

# MINDSONAR ME

*International MindSonar Community Newsletter*



## WORDS FROM JAAP

*Hi Everybody!*

*I like the work of abstract-expressionist Mark Rothko with their floating rectangles. His work seems simple. Thousands of painters have copied him. But never with the same results. Why? Rothko added layer upon layer upon layer.*

*Something similar happens in human thinking. There are so many layers. I mismatch your work because I am matching you as a person. I match you as a person because I'm mismatching judgemental thinking. And so on. So when we measure someone's mindset, we need to choose a layer. That's why MindSonar focuses on one context.*

*Because you are so much more...  
Jaap Hollander - MindSonar Founder*



## MINDSONAR NEWS HIGHLIGHTS

Welcome to Biljana, who joins Jaap to support and coordinate the global distributors - say hi to Biljana [here](#)

Keep sharing social media posts on MindSonar®, and let's get our presence felt across the globe. Each week there are four posts on LinkedIn and Facebook. These posts are themed: 1) what is it? 2) how does it work? 3) with whom are we looking to work? 4) client testimonials. Please like, comment and share within your network.

Please comment on and use the artwork at the end of the newsletter. NTT Data, a Japanese international company, has been impressed with Mindsonar F5. I Look for NTT data in your county and have a conversation with them about Mindsonar. For more help, Contact Ian [here](#).



## MS APPLICATION: GAINING CLIENT FEEDBACK

Gaining client feedback is crucial to building a presence of what you do, so how you can gain more? If you use meta language, you can identify their motivations patterns and what's important to them about you. Try out Concept, Structure, and Use followed by Towards and Away from.

Why did you use our services?  
What has been useful to you?  
How have we added value to you?

What have we solved or avoided for you?  
What did you gain by using us?

**JUST FIVE QUESTION:** this allows you to identify why you and your value-added proposition to your clients distinguish you from others.

## MINDSONAR SUPPORT STAFF



Biljana Gavriloska

### Meet Biljana Gavriloska

Biliana is an experienced English Teacher with a demonstrated history of working in the education management industry. Skilled in English as a Second Language (ESL), Lesson Planning, English, English Literature, and Tutoring. Strong education professional with a Bachelor's degree focused in Teaching English as a Second or Foreign Language/ESL Language Instructor from the faculty of philology.

Biljana is also skilled at voice-over recording, Story Writing/ typing/ Content writing and social media and E-mail marketing.

Biljana has been recruited by Mindosnar to support the work of distributors across the globe.

Welcome to the team. Contact Biljana [here](#)



## RECOGNIZING MINDSET



### The safe entrepreneur

A sea anchor, when deployed, keeps you on track and safe, but in a race, a sea anchor wrongly deployed can be a hindrance. Watch out for it in people who want to grow their business rapidly and fail to fully achieve.

Values high **Orange** coupled with increased **Security**-winning results, achievement but safely does it.

High **Options/Towards**; 'I have many goals and choices', balanced **Internal and External**; 'Should I stay or should I go now?' What will be the best approach?

High **Solo/ Internal Locus of Control**; 'it's down to me to make it.'

## Article

# SELLING PRODUCTS POWERED BY MINDSONAR

By Jaap Hollander

Let's talk about sales for a moment. We all need clients who buy our products based on meta program measurement and Graves categories. Although, in the realms of consultancy and business coaching the 'product' is usually a 'project'. This indicates that it is a custom made solution, just for that one particular organization. It may have a lot of standardized components, but the combination is still one of a kind. So what is the best way to sell MindSonar projects?

Many people have approached companies with a pitch like: "Hey, I have this great new tool, the latest test that can actually measure meta programs. With this system I can measure how people think. So you'll understand that with this tool I can really help you advance your business in countless ways!

Read more [here](#)

Download back issues of MindSonar Me [here](#)



# PREDESIGNED SOCIAL MEDIA POSTS

New set every month - Left click to download - Translation? Talk to your Distributor - Let [Ian](#) know how you like them.

A grayscale photograph of a man and a woman in a professional setting. The man is on the left, looking towards the woman on the right. The woman is gesturing with her hands as if speaking. The image is overlaid with a semi-transparent white circle containing the MindSonar logo and the text 'Desire a deeper understanding of how your mind works?'.

 **Desire a deeper understanding of how your mind works?**

A grayscale photograph of two women sitting at a table, engaged in conversation. The woman on the left is smiling. The image is overlaid with a semi-transparent white circle containing the MindSonar logo and the text 'Desire a deeper understanding of how your mind works?'.

 **Desire a deeper understanding of how your mind works?**

A grayscale photograph of a group of people sitting around a table in a meeting. The image is overlaid with a semi-transparent white circle containing the MindSonar logo and the text 'Desire a deeper understanding of how your mind works?'.

 **Desire a deeper understanding of how your mind works?**