



# SecretMomentumLab.com Questions and Answers

with Michael Cheney

## Q. What IS The Secret Momentum Lab?

**A.** The Secret Momentum Lab is a 28-day personal development coaching program where you will blast to success in 28 days or less. Why 'Secret'? Because it's only for you on my list. Nobody else has access to this. I've mastered the system over the past 10 years and friends and family have used it to great effect. Now it's your turn. I've called it the Secret Momentum LAB because this is a closed-door environment where you can safely try out the new powerful techniques for yourself.

Now there are a number of key elements that make up the Program and these are all based around enabling you to master the system of creating INSTANT MOMENTUM.

What do I mean by INSTANT MOMENTUM? Well not painful, arduous, laborious momentum like the MYTH says. But INSTANT MOMENTUM that you can create to overcome pain, frustration, feeling of being overwhelmed, insecurities, fear, procrastination, lack of energy and in fact ALL THE THINGS that are currently STOPPING YOU FROM LIVING THE LIFE YOU TRULY DESERVE.

What I must also tell you is that THIS IS NOT AN INTERNET MARKETING PROGRAM. It will NOT cover ANY ASPECTS OF ONLINE MARKETING. :-) It is a coaching program for improving all areas of your life that DEALS SOLELY AND EXCLUSIVELY WITH PRACTICAL, DAILY STEPS THAT YOU WILL MASTER AND TAKE TO ACHIEVE THE SUCCESS YOU DESERVE.

## Q. What's In It For Me?

A. You are guaranteed success in ANY area of your life within 28 days. This is a pretty wild claim but it comes from my own experience using this system to get perfect HEALTH, OUTRAGEOUS WEALTH, HAPPY RELATIONSHIPS (I'm now closer to friends and family than ever before), SUPER-ACHIEVING BUSINESS, BALANCED WORK/PLAY LIFE (I get 8 vacations a year).

But at first I thought it was a fluke that just worked for me. So I started teaching the INSTANT MOMENTUM system to my friends, family and colleagues and the success stories just kept coming!

I KNEW I was onto something extremely powerful that I needed to share. And that's how the Secret Momentum Lab came about. So what's in it for you? Whatever you want out of it - choose your desirable goal (that is realistic for the 28-day period) and submit your Application. If you're successful you will never look back!

## Q. What Is The Guaranteed Result?

**A.** Success in any area of your life within 28 days as realistically-defined by you. If you're not happy just tell me before the 28 days are up and you pay nothing.

## Q. Why Do You Want To Help Me?

**A.** I'm not in this for the money any more. My life is now about SHARING, GIVING BACK AND SERVING OTHERS. Others helped me to get here and now it's my turn to share with you my systems and strategies for success. Nothing gives me more satisfaction and fulfilment than getting an email from someone saying they've quit their dayjob (I've had several of these) or they are now financially independent and supporting their family thanks to my advice.

This is what life is REALLY about - contribution and serving. So why do I want to help you? Because I believe it is what I was put on this earth to do. I have been blessed with this 'secret' of knowledge on how to create INSTANT MOMENTUM to overcome procrastination, fear, doubts, insecurities and time.

It is my duty to share this with you - I have known this ever since I discovered it.

It is far too powerful for me to sit on and keep to myself which is why I have set up an entire business around the principles of INSTANT MOMENTUM that I have discovered and mastered and can now share with you if you are accepted into The Secret Momentum Lab.

## Q. What Makes Your Coaching Program Different To All The Others Out There?

**A.** First - it's not a motivation course. It's a RESULTS COURSE focused on PRACTICAL DAILY ACTIONS to get you success.

You are getting a Proven, Time tested and Guaranteed system that will get you Quick results. It's conducted in a Small group with a unique 5-Way Approach;

1. You'll take part in Live Momentum Sessions

2. You receive Momentum Masterplans (your weekly blueprint with step-by-step actions before and during the call)
3. You get Momentum Builders (specific actions required of you BEFORE the next call)
4. You get virtually daily reminders via email of the principles and what you need to do
5. You get direct access to ask me anything throughout the Program that gets answered during LIVE Q & A (anonymously if you prefer)
6. You get all the Masterplans, Momentum Builders, Momentum Mails and Momentum Sessions and tools to take away in MP3 and PDF format

## **Q. Are You Exposing New Techniques Or New Technology To Use In Everyday Baby Steps Toward Success?**

**A.** Yes. Although many of the principles of MOMENTUM are thousands of years old the techniques you will be mastering are new and have not been revealed anywhere else before.

This means that you can get ahead of the game before they break out. If you get accepted into the Secret Momentum Lab program you will be one of the first people in the world to learn of these techniques before I launch the INSTANT MOMENTUM SYSTEM to the world at large in November and begin my global momentum tour in 2008.

## **Q. Does This Program Have Anything To Do With Working With The Subconscious?**

**A.** This Program is about taking DAILY, PRACTICAL, USABLE STEPS towards personal success in ANY area of your life. When you master the INSTANT MOMENTUM SYSTEM and all the tools it contains then yes, they will become part of your subconscious but this program does not include any form of hypnosis or affirmation-type exercises.

## Q. Is This Program Focused Only On Business Success?

**A.** This Program is for you..

If you want to lose weight  
If you want to develop better relationships  
If you want to improve your financial situation  
If you want to build your confidence levels  
If you want to be more successful in ANY AREA of your life

The system has been developed (and tried and tested) in such a way that it can be successfully applied to ALL AREAS of life. What you need to remember is that the ONE SINGLE REASON that people fail to achieve ANY of their goals (no matter which area of life they may be in) is because they LACK MOMENTUM.

A diet fails? NO MOMENTUM  
A business goes under? NO MOMENTUM  
A relationship breaks down? NO MOMENTUM  
Debt gets worse? NO MOMENTUM  
You may think this is simplistic but LIFE IS SIMPLE.

Once you can CREATE MOMENTUM ON DEMAND you can simply blast through any hurdles in your way - it doesn't matter ONE LITTLE bit whether these are health-hurdles, money-hurdles or relationship-hurdles.

## Q. “Is The Secret Momentum Lab A Philosophy?”

**A.** The word philosophy literally translated means "The love of wisdom" so I suppose YES - IT IS. But it's not an airy-fairy, theoretically DISCUSSION OF IDEAS. It's manual to success with STEP BY STEP, DAILY ACTIONS and PRACTICAL TACTICS you can employ quickly and easily to achieve success. You won't be left scratching your head - you'll be busy DOING STUFF, MOVING FORWARD TOWARDS YOUR GOALS!

## **Q. “I Would Love To Live Like The Rich And Famous - Will The Secret Momentum Lab Help Me Do This?”**

**A.** Let's be honest here. You're not going to achieve such lofty goals as this in just 28 days. Even I will admit that! :-)) The key is to focus on ONE KEY AREA of your life during the 28-days. You will then master the INSTANT MOMENTUM system and all its tools and apply these to this ONE AREA to achieve success in 28 days (as defined by YOU). You will then be free to apply the skills you have mastered to ANY OTHER AREA OF YOUR LIFE THAT YOU CHOOSE.

What is certain is that EVERY SINGLE RICH PERSON and CONSISTENTLY FAMOUS person on the planet have applied some of techniques of CREATING MOMENTUM.

The great thing for you though - is that they probably didn't KNOW they were doing it at the time, they are unable to repeat it and they worked LONG AND HARD to create their momentum rather than create it in an INSTANT like you will be able to after graduating from this Program.

## **Q. “I Have Signed Up With Numerous Programs In The Past Where They Have Said They Will Be There All The Time For Me But Dont Even Reply To My E-Mails. How Is Your Program Different And How Will We Be Able To Interact With You During And After The Coaching Program?”**

**A.** Because you will have direct access to ask me anything you want that will get answered during the LIVE Group Momentum Sessions (you can ask anonymously if you wish). There will also be a team of people on standby to support you with more 'admin / housekeeping' type issues along the way.

This only works for us if it works for you. I WANT and NEED you to have the best possible experience of this because I'm relying on each graduate to give a four star testimonial of how they succeeded and loved the Program.

I am always just a click away from being reachable AFTER the Program has finished too.

As I've said - it's of PARAMOUNT importance to me that you succeed at this beyond your wildest dreams!

## **Q. “How Can I Become A Millionaire?”**

**A.** Great question! You can use the system and practical tactics outlined in The Secret Momentum Lab and apply them to your personal financial situation. Perhaps the easiest way to answer this question is to say that the most valuable thing you attain by being a millionaire is not the money but WHO YOU BECOME.

If you are accepted into The Secret Momentum Lab Coaching Program you can BECOME WHO YOU HAVE ALWAYS WANTED TO BE AND WHO YOU HAVE KNOWN, DEEP-DOWN, THAT YOU HAVE ALWAYS HAD THE POTENTIAL TO BE.

## **Q. “With The Secret Momentum Lab Would I Finally Be Able To Earn Enough Money To Support My Family?”**

**A.** It is entirely upto you what specific goal you set for yourself during the 28 days. This is all covered during the first Phase of the Program - you will be taken through a series of steps to analyze your current position and determine the best path for you based on your current needs and situation.

The goal you set yourself needs to be inspirational and realistic for the time period. It would not be unusual if you were to follow all the actions in the program precisely that you were able to get close to or even meet this goal during this time frame but like everything - you will get out of it what you put in.

I give you the tools and the system - it is down to you to work it.

**Q. “I Understand That I Can Only Be Successful When I Do Things That Make Me Feel IMPORTANT - TO ME. What Will Your "LAB" Do To Help Me Find What 'Makes Me Feel Important', And What I Can Do To Make Me "Feel" That Importance?”**

**A.** We all want to feel important. In fact - it's only when you start tapping into the INNER IMPORTANCE of your life and your PURPOSE that your route to success starts moving at the fast forward pace! I know this first hand from applying the INSTANT MOMENTUM system to my own life and having seen others do the same.

We will devote a lot of time during the Program to tackling the area of PURPOSE and the sense of KNOWING WHAT TO DO and finding your ONE RIGHT THING. Too many people falter through life either not even thinking about this or mistakenly choosing the wrong ONE THING that they believe is their purpose or MOST IMPORTANT ASPECT. You will get ultimate clarity on this during the Program.

**Q. “How Are You So Confident That Results Can Be Achieved In 28 Days (Or Less) When We Are All So Different With Different Backgrounds, Different Experiences And Different Qualifications?”**

**A.** Because I have tried this on many of my friends, family members and colleagues and the results have always been the same - outrageous success. It is not your location, qualifications, background or experiences that SHAPE THE DESTINY OF YOUR LIFE.

It is the **QUALITY AND CONSISTENCY OF YOUR ACTIONS**. The Secret Momentum Lab gives you a time-tested system for creating INSTANT MOMENTUM that enables you to take CONSISTENT QUALITY ACTIONS with no will power and very little effort.

As long as you apply what you learn and decide up front on EXACTLY what you what want to achieve in the 28 days your success is assured.

## **Q. “Is This A Theory Or A Practical Programme?”**

**A.** This is DEFINITELY a PRACTICAL PROGRAM. If you've been on my list for any amount of time you will know that I am all about PRACTICAL, STEP-BY-STEP ACTIONS and The Secret Momentum Lab is NO DIFFERENT. In fact, I have a MANTRA that's been going around my head during the entire creation process for this Program and it says;  
ALL STEPS MUST BE;  
PRACTICAL  
REALISTIC  
AND  
USABLE  
NOW!!!

## **Q. “How Does The'momentum Lab' Affect Mindset?”**

**A.** Although mindset is important and we spend small portions of the Program discussing ways of thinking this is NOT a "positive thinking" course or "Law of Attraction" course. Rather - this is a LAW OF ACTION course. :-)

Think of it like a series of recipes AND ingredients. You must be the chef but I guide you through every recipe to EXACTLY DUPLICATE my successful results AND I GIVE YOU THE EXACT INGREDIENTS. So all you need to do is follow the recipe and you can have the BODY you want, the INCOME you want, the LIFESTYLE you want, the HOME you want, the VACATIONS you want.

Not all in 28 days but the core skills needed will be yours to do with what you desire. Your future will then be in YOUR OWN hands not in that of circumstances, fate, other people or the government!

## **Q. “How Beneficial Will The Secret Momentum Lab Be For People That Have Already Read & Done Courses On Personal Development & Know How Important Mindset Is When It Comes To Success? I Do Believe We Can Never Stop Learning Though!”**

**A.** You're right - we should never stop learning. But I want to emphasize one thing right now. This is not a LEARNING PROGRAM although you will be learning a LOT of new knowledge. This is a DOING PROGRAM. My experience with almost all other personal development courses is that they spend too much (or all) of their time on theories, concepts and WAYS OF THINKING.

The Secret Momentum Lab is different - it is not so much about what you think as what you DO. You will learn, master and then APPLY daily, step-by-step ACTIONS that will get you to where you want to be.

I can guarantee you that you will never have experienced anything like this before - it is a totally IMMERSIVE environment where you are learning and doing all the time whilst simultaneously being supported and encouraged personally by me.

## **Q. “How Much Time Has Been Spent Creating This Program?”**

**A.** I realized when I took some weeks out of my business recently that I have been using a lot of the techniques that have formed the foundation of The Secret Momentum Lab for many, many years. I've taken them for granted and thought that everyone else was using them as well.

It was only when people started asking "How did you do that so quickly?" and "How did you create \$250,000 in 7 days?" and "How have you turned your life totally around in such a short space of time?" that I realised I had a UNIQUE SET OF TOOLS AND TACTICS for creating INSTANT MOMENTUM. So how much time has gone into creating this Program? All my life!

## Q. “Will You Help People Who Cannot Afford To Pay For Your Product? / How Much Will The Secret Momentum Lab Cost?”

**A.** I was going to charge \$2000 - \$3000 because it's easily worth that for the small group nature of it and direct access. But then I saw just how many heartfelt responses there were and so much need. I knew that charging thousands and thousands for it would just put it out of reach for a lot of people so I knew I had to change my approach.

I've been thinking about this for days trying to come to the best decision for everyone. I really wanted to give it to you for free but then realized that this would be wrong and that I couldn't do it.

There are several reasons why I can't give it away for free;

- 1) Accountability and responsibility** (kids paying for own education)
- 2) Future of Momentum Business in jeopardy** and no future products or help for you or others
- 3) Other people rely on me for their wages** and to survive - support their families etc.

So as you can see - I just can't give this away for free but I am going to do the next best thing. I am going to offer this Program to you at a massive reduction to the originally planned price of \$2997.

I'm still considering just HOW LOW I CAN GO but rest assured - for a coaching program like this with such small numbers the investment is going to be a NO BRAINER for you.

## Q. “How Will The Secret Momentum Lab Be Able To Create Enough Pain For People To Actually Take The Action Required To Change Or Improve?”

**A.** We make all our decisions based on wanting to avoid pain or to move towards pleasure. So you're right - people are going to need to FEEL THE PAIN of their current circumstances in order to take the action required to change. But this isn't down to me to create.

You are smart.

You know if you're hurting or not. You know if you wake up on a Monday morning looking forward to or dreading the day ahead. You know whether you're getting closer to your goals or further away.

You KNOW, DEEP DOWN, whether you are living up to WHO YOU PROMISED YOURSELF YOU COULD REALLY BE.

Before the doubts kicked in, before things got in the way, before time got short, before the years took over, before circumstances changed. If you're feeling pain right now it's YOUR SIGNAL. It means YOU NEED TO CHANGE.

This might be the last chance you ever get. I know I was pretty close to this when I took action.

I was living in a 1 bed apartment, hating my job and getting by on drink and even drugs. I was desperate and my life was going nowhere. It hurt. A lot. That's when I decided to take action and created INSTANT MOMENTUM.

I've never looked back. In a few short years I've gone from a \$90,000 apartment to \$800,000 house. I've gone from 9 to 5 wage slave to my own boss. I've gone from nothing in the bank to money on demand.

I've gone from zero time to eight vacations a year.

You can do the same with The Secret Momentum Program but you need to take the first step.

You need to FEEL YOUR PAIN and put your hand up and say "**Enough is enough!**". I've had it! I want to finally become the person I know I can be!

The time is right for you. You wouldn't be listening to me right now if it wasn't! :-)

## **Q. “Is Your Program Applicable To Me Even Though I'm Based In [Insert Country Here]?”**

**A.** Yes! That's one of the great things about the INSTANT MOMENTUM system - you can apply it to ANY area of your life and it DOESN'T MATTER where you live. These are life-ruling principles that govern WHY SOME PEOPLE ARE OUTRAGEOUSLY SUCCESSFUL and others aren't.

## **Q. “Will I Be Able To Use What I Learn From The Secret Momentum Lab To Help Others Become Successful?”**

**A.** Yes! And I LOVE YOUR THINKING! :-) Excellent! I have designed this Program in such a way that you will quickly be able to master and start applying each of the techniques to achieve success.

Because they are so quick and easy to learn and implement I ACTIVELY ENCOURAGE you to share them with others because this is one of the best ways of learning a new skill.

You will then have to explain it to others. When you SHARE in this way you reap the benefit of hearing about the results and being exposed to the techniques AGAIN from another ANGLE which will make you EVEN MORE of a master at creating INSTANT MOMENTUM!

**Q. “How Do I Get Onto The Program?”**

**A. Mark this time and date on your calendar and diary;**

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**Monday 10<sup>th</sup> September 2007  
0800AM Eastern Standard Time**

**<http://www.SecretMomentumLab.com>**

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At this time the **doors will open for Applications** and you will need to move quickly. There are only a **SMALL NUMBER of slots available** because of the group nature of this Program and the fact I’m personally delivering it.

To grab your **FREE Momentum Masterclass MP3**, enter the competition to **win your place on the Program for FREE** and keep upto date on Monday's launch you can check out the site **right now**;

**<http://www.SecretMomentumLab.com>**

Good luck!



Michael Cheney