

volume **17**

T.J. Rohleder Presents...

THE BLACK BOOK OF MARKETING SECRETS!

**The Best Ideas From the Powerful
RUTHLESS MARKETING Program!**

Please Read This Book Carefully. Then Go to
RuthlessMarketing.com and Order Today!

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**The Best Ideas from the Powerful
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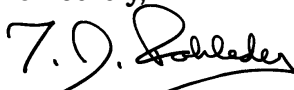
Dear Friend,

I absolutely love marketing! I love to think about it, write about it, and talk about it. I love to find all kinds of ways to use it to build my businesses. This is such a fascinating subject! Whoever said that “marketing takes a day to learn and lifetime to master” was right!

For years I have been keeping journals that are filled with the best marketing ideas. Now I am happy to share some of my favorite ideas with you.

Here is the seventeenth volume of some of the best marketing ideas I’ve found and know to be true. If you like what you read, please go to my website and discover how much more great information I have for you! Enjoy!

Sincerely,

A handwritten signature in black ink, appearing to read "T.J. Rohleder", with a stylized flourish at the end.

T.J. Rohleder

Co-Founder of M.O.R.E. Incorporated

**Positively thinking
about the bad things
that can happen will
always lead to good
things! Plan and
prepare for the worst!**

**The future belongs
to those who are
totally prepared!**

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The only reason you need a lot of money is in case you don't die.

My accountant looked at me as if I was absolutely insane when I made this statement – and yet this is the truth!

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Persuasion Method #1:

In the beginning, just get people to make a small promise or take a series of small actions. After that, they will feel the INTENSE PRESSURE to take even further action. Their new attitudes and beliefs (that you helped to create) will make it easier for you to get them to do what they previously would have been unwilling to do.

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Persuasion Method #2:

Make people feel as if they are part of an exciting and growing group of others to whom they can strongly relate to. Then begin to introduce the new ideas, attitudes, beliefs, and actions of this group to them. This will create the right situations that compel the largest number of them to be much more willing to do whatever you want.

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**Here are the 5 MAIN REASONS why
direct response marketing can put
millions of dollars in your bank
account in a few short years:**

1. This proven marketing method is responsible for well over ONE BILLION DOLLARS in sales each day!
2. This powerful method of marketing lets you sell to millions of people with NO rejection!
3. There is little or even NO risk, if you do it right!
4. You can make millions of dollars from the comfort and privacy of your home!
5. When done correctly, a good Direct Response Marketing System can make you money like a well-oiled money machine!

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**Make your business a
game that you play –
*and then play to win!***

This is much more than some silly bumper sticker idea! This is a major success principle that makes you more money and lets you get more joy and satisfaction out of your business. It also makes it easier to deal with all of the adversity that hits you on a daily... weekly... monthly... and yearly basis. When you're playing a game to win – you are a contender! The entire purpose and meaning for why you do what you do is so much different than someone who is “trying to make a lot of money.” Can you see this? I hope so!

Confusion, frustration, pressure, and other varieties of emotional pain are a vital part of the business-building process. But, many entrepreneurs – including myself – suffer way too much from them. One of the BIGGEST REASONS is that we spend too much time trying to discover and develop the perfect solution without carefully thinking about all of the problems and challenges.

So stop suffering unnecessarily. Spend some quality time sharpening the ax before you chop away at the huge obstacles that are in your way:

1. Make a list of all of the problems and challenges you are faced with.
2. Ask yourself: What am I really trying to accomplish? What's most important? Our ideas will ultimately fail unless they are focused around the things that are most important.
3. Write it all down. Keep growing lists. Work closely with people you trust and respect who also understand your business and all of the problems, challenges, and opportunities.
4. Separate yourself from the process. Try to maintain some degree of objectivity. Remind yourself that none of the problems that are currently driving you crazy will matter in 50 – or even 5 – years!

Take your work seriously, but DON'T take yourself seriously. Make a game out of solving all of the problems that come at you. Think of all of these never-ending problems as the opposing team that you must defeat *in order to win the championship!*

**Power perceived
is power achieved!**

Enter the room like you
own the place! Always
hold your head high and
confidently demand that
they give you their money!

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**Make your
sales *sticky*!**

**Make them
like you more!**

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WEALTH or WISDOM?

- Some say you should seek wealth... others say wisdom.
- So which is it?
- I say BOTH!
- Seek both, but do it with the emphasis on wisdom.
- “Wisdom first... with an eye towards wealth.” That’s my complete strategy.

How to master the simple art of the single greatest management secret in the world!

How's that for an over-the-top bullet? And yet, it's true! Here's what it is: Catch your people doing "the right things" and praise them sincerely and profusely! Especially praise them in front of their peers.

Don't blow it though, because nobody likes insincere praise. **People see through this right away.** No intelligent person has any respect for someone who flatters. What we **REALLY** want is sincere and specific praise.

So be on the constant lookout for very specific things that your people are doing right – and make your praise very specific. Do this on a regular basis and you people will love you for it.

“Can money make you happy?”

**This is an age-old question
and my answer is: “It can!”**

Here's how: The Nobel Prize winner Bertrand Russell once said: “Anything you're good at contributes to your happiness.” And all of the greatest entrepreneurs I know of are really good at making money! They love the game of making money! It's the hunt... The thrill of the chase... These people are at their best when they are chasing an exciting dream or idea or vision. They love the challenge of trying to figure everything out and plowing through the obstacles and roadblocks that are in their way. The bigger the idea – the bigger the challenges are – and yet they don't care! In fact, they are energized by all of the problems and setbacks along the way. They're in it with all their hearts and souls and loving every minute of it! And since their game involves and demands ever-increasing amounts of money – then they are very happy when it comes rushing in!

So when you think about it in this context, you will quickly realize that money can and does buy these people a tremendous amount of happiness! Of course, it's the game or the hunt that they really love! The money is simply a means to that end.

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**“Unsolicited advice is
the junk mail of life!”**

– *Bern Williams*

Money brings out the worst in even the best people.

- ✓ I've seen it a thousand times. It is as predictable as the rising sun. And the more ambitious a person is – the worse this problem becomes.
- ✓ Money screws with all the emotions – but almost all of it is centered in greed and fear.
- ✓ I have seen the best people completely change when it comes to issues of money.
- ✓ The old idea: “Business and friendship don’t mix” comes from this deeply emotional issue of money. Once greed kicks in – the friendship is gone. And even the best people can be totally blinded by their greed. In other words, they cannot see that their greed has consumed them, in the same basic way a drug addict is consumed by his need for more drugs.

• • • • •

People will almost always
let you down. **Accept it,**
expect it, and plan for it.

• • • • •

Read between the lies!

The more somebody tries to convince you that you can trust them – *the more you should not trust them!*

Watch them closely – especially when they do not know you're watching them! Get them to relax and drop their guard. Find the cracks in their armor. And remember – as a general rule – the more ambitious they are, the more suspect they should be!

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**When it comes to money –
everyone should be suspect!**

**No other subject – not even sex
– causes as much dishonesty as
the subject of money!**

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“Words are really a mask and
therefore tend to hide rather
than express true meaning.”

Herman Hesse

✓ ✓ ✓

**So many of my biggest problems
have happened because...**

**I said “YES!” when I
wanted to say “NO!”**

✓ ✓ ✓

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Business is so *intoxicating*!

It just may be the ultimate drug! Of course, sometimes it is an upper – other times it is the worst sort of downer you can ever take. All you want to do is roll up in a ball and wait for the effect to wear off. And still there are other times (the ones I live for!) when the feelings of joy, excitement, and even euphoria are so intense that I could become an instant billionaire if I could bottle this up and sell it!

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Guilt is good!

Guilt got me out of bed this morning! I had 13 things on my to-do list... Plus, I wanted to finish a few pages on a book I'm reading about Abraham Lincoln. So even though a part of me wanted to lay there next to my beautiful wife – the guilt would not let me do it!

What are you doing to keep the pressure on?

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There is no such thing as time management!

- * Time is like the weather...it cannot be managed or controlled. It is what it is. You have ZERO power over it.
- * Because of this, the whole concept of “time management” is misleading and weak.
- * A much better concept is “action management.” The reason is simple: *You can control your actions!* What you decide to do at any given moment is largely within your control. And there are many things you can do to take BETTER actions that produce more of the results you want.

**Facts can
hide the truth.**

**And they can tell
almost any story
you want to tell.**

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**The weak will
always be exploited.**

**There is no exception to this
rule. That's why you must
strive to become as strong as
you can in all areas of your life.**

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**“Our life is frittered away
by detail... Simplify,
simplify, simplify!
Simplicity of life and the
elevation of purpose.”**

– *Henry David Thoreau*

- > How many things can you live without?
- > What is really important and what's not?
- > The fewer things you want – the simpler your life and business will be.

**“Everything you want
is on the other side of
your comfort zone.”**

– *Ted Ciuba*

**If you want to be valued –
you must make yourself
scarce... It's all about
supply and demand.
Everything! *YES, I do
mean every single thing!***

People almost never want the things
that are readily available to them.
It's the things that are beyond their
reach that hold the most appeal!
Therefore, to make yourself more
valuable – you must be slightly beyond
their reach. Makes sense when you
think about it. So do think about it!

**Don't burn bridges unless
you absolutely must.**

**You never know when someone from
your past can come back to make you
huge sums of money. It's happened
to me several very important times.
Each time has been worth a lot of
money. *It can happen to you, too.***

MORE is better!

Want to achieve more? Then
do more! It's that simple.
Massive action is the key.
You must always do much
more than you think you have
to do in order to reach your
goals. Remember that. It
always takes more – not
less – *at least in the beginning.*

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Being a great salesperson and a great sales manager are two entirely different things.

- Magic Johnson was a truly dynamic basketball player with a shining career. But he failed miserably as a coach. He lasted 18 games with a 5-win and 13-loss record before he finally quit.
- Managing requires a whole different set of skills.
- A good sales manager **MUST** enjoy teaching others and watching them succeed.
- Salespeople are like beautiful horses, they get easily rattled.

Some customers must be fired!

- Hey, I'm all about trying to keep customers happy. That's just good business. You must be totally focused on giving your customers everything they want and keep them coming back for more!
- But not all customers are created equal. A few are what I call "customers from hell!" You try to do all you can to serve them – but no matter what you do – it's never enough. You give and give and give until they suck you dry! After a while, you simply cannot take it anymore. Something has gotta give! You must draw the line in the sand... It's time for them to go their way and let you go yours.
- People will treat you the way you let them... And there will always be those poisonous few who will walk all over you and suck you dry if you let them. So don't let them! Make a stand! There's nothing that feels more liberating than telling some real pain-in-the-butt person to take a hike! You walk away feeling stronger and a bit wiser.
- My definition of selling used to be "serving." But servants serve... and who respects a servant? Nobody. What you need is some respect, and with pushy people there's no other way to get it than to push back – and push hard!
- Here's a funny story: My good friend and mentor, Russ von Hoelscher, had a consulting client who was making his life a living nightmare. The guy was calling many times each day and bugging Russ with the dumbest questions. Finally, Russ couldn't take it any longer... One day he blew up at the guy and said, "I'm going to have to let you go and give you all your money back." The guy panicked and begged Russ to reconsider. He promised Russ that he would not call as often and carefully think about all of his questions before he called. Russ agreed to keep him as a client under those terms. He hung up the phone, glad that he took a stand... and then the guy never called him back! Yes, never! Russ never heard from the guy ever again!
- Isn't that funny? YES, it is!

* * * * *

Egotistical people are putty in your hands!

- > They are the EASIEST people to figure out.
- > They are the EASIEST to sell to.
- > They are the EASIEST to get to do anything you want them to do!
- > These people are so in love with themselves that all you have to do is convince them that you love them too – and/or believe they are as great as they think they are – and they are at your command!

* * * * *

We really do become so much like the people you work with and associate with.

- ✓ Spend more time with enthusiastic and super-ambitious people who are on fire!
- ✓ Get rid of the critics and naysayers in your life.
- ✓ Associate with people who are ambitious, super excited, and moving forward in positive areas. These people will lift you up! They will motivate and inspire you! They will help you move in a higher and better way!

#

**If you can measure something
– you can improve it.**

**You cannot manage
what you can't quantify.**

#

No does NOT mean no! It simply means that they don't know enough to say "YES!"

You must keep coming at them –
HEAD ON – FULL FORCE – all kinds
of different creative ways – until they
break the prospect down. Finally, the
prospect simply can't take it
anymore! All of their sales
resistance has been destroyed. Now
they are defenseless and naked...
Now they are open and ready to be sold!

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**Strive for
progress,
not perfection.**

**“I’d rather be prolific
than good!”**

**– *A famous marketer
who I will not name.***

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**A great attitude
comes from great
production!**

**Do MORE of the things that
make you feel good and your
attitude will improve! It
sounds so simple and it is!
So why can't more people
figure this out and still fewer
do it on a regular basis?**

You can't cost-cut your way to prosperity.

- * Many business owners spend way too much time focusing on cutting expenses. The problem: Whatever you focus on expands! The more expenses they cut – the more they want to cut. Then they keep cutting back until they don't have a business anymore!
- * Your main focus must ALWAYS be on increasing your sales and profits. Think offensively 70% of the time and defensively the other 30%. This will keep your focus where it must be to build your business and keep it super profitable.

Having to prove yourself is a form of weakness.

- You are coming from a place of feeling, thinking, and believing that you are not good enough... You are being ruled by your fears and insecurities.
- My main motivation for many years was to prove myself... I can see now that it was wrong. I felt unworthy inside. I was trying so damn hard to be “somebody” when I already was and just didn’t know it. People liked me because I was a major people-pleaser. In other words, I kissed a lot of ass because all of my worth in life came from what others thought of me.
- All of this was futile. It was futile in the FULLEST sense of the word.
- In the end, I did achieve some amazing things... with a lot of work and a great deal of help from many people... I made millions and developed some great skills. But that wasn’t enough. Remember, my motives were all screwed up! And in the end – the people I was trying so hard to impress were not impressed at all. Not even I was impressed.
- So why tell you all of this? What’s the moral of my story? Where’s the meaning? Or do I even have one?
- YES! Here it is: Ambition can be every bit as much of a curse as a blessing. It is often a cover-up for something else. The most ambitious people are often trying to fill needs that cannot even be filled. It’s never the money and/or power or fame they want – that’s for sure.

Bill Bartman's "10 STEPS to Setting Goals:"

STEP #1 – Make sure it is YOUR goal.

STEP #2 – DON'T call it a goal!

STEP #3 – Clearly IDENTIFY your promise.

STEP #4 – USE the tools around you.

STEP #5 – Create a PROMISE PLAN.

STEP #6 – REVIEW your promise plan on a regular basis.

STEP #7 – Tell yourself that you will SUCCEED.

STEP #8 – Tell OTHERS about your promises.

STEP #9 – ENVISION your results.

STEP #10 – START!

The best tips, tricks, and strategies in the world for getting all of the very best of everything this life has to offer will not do you any good unless you get started. You and you alone are responsible for your own destiny. At the end of the day – you are the reason you succeed and/or fail. You must accept this in the fullest way and then become determined to get started.

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**As time goes by, I keep
running into the same people.
Different faces and names,
but the exact same people!**

**This makes it so much easier to deal
with them! After all, I've already met
them 1,000 times before and I know
them better than they know themselves!**



**No one is waiting for
the guru at the bottom
of the mountain.**

- ✓ But they will pay BIG
BUCKS to struggle their
way to the top of the
mountain!
- ✓ Lesson: Do all you can to
restrict access to you.
Make them jump through
hoops to get to you and
they'll appreciate and
value you even more.

You don't have to have many years of experience to be an expert. All you have to do is be a little smarter than the people you want to sell to.

- > If you're a 5th grader, you want to sell to 4th graders.
- > You do not have to know too much more than the people you sell to. Consider this: All 4th graders look up to the kids in 5th grade! And yet, those same 4th-grade kids would be greatly intimidated by a 9th grader. Think about it! Being perceived as too much "higher" than your customers is never a good thing. The MORE of an expert they perceive you as – the more intimidated they will feel around you.
- > No matter how high you do eventually get, the best thing you can do is stay humble...tone it down...and make it easy for them to be comfortable around you. The more they can put themselves in your shoes, the greater of an inspiration you will be to them and the stronger the bonds will be between them and you.
- > People may respect "gurus" but they don't bond with them. And the more you can do to get people to bond with you, the more money they will continue to spend.
- > What are you doing to get more of the best prospective buyers in your market to bond with you?
- > How can you make them feel they know you?
- > How can you make them feel that you care deeply about them?

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**You'll never do great
things by focusing
on your limitations.**

Instead, you must channel all of
your energy into the possibilities.

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Make them feel it in their bones!

My friend Chris Hollinger is a wild and crazy entrepreneur who teaches people this great truth: “If it looks good, people will see it. If it sounds good, people will hear it. If it’s marketed well, people will buy it! But if it’s real, people will feel it!”

It’s up to us to make the prospects so convinced in whatever we’re selling that they don’t just believe it – they feel it! The truly great salespeople leave no doubts in their prospects’ minds.

• • • • •

**Always assume that
no prospect EVER
believes a word you say!**

**Overcoming this negative
premise is the secret to
achieving a positive result!**

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It's NEVER about the money.

The highest-qualified prospects
almost never think about price...
and when they do it's at the bottom
of their list of priorities.

Most sales are lost over objections
that the prospect never tells you
about. They simply don't have enough
confidence that your product or
service is the right one for them. If it
is more expensive – they are not
convinced that the added advantages
they will get are worth the extra
money you are charging. *It's up to you
to convince them!*

FORWARD HO!

All growth is 3 steps forward and 2 steps back. *Hang in there...* The most important things are:

1. Are you moving forward in the direction of your dreams?
2. Are you giving it your best today? (Yesterday does not matter anymore.)
3. Are you trying hard, but giving yourself a break every now and then? (You must see yourself with kind eyes.)

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The more they buy... THE MORE THEY BUY!

- A customer who buys from you twice is twice as likely to buy from you again! And a customer that buys from you 10 times is 10 times more likely to buy from you again! The more stuff you sell to them – the better customers they become!
- Customers become BONDED TO YOU after they do a large enough amount of business with you. The more they buy from you today, the more stuff they'll buy from you in the future. And for the most part, they'll always buy far more than you offer to them.

“The average man does not want to be free. He simply wants to be safe.”

– Helen Keller

Our obsessive need for safety... security... approval... and power is the source of all of our unhappiness.

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I started my first business in December of 1985 because I wanted to be free! Yes, my primary motivation was to live my own life my way... To call my own shots... To do my own thing... To be completely independent and totally free!

- But now I can see that a lot of this “freedom” I was searching for was actually very immature. I was like the little kid who wants to run away from home when he doesn’t get his way. I hated my job... hated every boss I ever worked for... hated authority of every kind... and was trying so hard to run away from all of that – and create my own world.
- It took me 20 years and a great deal of self-reflection to see this.
- These days I realize and accept the fact that with freedom comes great responsibility. Nowhere is this more true than in becoming fully self-employed and building a profitable business.

Are you in it to win it?

- ✓ Or are you only playing not to lose?
- ✓ Are you really going for it? Are you in it with all your heart and soul? Are you fully sold and 100% committed? Are you willing to do whatever it takes? Do you really believe that you can and will win in the biggest way?
- ✓ If you're not getting the results you want or feel you could be getting – then there's a good chance that the problem is you and your level of belief, determination, commitment, and willingness to do whatever it takes (regardless of the cost) to win.
- ✓ People who are on top of their game can easily see this and will admit to it all day long. Those who are struggling will fight the idea that they are the #1 cause of their struggle.
- ✓ Which camp are you in? If you're a veteran, then you've probably spent a lot of time in both camps.
- ✓ The fact that you and you alone are 100% responsible for the results you're getting is not an easy idea to accept – especially during the extremely difficult periods. But you must accept this very simple idea – if you are truly committed to achieving your biggest goals, dreams, and desires. There is no other way; stop looking for one. It does not exist.

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Marketing: The attracting
and retaining of the very
best prospective buyers for
maximum profitability is a
process and never an event.

**You learn... grow... adapt...
and roll with the changes.**

+ + + + +

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“You’re never going to be a really good professional speaker until you’ve been in a number of really bad speaking situations.”

– Jim Cathcart

- When it comes to your own personal development – it’s the hard times that count the most. The good times are not that good. You must willingly put yourself through as many “BAD” situations as possible... to develop your skills. You gotta walk through the fire!
- Very few people actually enjoy the most difficult periods... and yet these are the times of the greatest growth. Working through these terrible times makes you stronger and wiser. It is the secret to developing yourself in the fullest way.

A simple 3-step formula to quickly develop any sales presentation:

1. Come up with your 3 BEST SELLING POINTS. What are the top 3 reasons why they must buy what you sell? What are your 3 biggest benefits that they love more than all the others? Think! Start with the longest list you can come up with and boil it down to the top three items.
2. Find and develop 3 EXCITING STORIES that help your best prospective buyers fully understand the importance of each one of your top 3 benefits. Find the stories that your best prospective buyers can relate to the most. Find the ones that specifically deal with your 3 BEST SELLING POINTS in the most powerful way. Spend some quality time working on these stories. Try to find ways to dramatize them and make them much more interesting.
3. SPECIFIC CALL TO ACTION! Create the strongest... most compelling... and most urgent reason why they must take action NOW! You must not only tell them exactly what you want them to do, but you must tell them why it is so important for them to do it!

The secret to this formula comes from all the work you put into it. The more preparation, the better. The art of salesmanship is making it all sound so easy and so natural... But the secret is all the work you do to prepare in advance.

During hard times
almost all of us must
work twice as hard for
half the money...

Deal with it!

You must be willing to do
and keep doing whatever it
takes for as long as it takes.

**Almost all of McDonalds'
major innovations came
from its franchisees.**

Most of the ideas for new projects that Ray Kroc came up with failed! It was the person on the front line – with their life on the line – who came up with most of the greatest product ideas.

**“Money is the only thing that
motivates people.”**

*Jeff Skilling, former
president of Enron*

- Now rotting away in prison.
- Be careful... Be very careful!
Some wise man once said,
“When money is your master –
you are doomed to die a fate
worse than 1,000 deaths.”
(Actually, I just made that quote
up in my head – but doesn’t it
sound good?)
- You get the message, right? *GOOD!*

Just say “No!” to doom and gloom!

- * You must TUNE OUT all of the “doom and gloomers” who want to convince you that everything is terrible! Those people are always wrong! They’re totally focused on the problems and never the solutions.
- * Remember this: What you focus on EXPANDS! That’s why you must focus on the solutions.
- * Does this mean you should bury your head in the sand and ignore the problems? No! Only a fool does that – and you’re no fool, right? RIGHT!
- * You cannot ignore the problems. You must do everything within your power to solve them. That means facing them with courage instead of fear. It means keeping your eyes wide open... being honest with yourself about the situation... looking for the things you can change... and then setting out to change the things you can.

Persistence is the one key factor that separates those who consistently achieve phenomenal success from all the others.

- It sounds simple, because it is! And yet, it works like magic!
- Bottom line: You must be like one of those mean little bulldogs that grabs a hold of their pants and refuses to let go!
- There is some REAL SCIENTIFIC PROOF that it pays to be persistent. One study discovered that after four attempts you have a 20% success ratio.
- After four more attempts you have a 50% chance of achieving your outcome.
- And after four more – you get a 70% chance of success!
- And 3 more attempts gives you a 90% success rate!
- Bottom line: Persistence is the key to winning big! And yet, most people give up way too soon. In fact, as many as 80% quit after their FIRST attempt!
- All of the best salespeople and marketers are persistent. We don't give up! Once we are convinced that we have a really good prospective buyer, we do not let go! We stay after them! We crank up the pressure! We keep coming at them in as many different ways as we possibly can. We refuse to accept “no” for an answer!
- Refusing to accept “no” for an answer SEPARATES you from everyone else. The secret is to come at the prospective buyer in as many different ways as you possibly can – but always do it from the position that you have something they really want that can make a dramatic difference in their lives. You're never trying to “get” something from them – you're always trying to give them what you know for a fact will give them something they really want.
- Keep finding fresh, new, and creative ways to keep the pressure on!
- Remember: 90% succeed after the 15th attempt, and yet 80% quit after the first attempt. Which group will you be in?

**When your goals are right –
you will never need an alarm
clock to get out of bed.**

You'll be FIRED UP and ready to go!

You'll be motivated to do whatever
it takes to make it happen!

**You're only as
good as your word.**

**Promise more – then
keep your promises.**

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**If every possible objection
must be overcome –
then nothing worthwhile
will ever be done.**

**Go big and bold! Always
forward... never backwards...
and figure it out as you go!**

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Work in spurts!

One of the secrets to my own high level of productivity is the simple, but powerful, fact that I do most of my work in short bursts of high intensity!

I catch myself on fire... and then I burn brightly for these brief periods. The larger projects become strings of as many of these smaller pieces that are stitched together.

* * * * *

Remember this:

**There are other
people who love to
do what you hate.**

**Let them do it! Why not?
Why can't you? You can!**

So do it now!

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Robert B. Cialdini's
6 “Weapons of Influence”:

1. **Reciprocity** – People tend to return a favor.
2. **Commitment and Consistency** – If people commit, verbally or in writing, they are more likely to follow through.
3. **Social Proof** – People will do things that they see other people are doing.
4. **Authority** – People will tend to obey authority figures.
5. **Liking** – People are easily persuaded by other people that they like.
6. **Scarcity** – Perceived scarcity will generate demand.

**The tiger fails to
catch his prey
95% of the time...**

**And yet lives like
a king on the 5%
he does catch!**

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Another Einstein breakthrough:

“The problems of today cannot be solved with the same thinking with which they were created.”

- > *Brilliant!*
- > Most people will agree that this is a brilliant quote – until you tell them to apply it to their own life. For example, if their business is struggling – most people would hate to admit that the problems behind their struggling business had ANYTHING to do with their thinking process. And yet, it does.
- > In order to solve your own business problems – you must take your thinking to a higher level.

**“Folks are about as
happy as they make up
their minds to be.”**

– *Abraham Lincoln*

**Bottom line: You and you
alone create your happiness.**

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Most people spend their entire life following the herd.

- ✓ They never think and act for themselves.
- ✓ They never take any major risks.
- ✓ They are consumed with their fears.
- ✓ They are terrified that they might fail – so they never give it everything they had.

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**People will always do
things for **THEIR**
reasons – never YOURS!**

**Forget about yourself and
only care about and/or
communicate the things that
are most important to them.**

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**Heavy competition leads
to massive innovation!**

Bring it on, baby!

**In the end, everyone wins
(except for those who
won't rise to the challenge).**

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**The secret to
staying young:**

**You don't stop playing
because you grow old...
You grow old because
you stopped playing.
SO NEVER STOP!**

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See YOURSELF as a product on
the shelf of a busy supermarket!

Why would they want to pick
YOU and then keep picking
YOU every time they shop?

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**You can't connect
the dots *until you*
collect the dots!**

**Learn the basics first!
Don't try to figure too
many things out too fast.**

Mark Victor Hansen said
he got rejected 144 different
times before a publisher
said “YES!” to the first
Chicken Soup for the Soul
books. Now they’ve sold
more than 100 million books!

Imagine all the jealous
people who say that Mark
and his business partner,
Jack Canfield, got lucky.

“In times of change – the learners will inherit the world.”

– *Eric Hoffer*

He also said that in order to learn anything, it requires a certain degree of confidence. If we have too little confidence, we are AFRAID to learn because we don't think we can. And if we have too much confidence – we don't think we need to learn.

Here's a great poem from
Hyrum Smith:

“There is no chance,
no destiny, no fate
that can circumvent,
or hinder, or control
the firm resolve of
a determined soul.”

No matter what – let nothing
stop you! *That's what
commitment is!*

What is your EvE ratio?

- EvE is an acronym for the ratio of Education versus Entertainment that you have in your life.
- The dollars you spend on Education versus Entertainment.
- The time you spend on Education versus Entertainment.
- Bottom line: Most people simply want to be entertained! Education is boring! Entertainment is fun and exciting!
- And yet, the people who make it in the BIGGEST WAY are the ones who recognize the value of continual education and have a solid program for learning on a daily basis.
- What is your EvE ratio? Just figure out how much time and money you spend on all forms of entertainment, such as: television, movies, sporting events, dinners, surfing the Internet, reading fiction or other books that don't educate, etc..
- Add up the money and hours you spend on all forms of entertainment. If you're like me, you will be SHOCKED!
- Yes, once I really thought about all of this – I was shocked! But that's not all – I was also very disappointed with myself. You see, the #1 goal of entertainment is "comfort" and I know the dangers in too much comfort.
- Bottom line: We are not here to sit on our asses and be entertained! In fact, this is the #1 recipe for a wasted life! And yet, when I did some soul searching and tested my own EvE ratio – I saw that I was putting in way too much time and energy into entertainment versus education. I was guilty of this terrible habit and did not even realize it in the fullest way. This was SHOCKING to me because I know better!

All selling is manipulation.

Manipulation is a bad word these days. Nobody wants to think of themselves as a manipulator. When we think of that type of person – we always think of a con man or criminal who cheats, lies, steals, and even kills. No wonder nobody wants to be thought of as a manipulator!

But study the word “manipulate” and you’ll see that it’s not that bad. My dictionary defines it as: “To manage or influence skillfully – especially in an unfair manner.” Well, that’s what selling is all about... especially in an overcrowded marketplace where so many people are fighting hard to get the prospect to give up their money.

What is your war?

- I'm reading this great book, "A Terrible Glory" by James Donovan. It's the story of General George Armstrong Custer and the last great battle of the American West. *What an amazing story!*
- Anyway, I get to page 47 and one sentence jumped off the page and struck me like a bolt of lightning! James was talking about the qualities of George Custer during the Civil War when he said, "He had come to love battle as few other men did. Armstrong Custer felt truly happy, truly alive, only in war. He had found his calling, and he was damn good at it."
- That sentence electrified me! Why? Because one of my favorite metaphors for business and marketing is warfare. To me, every day is a battle that must be won! There are all kinds of opposing forces that can destroy us... unless we fight and keep fighting!

< < < < < < < > > > > > > >

All businesses eventually fail.

Everything ends.

Just remember that from time
to time so you don't take
yourself too damn seriously.

< < < < < < < > > > > > > >

**“Nobody will ever tattoo the
‘Taco Bell’ logo on their body!”**

– Dan Clark

- Dan talks about the fact that many people feel so connected with the “Harley Davidson” motorcycle brand that they tattoo it on their various body parts! Imagine that! Imagine how it would feel if your customers loved your product or service so much that they tattooed it on their body. Wouldn’t that be wild!” YES, it would! And yet, our sales and profits are dependent on making people feel totally connected to our companies and the things we sell. There is nothing that you can ever do to make people want to tattoo your company logo on their body, but what if you could? What would you have to do to get your customers so fired up and so in love with what you’re offering to make them want to permanently tattoo your logo on their body?
- I know there’s absolutely nothing you can do short of knocking them out with a powerful tranquilizer – but what if you could do it? What would it take? What would you have to do to make them love whatever you’re selling so much that they would be willing to tattoo your logo or the name of your product or service on their body?
- One more thing: WILL YOU DO IT? Will you fall in love enough with your own offering to tattoo it on your own body? If not, why?

The right stories hypnotize your prospects!

- > Yes, tell the right story in the right way and you will sneak your sales message right underneath their wall of resistance to buy.
- > People love a good story! There is something irresistible when someone enthusiastically says: “Hey, the funniest thing just happened to me and you are going to love it!” or “I’ve been dying to tell someone about this!”
- > When someone presents us with this kind of message in an eager way – we will drop everything we are doing and give them our full attention!
- > The bottom line: Tell more stories!
- > But not just ANY story... Think as hard and deep as you can to find a way to create the most exciting stories that link up in the most direct ways with the biggest benefits you offer.
- > There are selling messages that you can make in a story format that you could not make in a straightforward sales pitch. This is the secret that lets you deliver your most powerful sales presentation without them even knowing it! Your story ends and they are suddenly half-sold!

Very few people want
to learn anything.

STOP taking your business for granted.

- * It's so easy for those of us who have been self-employed for any length of time to forget just how special this really is.
- * We forget about all of the reasons we wanted to be self-employed.
- * We forget about how excited and passionate we used to be about our businesses and why.
- * We forget that we hold the power to fall completely head-over-heels in love with our businesses all over again!
- * We forget that being self-employed is a privilege and blessing!
- * We forget about ALL of these things. How do I know? Easy: Because sometimes all we do is bitch, moan, and complain!
- * Yes, sometimes a group of entrepreneurs and business owners get together and do nothing but talk about all of the problems, pain, and disappointments.
- * It's enough to make me sick! Wait a minute – it does make me sick!
- * Here we are – living in the greatest nation in history – enjoying the privilege of being able to start with nothing and then turn it into enough money so we can have the very best of everything that money can buy... and all we do at times is whine, cry, bitch, moan, and complain.
- * What fools we can be.
- * Being in business for yourself is the greatest honor in the world.
- * It is something you should hold in the highest regard.
- * You should be proud to be in business for yourself.
- * This is the most noble of all professions!

Money does make you happy!

All the people who say that money doesn't buy happiness are wrong. IT DOES! But it only buys a little happiness for a little time. *That's it.* There is no long-term happiness from having money. Sorry.

Ralph Waldo Emerson said that “To be great is to be misunderstood.” I have always loved this quote because I am an egomaniac! I’m sure other egomaniacs also have no problem believing in their own greatness!

But beyond all of this foolishness is a REAL REASON why great people are misunderstood: It is their level of commitment. They are so fully committed to what they are doing that other people just don’t get it. In fact, other “normal” people think of super-successful people as “obsessive” or “compulsive” or “fanatical” or “unreasonable.” Why? Because they are fully committed and engaged in all they are doing in an attempt to achieve their biggest goals and dreams.

Successful people are misunderstood because they throw their entire selves into everything they do. They don’t know when to stop! Other people take one look at all of the things they are doing and think they are being totally unreasonable in every way! There must be something wrong with these people – because “they’re totally obsessed with what they’re doing and won’t stop!” Or, they are “totally out of balance.” But what normal people see as abnormal is bullshit! These super-successful people are simply paying the price they must pay to achieve the things that they want the most.

✓ ✓ ✓ ✓ ✓

Problems are messages.

**But oftentimes we cannot
see what these message are
because we are too busy
looking at the specific
problem instead of all the
things that are behind it.**

✓ ✓ ✓ ✓ ✓

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Expect less!

- Business can be one heartbreak after another. These heartbreaks can add up and crush your passion and creative powers – if you let them. SO DON'T!
- I used to get my heart broken a lot – until I began to expect less! Yes, I have set the barriers of what it takes to be fully happy with my business very low. Because of this – even a small step is enough of a reason for major celebration!
- This is a radical idea that works! And like everything else I teach – it's so simple! All it takes is a simple decision to be fully satisfied with less and less. That's it! Do this and you will have the power! Now every day above ground can be a good day! Now you will see the beauty of even the smallest things! You will stop being so damn hard on yourself and everyone around you and start experiencing the true joy of your life and business!

The Internet rocks... literally!

- > Like so many older people – I spent years being critical of the sudden changes the Internet has brought. I found many things wrong. This amazing technology has turned the entire world upside down! Nothing will ever be the same as it was EVER AGAIN!
- > You can like this or hate it. Your choice. It ain't gonna change a damn thing. There is no going back – or is there? With all of the millions of choices available through the Internet – I found an Internet-only radio station that only plays new wave modern rock songs from the year 1983!!!! Something that fragmented and niche-based would NEVER be possible without this incredible life-changing technology!
- > The Internet has and is opening new doors that were NEVER open before. It is breaking up small markets into even smaller pieces! This is the ultimate tool for human empowerment!
- > There is no going back – but when you weigh it all out – why would anyone want to? After all – the 'good old days' were really not all that good. There was plenty of bad back then – just like now. The only difference: It wasn't piped into our lives through continuous 24-hour news feeds.

**You really can change almost
anything in your life IF YOU
WANT TO BADLY ENOUGH.**

- *The problem is you don't want to badly enough!*
- YES, it's true! Change has nothing to do with your ability to do it. It has everything to do with how motivated and driven you are.
- So get more motivated! Put yourself into some pain and fight your way out!
- Do whatever it takes to motivate yourself to take more of the actions you know you must take:
 1. Know what you want the most.
 2. Know the main things you must do to get it.
 3. Have enough compelling reasons to get yourself to take consistent action and follow through.
- It's so damn simple, isn't it?

Traffic scam!

Traffic, traffic, traffic! Everyone wants more traffic to their website.

Why? Because they are scammed into believing – although it is a very easy sale – that more traffic means more money. NONSENSE! More traffic only means more money if and when a prospective buyer has done something substantial to prove that they are very serious.

Without that... they might go to your site and bite on some free offer, but they are worthless.

You are your business.

- Experience can teach you many things – if you wake up and pay attention. For example, I see the same patterns repeating themselves over and over again. The people and companies that are doing well continue to do well, and those that struggle and suffer continue on their path.
- *Why is this?*
- One good reason is the simple fact that every business is a reflection of the people behind it. No exceptions and whatever strengths and weaknesses those people possess will be the strengths and weaknesses of the business itself.
- Sound too simplistic? Maybe. But it's not! And the more you think about this simple principle, the more you will see how true it is.
- Carry this idea forward and you'll see: if your business is struggling – *the person you must point to is yourself!* Nobody likes that... We do not mind taking all the credit when things are good – but nobody wants to accept the blame when things go bad.
- You must work on yourself even harder than you work on your business!

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