



**NOVAK SALES**  
& ENTREPRENEUR ACADEMY



## NOVAK SALES & ENTREPRENEUR ACADEMY

A college degree doesn't guarantee success as it once did. Employers now seek candidates with real life experience, soft skills, life skills, skills that will help them be a great employee, get along with others and be able to communicate effectively with clients, vendors and coworkers.

Novak Sales & Entrepreneur Academy will teach critical thinking, problem-solving, soft skills, life skills, the basics of sales, some advance sales, how to start a business and think like an entrepreneur.

What sets Novak Sales & Entrepreneur Academy apart is that our academy is 100% in person. Students will get an

opportunity to learn hands-on by calling, emailing and engaging with customers in real time. After hands-on learning they will receive group and private coaching and training.

After graduation, every student will receive (4) personal 1:1 coaching sessions within 30 days, guided by our seasoned coaches. With personalized support, graduates gain the clarity and confidence needed to navigate next steps effectively.

### NEARLY 4 IN 10 EMPLOYERS AVOID HIRING RECENT COLLEGE GRADS IN FAVOR OF OLDER WORKERS.

<https://www.intelligent.com/nearly-4-in-10-employers-avoid-hiring-recent-college-grads-in-favor-of-older-workers/>



## Here's what the Novak Sales & Entrepreneur Academy offers:

**Tailored Curriculum:** Our academy is customized to address the unique needs and challenges faced by young professional men. From selling products and services to mastering job interview techniques and succeeding in life, we cover it all. Weekly tests will be administered - hands on and written. Multiple assessments for each student including personality/communication, motivation behaviors and their why in life.

**Expert Guidance:** Novak Sales & Entrepreneur Academy is led by Tod Novak, CEO of The Novak Group and other successful sales professionals & entrepreneurs. Our academy provides students with the guidance and one on one mentorship needed to succeed.

**Practical Training:** Our hands-on in person approach ensures that students not only understand theory but also gain practical experience. Through interactive sessions and real-world scenarios, students will build confidence and proficiency in sales, in business and life. Academy students will visit local businesses for tours and be exposed to successful companies and individuals.

**Career Development:** Whether you're starting your own business or pursuing career advancement opportunities, our academy equips students with the skills and knowledge needed to thrive in today's competitive landscape.

## Who Is This Academy For?

- ✓ Young men that have decided a traditional college education is not for them.
- ✓ Young men who have graduated college or dropped out or are frustrated about not finding a job after college.
- ✓ Young men taking a gap year before starting college.
- ✓ Young men living with their parents because they can't afford to live on their own.
- ✓ College students on summer break.
- ✓ Companies with salespeople that need hands-on sales training/coaching.

### Author:

Tod Novak CSP  
CEO & Founder - The Novak Group.

### Guest Speakers:

Tod Novak will handpick and vet all guest speakers.

### 1:1 Mentors:

Each student will have access to a mentor/coach during the academy.

### Academy Duration:

10 week program

### Format:

100% in person  
3 days per week - 4 hrs. per day  
Monday, Tuesday, Wednesday  
(8 a.m. - 12:00 p.m.)

### Locations:

- **Newport Beach, CA:**  
June, July & August 2024  
First Class Start June, 17<sup>th</sup>!
- **Scottsdale, AZ:**  
September, October  
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## Novak Sales & Entrepreneur Academy Curriculum

### 1. The Story of Sales

Video and discussion. During this study students will explore the history, evolution, complexity, contribution, and future of sales.

Experts, authors, and real life salespeople explore how sales has impacted humanity, and how the profession has impacted them.

- What is Sales?
- The Evolution of Sales
- Educating Salespeople
- What Makes a Great Salesperson
- Making a Connection
- Technologies Impact on Sales
- The Future of Sales
- Sales is Great

Sales can and should be a very honorable profession. Everything you have purchased from a store or online was sold to that business first by someone in sales. Become good at sales and you will not have a lack of opportunities. Whether it is a down economy or good economy there is always a need for salespeople.

### Conclusion:

Become great at sales and you will literally write your own paycheck.

**Nothing Happens  
Without A Sale**

–Tod Novak

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## 2. Problem Solving:

### Problem-Solving and Critical Thinking

In today's competitive market, careful thought around problem solving and applying creative solutions can help you stand out and succeed. Students will be equipped with problem solving tools and strategic decision making skills to help them respond when faced with situations that require a decision and or solution.

### Training Modules:

- ✔ **Problem-Solving Strategies:** Identify customer pain points, and offer effective solutions through problem-solving techniques.
- ✔ **Handling Rejection and Objections:** Develop resilience and confidence to handle rejection and objections professionally, turning them into opportunities for learning and improvement.
- ✔ **Critical Thinking Skills:** Students will learn how to analyze a problem, assess possible solutions, make strategic decisions, and respond decisively.
- ✔ **Adaptability and Resilience:** Adapt to different personality and communication styles, handle rejection gracefully, and turn setbacks into opportunities for growth.

### Conclusion:

Students will be empowered with the problem-solving skills and confidence needed to help them overcome issues they encounter in their career and personal life.

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### 3. Effective Communication:

#### Mastering Effective Communication

Effective communication skills are essential for professional and personal success, whether you're selling a product, service, or yourself. This training is designed to equip students with the tools and techniques needed to excel in communicating effectively via email, phone, video conference or in person.

#### Training Modules:

- ✔ **Persuasive Communication:** Students will learn how to craft compelling messages that resonate with the audience they are in front of and drive action whether they are pitching a product, negotiating a deal, interviewing for a job, or negotiating salary.
- ✔ **Building Rapport:** Master the art of building genuine connections, fostering trust and loyalty that leads to long-term relationships personally and professionally.
- ✔ **Basics of Public Speaking:** Students will learn how to confidently speak in front of an audience using voice and body positioning for impact.
- ✔ **Active Listening:** Listening is key to effective communication. Refine your listening skills to grasp the underlying message being conveyed. This enables you to adapt your approach for more impactful communication tailored to each individual's needs. Intently listening helps develop respect and trust.
- ✔ **Nonverbal Communication:** Increase awareness of nonverbal communication, learn how to harness the power of eye contact, posture, body language, facial expressions, and gestures to convey confidence, credibility, and authority.

#### Conclusion:

Students will learn critical communication skills needed to get ahead in business and in life.

**It's not about you,  
it's about the person  
you are in front of**

**-Tod Novak**

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## 4. Mastering the 4 Stages of Selling

This program will equip students with the skills and techniques needed to excel at every stage of the sales process.

### Training Modules:

#### ❖ Stage 1: Prospecting

In this stage, students will learn how to identify and qualify potential leads effectively. We'll cover strategies for building a strong pipeline of prospects, including networking, cold calling, and leveraging social media. By mastering prospecting techniques, you'll lay the foundation for successful sales interactions and set yourself up for long-term success.

#### ❖ Stage 2: Presenting

Presentation skills are crucial for capturing the attention and interest of potential customers. In this stage, students will learn how to craft compelling presentations that highlight the unique features and benefits of a product or service. We'll cover techniques for structuring presentations, engaging your audience, eye contact, voice variation, gestures and addressing common objections. By honing your presentation skills, you'll increase your chances of closing deals.

#### ❖ Stage 3: Closing

Closing deals is where the rubber meets the road in sales. In this stage, students will learn proven closing techniques to seal the deal and turn prospects into customers. We'll cover strategies for overcoming objections, negotiating terms, how to know when the time is right to close the sale, and asking for the sale with confidence. By mastering closing techniques, you'll increase your sales conversion rate and achieve your revenue targets.

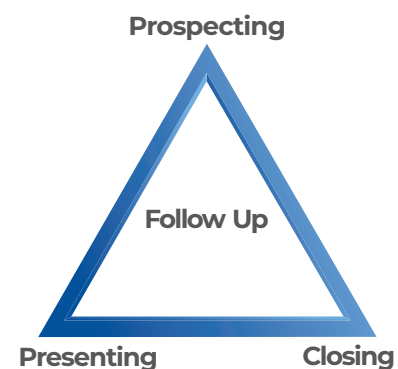
#### ❖ Stage 4: Follow-Up

Follow-up is essential for maintaining customer relationships, staying in front of prospects, and driving repeat business. Students will learn effective follow-up strategies to ensure customer satisfaction and loyalty. We'll cover techniques for staying top-of-mind with customers, addressing post-sale concerns, and asking for referrals. By mastering follow-up skills, you'll close more sales, build a loyal customer base and generate ongoing revenue for your business.

### Conclusion:

By mastering the four stages of selling – prospecting, presenting, closing, and follow-up – students will be well-equipped to succeed in sales. Remember, sales is not just about making transactions; it's about building relationships and delivering value to customers every stage of the way.

### The 4 Stages of Selling



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## 5. Making The Human Connection

In today's digital world, human connection is crucial for success. That's why our Human Connection Program is essential. By creating instant human connections, you'll maximize every opportunity with customers, potential customers, colleagues, and even friends and family members.

### Why This Program Works

This program is built on simplicity, daily application, and tangible results. *The Birds* system provides a straightforward method for understanding complex human behaviors. Using visual aids that are easy to relate to and fun, students will quickly grasp the key traits of *The Birds*, allowing them to assess individuals in just 60 seconds or less. This interactive program isn't just about sales—it's about learning how to communicate with different personality styles, understanding yourself and understanding others.

Success in business—and life—requires recognizing that everyone communicates and thinks differently. The Human Connection empowers you to adapt your communication style to match the preferences of others. Just as you would adjust your approach when speaking to a child or a busy executive, understanding and accommodating others' communication styles is key to building meaningful connections and achieving your goals.

## Training Modules:

- ✔ **Identifying Communication & Personality Styles:** One of the keys to success in life and business is knowing yourself. When you know yourself, you know what you want, what makes you happy, and what fulfills you. All students will take a personality/communication assessment that will help with all of their relationships, including the most important—the one you have with yourself.

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- ✔ **Creating Instant Connections:** By knowing how others like to be communicated to you can create instant human connections with customers, potential customers, colleagues, and even friends and family members.
- ✔ **Human Behavior:** This module simplifies complex human behaviors, providing a visual aid that everyone can identify with. Quickly assess an individual's motivation and adapt your approach accordingly.
- ✔ **Communication:** Students will learn how to make meaningful connections with all 4 personality styles in person, over the phone, through video conferencing or via email. This instant rapport leads to increased sales and building relationships. This approach is not only effective but also enjoyable and easy to implement.

## Conclusion:

This is one of the most important programs. Learning how to connect and communicate with everyone is going to tremendously help students professionally and personally.



## 6. Proactive Selling

This program equips students with the skills, mindset, and strategies needed to take charge of their sales process and achieve exceptional results.

### Training Modules:

#### ✔ **Characteristics of Professional Salespeople vs. Professional Order Takers:**

In the world of sales, there are two distinct types of professionals:

- 1. Professional Order Takers**
- 2. Professional Salespeople**

While both types may be knowledgeable about their offerings, the key difference lies in their approach to sales. Professional order takers passively wait for leads, while professional salespeople proactively drive sales and exceed targets.

- ✔ **Proactive Selling Techniques:** Students will learn how to proactively engage with prospects, ask the right questions, think one step ahead, and be guided through the sales process.
- ✔ **Strategic Prospecting:** Effective prospecting strategies will help to generate new leads and expand your client base.
- ✔ **Social Selling:** Harness the power of social media to connect with prospects, build relationships, and generate leads.

### Conclusion:

Proactive selling is the cornerstone of becoming a true sales professional. Throughout this training, students will gain invaluable insights into the strategies, techniques and mental attitude needed to proactively engage with prospects every day.

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## 7. How to be a Gentleman and Treat Others With Respect

Being a gentleman has become something of a lost art in recent generations. In this program students will learn some of the most important skills and manners that every gentleman should know. The qualities of respect, courtesy, first impression, character and gentlemanly conduct set individuals apart.

### Training Modules:

- ✓ **Understanding the significance of respect:** Students will explore the multifaceted nature of respect and its significance in personal and professional relationships. Treating others with respect is crucial regardless of religious belief, political affiliation or lifestyle.
- ✓ **Empathy and Compassion:** Learn how to empathize with others and cultivate a genuine concern for their well-being.
- ✓ **The Gentleman in Business:** Master the principles of professional conduct, punctuality, dress for success, how to carry yourself with confidence, and communication skills.
- ✓ **Building Trust and Credibility:** Discover how integrity, honesty, showing up on time, and reliability form the foundation of trust in business interactions.

### Conclusion:

Being a gentleman isn't just about how you present yourself; it's also about how you treat others with kindness, consideration, and respect. Carry these values forward, and watch as they transform your life and career in remarkable ways.

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## 8. Job Interviewing Skills

Out of 800 managers surveyed, a startling one in five (20%) said a recent college graduate brought a parent with them to their job interview.

This program will equip students with the knowledge, strategies, and confidence needed to excel in job interviews and stand out as a top candidate.

### Training Modules:

#### 1. Understanding the Interview Process:

- ✓ The Importance of Preparation: Learn why thorough preparation is key to success in job interviews.
- ✓ Types of Interviews: There are different interview formats, including phone, video, and in-person interviews, and it is important to understand how to adapt your approach accordingly.
- ✓ Researching the Company: Learn effective techniques for researching prospective employers to demonstrate your interest and suitability for the role.

#### 2. Crafting Your Personal Brand:

- ✓ Identifying Your Strengths and Skills: Reflect on your unique strengths, skills, and experiences to develop a compelling personal brand.
- ✓ What Makes an Impressive Resume: We will guide students through how to create a professional looking resume.
- ✓ Crafting Your Elevator Pitch: Learn how to concisely communicate your value proposition to prospective employers and leave a lasting impression.
- ✓ Dress for Success: Understand the importance of professional attire and grooming in making a positive first impression during interviews.

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#### 3. Navigating Common Interview Questions:

- ✓ Answering Tough Questions: Develop strategies for addressing challenging questions about weaknesses, gaps in employment, or conflicts with previous employers.
- ✓ Asking Questions: Learn the importance of asking insightful questions to demonstrate your interest in the role and company culture.

#### 4. Mastering Nonverbal Communication:

- ✓ Body Language: Understand the impact of body language on interview outcomes and learn techniques for projecting confidence and professionalism.
- ✓ Eye Contact and Handshake: Practice making strong eye contact and delivering a firm handshake to convey sincerity and competence.
- ✓ Managing Nervousness: Discover strategies for managing interview jitters and presenting yourself with poise and assurance.

#### 5. Following Up and Closing the Interview:

- ✓ Clarifying Next Steps: Understand how to inquire about the next steps in the hiring process and express your enthusiasm for moving forward.
- ✓ Expressing Gratitude: Learn the importance of sending personalized thank-you notes or emails to interviewers and reinforcing your interest in the position.

### Conclusion:

By learning the interviewing tips and strategies covered in this program, students are well-equipped to approach job interviews with confidence, professionalism, and a competitive edge



## 9. Mindset-How to Stay Motivated and Positive Every Day

Many young men find themselves struggling to maintain motivation and positivity amidst the challenges of life personally and professionally. In this program students will learn how important it is to control their mind and thoughts for more positive outcomes, confidence and a happier life.

### Training Modules:

- ✔ **Cultivate a Winning Mindset:**  
Your mindset is your most powerful asset. This program provides practical techniques and strategies to overcome self-doubt, stay focused, and maintain a positive outlook.
- ✔ **Daily Habits:**  
Consistent daily habits fuel motivation and productivity. From morning rituals to evening reflections, we'll guide students through techniques to optimize their mindset for peak performance.
- ✔ **Thoughts, Words and Action:**  
Your thoughts shape your reality. What you constantly think about and talk about eventually becomes your reality through action. At our academy, we empower you to harness the power of your thoughts and words to achieve remarkable success in life.

We believe in the principle of *'garbage in, garbage out.'* What you allow into your mind through what you see and hear directly influences your actions and accomplishments. Our program is designed to help you filter out the noise and focus on what truly matters, guiding you towards a path of purpose and fulfillment.

It all starts with cultivating the right mindset-the foundation upon which all great achievements are built.

- ✔ **Fill Your Mind With Positivity:** Students will learn lifestyle habits and daily techniques to help them be positive and happy. Including practicing positive self talk, daily gratitude, mastering emotions, and surrounding yourself with positive people.

### Conclusion:

Training your mind to be positive is just like training your body at the gym. It takes effort, focus, and consistency.

**Everything  
boils down  
to motivation**

—Tod Novak

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## 10. Networking Effectively

Networking effectively involves building relationships, establishing trust, and creating mutually beneficial connections with potential clients, partners, and industry professionals. Students will understand the benefits of networking and learn tips to help them network effectively.

### Training Modules:

- ✔ **Define Your Objectives:** Determine your goals for networking. Whether it's to generate leads, build partnerships, or increase your industry knowledge, having clear objectives will guide your efforts.
- ✔ **Identify Target Contacts:** Identify individuals or groups who are relevant to your sales goals. This could include prospects, industry influencers, decision-makers, or colleagues in related fields.
- ✔ **Attend Industry Events:** Attend conferences, trade shows, seminars, and networking events related to your industry. These gatherings provide excellent opportunities to meet new contacts and deepen existing relationships.
- ✔ **Utilize Social Media:** Leverage social media platforms like LinkedIn, Twitter, and industry-specific forums to connect with professionals in your field. Share valuable content, participate in discussions, and engage with your network to establish your expertise and credibility.
- ✔ **Offer Value:** Focus on providing value to your network rather than just seeking to sell. Share relevant industry insights, offer solutions to common challenges, and provide assistance whenever possible. Building a reputation as a helpful resource will make others more receptive to your sales efforts.

- ✔ **Listen Actively:** When engaging with potential clients or partners, listen attentively to their needs, challenges, and goals. Understanding their perspective will enable you to tailor your sales pitch effectively and position your product or service as a solution to their specific pain points.
- ✔ **Follow Up Promptly:** After making initial connections, follow up promptly to express your appreciation for the interaction and reinforce your interest in further collaboration. Personalized follow-up messages demonstrate professionalism and help maintain momentum in the relationship.
- ✔ **Seek Referrals:** Don't hesitate to ask satisfied clients or contacts for referrals to other potential leads. Referrals from trusted sources can significantly boost your credibility and lead to high-quality sales opportunities.
- ✔ **Maintain Relationships:** Continuously nurture your network by staying in touch with contacts, sharing relevant updates, and offering support whenever needed. Building long-term relationships is key to sustained success in sales networking.

### Conclusion:

Consistently investing time and effort into building and nurturing your network, you'll be well-positioned to expand your sales opportunities and achieve your business objectives.

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## 11. Starting a Business - Roadmap

Starting a business and doing what you are passionate about can be a reality with hard work and a solid plan. In this program we cover what it takes to make this happen.

### Training Modules:

- ✔ **Starting a Business from Scratch:** Learn the pros and cons of starting a business from scratch.
- ✔ **Buying an Existing Business:** Learn the pros and cons of buying an existing business.
- ✔ **Buying a Franchise:** Learn the pros and cons of buying a franchise.
- ✔ **Business Plan:** A business plan is the foundation of your business. Students will learn how to write a business plan and then they will use the skills they learned to write their own business plan.
- ✔ **Brand Your Business:** Students will learn branding basics including: Choosing a business name, company story, mission statement, company logo, and website branding.
- ✔ **Business Tools:** Business tools such as accounting software, CRM, credit card processing, and email hosting can help make your life easier and make your business run more smoothly. The right tools can help you save time, automate tasks and make better decisions.
- ✔ **Market & Promote:** Learn how to identify your audience. Create messages to target audience through different channels including social media, email marketing, newsletter, paid advertising, local shows & events, landing pages, and content marketing (blogs, podcasts & webinars).

### Conclusion:

When deciding between starting a business, buying an existing business, or investing in a franchise, it's essential to consider your financial resources, risk tolerance, entrepreneurial experience, and personal preferences.

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## What Sets Novak Sales & Entrepreneur Academy Apart

- ✓ Our academy is **100% in person**. This allows for real time learning, accountability and hands-on guidance.
- ✓ **Maximum 10 to 15 students**. Small groups will allow students to receive a custom designed curriculum and individual coaching and training.
- ✓ Students will have **access to a mentor** throughout the academy.
- ✓ Students will receive **real time hands-on coaching & training** during the academy and private one on one coaching sessions.
- ✓ After graduation, every student will receive **(4) personal 1:1 Zoom video coaching sessions** within 30 days. The goal of after graduation sessions is to help graduates navigate next steps: interviewing, finding a job, starting a career in sales or starting their own business.

### Academy Value

- In person academy sessions 30 @ \$675 per session = \$20,250
- Private 1:1 coaching with Tod Novak. 6 sessions x \$625 = \$3,750
- 1:1 weekly sessions and access to a private mentor during the academy. 10 x \$500 = \$5,000
- After graduation: (4) private 1:1 coaching sessions with a success mentor. 4 x \$500 = \$2000
- Learning sales and communication skills for a successful life (priceless)

**Total Value \$31K**

### Tuition

- **Invest in your future:** Tuition for our Academy is \$15K
- **Take advantage of our special offer:** Pay in full and receive a 5% discount.
- **Payment plan:** Alternatively, opt for our convenient 3-payment plan, with a nominal interest fee included.
- **Financing available**

Whichever option you choose, you're investing in invaluable skills and opportunities that will propel your career and personal life forward.

### Referrals & Partnerships:

Depending on referral or partnership, commissions or donations of \$1,000+ will be paid.

### Scholarships:

Novak Sales & Entrepreneur Academy will award scholarships up to 50% of tuition for individuals that qualify for scholarships.

Students will be responsible for the other 50%. Just like in real life, there is no free lunch!

Application must be completed and submitted on our website.

Limited scholarships will be funded from corporate and individual donors.

### Agreement:

All students will be required to sign an agreement with Novak Sales & Entrepreneur Academy stating that they will attend every session. (with the exception of missing up to 10% of sessions for emergencies, illness, etc.). If agreement is not fulfilled, students will not graduate and will not receive a certificate of completion.

### Average Cost Of College Attendance in the US

\$104,108 in-state schools:

\$26k per year = \$13k per semester.

\$223,360 private, nonprofit schools:

\$55,840 per year = \$27,920 per semester.

Source: Education Data Initiative, Nov. 2023



## Novak Sales & Entrepreneur Academy Graduation:

- ✓ Upon successful completion of the academy, students will be presented with a Certificate of Completion from Novak Sales & Entrepreneur Academy, highlighting mastery of fundamental sales, communication, entrepreneurship and life skills—an invaluable addition to a resume or displayed on their LinkedIn profile.
- ✓ Following graduation, every student will receive (4) personal 1:1 coaching sessions within 30 days, guided by our seasoned coaches. These sessions are designed to craft a strategic roadmap for securing employment opportunities or launching your own venture. With personalized support, graduates gain the clarity and confidence needed to navigate next steps effectively.

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## Conclusion:

After graduation, every student will receive (4) personal 1:1 coaching sessions within 30 days, guided by our seasoned coaches. With personalized support, to help graduates find a job in sales, their chosen field or start their own business. The coaching sessions will help them get the results they need from attending our academy.

Tod Novak is the Founder and CEO of The Novak Group, a sales management, training, and coaching company. Tod founded The Novak Group in 1999 to help companies increase their sales, enhance sales processes, establish meaningful connections with customers, and develop high-performing sales teams and successful sales managers.

Tod Novak's extensive experience and in-depth knowledge in sales and sales management make him a trusted authority in the field. The Novak Group caters to clients from various industries, including major companies such as Microsoft, Comcast, Ford, Liberty Mutual, and USA Today, among others.

One impressive accomplishment of The Novak Group is increasing the sales of one of their clients by \$400 million dollars, highlighting the effectiveness of their strategies and methodologies.



**Tod Novak CSP**

As a Certified Speaking Professional (CSP), Tod Novak is recognized as one of the top professionals in the speaking industry. With this distinction, he has proven his ability to captivate and engage audiences with his expertise and insights. Tod is also an author, having written the book "*Has Technology Left Us Speechless?*". Tod is an active member of the National Speakers Association, having served as the President of the Greater Los Angeles Chapter in 2016 and as the Dean of the Speakers Academy for the Greater Los Angeles Chapter in 2015. He is also the Founder and Past President of the National Speakers Association of New Mexico.

From 2004 to 2010 Tod Novak was the visionary force behind Jobs 4 America Now, a non-profit organization. Tod embarked on a mission to bridge the gap between unemployment and opportunity.

At the heart of Jobs 4 America Now was a revolutionary vision — to equip unemployed individuals with essential sales and communication skills in just 2.5 days. Tod recognized that helping these individuals increased their chances of securing a job and emphasized that *Nothing Happens Without a Sale*, making salespeople indispensable.

A unique aspect that set Jobs 4 America Now apart was its job fair on day 3. This strategic move not only provided participants with a platform to showcase their newly acquired skills but also allowed companies to witness firsthand the dedication of individuals who invested time. The results spoke volumes — job fairs boasted a 60% success rate, with participants securing employment due to their training during the Jobs 4 America Now event. Tod's final event in 2010, was attended by over 700 people and featured the legendary Zig Ziglar.

Tod and his wife Joyce reside in Scottsdale, AZ and Newport Beach, CA.

## **Novak Sales & Entrepreneur Academy Mission Statement:**

We are dedicated to empowering young men to thrive in both their professional and personal lives. Through hands-on, in-person training, our academy equips young men with essential sales and communication skills fostering honesty, integrity, and a steadfast belief in both America and God.