 10/10 level if you want to reliably close even the toughest prospects.

Over the course of the book you've got the ultra tactical stuff like what to say when, how to say it, what kind of tone and vocal modulations you're going for, etc. Then he's also got the higher-level overview of what you're looking to achieve on a broader scale with respect to strategy, guiding principles, etc. Everything he covers displays this deep, almost intuitive (yet learnable) knowledge of what makes people buy and what makes *you* irresistible.

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"Every sale is the same."

"Three things have to line up in your customer's mind before you have a shot at closing them. They are called the Three Tens, the context being that they rank in certainty from one to ten. They are: the product, the trust and connection they feel with you, and their opinion about the company you work for or run."

"A customer being fifty-fifty on your product does not mean that you have a fifty-fifty shot at closing them. It means that they are impressionable one way or the other, and they are demanding to be influenced."

"Their current state of certainty is just that - current."

"There are two types of certainty: logical and emotional."

"'Future pacing' is when you play out the movie for your prospect showing how they'll use and love and benefit from your product in the future. You're allowing them to experience your product's amazing benefits right now, along with the positive feelings they create."

"Don't try to turn 'no' into 'yes.' That's not what salespeople do. Some people will never buy, and that's fine. Find out who they are as quickly as possible and then move on. Salespeople turn 'maybe' into 'yes,' and 'let me think about it' into 'yes.'"

"Objections are merely smokescreens for uncertainty for one or all of the Three Tens."

“When you’re speaking, it's directed. It's powerful. Your words have meaning behind them; and the meaning is to create massive certainty in the mind of your prospect as you move him down the straight line, from the open to the close.”

“The past does not equal your future, unless you choose to live there.”

“Pain is the most powerful motivator of all.”

“Pain creates urgency.”

“Lower the action threshold and raise the pain threshold. Make it easy to act and hard to endure the pain of not acting.”

“There are three things that you absolutely must establish early, with no room for equivocation. They are that you are incredibly sharp; that you are overwhelmingly enthusiastic about what you're talking about and selling; and that you are an expert in your field.”

“What makes state management so important in achieving success is that your current emotional state determines whether or not you'll be able to access your internal resources at that moment to achieve your outcome.”

“Three powerful human desires include the desire to not be perceived as being out of the loop, to remember people we've met before, and to appear generally agreeable. Use these when reintroducing yourself to people and to gain agreement before proceeding.”

“Keep the interior monologue of the other person busy by phrasing declarative sentences as questions so that they hear: ‘Right? Right? Right?’ You want agreement and assent and to keep the flow going by always getting a ‘Yes.’”

“The first question you're going to ask them, no matter what objection they hit you with, is, 'Does the idea make sense to you? Do you like the idea?'"

“Stand at an angle to other men, if you’re a man, instead of face to face, which would feel adversarial.”

“If you’re a man trying to influence a woman, the woman wants you to stand directly in front of her and keep your hands above waist level, where she can see them.”

“The magic number for eye contact is 72 percent of the time you’re speaking to someone.”

“People want to do business with people who are basically like them - not different.”

“Pace, pace, and lead. Go in matching their state and energy level, keep going with them for a while and eventually lead them to the state and energy level you want them to enter.”

“Always ask permission to ask questions.”

“Go from less invasive questions to more invasive questions.”

“Tonality adds extra words that we didn’t say, but the prospect hears.”

“Lean forward when you ask an emotionally charged question, and stay that way while the other person answers.”

“Lean back when you ask a question grounded in logic, and stay that way while the other person answers.”

“You want to amplify their pain by asking them a series of follow-up questions that actually future pace it - forcing them to experience the reality of being in even greater pain at some point down the road if they don't take action now to resolve it.”

“‘He cares about me,’ ‘he understands me,’ and ‘he feels my pain,’ are the three things rapport is built on.”

“Since the time that you were old enough to talk, every single movie or TV show that made you laugh or cry or scream or shout, or that got you so deeply invested in the characters that you ended up binge-watching the entire series in a single weekend; every last one of them was scripted.”

“You can really only raise someone’s certainty gradually, bit by bit.”

“Don’t stack powerful moments on top of each other. Rather, break them up by asking whether the prospect is with you so far, etc. That way, you keep them saying yes over and over again, and you don’t reduce the power of the most powerful moments of your presentation.”

“When closing, make sure it’s extremely clear that the amount of effort required from the prospect is exceptionally low compared to the benefits they will receive as a result of going ahead.”

“Bring up the benefits again every time you mention any expenditure of energy or cost.”

“Based on everything you said to me, this is a perfect fit for you.”

“I hear what you’re saying, but let me ask you this: does this idea make sense to you? Do you like the idea?”

### **Syntax of the Straight Line:**

\*First Four Seconds

\*Build and Get Into Massive Rapport, Both Conscious and Unconscious

\*Gather Intelligence

\*Transition to the Body of the Presentation

\*Ask for the Order

\*Deflect and Build Certainty Through the Process of Looping

- \*Lower the Action Threshold
- \*Add on Pain
- \*Close the Deal
- \*Massive Referrals
- \*Develop Customers for Life

**Ten Core Tonalities:**

- \*"I Care," "I Really Want to Know"
- \*Declarative as a Question
- \*Mystery / Intrigue
- \*Scarcity
- \*Absolute Certainty
- \*Utter Sincerity
- \*Reasonable Man
- \*Money-Aside
- \*Obviousness
- \*"I Feel Your Pain"