



PURPOSEFUL TRUST™ & GIFTS MASTERY PROGRAM

TRUSTWORK #3 – PUTTING YOUR PURPOSEFUL PLAN IN MOTION

THE POWER OF NAMING A TRUST

YOU WILL UNDERSTAND THE SYMBOLIC POWER OF NAMING A PURPOSEFUL TRUST WHEN YOU
HEAR YOUR CLIENT SAY:

**I NEVER KNEW THAT SOMETHING AS SIMPLE AS A TRUST NAME WOULD HAVE SUCH A
POWERFUL INFLUENCE**

YOU WILL BE AMAZED AT THE POWER OF NAMING A TRUST WHEN YOU SEE YOUR CLIENT'S
CHILD EXPLAINING TO THEIR SPOUSE OR CHILDREN WHAT THE MEANING BEHIND THE TRUST
NAME WAS.

During the next thirty days...

Come up with the Three Examples You Will Show to a Client of What Names They Might Give their Purposeful Trust

Practice Your Power of Name Story With Your Spouse, Child, Partner, Associate or Legal Assistant.

Begin to introduce the Power of Naming a Purposeful Trust concept into your client meeting. You don't have to do this perfectly. This is really an experiment. You have nothing to lose by sharing the concept with clients.

Keep Track of the Progress You Make and Record the Details of These Experiences So We Can Discuss them in our Next Call and Learn from your Practice:

DATE

WHAT I DID

HOW DID IT GO?

WHAT WOULD I CHANGE?