

# GETTING NAKED



# GETTING NAKED



# FEAR OF LOSING THE BUSINESS:



# FEAR OF LOSING THE BUSINESS:

- a. Always Consult  
*(instead of sell)*



# FEAR OF LOSING THE BUSINESS:

- a. Always Consult  
*(instead of sell)*
- b. Give Away the Business



# FEAR OF LOSING THE BUSINESS:

- a. Always Consult  
*(instead of sell)*
- b. Give Away the Business
- c. Tell the Kind Truth



# FEAR OF LOSING THE BUSINESS:

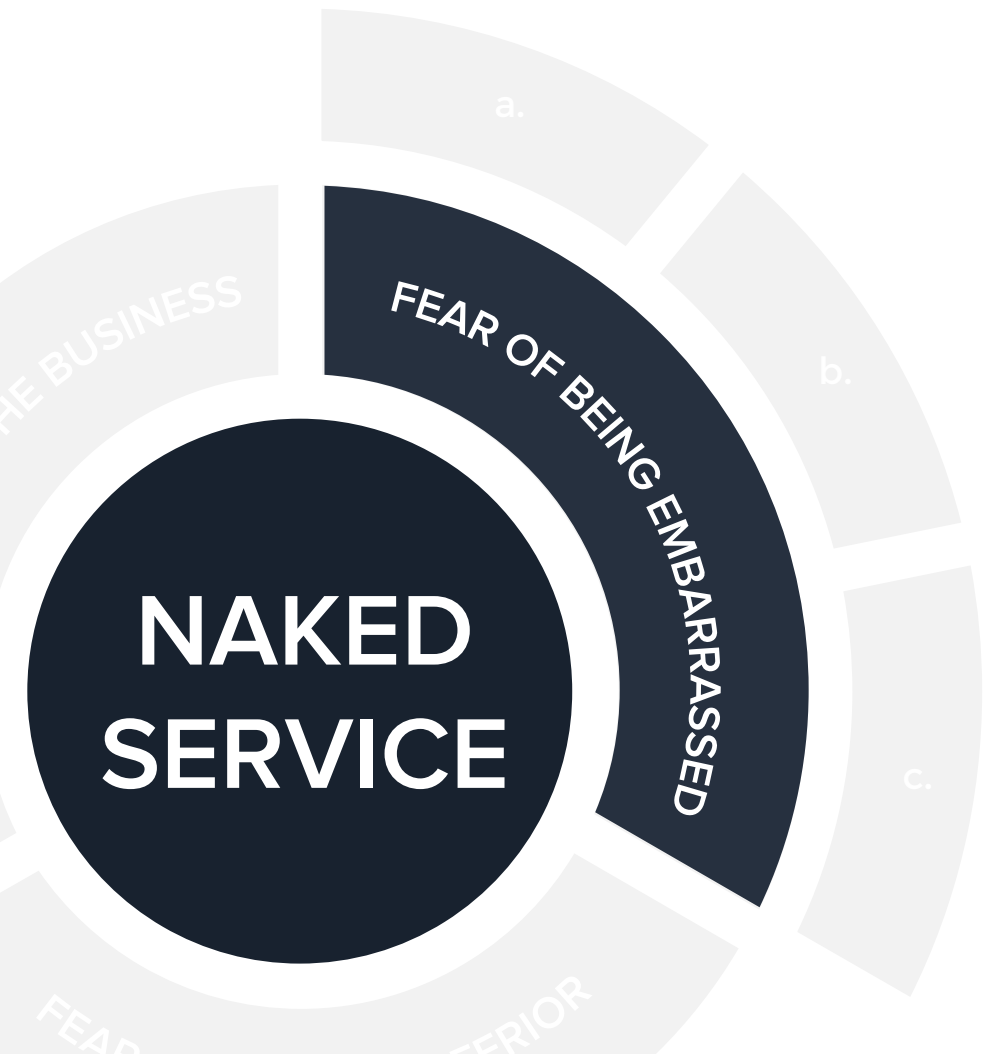
- a. Always Consult  
*(instead of sell)*
- b. Give Away the Business
- c. Tell the Kind Truth
- d. Enter the Danger



# GETTING NAKED







# FEAR OF BEING EMBARRASSED:



# FEAR OF BEING EMBARRASSED:

- a. Make Dumb Suggestions



# FEAR OF BEING EMBARRASSED:

- a. Make Dumb Suggestions
- b. Ask Dumb Questions



## FEAR OF BEING EMBARRASSED:

- a. Make Dumb Suggestions
- b. Ask Dumb Questions
- c. Celebrate Your Mistakes

# GETTING NAKED



# NAKED SERVICE

FEAR OF LOSS

BARRASSED

FEAR OF FEELING INFERIOR

d.

a.

c.

b.



**a. Take a Bullet  
for the Client**



b. Do the Dirty Work

a. Take a Bullet for the Client





**c. Make Everything  
About the Client**

**b. Do the  
Dirty Work**

**a. Take a Bullet  
for the Client**



**d. Honor the Client's Work**

**c. Make Everything About the Client**

**b. Do the Dirty Work**

**a. Take a Bullet for the Client**

# GETTING NAKED

