

Code of Professional Conduct

As you enter into Directions University program, you become one of the “insiders” Gina Gaudio-Graves’ inner circle. This means that you are expected to both understand and to follow the Student's Code of Professional Conduct of this program.

This Code of Professional Conduct and the curriculum of Directions University has been designed to make make sure that by the end of the Program:

- You will be able to attract thousands of unique visitors to your site every single month,
- You will be able to write powerful sales copy that sells, and
- You will be able to use articles, videos, audios, teleconferences, and joint ventures as powerful tools in your business month after month.

These are the tools that you will arm yourself with on your venture.

We don’t want you to be our student forever. We want you to grow, become successful, and reach financial prosperity. **This is our mission statement** and it should be yours as well when you enter into the Directions University Program.

Here are the rules and regulations in this program...

1. We do not use “Bad Words”.

Besides swear words like f&%^, there are some other bad words you must not use at all in your business or in mine. These bad words are even worse than swear words, as they create poison within the program. I am referring to words that are negative. These include (but are not limited to):

Impossible – When you use the word impossible, you affirm negative thoughts in your mind. Worse, when you confront other students using this word, you are poisoning them with your negative thoughts. This is a “bad word”.

It’s a lot of work – Again, this is a negative thought as well. In this Program, we don’t say, “It is a lot of work”. Instead, we use our Daily Time Log and Daily Prioritizers to get things done. If other students can have their work done on time, then you can have it done as well. **This is a forbidden phrase for you to use.**

How can I do this? – Again, this is another negative word. We don’t ask “How can I do this”, as the answer should be within the documentation we have handed to you. In other words, you are free to access the instructor for the solution you need, use the internet to research the solution, ask your Study Buddy, or ask your acquaintances. In

other words, we don't ask "How?" We answer the question with the resources that we have.

Problem – Almost every client I have worked with in the past focused on problems. As a student, you are prohibited from telling others about your problems. Instead, you must focus on the solution (i.e. if problems arise, find out exactly what the problem is, and then search for the three best options you have as well as possible outcomes if you choose one of those three. Then, go with the best solution. This allows you to become a strong leader in the long run when you run your business.)

Of course, there are some other bad words, such as: ***I can't do it, it can't be done, it's hard, I don't like copywriting, I am not sure if this is possible or not, and so on.*** Essentially, all negative words are bad words in this apprentice program. You are not allowed to use these bad words at all.

2. **You must respect every student. No exceptions.**

Every student has his or her own strengths and weaknesses. Some students may be great in certain areas. Some students may not be great in other areas. In other words, nobody is perfect. We all come to this earth to learn from each other. We all need mentors.

In creating offers, my mentor is Kevin Nations. This doesn't mean that I am not good at building offers. It just means that Kevin has more experience than I do in that field.

In other words, we **MUST** respect each other in this program. We **MUST** learn from each other.

In other words, we all need mentors.

People who have been selected for this program are people with skills in certain areas, fully passionate, creative, and willing to do whatever it takes to reach financial prosperity. The other students will be your alliance partners for your business at the end of this program.

3. **This is the business development process.**

Every single time we give a new task to a student, the student looks at it as if it were "homework". The truth is ... We are not assigning you homework, like you may have had when you were in high school or college. We are providing you with a business development process that you will use along the way and at the end of this program.

In other words, every single task that you receive an assignment, on a weekly basis, it has its own purpose. It is designed to make sure that by the end of the program, you will be able to conduct your own business like a pro.

Ex: There was one student who went through coaching with me. During the program, he learned all the theory parts of building a list, getting traffic, and converting visitors into sales. However, he neglected the business development process, as he thought it was not necessary.

At the end of six months, when he conducted his own business, he put the theory into practice, and he was not successful. **How is that possible?**

Theory and practice are two different things. When you learn about certain strategies that we teach in the program, you are in the process of accumulating the data. However, when you practice implementing the business development process, you will see how it works in reality.

Here is the “Catch”...

During the business development process, you must focus very carefully on how the strategy that you create applies to your business. **This is extremely critical for your long-term success.**

This is why many of my successful students who complete the “business development process” on time, turn out to be 10 times more successful than students who ignore the power of the business development process.

4. Self-Evaluation Worksheet.

The self-evaluation worksheet is the sheet that you need to fill out and email to your coach by Friday, 5:00 PM EST. The coach will review this sheet and the result will be discussed among your group. This allows you to see your position among your acquaintances.

This worksheet must be handed in on time, and will be discussed among your classmates. You are able to see their progress, as well as your own progress. At the end of the week, you are able to use this to evaluate what you have done right, and what you have done wrong.

5. Always do more than expected.

The reason we specify a number, such as: Find “5” Joint Venture partners in one week, write “1” article per week, and so on is because we want to make sure that it will not take you more than 15 hours per week to accomplish your tasks. However, this doesn’t mean that we expect you to do only that amount of work. **We want you to do as much as you possibly can on an ongoing basis!** Use these numbers as minimum requirements, not as maximum levels. Those who achieve more than the minimum required work will move forward more quickly and will achieve better results in the end.

For Example:

When I wrote my first ezine article, I made about **10 new sales**. However, when I wrote my 8th ezine article with the same size list, I received more than 140 new sales. Since then, every single time I wrote one new article, I could easily pull in between **100 – 200 sales from that article**.

This all takes practice. It takes commitment to do more than what you are expected to do. This is what I call the “business development process”. We provide you with the program. You are the one who needs to take the initiative to work harder on finding those little nuggets by the end of this program.

Do more!

You should not think that if one article could pull in 50 new subscribers, then writing 50 articles would drive about 2,500 subscribers. You should instead realize that if you do a lot more than what we require you to do, you can achieve **at least 6 or 7 times better results** in the long run.

This will reduce your workload by more than 80% in the long run.

7. Always consult with your coach.

Your coach is always here for you. If you need any help, you always have access to your coach via the Student's Forum. Your coach will attend to your post usually within about 4–6 hours. If you need an emergency meeting, such as to have a three way call with one of the coaches, you can put in a support ticket in the Student's Area. If you are not already enrolled in the Graduate Program and you find that you need more one-on-one guidance than you now receive, considering applying for acceptance into the Graduate Program. The benefit of participation in the Graduate Program is direct access to Gina and the ability to ask questions on an ongoing basis.

Regardless of which program you are enrolled in, we'll make sure that you are being taken care of promptly.

This is the simple Code of Professional Conduct we expect each student to follow. We know when you live day-by-day through these principles, that by the end of the program, you'll definitely reach the financial prosperity you are looking for.