

Quantum Common Wealth

# Emotional Trades

Creating and exchanging emotional tradeoffs for business and profit



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# Creating & Using Emotional Exchanges

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One of the biggest problems with the employee mindset is the beliefs that keep people trapped just above poverty. If you are to ever make the leap to wealth you must give up your emotional centered beliefs such as

- Work hard, get a good job and you're set for life
- Time is money (especially hurtful to wealth)
- I don't want to be rich – I must earn my worth
- My identity is tied up in what I do (“Hi, who are you, what do you do?”)

All these beliefs center on the belief in a tradeoff. A trade of labor for money. We do this because we believe we don't have anything else to offer but our labor, our skills and our experience. In fact, we have a lot more to offer – or we can create more to offer – or we can associate ourselves with others who have more to offer, but too often we refuse to do so because we want to hold onto our beliefs.

Because our emotional justifications tell us if we let go of our cherished beliefs we let go of our identity and to lose that which makes us proud. If you are one of these people, keep reading to learn how to turn it around. If you have overcome this emotional limitation of money, then this document will serve as reinforcement of what you already know to be true. There are many trades to make besides time and money or earning your right to be rich.

If you want to be wealthy you can have it without having to wait for it, without having to earn it, without having to work for it. You can have it by simply being willing to trade for it.

You must have what others want in order to get them to be willing to trade dollars for it. **People trade money for emotions** (consumerism), not time. People also trade dollars for more dollars (investing). Wealthy people trade assets for assets and favors for assets (capital appreciation).

In this way we can say that instead of ‘time is money’ (implying that you have to wait for and work for wealth) we can say ‘emotions are money’ or ‘favors are money’. This allows us to speed up the timeline for acquiring wealth.

You may be familiar with the concept of the ‘old boys club’ where people do favors for each other, they look out for each other. They are using the power of trade to accomplish their desire to have wealth. You are entitled to do the same, and you don't need to ‘join the club’, you can start your own. As long as you are working with a committed group of people who are looking out for each other, you can build your wealth very quickly.

Most salespeople are told that ‘it's a numbers game’ and then they are told they need to deeply understand their product features and that of the competition. They are told they need to know their product or service inside out so they can answer any objection. This is selling logic or trying to sell the logical appeal. They are not told how to never have an objection in the first place. Why aren't people teaching them how to sell without objections?

In order to sell without objections, you have to create draw power, you have to get people to want what you have without reservation, without hesitation? How do you create draw power? Emotional draw is the strongest, there are other draws, such as logic, but they are weaker. Use emotional draw first.

There are mean values and end values. End values are a desired item or emotional state. Mean values are how we obtain that state or desire. Values are not emotions but they are the source of emotions. People want (emotional) what they desire or value. People believe they need to obtain or trade mean values for end state values.

Also, understand that people want what is outside them. People believe that ultimately the source of their happiness resides outside of them. They seek other people, things and experiences to enrich their life and bring the happiness they desire and deserve. Position yourself as having or being what they want, they will gladly exchange a mean value to obtain an end value. (The sayings 'a means to an end' or 'the end justifies the means')

The top 10 emotional wants are: based on an article by [Dr. Douglas Ramm](#)

**Meaningful material objects** are the necessities of life, as well as those tangible entities that contribute to a person's contentment and satisfaction in living.

**Money** is cash, credit, stocks, bonds, coupons, insurance benefits or any other object that can be used as a medium of exchange.

**Affirmation** is the experience of being recognized as an adequate, competent, acceptable, desirable and/or lovable human being.

**Companionship** is the experience we have when we share concerns, interests and activities with people whose company we enjoy.

**Intimacy** occurs in relationships that already involve affirmation and companionship. They are where we can also share thoughts, emotions and experiences that could be embarrassing or lead to ridicule or rejection, but the other person in the relationship continues to remain affirming.

**Health** is the state of physical and mental well-being, which is characterized by the absence of disease, disability and pain.

**A rewarding occupation** is one where we enjoy the tasks involved, are competent at performing those tasks and experience a sense of accomplishment from a job well done.

**Rewarding recreation** is a sense of renewal obtained from an activity pursued for the mere joy or pleasure it provides and which allows us to return to the tasks of living refreshed and renewed.

**Freedom** is the ability to do what we want to do when we want to do it. It includes liberty as well as the ability to think freely, to express our own ideas and to initiate courses of action without the fear that engaging in personally fulfilling behavior will prompt some unjustified verbal or physical aggression in response.

**Security** is physical safety as well as confidence in our ability to obtain or maintain the other nine core values.



So people trade what they have emotionally to get what they want emotionally. The winning strategy is to set yourself, your product or service as the gatekeeper or medium of exchange between what they want and what you have.

For example, President Bush bargained with America to trade security for freedom. A trade many Americans gladly accepted in the form of the Patriot Act. You've also seen people trade high pay, secure jobs for one that is low pay and more interesting. People gladly trade money for possessions all the time. The fancy car, the expensive house and all manner of possessions to make their lives easier. It's true that people don't want money, they want what money can get them. These are the top things people want to trade money for. How many of them do you have to trade?

Use the action plan to define your emotional strategy

1. Who is your audience?
2. What do they want emotionally?
3. How can you or your product/service be the gateway or means to that emotional end state?
4. What do they have to trade in exchange for the desired gain?
5. Take away risk ('risk free trial offer', 'money back guarantee')

# Emotional Exchange Action Plan

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Create multiple options for trading.

