

Speaker 1:

You're going to need notepad and paper for this and there's a good chance, a majority of you will actually cry.

With what I'm about to put you through, that's a surprise.

Many people struggle with writer's block. And they sit there like a sore cock looking at a screen or their paper and write nothing.

So there's a reason for that.

So before I tell you exactly what's going to happen, there are penalties involved if you don't do what I say to do.

And Darko, you tried Vegemite before, right?

Darko:

Yeah.

Speaker 1:

Did you like it?

Darko:

No.

Speaker 1:

Okay. So what I want you to do is think of the person you love most in your life.

Do you have somebody in mind? Now, if you don't, it's okay.

Someone years ago is like,

"I love my dog. I don't love anybody."

Choose the dog. Another client wrote about his dead grandmother. It doesn't matter. So do you all have that person that you love most in your life, in your head?

Speaker 1:

Now what I want you to do is write a love letter to that person and you are not allowed to take your pen off the paper. If you do, you'll be eating Vegemite.

The whole idea is to just write. Write what you love about them, why you love them, et cetera, et cetera. I'm going to give you about five minutes to do this. So start writing and I'm watching.

Speaker 1:

We'll stop it there. Now, because obviously you're not going to have time to finish our love letter in five minutes.

But how did that make you feel writing that letter?

Audience:

Nice, emotional.

Speaker 1:

Emotional, right? So therefore you can write about that person so easily because of the emotional side of it and you want to be able to understand your client's emotion in the same way.

The first time I did this was at an event in 2006 on persuasion

mastery of all things.

And there's a guy in the room sitting at a very high stage, volunteered to read his letter out.

I was the last speaker after three days and there's a woman at the back and she read the letter out to her daughter, which is obviously very moving.

And this guy at the front, I could see he'd written three lines and he's very insistent about reading his letter out.

And I was like,

"Okay, nobody else is volunteering."

Speaker 1:

And he stood up and there's a woman to his right, and he said,

"Most people think Cass is my wife. She's my girlfriend."

And then proposed in front of the whole room.

And I said to him later,

"Why did you do that at the event?"

And he said,

"I've been looking for the right moment for six months and this was it."

Other people's relationships have been saved, like husband wives, brothers sisters, mother fathers, have been reconnected because of this fucking love letter.

Drayton Bird 83rd Event: ToeCracker's Surprise

So firstly, does anybody want to volunteer read their letter out? Any brave souls? Bond, Yeah. You want to get your mic?

Bond:

Dear Preston, Preston is my son. We're doing an exercise where we must write a love letter to the person we love most and I chose you and here's why.

See editing, I'm keeping him reading, right? You and I have a bond I have only experienced with one other person and that was my dad.

He and I gave each other a sense of comfort and purpose like nobody else has ever seen.

He cared more about me and showed more intentions with me than anyone else on earth and I never understood why until you were born.

You are a genuine and as good hearted as a person can get. The world is a better place with you in it.

Speaker 1:

Beautiful. Beautiful. Anybody else? One more volunteer? Couple more, go for it.

Speaker 5:

I can't believe I'm doing this. Kimberly, I miss you. I had to step away because the love I had for you wasn't shared. This caused me more pain than I could bear.

You told me when we first met, you didn't want to lose yourself in another man. I saw you losing yourself in Tom and I was pissed.

The reason I was pissed was for two reasons.

First, was because I was missing you, who you were. The second reason was because you weren't losing yourself in me.

I wanted that. It's taken me a few months to lose the romantic feelings I had for you.

I think I have, but there is only one way I know for sure, it's to reconnect with you. I miss our friendship the most, our battle of the wills with each other.

I miss being able to talk to you when I need a sounding board. I miss being able to be there for you when you need someone to talk to.

Speaker 1:

Beautiful. Who's next? You want it there?

Speaker 6:

As each day passes, I realise that I do in fact love you more and more. To say you are always on my mind would be an understatement of monumental proportions.

It's not just the way you look, it's the way your hair falls across your face as you move your head.

Even now, as you are a little older, it's the way those small lines extenuate your laughter lines when you look at me. It's your fun, wittiness and how you seem to almost know what I am thinking, and that's as far as I got.

Speaker 1:

Thank you. So what I suggest that you do, is you don't just not finish that letter. Finish the love letter, edit it.

So go through and do your editing process and then write that letter out nicely on paper.

Don't do it on a fricking computer and give the letter to that loved one. And the response you get could be quite interesting, right?

Speaker 1:

I had one other guy at an event in Canada marketing summit 2009, and he'd written a letter to his daughter who was about two and a half at the time.

He was just a bunch of snot running down his face. He couldn't finish reading the letter out.

He went home that night and obviously told his wife about it and they finished the letter together and then got it written out in big format and framed so that when she's old enough she'll understand.

Speaker 1:

So hopefully you got something out of that. And that's a bit of a precursor to the next man we're going to get up here, in a second.

But yeah, do yourself a favour, finish the letter, give it to that person and either send me a private message and tell me how it went or just post in the group.

So I hope you got something out of that one.