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Intro

When I got started on the internet several years ago everything seemed like code. “Joint Venture” sounded like a drug deal. “HTML” hinted to HELL (and soon I found they were very similar). “Opt-In” brought to mind some version of poker where you continually throw money in the pot and get nothing in return. Unfortunately, many find their online experience dancing the Mambo with that last thought.

Like thousands upon thousands of others I started buying **every** resource available to cut the learning curve. You might want a list of the resources, but its way too embarrassing to list everything I’ve bought or tried in an effort to become “successful.” Take my word for it, I have purchased a couple of hundred ebooks and studied them endlessly, signed up for hundred of ezines and downloaded their free giveaways, wasted money on terrible products without being able to get refunded, purchased web addresses on a whim; you name it and I’ve probably tried it.

Get this – there is no lack of information. No one is hiding the secret to building a huge opt-in list. Copywriting courses fill every corner of the web. Traffic secrets abound.

There must be something more than just information that makes the difference. Something more than marketing techniques contribute to making gobs of money.

And there is something more. Much more.

Because of my hyperactive nature I don’t always clue in too tightly, Mark Thompson, however, has a keen sense of discernment. When launching a new product I sent an email to one of the top names online. He was very receptive. I forwarded the email to Mark letting him know of the possible goldmine. He sent an email back, “He likes your stuff, but more importantly he likes you as a person.”

What? I didn’t read that anywhere in the email I received from the “guru.” Mark could tell by the wording and energy of the email.

Mark here. It’s true. But it’s not what you may think. I’m not a fortune teller, a palm reader or a prophet. I could tell by the energy in the email. The

writing screamed, “Paul, I think you’re a great guy! I’d like to talk more with you.” You know what? I was right.

Discernment is a great gift. However, I’m not going to tell you that you have to learn discernment. But you are very capable of the energy you put in your writings. When you write your product, copy, a letter to your grandmother, or whatever, there is a definite energy. This energy is extremely important.

But before this starts sounding like its own secret code you need to break, just know for now energy in your writing is a significant key to online success.

Cracking the Code has little to do with *what* you do, it’s concerned with *how* you do it. We uncovered 22 crucial principles flowing through the lives of the successful.

Here’s how it lays out...

Each chapter taps into a Code Word for that section, such as YOUUnique in chapter 3. Even though it’s a play on words, the capitalized part of each word – in this case YOU - is the focus. It’s the foundation of the principle. Next, the term is explained. Then “the code” is given. This is how the concept takes root in you. Finally, the chapter concludes with a real life example (or dead example, but he or she made such an impact their life lives on after them) of someone who is principle proof. That does not mean that he/she doesn’t crack the code in several – if not all – of the areas, but you can’t miss this aspect flowing out of their lives.

This book talks about the principles, but the **Code Section** is where you will apply the concepts to your life. Don’t be the person who loves to optimize his web pages, but fails to optimize his life!

purPOSE

The Value of Life

“Why am I here?”

That question creates more mid-life crises than any other. There comes a time when we all question our purpose. What value do we have? What lasting mark will we leave?

purPOSE lets you pose. When a golfer hits a great shot he holds the finish; he poses. A gymnast does the same. As does anyone who completes, or competes with excellence.

Successful lives are filled with poses. Not arrogant, “Look what I did that you didn’t,” but a sense of succeeding in a way that delivers value to yourself and others. Many know early on in life what their life contribution will be, while others do not discover it until their 60’s or 70’s.

In general your purpose, and mine, is to create value - to make people better through our products and services. The result will possibly be wealth, but without a doubt purpose will be achieved.

No matter where you are or what you do you can be a positive gift to the lives of those around you. But for most of us that isn’t enough. We want to know our specific role, our specific all enveloping purpose. But before getting to finding your specific purPOSE let’s look at some myths.

Myths of purPOSE

Myth #1: One Purpose for Life

There is not a single purpose for your life. Your purpose for this year may be radically different from the one you’ll have five years from now. Don’t buy into the belief that there is only ONE sum of your life. For every Martin Luther King, Jr. there have been millions of people who lived their purposed lives out of the spotlight, but they were still very needed.

Myth #2: Gargantuan Purpose

You do not have to build an orphanage in Zimbabwe to contribute to society. When speaking about purpose, grandiose ideas enter our minds. Mother Teresa comes to mind and we assume we need to move to a Calcutta leper colony to live with meaning.

Not true. If you feel led to that type of life, fine. But if not, fine. Just don't think that a purpose has to be huge to be necessary.

Myth #3: Menial Can't Be Purposeful

People look at their careers and think, "I'm only a high school janitor, what possible good can I do?" We've got to focus beyond our careers or any tasks. Forget about tasks and "work." Think about influence and impact.

A janitor who touches the life of failing kid who then turned his life around and became a CEO, well, would we say the custodian has no purpose? No way! We'd think, "If it wasn't for a janitor who cared enough about someone everyone else wrote off we'd never have this great company."

Instead of thinking that your menial tasked life is unimportant, start considering all the ways you impact people personally outside of your "job."

Myth #4: The Purpose of Money

Don't confuse a desire with a purpose. You may desire millions of dollars, but is that why you're here?

Wealth is a result of purpose. Yes, some people get rich and don't have purpose, but I'm tying contentment into the definition as well. People who become wealthy as a product of their purpose live the best lives.

People of purPOSE

There are four main categories or types of people with purpose. Here's a note: purPOSE is not always positive although we tend to define it that way. Its life contribution and everyone does not contribute in a positive manner.

The following descriptions are not exhaustive. You'll need to expand them in your mind. They start a thought or concept and you can take it as far as you wish with your own thinking.

The Parasites.

Parasites make it their purpose to use others for their benefit. Their goal is to become full while deliberately leaving others empty.

This group tries to get by and stay alive by living off others, whether it's the dope dealer, or a family having another baby to get additional welfare money, or the internet marketer attempting to con the next buyer.

The abuser hurts others to make himself feel stronger. The rapist takes from others so he can feel in control. The con man tricks people into buying in his best interests not the client's. The insider trader feeds his ego and tries to skirt the system. The CEO who belittles his employees to build himself up.

Does anyone **use you** for his or her purpose? Who makes you feel empty? Have you ever made anyone feel empty?

The Survivor.

Survivors want to make ends meet and they are satisfied. "You live your life and I'll live mine" is their motto and creed.

That sounds nice and safe, but no value is given or received. A survivor works for the weekend, or just to get a case of beer Friday night, or to do their thing the way they want. Apathy stains them. They are extremely dissatisfied with life and think if they could get one break then everything would turn around. Conflict or bad circumstances wait around every turn of life.

The Marker.

This group wants to make a mark by making a difference. They seek to impact the lives of those around them in a positive way.

It's the single mom who wants to be the best mother to her children; the teacher who loves her classes; the CEO who takes his company to the top of the fortune 500; the online marketer that everyone wants to emulate.

You might think that a single mom cannot be compared to a top-level executive, but if both are living with positive purpose they can, and should be compared.

Most people of purpose live on this level and it's a great existence.

The Legacy.

Legacy people forge a memory and impact that lasts far beyond their lives – again not all are positive. Martin Luther, Bill Gates, Mother Teresa, Hitler...

Here's a common thread. People with evil purposes want to be remembered. People with positive legacies never intended to become known, but somehow stake a claim in history.

Choose Your purPOSE

Is your purPOSE dictated or created? I can't argue that some people seem to have a specific call on their life. They cannot escape their destiny and they keep returning to a predetermined path. You'll hear comments like, "From an early age I knew this is what I was supposed to do."

Dictated

Is that you? Is there something you KNOW you're supposed to contribute? You've sensed it all your life? You've known from an early age the outcome of your existence?

Most people don't. The majority of successful people discover their destiny; they uncover their influence. It usually comes through an "Aha!" moment. That's an internal trigger that connects you and your purpose, and it's not a whim. A true "Aha!" does not lead to a month of "This is it!" it leads to a life of growth.

My (Paul) moment came in my early 20's. I knew I wanted to make a difference, but didn't know how. So I took a mental walk through my life to see what I had contributed so far. I could make people laugh, make them feel like they could do anything, also I could make them feel like they could do nothing, fast processor, visually oriented, low threshold for long term focus, loved short projects filled with value. Everything went back to communication. Speaking, writing, designing, etc., so that's where I began spending my time. But those things weren't my purpose - what flowed out from those activities determined purpose. And it all boiled down to living and helping others live valuable lives. Everything I wrote, spoke about, or designed contained that element.

Here's a test for the validity of a dictated purpose: Do you feel it would be wrong NOT to pursue it? This type of purpose is not optional. Is there anything within you that feels like you may be abandoning what you're supposed to be doing with your life?

Created

While some successful people feel they were led to their contribution, others chose it. That's fine as well.

One of the purposes I chose was to help public speakers become the best they can. I'm not wrong for pursuing it or not pursuing it. It helps people discover their value and share it with others so they in turn become valuable.

I (Mark) have more of a chosen purpose. I have had what some may call a challenging past. I call it preparation. There are millions of people who feel they have little worth. Tons of individuals live through others and have no sense of self. When people do this, they program themselves in a lack mindset.

By lack I mean they basically sell themselves short. The real life they could live is just waiting in reserve. I have chosen to show these individuals how they have got to where they are and help them pull themselves out.

By understanding what they have been through, what they have been telling themselves and understanding how to change, more people can experience life as it was meant to be experienced. Life is meant to be juicy. Life is meant to be lived in love. Life is meant to be abundant.

I could have chosen not to share my experience and help others but I chose to give others the chance to live a life of more. Mine was not so much a calling as it was a chance to give to others.

Is there a direction you would like to take? A contribution you would like to make? Would you like to dedicate yourself to becoming #1 in your field? Would you like to write a book or create a website that delivers value in a way you would be proud of? Is there some avenue to pursue that you could pose with the outcome and results?

The purPOSE Code

Positive Pattern – Passion – Pose

Positive Pattern

Look back over your life. Where do you find yourself contributing time after time? Examine the past for positive, not negative patterns. Where do you spot periods where you blessed people? When did they become better, not bitter, for being around you? What have people said to you to prove you have made a positive impact?

Passion

We'll discuss [passiON](#) in a different context later, for now it will relate to a burden. Is there anything you have a burden to see happen? What in relation to helping others keeps you up at night? What do you dream about? This has nothing to do with what you want for yourself, but what you want for others.

Pose

Can you pose each time your purpose comes about? When you help someone through your dictated or created life achievement do you feel proud (not arrogant)? When people tell you what you mean to them do you feel complete? Do you feel honest satisfaction for having done what you knew was needed to make a life better? Would you like others to mention what you do and how you do it and you feel pride and absolutely no shame?

Living the Code: John Maxwell

John fulfills his purpose through high integrity leadership training. He can't escape it. There are business people who create a company because they want to, and there are those who create it because they have to. John is the latter. When you read his books and participate in his seminars you realize that he is living his patterned, passionate purpose. Even though he is nowhere near finished, he can easily step back and pose with the value he has created in others.

believe

“I”

A struggling new-to-the-net entrepreneur called for some advice. He told me about trying affiliate marketing, multi-level-marketing, and failed at both. Now he wanted to try to create his own product based on his area of expertise. The research proved the market existed for the project.

Immediately I said, “This is some great stuff. Although a few people work in this field you could become #1 and create online dominance.

The reply shocked me, “Oh, no I don’t want to do that. I don’t think I could. I just want to make enough to pay a few extra bills.”

End of conversation.

The guy failed the first test of success – you’ve gotta believe. Believe BIG. There’s nothing wrong with just making enough to pay a little extra on your bills or for a car payment, but the minds of leaders would never think of something so small.

Tell the truth. You don’t want to buy from someone with that mentality. What do you think when buying: “Poor fellow. He’s just trying to make a living, I think I’ll help” –or- “Wow! He/She made \$45,345.89 last month. That’s who I want to learn from!”?

“I”

“I” positions itself in the middle of believe. Smack dab in the middle. Not “them,” or “He,” or “She,” but “I.”

“I” doesn’t expect a break or a chance, which flows throughout the net. “If only someone would give me a chance.” “Just one break. Just one. Then I’d be on my way.”

Success grows from interdependence, not co-dependence.

Interdependence says you know the goal comes through helping others, and they help you in return.

Co-dependence says, “Help me first. You won’t regret it. Give me a chance to prove myself by providing access to your resources, then I’ll pay you back!”

Top achievers realize the bottom line depends on them. No breaks. No excuses. Even if no one will lend a hand, and no one else believes, they will make it on their own. They know it because they believe it! They plan to make a dramatic difference. They know their contribution will produce massive results in terms of money, value, and betterment.

Maybe that sounds like some “fake it till you make it” crap. It’s not. The average person talks himself out of dream, desires, and goals because “I can’t.”

I know a person who was going to start a tutoring center. She is a teacher and has two Master’s Degrees in the field of education. Great credentials. She had a dream. She had a desire to help students excel in school. Her passion is teaching and helping children learn.

Coaching her on each step of how to start this dream was not enough. Showing her how it could grow into several different facilities around the city didn’t work. She talked herself out of her dream. She killed her thoughts of serving to success. But she didn’t do it on a conscious level.

Her dreams have not been realized yet. She killed it from inaction. She talked herself out of even trying because of the “what if...” mentality. Maybe she didn’t believe in herself. Maybe she just didn’t have enough passion. The truth of the matter is she is the only person who could make it happen. No breaks. No excuses. No one else.

Silent “I”

The “I” in believe is silent. That’s another peak characteristic. Successful people are not always saying, “I just...” “You won’t believe what I did...” Instead, their actions speak and create a living testimony of the “I” concept in their lives.

Lately a rash of the brash has flooded the net. Look around and you’ll see things like, “Well pal, keep doing business that way. I’ll dust you. In five years you’ll remember this day when I’m a success and you’re working at a used car lot.” Don’t you wish the Jr. High marketers would pick up their jacks and go home?

Haven’t you picked up on the obvious absence of the 300k+ club in the forums and other communication venues? While others chew on the latest forum post, the money makers go about their business. They throw in a comment here and there, but they never boast or tell anyone how great they are compared to someone else. That’s silent “I” in action.

The believe Code:

To make it don't fake it; start believing.

Ownership.

Belief begins with ownership. Take responsibility for your thoughts and actions. Stop blindly duplicating the latest craze. Continue to learn and grow then adapt it to your circumstances.

How many premiere success people have called you for advice? Zero? They don't call or email because they own their stuff, they don't have to check it out. They don't ask for a copy critiques, free handouts, or breaks. And they don't make excuses. If something fails they shoulder the blame, make corrections, and reapply.

Take Ownership by: Refusing to blame anyone other than yourself. Eliminate excuses.

Clarity

Sometimes I call this cl**AI**Rity. Start breathing your dream. Do you remember your first bike ride? First kiss? First dollar? First victory? We often remember the best in life and see it vividly. Can you see your success vividly?

Many would-be experts suffer from dream asthma. Ask about their goals and they start coughing, wheezing, and talking in vague wisps of incoherence. Below the surface clarity escapes them.

Gain clarity by: Feeling your dreams. Feel the fortune. Feel the customer base. Feel the testimonials. It's nice to be able to picture success, but can you feel it? When you see it and feel it do you just know it's going to happen?

Once you feel it you maintain that clarity by staying focused. You don't see or feel it once, you experience it over and over again many times a day.

Influencers

When "I" becomes central who and what influence you takes on a new role. Without "I" anything can and will enter your life. But once you own your beliefs and possess clarity, your sphere of influence changes.

First, you choose the impact of uncontrollable influences. When someone says to me, "Paul, that will never work. You're crazy." My initial reaction is "What an idiot, I don't have time for this." I'm not trying to be mean, and I don't say that out loud. I immediately send a message to my mind to negate the negative message. "Can't do it = Idiot." When someone says, "Whoa.

Awesome concept." I think, "Wow! I like this person. She must be a genius." My subconscious gets this message "Awesome concept = Genius."

Second, make a conscious decision on controllable influencers. You get to choose what websites you visit, books you read, tapes you learn from, etc. Be picky when deciding what enters your mind by choice. Before watching television, or buying a resource ask yourself, "How is this going to contribute to my belief in what I'm working toward?"

Third, keep an open mind. So many people stifle lessons in life by cutting off any new ideas, concepts or material. Don't get me wrong. I'm not saying compromise your convictions. You can accept and learn from other areas than you are used to. Just learn to work within what you stand for. In fact, some of the most powerful influences that will have the most profound impact on your life may come from places you never dreamed of. Be open to them.

Living the Code: Napoleon Hill

You've probably read Think and Grow Rich several times – at least I hope so. Napoleon was commissioned by Andrew Carnegie to determine the characteristics that flowed through the lives of those who were successful. Having read and listened to volumes of Hill's works one thought kept returning to me. Napoleon believed in people. He believed in changing lives, and he makes you believe you can have everything he writes and speaks about.

YOUnique

YOU are Your USP.

It's not about the product, it's about YOU. Maybe that sounds odd. So much emphasis goes toward the product, web copy, automating transactions, etc. that a key ingredient gets dismissed – you.

Dan Kennedy defines USP – Unique Selling Proposition – like this, “Why should I choose your business/product/service versus any/every other competitive option available to me?”

Bottom line. In an area of similar options **you** will be the reason people choose. If they like, are impressed with, or trust someone else more...even if that person offers a weaker resource...you lose.

Technically we say people don't buy a book, they buy a solution to their problem. However, unless a miraculous answer hides in your pages or recording, or consulting, people will NOT buy if they don't like you. Forget customers buying even a solution – they buy **your** solution. They want to read or listen to **your** perspective. They bought because **you** have the answer.

If you think you can exempt yourself from the process you're wrong. Dead wrong. Poorhouse wrong.

You might be thinking, “But I don't have a great personality, and I don't come across well.” No problem. One of the greatest copywriters of our time, Gary Halbert, does not come across well – some might even say he's offensive - but Gary is Gary...and he's great at it. He attracts a certain crowd with his style, and he makes plenty of money doing it. Don't think you have to conform to a certain mold. You must discover how your mold best serves others and what part of you others “buy.”

There's No ONE like you

Not to get too mushy, but there is no other you. No one thinks like you, drinks like you, or stinks like you. No one does all the wonderful things you do just like you. No one does the horrible things you do just like you.

When thinking of being unique, we often take that to mean that we have some “special” gift that will magically usher us across the threshold of success. That's crazy. There might be a few personalities out there that seem magical, but for the most part there is a great sea of average on the horizon.

The key is taking the above average aspects of you and magnifying and multiplying them.

Your Value

What can you give others that no one else can?

"Nothin'"

That's a bull answer and you know it.

Deep down we think we're conceited or arrogant if we know our strengths. That's not true if you use the knowledge to help others. Arrogance means you think you're great to the exclusion of others. But value means you call on your greatness to the **inclusion** of others. You want others to become better, even surpass you, because they were influenced by your greatness.

Here are ways to destroy your vaYOU... and ultimately your chances of making it online (**and** offline). If you see yourself in any of these examples, C-H-A-N-G-E. You must NOT stay in this frame of mind. If you nurture thoughts of yourself positively, you'll get positive results in life. If you cultivate thoughts of yourself in a negative way, you'll kill yourself financially, relationally and especially personally. Here's what I mean...

1. Praise. When someone says something positive about you, do you automatically discount it? When that happens the value the person sees in you is destroyed. It makes those around you think, on a subconscious level, "If he doesn't think he's valuable, then why should I?" You don't want to continue thinking that way. If you're doing this, stop it. Next time you receive any praise, start with a simple "thank you". Then follow up with an inner confirmation of "That person knows what he/she is talking about."
2. Gifts. If you receive gifts or prizes, accept them and give thanks to the appropriate people. Don't turn them down or try and give them away or say, "So-and-so deserves this more than me. . ." B-U-L-L!!! If that were the case, who would have received them? Again, that discounts YOUR VALUE. In no way rob yourself of what you are worth. Most of the time it's a pathetic display of attempted humility. Humility is a great asset. But there's a place for it.
3. Victories. Have you ever tried to fill out an application or create a resume? Did you find it tough to do? Did you think that if you wrote what your strengths and victories were that the company or person hiring would think you were an egotistical jerk? Why? It's because you have been programmed to downplay what you are worth. What are

- you proud of? Don't downplay it. What are your strengths? Don't be afraid of them. If you give in to the way everyone says you should act, you'll act like everyone else. That's a certain death in the online business world.
4. Don't do just because you think that's what someone wants you to do. Don't do just because you think that's what will make money. Do You. Do Your personality. Do Your actions. Do Your everything. What I'm trying to say is, why do you do what you do? Why do you say what you say? Do you know? Hopefully it's not because it's what you think everyone wants to hear. In the marketing world on the web, you can't afford to fall into this trap. And even in life, you'll lose more respect and relationships following "the others" philosophy than any other method. You have to stop and ask yourself, "What do I believe about ... and why?"

The Best?

Worried about being the best? You don't have to be because THE best is not required, YOUR best, however, is mandatory.

Am I the best speaker in the world? Nope, but I don't have to be. In my style (90% adlib, mind racing, tying together opposites so they compliment, and cutting people down yet making them feel encouraged), I'm hard to compete with. There's no reason to become the best speaker, I simply need to be the best me. I am the best me possible at this time of my life. In ten years the me of today will be obsolete, and that's fine as well.

What about you? Are you the best you can be right now? Are you offering that best to your customers? Those are not rhetorical questions. What are you giving customers right now that does not need improving?

It's a Wonderful Life

What an awesome gift to get to see what your life and the lives of others would be like had you not been born. That's exactly what George received in the movie "It's a Wonderful Life." He didn't think much of himself; he thought everyone would be better off without him; and he didn't feel he contributed much to those around him.

Boy was he wrong. The final lesson of the movie is that all of us have it better than we think we do, and none of us are replaceable. Unfortunately, few people ever discover their purpose. Few wake each morning knowing the value of the day and what they will donate.

Millions plop out of bed and resume the same track as the day before. They drink from the same coffee cup, take the same route to work, sit trapped in the same cubicle or sales district...

Whoa! That's worse than monotony, it's mediocrity!

Those who climb to the top level of success do not live mediocre lives, they see each day as a new opportunity. AND they know the day is valuable because they are contributing to it!

YOUUnique Proof...

Top level people know their unique qualities and strengths. They rely and depend on them. Recognizing the unique characteristics is not always easy, however. Here are seven ways to tune into your YOU uniqueness:

1. **Compliments.** When someone says something positive about you, what does that tell you? It says that you have given something valuable to the person. Most of us go into an "Awe shucks it was nothin'" act when complimented. Stop it. Instead, start listening harder than ever before.
2. **Awards/Recognition.** My wife just received her "Five Years of Service" pin. That award says that she's disciplined, prompt, and dependable.
3. **Accomplishments.** What are you proud of? What do you secretly relive because you still can't believe you did it? Make a list of what you have accomplished, places you have been, things you have done. Set aside two hours in the next week to reconnect with what you have done well in your life up to this point.
4. **Where You Love to Help.** Where do you love to serve? Even if you never got a dime you would do it anyway. One of the easiest ways to recognize this area is that you think everyone should be just as passionate about the area.
5. **Your Style.** The way you carry yourself comes through in your selling. If you're an insecure slob, you can't hide it. Greedy? Can't hide it. Hype laced? Can't hide it. Helpful, genuine, and sincere about providing solutions? You can't hide that either. How would you describe yourself in terms of dress, perspective, and heart?
6. **Your Personality.** Are you happy, gregarious, angry, positive, negative? How would you express yourself in terms of personality? This is one of

the top factors of success. A repelling personality is less popular than a skunk at a perfume tradeshow.

7. "What Do You Like About Me?" This is the fastest, but most embarrassing way to find out your strengths. Ask ten associates or friends, "What is there about me that you wish you were more like?" That's a loaded question so ask it in humility, not condescension.

If you're a typical reader, you grazed through those seven and said to yourself, "Whew I need to come back and answer those at some point." However, if you're a success, or plan to be one, you're reaching for a sheet of paper.

Let's take time out for a short rant since we'll cover action in more detail later. There is one quality that follows all those who never quite make it. They create mental good intentions. "I need to go back and read that sometime." "When I get around to it I'll..." Or they'll say something like, "I can just do that in my head I don't need to write anything down."

Successful people read the books, listen to the tapes, do the exercises, and take the action. Wannabes just talk about it then complain about their bad luck.

If you don't take the time to answer those seven areas completely, or do the exercises in the next section, you're way behind the top 5%. You will never reach your dreams because you're not willing to know forward and backward the most important product – you!

Quick Competitive Comparison

How are you different than the competition?

Here is what Robert Middleton of "Action Plan Marketing" recommends...

- * Master the explanation of your uniqueness in a concise sentence or two (not a paragraph or two) that answers the question: "What makes your business different?"

- * Re-write the home page of your web site. Your target niche, specialty or business model should be crystal clear from the very first paragraph, and then that message should continue throughout the site.

- * Write an article that highlights your uniqueness. If you've developed a new business model, create a "white paper" that

explores your model in great detail.

* Create and deliver a talk that focuses on your uniqueness. If you're going after the automotive industry, give talks to that industry and demonstrate your industry expertise.

The YOUUnique Code

Belief: First, you must believe that you can achieve your dreams whatever they may be.

Knowledge: Belief creates a thirst. You realize that staying where you are will not bring the results, so you seek ways to change and improve. The basic and best way comes through knowledge – study of your niche.

Brain Tracy recommends reading for one hour each morning. This should allow you to complete a book a week, or fifty-two books a year. Imagine – if you read fifty-two books a year in the area you want to dominate how soon you actually would take over the throne of your area.

How will you gain knowledge?

Experience: Knowledge applied leads to experience. Wasn't this always the problem with getting your first real job? They always wanted someone with experience. The awesome thing about the knowledge you gain is that you become your own lab rat and you don't need anyone's permission!

Packaging: Experience systemized leads to **YOUUnique valYOU™**. Any product...a book, tape set, exercise gizmo, etc. boils down to belief, knowledge, and experience rolled into a package.

You run smack-dab into this concept everywhere – even the grocery store!

Corn. A farmer believes he could sow and reap. He studied and learned about soil, seed, irrigation, pesticides, equipment, seasons, weather, and more. Then he began to plant. He watched and took notes. The first year didn't go well, but the next was better. Soon he found a formula that worked in his area perfectly as long as conditions were right. He repeats his system time and again, and smiles when you buy his system with the husk still covering the golden cornels.

Some great news...

1. You already have a system. Your present beliefs, knowledge, and experiences can be packages for a hungry crowd.
2. You can perfect the system and become better if you choose.
3. You can start over in an entirely new area any time you want.

NOTICE: Your YOUUnique valYOU is what's on either side of those words. If you package your product, offers and writings with YOU encompassing all of it, you've offered something that no one else can. Viola! Instant individualism.

IMPORTANT: Know who YOU are.

Living the Code: Jim Edwards

Jim cracks me up. He has products in the fields of real estate, internet marketing, personal development, and more. What ever happened to just doing one thing? Jim does one thing – he does Jim. You don't find him participating in all sorts of seminars although he's invited. You won't find him promoting an endless stream of joint venture projects. He doesn't waste his time, and he won't waste yours. He knows himself and leverages the power of YOU uniqueness by calling on his greatest strengths and ignoring anything that does not create value.

passiON

What Is Your Heart Saying?

Passion is that something within you driving you toward a particular goal or desire. It's what keeps you awake in the middle of the night with excitement. You can't sleep, can't eat, you just want to complete the dream.

Aw, you know what passion is. It causes really stupid decisions without thinking, and genius ideas without thinking. You're charged, motivated, and captivated all at the same time.

Passion makes people say, "You're crazy!" Passion sounds a lot like love.

Passion takes belief and activates it. It takes thoughts, mixes in action, and creates reality. It's the plutonium of the soul!

3 Conditions of Passion

Don't get too excited by thinking, "Wow! I've got passion, that's all I need." There is a dark side of passion. A person can get so excited he/she fails to see reality. The show "American Idol" proved the point. The outtakes of those who did not make it to the competition were hilariously sad. One guy swore he was the best singer on the planet and he totally sucked. Measure yourself against these three areas to prevent getting sucked into the dark side.

1. You Possess the *Talent and Ability* to Accomplish.

Passion without ability equals recklessness. We cannot do everything. That's not negative, just reality. I'll never play in the NBA even if I had the passion of Michael Jordan.

2. You Can *Visualize Yourself* Completing this Area.

What an exciting concept! Your passion tells you that without your YOUnique contribution the area would remain incomplete. Lovers whisper in the night, "You complete me." Kind-of sexy in a sappy way. But imagine if people mention your name in your area in that way.

Visualization is an interesting concept. Some think it's a load of crap. But it makes sense to take notice when those who have accomplished more than you and I have used it and have been successful. Bruce Jenner, Donald Trump, and countless others must have an inkling of knowledge in this area. Learn from those who have already paved some sort of path.

Passion + Visualization + Action = Completeness

3. It Increases Your *Value* and the Value of Those Associating with You.

Passion allows you to see the future in the present. You can see the results people will gain with your product or service. That feeds the dreams and let's you roll out something solid in a month, while it takes others years. You become better and those reaping the benefits of your excitement become better as well.

Passion Vampires

Limitless passion does not exist. Too often we knock ourselves out then wonder why we lost the excitement. Here are five areas that drain us...

1. Unbelief. We've all got pumped about an idea then never followed through. We'll think about it a while, then put it in the "dummy" file. You know, the mental burial ground of forgotten brilliance. At some point we told ourselves, "That probably won't work," and we moved on. We didn't really believe.
2. Exhaustion. Physical frailty prevents passion from reaching the destination as planned. We get pooped and collapse. Our minds falter. We start making silly mistakes that result in setbacks. Our heart says, "Keep going, don't stop," while our head says, "You'll mess this whole thing up without taking time to recuperate."
3. Mega-Activity Siphon. The activity does not have to be work, even a vacation can weaken your passion. When you go, go, go and then suddenly stop an energy vacuum develops. You find yourself lethargic and almost depressed. Taper your activity. Don't come to an instantaneous halt. Decelerate your life by cutting back on your activity the last day or few hours.
4. Draining Connections. Each of us have certain things or people that wipe us out. What or who are yours?
5. Analyzing. Sometimes we just think too much. We're excited, but then we get logical. We begin to think about what all can go wrong. Instead, think about all that can go right. Make a list of the best case scenarios and allow them to keep you fueled and on course.

The passiON Code

Two elements make passion successful...

Conviction.

Why does rainbow-wig dude attend major sporting events with his John 3:16 sign? Conviction. Why do dorks dress up in Star Wars outfits and campout to get tickets for opening night? Conviction. They believe in what they are doing to the point of being willing to embarrass themselves for the cause.

What are your business convictions? Are you willing to embarrass yourself and look like a fool? Is your passion so great that you're willing to come up with a ChiaPet or Pet Rock idea and put it out for all to see?

Pass It On.

Passion creates a pass it on mentality. You're so pumped about your concept you want everyone to know about it and benefit from it. Yes, you want to make money as well. Take this code book. We wanted everyone to know about these twenty-two principles. We can't think of a business, organization, or individual that would not be better off if they apply these concepts. What do you want to pass on? What are you stoked about? On fire about? What form (ebook, tape series) will you put it in so everyone can discover it?

Living the Code: Mike Litman

Energy bursts from Mike like a girl from a cake at a bachelor party. Mike wants everyone in the universe to get a copy of his and Jason Moan's #1 bestseller "Conversations with Millionaires." He's convicted about it and wants to pass it on. Because of that passion you can order a book, a cassette album, participate in the forum, or even meet with an area chapter of the Conversations with Millionaires Master Mind groups. Passion is pushing and pulling him toward the goal simultaneously.

brANDING

There's ordinary, extraordinary, and then there's...

"I want to be like that person!"

Who ranks high on your success list? What does he or she do that's different? Stronger? Better? More fun? Since each person accesses the same 24 hours per day, the successful people must be doing something the unsuccessful are not. Usually it's an AND. They write an article AND send it out. They think of a product AND create it. They write the book AND market it. They produce a plan AND add their personality. They fall down AND get back up. They formulate ideas AND do the work. They get an email AND follow-up. They make a mistake AND accept responsibility. The list is endless.

Each person, however, grips an AND that allows them to stand out. Stand out so strongly that your AND becomes your brand.

Standing Out

brANDING allows you to separate yourself from the crowd. The crowd = those who are willing to produce the minimum and expect the maximum. Believe me, standing out is not that difficult. Unless, of course, you make it tough.

Why do some never make it out of that shadows?

- 1. Always dreaming, but never scheming.** Not scheming like trying to cheat someone, but never scheming by making schematics of dreams. Stand outs have notebooks, files, journals, sticky notes, loose papers, and PDAs filled with concepts and ideas mapped from research to launching.
- 2. Searching for the fastest route instead of the BEST route.** Patience as a virtue is hard to find. Everything is "instant." When it comes to the long term investment of your time and resources always look for the best and not just the impulse.
- 3. Guru Worship.** Bowing down before the throne of the handful of greats will always keep you in the crowd. There's certainly nothing wrong with learning from others and admiring their accomplishments, but the goo-goo-ga-ga internet love making taking place is sick.
- 4. Club Hoppers.** Occasionally you'll read about "the club." Supposedly there exists a special group of people who only do business with one another and refuse to let others play inside their circle. That's nuts. The top people protect themselves from the freaks. Because there is no way to tell who is being helpful, hopeful, or doubtful the successful seem standoffish. There is not club, so if you're trying to get in, forget it.

If you're serious about standing out you need to create...

AND then Some...

Don't confuse AND with doing little insignificant extras – you need to add on unexpected and focused extras.

These are a few simple suggestions in terms of communicating with customers...

1. **The Phone.** Using a personal example – I don't hide behind a fake voice message, or a staff that acts like a force shield. Yesterday morning at 7 am my phone rang. "This is Paul." "Uh..." a voice said. "I was on your site and decided to call the number. You know how much fraud is out there. I didn't expect to reach anyone." Sometimes being a human being qualifies as an AND! When you're phone starts ringing too much, you can change directions.
2. **Thank you notes.** Buying and selling in a digital marketplace is awesome. Automation serves a great purpose. However, what if you sent a thank you note? A personal hand written thank you note from you via snail mail. Wouldn't that blow someone away? Do you think returns would go down?
3. **A real follow up email!** Maybe sending a real note takes too much time and all that postage will send you to the poor house. A day after the sale a personal follow-up email – non-automated – would be nice. Of course, no one will believe its real!
4. **Personality Plus.** Be you. Use your terminology even if it is a little risky. We'll probably get emails because words like "crap, doofus, dork, heck, suck" are used in this book. We know it's not "professional," but that's our AND. We use real, though non-inflammatory, language. Why hasn't it killed business? Because it's real. It's not over the edge to the point of offensive, but it's so non-traditional that it attracts. Use your personality in your communication.

AND here's an example...

This email came in yesterday with "a bit ticked..." in the subject line:

Hello,
I just spent **16 min** waiting for your order page to load so I could order. Then when it finally did and I chose the silver it gave me a clickbank account. I don't have one and am not going to get one. Have enough problems with paypal without inheriting more..

I'd like to order. I can order either by paypal or credit

card. Do you offer either of these options? You should make it easy for people to buy.

Thank you

name removed

P.S. Since I didn't receive a reply last week from your public speaking course I guess I won't be receiving one for this one either. Seems a shame after spending so much on promotion. Oh well...

How would you respond to that? My first inclination was to write something "smart" back, but I knew that wouldn't do any good and most people already get that type of response. There's no reason to add on to someone's bad day.

My response:

Hi **firstname**

My apologies about the speaking email, I never received an email about the speaking course. Just checked my back-log and there's no record of it reaching. Would you mind sending it again?

That's odd about the 16 minutes, I clicked the link and it went right to the order page. What ISP are you using? I'd like to check if there's a conflict between hosts, again I apologize.

PayPal is fine. You can send payment to...

Finally, is Clickbank asking you to set up an account with them? Usually it's just a checkout procedure that's standard. Something is fishy if they're asking for personal mailing information.

Let me know how I can help.

Have a GREAT day!
Paul

First I start off with an apology. Second, I try to find out why the system is slow. Notice I didn't blame him, I did point a finger at his ISP. Third, I provide the option he wanted instead of saying, "All my business is through Clickbank. If you want the product you'll have to go there." Fourth, I want to

make sure nothing strange is happening at Clickbank, but it does more than that, it comes across as protecting the consumer.

Here's the reply that short personal email brought with "thank you for your graciousness" in the subject line...

Thank you...

My apologies for my little temper tantrum. I could make excuses as to why but when it comes down to it we both know I was being an ass. I appreciate your professionalism. I went ahead and ordered both ebooks and expect that I will be similarly impressed with the content as much as with the author.

You should receive my paypal payment momentarily. I'm sure our small non profit will benefit from both. The audio is important for our members who are confined to their homes due to their illness. (Multiple Sclerosis) The cd's of the get information we present in our educational presentations are sometimes the only "outside" contact they get and we wanted to make it the best possible.

The public speaking I'm sure will go a long ways to keep them entertained as well as educated. It can be a very lonely life when you're confined to bed. And with TV the way it is -- well anything is better.

Thank you again.

Respectfully yours...

A short email moved the situation from critical to capital. The individual went from mad mailer to cash customer. Don't underestimate the power of AND even if the "and" is small.

AND?

Not having yourself brANDed is like hearing an unfunny joke. Haven't you had some doofuss tell a story that was supposed to be funny, but it flops? Everyone stands there and goes, "And? Is that it?"

You never want an "Is that it?" response from your product or service. The above section dealt with a small facet of communicating with customers, but that's only one area. AND needs to flow throughout everything you do.

The brANDING Code

brANDING begins by constantly thinking, “How can I better equip, entertain, encourage, and “extra” the experience customers have with me?” You’re thinking will turn into action, and action into habit, and habit in lifestyle. Once it becomes a lifestyle it’s automatic. We talk about automated digital delivery systems, but how often do we speak of automated brANDING? (What are you going to do with that last question? Someone who breaks the code might write it down and think about it for a few days.)

Equip. Limiting our role to product, delivery, and income severely restricts the value of what we bring to the table. Our focus needs to expand to the point of “What can I provide that, when applied, will make this person successful?”

Entertain. Whether it’s reading your book, or speaking with you on the phone, people need to enjoy it. The conversation, product, etc. must hold the customer’s attention, and need to be fun. Not silly, goofy, or stupid, but engaging.

Encourage. People want to know that they can experience or expect the same results as you on all fronts. Hopefully it gets to the point where they want to be like you. We’re afraid of that. You hear celebrities say, “I’m not a role model.” Too bad. We need some people who are worth emulating on more than a professional level. It’s time for some high quality people to step up and say you can imitate me on a personal level. “Wait a minute. Shouldn’t each person be him or her self?” Yes, but the discovery process often includes following someone else until the point of YOU uniqueness. What WITHIN you is worth copying?

Extra. The little things do count, but so do the big things. What is your extra? Are you able to make quick and accurate decisions? See what others miss? Defuse potentially destructive situations? Implement multi-level strategies on the fly? Use humor to take the a technical subject from dull to dynamic? Your extras will set you apart and create your brAND.

Living the Code: Jeffrey Gitomer

<http://www.gitomer.com>

Jeffrey’s bestselling books, “The Sales Bible,” and “Customer Satisfaction is Worthless – Customer Loyalty is Priceless” redefine the sales career. Last year I attended one of his seminars. Incredible. He equipped the crowd to become more creative. He entertained by giving away prizes only to women

and bald guys. Jeffrey encouraged us to believe in more than the status quo. One extra he provided was his business card, which was actually a large coin minted with his image and business info. The entire day was an educational blast.

availABILITY

I Can't Just Be Open to Help. I Must to Be ABLE to help.

I don't give psychiatric advice because I'm not qualified. As much as I would like to help, and am open to help, I am not able to help. My good intentions could actually be harmful. That's what happens when good intentions and lack of expertise intersect.

The Most Expensive Commodity

Contrary to popular belief time is not the most expensive commodity. What is the most expensive? Life. We talk of wasting time, or using time wisely, but really we waste life or invested life. Not to get too metaphysical (and I don't even know what that means!), but time is only a tool of life. Time only counts for the living. So how ALIVE are you? The more alive you become the more you can help others live.

Your availABILITY helps others invest wisely and gain the most from their life. Unfortunately the majority of business owners think in one dimension – profit. The process to them looks like: 1. Create product or service. 2. Market it to the target. 3. Close the sale. 4. Gain the reward. 5. Repeat the process. This system is fine for those who want low level impact, make a trickle of income, and never make a major contribution to lives.

On the opposite side you have someone like Jay Abraham, who supposedly charges around \$5,000 per hour of consulting. Why does he get to charge that and you don't? availABILITY. He possesses the ability, skill, knowledge, experience, and expertise to exponentially increase a person's financial living.

What about Bill Gates? Why is he a billionaire? No, not because he allegedly monopolizes operating systems. Microsoft eases computer use, which allows people to live better. From the stay at home mom to the CEO of the #1 company of the world, Gates' influence is evident.

Here's the concept...

Life – the most precious commodity.

You – gain the knowledge and skill to become the leading life giver in a particular niche.

2 Keys to the availABILITY Kingdom

Key #1 Fast Response. Do you want to start living today or tomorrow? Would you like to experience life to the maximum immediately or next week?

We want answers, solutions, and cures now!

Everyone else wants "now" as well. When you master the art of the fast response you build credibility and become someone others want to do business with time and again.

My experience shows an online response time of 48 hours for the average online business. Twenty-four hours from the above average business. One to two hours from top level performers.

What is your average response time? If it's greater than five hours consider adding a note to your purchase follow-up messages such as...

If you have any questions or need support of any kind, please email me and I will respond within six hours.

Key #2: Accurate Response. No one cares how fast you respond if your advice sucks. "You wouldn't believe how fast he gets back with you. Too bad I lost four grand on his recommendations." No one wants suggestions that will create negative results.

The availABILITY Code

Assessing – Advising - Accountability

Assessing. How sharp are your critical thinking skills? How easily can you listen to a person and recognize their root problem?

1. What is the desired goal or outcome compared to the present situation?
2. Who or what will the expectation be measured against?
3. Can the difficulty or challenge be traced to a specific decision?
4. Keep using questions and probing until the true answer for the setback is located. Don't accept the initial answer unless you know it's the real one. Most people give shallow generic responses to keep from making themselves look incompetent or lazy.

Assessment can be as simple as question and answer or as involved and several follow-up calls with the client turning in reports and assignments.

Advising. This separates those who provide general information, and those who offer specific solutions. If you only read this book you'll receive general advice that you will take and discover how to apply specifically to your field.

If you take the next step and take advantage of the mEMBERShip or Code Coaching, you'll get specialized solutions tailored to fit your service or product line – that align your life. This is the point that some want to jump off the ship and say, "Great! I bought this book that's supposed to have all the answers and now I'm supposed to buy something else? This is a load of crap!"

Nope. You don't have to buy anything else. And your customers don't either. I bought a PHP script recently for \$49.95 – for an extra \$20 I could get it installed. Could I figure it out? Yes. Did I want to? No. I paid the extra \$20 when I didn't HAVE to because it got me to my solution faster and more accurately.

You need to offer the same variable if it fits your area. Your ebook, affiliate program, retail product, etc. can be offered on a "do-it-yourself" basis – and most are. However some people want your availABILITY. They want personal interaction with you because you can show them how to maximize the results of their investment. In others words how to get to the goal faster, more accurately, enjoy the product more, or make more money. But you must possess the ability to do it. Don't offer advice on anything that cannot make the life of the recipient significantly better.

Accountability. After installing the script I mentioned above, the installationist emailed me about completion and for me to try it out and email back to confirm the functioning of the script. All of which I did gladly.

1. Accountability begins with you. You provide the promises or advice for a specific result. You'll be labeled a prophet or imposter according to the result of the applied recommendation. If it doesn't work then a refund or more research is required.

2. Accountability also goes to the client. Unapplied or misapplied advice needs tracking. Do not let someone say, "I followed your suggestions and they didn't work." Ask for proof. First, to make sure the person actually did something. Second, so you can pinpoint the place where the process got derailed.

Living the Code: Matt Fast

When we were setting up the online business training site, we looked for a company with great software and great support. Tim went out of his way to answer all questions. A couple of times we made some bozo programming moves and Tim's team immediately straightened them out for us. His availability made it possible to get the site rolling smoothly and quickly. We actually had a chance to eat lunch with Tim at an event one day and we can, say from personal experience, that he is truly a guy who cares about his customers, his business, and bends over backwards to make sure everything he touches is with integrity and care.

crEATivity

What if I Had to Live Off this Idea?

"You're Crazy! That Will Never Work!"

Anyone who dreams, knows that statement well. It's amazing how people love to tell you what you can't do. Listen. Just because THEY can't do, doesn't mean YOU can't do it!

Who's Hungry?

Everyday my boys, Sam & Steven, ask to go to McDonald's or Burger King. Of course you know they don't want the meal; they want the toy.

Lots of folks want the toy when it comes to their business. They're not hungry (i.e. desperate, famished, weak, broke, ect.). Oh, they'll claim to be and they'll have a hundred reasons – excuses – to explain their failure and lack of success.

The wild thing is a person can be butt-broke and still not get in gear. Another can be loaded to the max with wealth, but possess gut level gaunt because he can't stop until he eats everything on the plate.

Here's why I say that. Online business people have stomachs that growl, but no hunger pains so ravenous that they'll stop searching for the next secret and do real work. One article placed in one ezine won't do it. An occasional post in a forum refuses to pay the bills. The majority working affiliate programs don't make enough to buy a bucket of fried chicken.

Are you hungry? Starving? Are you obsessed with your dreams? Do you wake up thinking about the freedom? Do you have trouble going to sleep because you can't wait to write the next line, draw the next blueprint, test the next headline?

The fisherman who needs to put food on the table for a family fishes with a different focus than the one who goes to the lake to "get away from it all."

Tough question: Are you hungry or just involved in a hobby?

Four Culinary Schools

Great chefs refuse to add an entrée to the menu unless it meets rigid standards. They need to know it will satisfy the hunger of the diner. It's not enough for the chef to love the dish, the guest must as well. Only when the patron is satisfied with the meal will the chef be able to eat to his content.

The problem comes when we get so excited about our new dish (product/service) that we fail to find out if anyone wants to eat it. And if they don't eat, we don't eat!

Culinary School #1: Inexpensive Testing.

One of the easiest avenues to test your fare is with a generic website, Google Adwords, and an autoresponder. This works especially well when you don't have a list established, or you're breaking into a new niche.

1. A generic site solely to test new projects. I thought that "you can" could go in front of almost any resource and make sense in the title. "You can train your puppy." "You can win at golf." You can reach your dreams." "You can create a great marriage." Once the site was online I could upload a concept at any time and test it.
2. Record about an hour of audio and add a one page PDF downloadable outline. I use Acoustica to record, and SonicMemo to play the audio via flash.
3. ClickBank or other processor. Since I already have a few ClickBank accounts I add a product listing for the particular concept.
4. Write a short sales letter.
5. Write a three part autoresponder message and add a popup, or embed the signup form into the web page.
6. Upload the letter, PDF, audio and download page to the site.
7. Use a pay-per-click search engine to generate a handful of leads to test the pull of the autoresponder and sales.
8. Test for about a week.
9. At the end of the week compare income to sales. If a break-even is reached then decide on the true format of the product (audio, ebook, physical product, etc.)
10. Traditional roll out or scratch the project if it doesn't seem worth it.

One additional step you can take might prove the most profitable. Contact buyers personally. Ask what they like and hate. You might discover that plenty of people will buy the initial product, not like it, never ask for a refund, but just refuse to jump on board your next offering.

Culinary School #2: Customer Survey

You've heard for years that you need to survey your customers. True, but skewing the results is easy. You can ask your group about ten possible products that you're interested in and they may make a selection, but it does not mean they will buy anything. Why? Because you provided the options. Let the customers tell you what they want.

Instead send a question like...

If you could solve one problem related to (name of your niche) in the next 30 days, what would it be?

You might think you'll get a couple of hundred different answers, but as you read you'll notice a pattern. A pattern that tells you more than just about a product; it will reveal the hearts of your buyers. You'll subtly notice the same fear popping up, the same dreams shining through. Then you can create a resource tied into their hearts not just their heads.

Culinary School #3: Top Earners

Who makes the most in your niche? Make a list of the top three and ask them about some projects you're considering.

Afraid? Think they might steal your idea? Listen, if the guys or gals are at the top of their game they don't have time to steal your stuff. They've got too much frying in the pan to worry with your idea.

Second, no one knows your concept like you. It's clear in your mind, but haven't you noticed that some folks "don't get it" when you explain a project to them? That's because what's sharp to you is dull to others.

When approaching the top folks in your niche send a brief cordial email. Do not send all your ideas at once in a long rambling email that will just get it deleted. That's called brain vomiting – and no one wants to eat vomit.

Instead send something like...

Hi _____,

Thanks for your (name of product). Because of it I wanted to run a quick idea buy you. Would that be alright?

Regards,
Your name

There's no need for more than that. And what ever you do, don't try to be impressive unless you really have something that will blow their doors off.

Culinary School #4: Niche Forums

You've heard a thousand times hang out where your customers do. Let's say you're in internet marketing and you're reading some forum posts and notice a repeating pattern – a repeating topic.

On the "Warriors Forum" I noticed some interesting feedback on Does Your Spouse Agree with Your Internet Business. Several folks were getting heat from their other half because of the amount of time spent online.

In response I typed up a quick report to see if people wanted to talk about the issue or if they wanted to invest in the issue.

Setting up all a person needed to do to get the report was trade their email address. At the time of this writing 79 visited with 27 downloading a 10 unsubscribing once they got the report. ***(NOTE: This autoresponder doesn't exist any more. Do not optin.)***

From the forum it looked like someone needed to write a book on the subject, but my numbers tell me that this particular group was not as interested as they claimed.

On the other hand it might have shot up like a rocket if the report was titled "How to Get Your Nagging Wife on Your Team and Make a Bundle of Cash at the Same Time."

Bottom line: even in a niche you have to have to test to get success.

The crEATivity Code

Famine Freedom Funds

Famine: You need to be hungry – possibly starving – not physically but passionately. You need a drive that necessitates you reaching your goal or you will feel incomplete. I'm afraid that most online business people are just snacking around. Taking a bite here and there, but never really feasting because they are not starving. They openly tell everyone how successful they want to be, but fail to take the action necessary that predicates such success.

What are you hungry for? If you could plan a menu for your perfect online meal what would it be?

Freedom: Nothing kills creativity like captivity. But these same things do not incarcerate different people. One person may get jailed by negative thinking, another takes a hit from negative comments, another from an unsupportive family member, and another from a job he or she hates.

To really thrive you need to feel like you can fly without strings. Locate people around you who think "that's crazy" is normal. Form a group of "Freedom Fighters" where each person gets to dream and experiment with full support.

Funds: No one seems to be talking about this, but it is a lot easier to be creative with plenty of money in the bank. Without the pressure of finances you don't *have* to be creative, you *get* to be creative. It becomes fun and a natural occurrence without the stress of making the next bill payment. Of course financial pressure can get your tail in gear for a couple of months and force you to take action like never before, but there comes a time when you need financial freedom to go with creative freedom. It's no accident that those who make the most money are also doing what they love.

Living the Code: Bill Myers

Creative genius is a limited description of Bill. His is the only subscription website I faithfully renew. Mainly because his ideas work though they look like they shouldn't. He throws out crazy ideas, crazy numbers, crazy concepts, crazy ways to make crazy look normal, etc.

FACTors

Prove It or Lose It.

Why is there such a lack of trust on the internet? Because so many people lie. Some blatantly lie, and others fail to give the whole picture. No one wants to look the least bit unsuccessful.

Why did Stephen Pierce's book "Under Oath: The Whole Truth About internet Marketing" do so well? First, it's jam packed with content. Second, it delivers what the copy promised. Third – and the real reason for success – he loaded it with facts – indisputable evidence about the things he was teaching.

Are your sites, products, and services FACTitious or fictitious?

(Uh-oh, there it was again. One of those small questions most people ignore.)

"How Much You Makin'?"

Does anyone really know how much someone really clears online? Yes, I know so-in-so brought in \$19,876.23 in fourteen-hours, twenty-three minutes, and eleven seconds. But how much was true profit? How much went to affiliates? How long did it take to build the list? How much money did you spend to get there? How much on Overture? How much on Google? How much on Elance? How much to get it edited? How many hours to develop?

See the point?

However, there are plenty of people who WANT to believe the numbers. They see the big \$\$\$ and start thinking, "That can be me!! All I need to do is send out one email like the guru and I'm set up!"

Unfortunately, they don't see the 50K the guru lost on his/her first failed ventures. The wannabe sees the end result of a multitude of mistakes and experiences and think they are one email away from the pot of gold.

When I started my website I made \$3000 in one month (rounded numbers). Doesn't sound bad for a beginner – however, I spent \$2700 in advertising. Wow! Three-hundred dollars. Another time I bought a \$1500 print advertisement and my domain name expired the day before the ad hit mailboxes. We don't hear a lot of horror stories like this. Thank goodness for Rick Adams at Costly Online Blunders for letting us see some of the truth.

Most people don't like to read about such trials. They want it quick and easy. Well, I wouldn't trade any of the crap I waded through. Now I know what to do and how to do it because I experimented.

Wanna Make a Deal?

"Waaaaaaaaahhh! I can't get any of the top players to do a JV with me!"

One of the great twists of life comes from not being able to get a certain job without experience, and you can't get the experience without a job. The same holds true with joint ventures. You can't get a JV without proving the value of your product, but you can't prove value without the string of sales that come most easily through JVs.

As much as you believe in the power of your resource or service the person you're trying to JV with takes a risk by recommending you. They risk reputation. They risk unsubscribers. They risk someone being unsatisfied and judging them by the suggestion. They risk looking like a person who will back anything just to make a few bucks.

Here's a secret: The higher you go on the JV scale the less the money matters. The big players have plenty of money; they want to inform their lists of a product or resource that will...

1. Be extremely valuable to their customers and associates.
2. Position the JVer as a trusted source.
3. Deepen the relationship with customers and associates.

You might be thinking, "Oh, if I could just get a shot!" While the person you're approaching – if they are really successful – is thinking, "Can I entrust my people to this person."

If I recommend someone's product I'm not thinking about one transaction. I'm thinking... *Will this person take care of this client? Will future products suck or will the next resource be as good as or better than this one?*

The following **7 FACTors** will help you prove you're the real deal in a JV...

FACTor #1: Great Resource or Service. This is a given, right? Possibly not since so much stuff out there stinks. Put together the best resource possible then give it to several of your customers or possible customers to critique. If you're working on your first product offer it in a forum related to the field your serving. In others words don't hand out a dieting system in an internet marketing forum. Go to a dieting forum. Be convinced by others that your product is hot.

FACTor #2: Page Testing. Before rolling out your product to the big dudes make sure you can prove how well it pulls. Split test headline, pricing points, and possibly graphics. Duncan Carver gives away a fantastic testing tool for your web pages:

You'll be ahead of the game if you can prove you've located the best profit pulling copy.

FACTor #3: Percentage of Conversions. What percentage of visitors to your site buy? Be careful with this stat because it's easy to manipulate. The conversion rate for a pay-per-click search engine will be different than the return of a carefully selected ezine. Some say the average is 1.5%

Here's what we suggest: Locate someone in your field with a list similar to the person you're wanting a big time JV with. Discover the conversion rate from that placement. Then tell your possible JV, "So-and-so recently ran an announcement to his list and pull X%." This gives the person a real look at the possibilities.

FACTor #4: Percentage of Refunds. Be honest about your return rate. If it's really low for an online product don't be afraid to post it. If you've sold over a hundred with zero returns be sure to mention that.

FACTor #5: Thrilled Customers. Any testimonials you have from real customers – not from give-aways, or famous endorsers – will help your proposal considerably.

The testimonials needs to be: 1. Specific – how it helped the person. 2. Provable – full name and email of the person for contact purposes.

If every testimonial on your site is from a real customer; not just pro, customers will know it helps people like them.

FACTor #6: Free Product or Service. You have got to give the person your contacting for a JV a free copy. "But they might steal my stuff!" If you're approaching a thief with your proposal why do you want to do business with him/her? Trust me most people are far too busy with their creations to worry about ripping you off. Secondly, would you recommend a product without looking at it?

FACTor #7: Follow-Up. What happens after the sale? Do you have a series of unadvertised bonuses? Do you have a way to prove your follow-up exceeds the average person with sells and sails? Save all the emails you get

that say..."Thanks for getting back with me so quick. I was afraid I was going to have to ask for a refund like I have from other people who never provide the support they promise, but you came through impressively. Thanks!" It never hurts to prove to JVs that your follow-up support system creates loyal customers.

Customer FACTors

Unless you have a prior relationship, many of the people visiting your site are skeptical. Here's how you can prove you're a real human being and not a digital thief or scalper...

Number helped: Post the number of people your resource or service has changed the life of. "Over 1,428 have lost a cumulative weight of 52,564 pounds as a result of following this system!"

Testimonials: Yes, just like before provide names, emails, and a picture if possible. Marlon Sanders has so many testimonials you have to visit a section of his website to read them. Not a bad idea to prove how popular you and your products are. "Before and after" shots are a powerful convincing/conversion tool. "Before using Mrs. X's thingamajig I was a total loser. However, just one week after applying her X-Product, I received these specific results that changed my life forever! Now even my mom admits I'm her son!"

Phone number: I've received several calls from people who just wanted to make sure it was a real business.

Guarantee: Take all the risk off the buyer. You already know this, but that also means not harassing the person when a refund request comes in.

Your Picture: Go ahead and plaster your mug on the page unless it will decrease sales (and I've seen some that will do that). Mug shots and tabloid photos are not recommended. One of the best pictures you can use is you with a celebrity in your field. Use a caption like "Though me and Clint Eastwood look alike, he's the one on the left. He said this photo made his day."

The FACTors Code

Tracking Stacking Backing

Tracking:

Be able to prove your results in terms of traffic, conversion, commission payouts, and refunds.

Stacking:

As Dan Kennedy, teaches gather a preponderance of evidence in your favor. Stack up the details regarding...

- Who you've worked with, what they thought, and the results they had.
- Satisfied customers and what they love most.
- Specific changes that result from the use of your product or service.
- What some do not like about you/product and how you can change it if needed.
- Any word that is remotely positive about you.
- Product and personal reviews of you and your information.
- Comments made in forums about you.
- Audio testimonials or voice message calls where people thank you or show appreciation.
- Notes and cards received by mail.

Backing:

Being able to back up what you say and do, places you on the highest FACTor level. Tracking and stacking do that to some extent, but more than anything else your personal integrity will make the difference. Are you a person of your word? Do you fulfill on promise on time or ahead of time? Do people love working with you because it is so rewarding? When you make a recommendation will others readily place their trust in it because it came from you?

Living the Code: Jay Jennings

Jay developed Sonic Memo as a one stop audio tool for the web. I love the product, but more than that, Jay himself is impressive. He's honest and straightforward. Here's what he released 30 days after the Sonic Memo release.

"Sonic Memo launched 30 days ago (give or take a few hours) and while I can't say I'm surprised by what's happened in the last month, I can say that I learned an awful lot. Why can't I say I'm surprised? Because...

...I really had no idea of what to expect. Some of you knew that based on the options I gave in that "Guess The 30 Day Sales of SM" poll that I put up.

The actual numbers are here:

Sold via affiliates: 48
Sold via AdWords: 5
Sold via other: 20
Total units sold: 73
Returns: 3 (said it was too hard to use)

Paid to affiliates: \$3114
CC Processing fees: \$423
Money to Jay: \$3544 (before taxes and such)

Who else breaks it down like that for ya, baby? Nobody! You want the truth?
You got the truth!

Jay is an awesome example of FACTor living online. Since that first month he has gone on to be highly successful in the web audio fields and several other key niches.

SERVICE

Expectations Are Low...
If You Can't Exceed Them, You Suck!

Online digital businesses make people lazy. Part of the reason people get into online businesses is the ability to “not be there” and still get the order complete.

- Sales letter up 24/7.
- Order transaction up 24/7.
- Order fulfillment up 24/7.
- Automatic email confirmation up 24/7.
- Real contact with the customer zero.

No matter how you cut it, people want to do less and less and get more and more.

A common fallacy – mainly contributed by the successful – is that you have all this free time to sit on the beach and drink from a coconut. Lots of sales copy reads, “I send out a couple of emails a week and clear twenty-grand a month.” It sounds so simple, but there’s much more to it.

Nobody tells you about the number of emails you get that start with “I can’t get the thing to download. You mentioned something about an acrobat. What does that have to do with anything?”

How you serve your customers determines if they will ever buy from you again. And it determines if they will tell their friends. Excuse me, *what* they tell their friends. They will tell them something, but what that something is, is up to you.

5 Service Levels

Level None - Disgusted: These people want to throw-up after dealing with a product, service, or person. A business almost has to try to get to this level, but it is possible.

Ted (name has been changed) operates a business where he claims to be a millionaire, and has helped many others reach the same level. For only \$197 he will teach you how to obtain hundreds of thousands of hits a month. If you don’t buy from the page a pop-up appears and offers you a special price of \$97. No big deal. However, his “product” is filled with info on how to promote him. How to drive traffic to his site, etc. Still no big deal, just get a refund. Uh-oh, here comes the problems. He won’t answer email. You can’t

get the refund. Warnings started popping up all over the net to avoid this person. Someone even posted the download page so anyone who wanted to see what a scam it was could save their cash. Never have I seen or heard so much hate for one product online.

It's tough to regain disgusted clients. They want to be mad and stay mad. The best thing to do is let them leave and be silent about it. If you're acting like the person mentioned above the best thing to do is close your business and quit cheating folks.

Level One - Dissatisfied: Everyone hits this stage at some point. Something like this can happen - a customer fails to read the copy completely and then the product just isn't what is expected. Unless they feel you fail to deliver on your promises this person can be redeemed and actually become a loyal customer.

Dissatisfied can range from mildly disappointed to the verge of disgusted. The easiest way to prevent returns is to...

1. Read over your site to see how high your hype meter registers. Are you over promising just to sound good? Is there anything that is really unbelievable?
2. Check out your guarantee. Will you be faithful with it? Haven't you asked for a refund only to get blasted with questions from the person who said, "No questions asked"?
3. Delivery steps. Can the average surfer understand and use the distribution format? I've got a product that clearly states "This is a digital product you will NOT receive anything in the mail." Then I'll get an email from a purchaser, "When will the PowerPoint CDs get here?"
4. Guarantee information not results on information products and services. We should all believe in our products, but that does not mean someone will be able to apply the same information and get the same results. Plus many will never apply an ounce of the value.

Level Two - Decent: This is what everyone expects. They expect to checkout rapidly. Download rapidly. Print out or read rapidly or apply rapidly. No negative surprises and no problems. Even an idiot ought to be able to reach this level of Service.

This article from Joe Calloway sums it up on this level...

The toughest question in business: Why should I do business with you instead of your competition? The usual answer: You

should do business with me because I'm just like them but I'm really, really good at it. You don't think you're saying that, do you? Well, you are. 99% of salespeople do absolutely nothing to differentiate themselves from their competition. They hang their hat on the same empty, meaningless catch phrases and slogans that every other salesperson is out there saying.

About ten miles south of Louisville, Kentucky on Interstate 65, there is what I consider to be the greatest billboard in the world. It says, simply: "Tattoo Charley's. Done While You Wait" The sad truth of the matter is that most of you go to the market with pretty much the same message as Tattoo Charley. The difference is that Tattoo Charley means it as a joke. Everyone else is serious. Look at what most salespeople say to try and differentiate. Lets take three of the top contenders: "Because you get ME!" Yee Ha. What on earth does THAT mean? "Because I provide GREAT SERVICE!" So prove it. What are you literally willing and/or able to do that your competition is NOT willing or able to do? and finally, my personal favorite: "Because I'll EXCEED YOUR EXPECTATIONS!"

Bull.

My expectations are just like every other customer's - sky-high. You'll have trouble even coming close to meeting them, much less EXCEEDING them. As you inventory your list of supposed differentiators, apply this simple standard: Prove it. So you say that the difference is that I get YOU! Fine. Prove something to me. Show me what you do that they don't.

Container Stores can. They give their first year employees over 250 hours of training. The industry average is 7. Their people ARE the difference because they have superior product knowledge and can create solutions for customers. They prove it. Can you? Or your claim to fame is better service? Peachy. Prove it. You think that telling me you'll return my phone call within 24 hours is service? Are you serious? Do you think this is 1967? Have a standing policy of getting back to me personally within 90 minutes. That's a start. 24 hours?? That's not good service. That's practically being ignored.

"I'll EXCEED YOUR EXPECTATIONS!" I think that somebody passed a rule last year that every business on the face of the earth has to say that from now on. Sheesh. Differentiating by using the same stupid slogan as everyone else. Now there's a power sales strategy for you. I'm a big fan of the American Express card. A really big fan. Their customer service is the

real deal. One of the few companies that truly delivers world class service. And yet even **they** aren't immune to goofball differentiating. I recently called the American Express 1-800 customer service number to get some information about a recent transaction. Great customer service rep...information provided professionally and in a warm and caring manner...very good call. At the end of the call the rep asked me if she had "exceeded my expectations." My answer was swift and sure: "No." Silence. Stunned silence. "What did I do wrong?" the rep asked. She hadn't done anything wrong. She had done everything right. Which was exactly what I had been expecting. It's what I PAY FOR for crying out loud.

When you sell me a product that performs well and your service is good and you're friendly and efficient, please understand that this is what I have paid for. You're not doing anything special. Be like Les Schwab Tires. Run to the car when I pull in the parking lot. That's cool. That gets my attention. And it's just the beginning of how they exceed customers' expectations with every transaction.

Be like Tractor Supply Company. Guarantee 100% customer satisfaction in every store with every purchase and then back it up by empowering every employee to make good on the promise.

If you're going to differentiate and truly EXCEED my expectations then you'd better know that you're up against the best service experiences I have with any seller of anything in the world. I don't compare you to your competitor. I compare you to Federal Express and Ritz Carlton. That's how good you have to be to even BEGIN to exceed my expectations. You're better than your competition? Yeah? Prove it.

Level Six - Delighted: Level six because this is at least thrice as good as level two. I remember the first ebook I bought from Jim Edwards. The unadvertised bonuses kept coming, it was unreal to me and I've never forgotten it. Because of that I've bought almost everything he's put out since then. How are you delighting people? What are you doing that others are not? Believe me, it does not take that much. I just got this in from an AUDIOC4 user...

"I was really impressed by the quality of the ebook. I was actually expecting it to be more like a lot of ebooks out there which are just a bunch of basic worthless information."

I got a delighted customer just by delivering a solid product.

Earl Nightingale said there is no real competition today. To make a living takes no particular talent or skill. We (Paul & Mark) have lunch once a week we sit with our notebooks and information we're currently studying. No one else walks in with notebooks. Most looked dejected and rejected. We'll look around the room and then conclude, "There's no real competition."

You've got very little competition in the "delighted" department, so start making your customers feel special by giving them what others fail to.

Level Quantum - Delirious: Here's a concept that I have no scientific data for, but I still believe it's true. Your disgusted and delirious customers will be in proportion to each other (if you're operating a reputable business). For every client that hates you there will be one that loves you. He or she will buy everything that comes out. Then you'll get a note about how much it's loved, what a special person you are, and how more people need to be like you.

You probably already have several of these people. Who are they? List the names and send them a quick email thanking them for being such great partners.

Honestly, I don't know what you can do to force this level of loyalty. Most of the time it comes because the person feels a connection with you. They like your style. Like your formatting. Like your design. Like your delivery system. They like it all. Scratch that. They LOVE it all. However, you need to be operating in the delighted level most of the time to attract these types of customers. People don't get decent service and go gaga. But when you're consistently providing over the top service you'll develop those delirious regulars that keep you on top even on the rough days.

What Customers Want...

Pleasing the buyer is not hard. Aligning yourself with these core desires will catapult you over the crowd...

Help: You've read 4.8 million times "locate the problem of a particular group and provide the solution." That boils down to help. Why do people pull into a gas station? They need help to go a few more miles. Why do we stream into restaurants? We want help with breakfast, lunch, and supper. Or we want help closing a deal. Or we want help closing the engagement. Or we want help with a romantic mood.

"Help! I don't know what to order!"

"Help! I can't find my order!"

"Help! I have a question!"

"Help! I just want to survive!"

"Help! What do I do next!"

What are your customers screaming HELP about?

We've been so busy providing "solutions" and "answers" that we forget to help people.

Providing = "Here it is, good luck."

Helping = "Let's work on this together."

Understanding: Do you understand where your customers are coming from? Tell me a little about their background, thought process, even their dreams. How much money do they make on average? What are their main goals? Understanding people helps you serve better. That's why personal and professional coaching has taken off so well. People like knowing that someone understands him/her well enough to give specific advice and direction tailored to life.

Ease: How easy is it to do business with you? How fast is the sales process? How quick can they get their results? How fast can they get started? How long will they have to wait?

Occasionally, I'll get an email that says, "Help! I was thrown off the download page. I can't get back to it. I don't want to have to pay again – do I have to? If I can't get back and download what I ordered I'll have to get a refund. Please get back with me soon." DISease creates a state of panic.

Rate yourself:

How helpful am I:

How well do I understand my people:

How easy is it to do business with me:

Three Reminders...

It's About Support, Not Just Selling

Today an eleven-year-old with a website can sell something online. Selling is not the issue. But how will that kid react with an angry, frustrated, or confused buyer? What happens when the tyke who drinks bytes for breakfast meets grandma who decides this will be the day she logs on to the internet for the first time?

The unsuccessful look at a sale as the completion of THE goal. Get the sale. Get the sale. They sell one person then move to the next. Those making the most money realize the first sell is a stepping stone to a relationship through which more sales will come.

Any kid can make a sale; it takes a pro to supply support.

It's About Friendship, Not Just Salesmanship

There's enough arrogant copywriting high-fiving happening in business it's a wonder that some people can type with their blistered hands. Few people write real sales copy, most of it is just hype.

Why? To get the money. Big deal.

How many friends have you made through your products and services? How many of your customers can you call and they're thrilled to hear from you? Whose house could you stop by for a cookie and a glass of milk? Crooks don't stop by for a cookie – friends do.

Uh-oh, I hear some excuses..."But I run an internet business...but I never see a customer...but I'm trying to remain anonymous and make \$4,000 a day from my kitchen table in my underwear..."

Some of my best friendships (and most profitable ones) have come as a result from digital business. No, you don't have to be everyone's pal, and there will be some customers you'll need to get rid of – especially the dreaded freebie stalker. But a handful of solid clients that you laugh with, dream with, go to for advice, and go the extra mile for will only boost your business.

What kind of friend are you to your customers?

It's About Serve Us, Not Just Service

Here's a non-secret. Customers shout, "Serve us!" (Go back up and read Joe Calloway's article again.)

Admit it. When you buy something, don't you become a little selfish? Don't you have certain expectations?

Serve us. Wait on us. Silver-platter us. Butler us. Maid us. Valet us. Concierge us. Baby-sit us. Bodyguard us. Doorman us. Assist us. Pamper us. Give us.

But What About The...

Crappy customer? Write him or her off. The customer is not always right. I've got one guy who bought three products about a month apart and asked for a refund a few hours after each purchase. He remains the only one of thousands of clients to do this. Three strikes pal and you're out!

The SERVICE Code

Help – Hand - Hilarious

Help:

More than anything else it's what people are looking for. Mrs. Wright buys a dress to help her look better. Mr. Jones buys a book to help him become a better person. It doesn't get any more simple than that. Are you helping or hindering?

Hand:

Hand it over. Whether a digital good or service, or a physical good or service – hand it over fast. Make the transaction smooth.

Hilarious:

Make it fun. Let an encounter with you be enjoyable. Hopefully, you've smiled some with this book, or thought Hmm...., or these guys sure are sarcastic, or Ah-ha! Loosen up and you'll notice that your customers will too, and they'll be better served because of it.

Living the Code: Circuit City Jeffrey

I don't know Jeffrey's last name, but I keep going back to Circuit City because of him. I needed a lapel microphone for my mini-disk recorder. Unfortunately, CC didn't carry them. Jeffrey looked around like he was undercover. "Radio Shack," he said. "Hold on just a minute." He disappeared and then reappeared still acting like he was on a secret mission.

"Listen up. Radio Shack right across the street in the mall has exactly what you're looking for. I just called them. Next time you're in Circuit City remember the name Jeffrey."

I did. And I think Jeffrey had a nice Christmas because of me. Oh wait. Because of the way he served me in the first place, so I guess he really brought it on himself. What are you bringing on yourself?

GROWth

When you stop growing you're dead – and so is your business.

We become a brand new human being every thirty days – literally. Your skin sheds and resurfaces every month. If that didn't happen we would be filled with disease and disrepair. Since it's so important to our physical health to become new each month, how important is it for our business health to do the same?

Surprise, Surprise, Surprise

A short while back we attended a conference in Atlanta with several top name speakers. We actually went to hear the advertised speaker.

He sucked with a capital SUCK.

(Here's a free note for you. If you're going to open your mouth in front of a crowd say something interesting, valuable, and WOW!)

However, there was another guy there who released a bestselling ebook a few months before. He was incredible. Talented, solid, informational and applicational. We talked about him all the way home.

For some reason I decided to send him an email to complement him on the great job he did. He e-mailed me back and said, "Wow! I used all your material to get ready for this speech. It's only the second talk I've ever given."

I've got to admit that blew me away. Here was a guy in the upper ranks of success who had purchased my course to become better. He didn't draw attention to himself. He didn't expect a handout. He saw an area of his life that he wanted to strengthen, and he ran out and located what he thought would get him to his goal the fastest.

After that experience, I began to go back through my previous customers and I discovered that many of the most successful people had purchased one or more of my resources. Not only that, but many had purchased the most expensive option.

The most experienced and influential people in their fields do not stop learning, or stop buying. They constantly seek new information to broaden their knowledge and become more valuable to their customers and clients.

Look through your customer base. Do you have any "famous" people in your ranks? Why do they buy? Don't they already know it all?

Growing Strong

Back in the early 90's I owned a fitness center. My partner and I opened on the heels of a famous "health spa" closing it's doors. One of the best moves we made came when we unlocked the doors on New Year's day. We knew the rush of resolutions would fill the place.

Soon the gym was wall to wall with people who wanted to change their physiques. The advice I gave those new members is the same we all need to follow to grow in our businesses.

First, what result are you looking for? Some of the guys wanted to get huge. They wanted muscles bulging, and women lusting. The ladies, on the other hand, wanted to get as thin as a twig. But each knew what they wanted.

What do you want? "Duh, to make a lot of money." Good luck, Mr. Vague. Even the guys in the gym knew they wanted to weigh 225, bench press 375, and have 19 inch arms.

Here's the question again – what do you want?

Second, design a diet to provide the right nutrients. When I competed in bodybuilding (yes, it was embarrassing to get on stage in speedo gear) I knew that eating cookies wouldn't get me ready. My diet was designed to produce a specific result. We really are what we eat – which explains the state of my waistline at this point!

Once I knew what I wanted to look like on stage, I had to eat in a way that would make it possible. How do you want to look in your business? Financially? Personally? Then start eating and drinking the things that will fill you with the success nutrients to produce it.

Munch on valuable ezines.

Chew on specialized membership sites.

Gulp audio seminars.

Digest personal coaching or training.

Feast on books.

Swallow interviews.

AND STAY DEDICATED TO THE DIET!

The worse thing that can happen to a dieter is a successful “cheat” day. Eating a couple of donuts or a piece of cake does no real damage to the physique, but the mind starts churning...“That didn’t even phase me. I could probably have two cheat meals a week and not be affected.” Your mind starts making you believe a cheat meal actually helps. Before you know it you’re hangin’ out at Krispy Kreme with the local law enforcement!

What are you eating? Name the last five books you’ve read...the last seminar you attended...the last audio program you listened to. What do you feed your mind?

Third, exercise. Having a plan and eating right prepares the body for the workout. You’ve got to workout to grow muscle. Babies workout by crawling, then walking. Bodybuilders workout by increasing the poundage of an exercise. That’s oversimplified, but that’s the basics.

Your workout takes place when you apply the knowledge you feed yourself. You’ve read 500 books? Congratulations. Invested \$20,000 in training courses? Ye-haw! What are you doing with it? What are you DOING with it?

Here’s an easy process to follow...

1. *Keep a journal of your diet.* How much did you lift with your mind? What principle did you apply? For example: you get an email from an irate customer. Instead of shooting back a blast, you stop and think, “What have I been studying over the past month? How can I use it in this situation?” You flip through your journal to see what you’ve covered. “Yes! crEATivity in Cracking the Code taught me to be able to eat off my ideas. How can I respond in a way that will bring a future sale or create a loyal customer?”
2. *Keep a Journal of your workouts.* Once you respond write down the event and the information you applied. This will allow you to return to it time and time again.
3. *Write down the results.* After getting back with the person how did he or she respond? Log it and learn from it.

Fourth, the post workout window. Science has discovered a growth opportunity that occurs immediately after the workout. During that period the body absorbs nutrients in an almost sponge-like way. Proteins, carbohydrates, vitamins, and minerals enter the blood stream and cells more rapidly.

The best time to add more groceries to your brain is immediately after applying a particular principle. If you play golf, the best time to practice is right after a round. If you just reached #1 on Google, then it’s time to crank up the search engine optimization studying. Too many people relax with success instead of enriching their education in the area.

Fifth, rest. Recuperation is the secret to growth. Only when we sleep do muscles mend. That's when they get strong. I was taught early in my fitness career that in order to gain muscle mass I needed to get plenty of sleep.

Psychologists proved years ago that our minds continue to work while we sleep. Haven't you sat up in bed wide awake with an idea? Right before going to bed do three things...

1. Review what you've studied that day.
2. Review your workout from the day – what you actually applied.
3. Review the ultimate goals you want to reach and ask your mind to create ways of reaching them while you sleep.

Human GROWth Hormone:

The pituitary gland produces human growth hormone (HGH). Without it we don't grow properly from children into adults. As we age the production of this hormone decreases and many believe that stimulating or supplementing HGH will renew youth – a virtual fountain of youth.

I don't know about all that stuff, but I do know this...

Coaching, mentoring, or whatever you want to call it is the success equivalent to HGH. You will get to where you want to go faster and more accurately.

Q: What do you look for in a coach? (This is not legal advice.) A: Someone who is doing what you want to do, or has been where you want to go. Some people will tell you that as long as a person has the knowledge he/she can coach you. Let's say one person has been to fifteen different seminars on getting a book published, while another person has an agent and two books on the shelves of your local bookstore. Who do you want to learn from?

Going back to the fitness center example. No one in the gym asks an out of shape person advice even if he or she has worked out for twenty-years. You always approach the personal trainer who looks like Michael Angelo might have used as a model. Of course a person can have all the results, but be so dumb they can't coach you to higher performance.

1. Look for someone with a great reputation for doing what you want to do.
2. Look for someone who won't coddle you or string you along. We need someone to kick us in the butt to really grow!
3. Look for someone who shows you the ways to a specific, measurable, result.

4. Look for someone who charges a fee. If someone offers to coach you for free beyond an initial consultation be careful unless they are a close friend.
5. Do you need someone who is certified? Only if you need psychological coaching – also known as therapy.
6. Look for someone you connect with. There's no reason to stay with a pain even if he/she makes millions.

Hey! This would be a great spot to recommend our coaching club! Join the coaching club. But we're not that shameless. Join the coaching club. Just email us for a recommendation about any type of coach. Join the coaching club. Tell us what you want to accomplish and we'll make a non-litigating recommendation. Join the coaching club.

The GROWth Code:

Learning – Churning – Turning - Earning

Learning:

Devour everything directly related to the result you want. Always keep something to learn with you at all times. Right now I'm typing in a dentist office. Both boys are getting their teeth cleaned. If I get tired of typing I can review my journal or read an article I printed before leaving the house. Never go anywhere without your portable education. If I were to raid your car, briefcase, or nightstand what learning material would I find – or not find?

Churning:

Let the new info simmer a bit. Let your head work on the material the way your stomach breaks down your meal. You don't have to think or force anything. Your subconscious will begin sifting and sorting the concepts and ideas will start popping into your head from nowhere!

Turning:

Those ideas hitting you between the eyes signal the growth and change taking place within you. The next step is to twist and turn them to fit where you are presently. People fail when they attempt to copy another's success verbatim. Instead the other person's success blueprint needs to be taken and adjusted to fit your needs. The reason it worked so well for so-and-so is because it fit them. Turn your churning into a usable form for you.

Earning:

The result of your turning is your system. Your learning, churning, and turning can be packaged into earning (as mentioned in the YOUNique

chapter). People will buy your system because they want to take it and learn, churn, turn, and earn for themselves.

Living the Code: Anthony Robbins

Maybe you think his stuff is hype or hip - it doesn't matter - Tony remains one of the greatest marketers of our day. As the story goes, a group of psychologists discovered NLP neuro-linguistic programming, but Tony capitalized on the concept by taking it mainstream. He learned about this psychology-technology, let it churn in his brain, turned it into a system that would allow him to break out of his self-limiting lifestyle, and earn millions and millions and millions from sharing it with the planet.

LEADer

There's a time to follow, but it's not now.

When your favorite sports teams play you want them in the lead. How many games do you want them to lose? How close do you want the score to be? Would you like a 12-0 season? Would a blowout every game – especially against a rival – be alright?

Then why do people settle for the middle of the pack or worse, in life? I'm not saying they're happy there, but they don't seem to take the lead in life.

On the other side you have those who are determined to be #1 in their field. They won't settle for anything less. They want to dominate and be looked to as THE source for their particular product or service.

Inventing the Pace

No one thought a sub-four-minute mile was possible until Roger Bannister broke the barrier. Then sub-four-minute miles popped up all over the place. One month no one believed it could happen. The next month people trashed the barrier with regularity.

Someone has to set the pace and break through. Why shouldn't it be you? Anyone can follow the crowd – and most do – but you could lead. Set a new record. Create a new standard.

What are you on pace to accomplish in the next week, month, or year? Will you be somewhere in the middle of the pack or will you break the tape at the finish line?

#2 Ain't All that Bad If...

You're Avis. Have you seen their commercials? "We're #2. We Try Harder." How sweet. Here we are living in a time where we get to brag about being #2. The last time I checked if a kid said number #2 he meant he needed a potty fast!

We need to beef it up a bit. Get some of the "ready to rumble" attitude back. Look in the stands at any football game and how many fingers do fans lift for their teams? One. The group can be ranked 141st, but fans will lift up the #1 sign. You don't hear any, "We're number five! We're number five!" cheering

from fans. No one is proud of number 141, 5 or number 2. "We're #1. We're #1." That's what they shout.

What are you shouting?

What number does your website shout?

What number do you want to be on the top search engines?

When your customers talk about you what number do you want them to say you are?

#1 flows like a brisk stream.

#2 is crap.

Don't forget it.

Is Anybody Back There?

Ancient Proverb: You're not leading if no one is following.

Imitation is the sincerest form of compliment. It's also the fiercest form of competition. When you're leading everyone else wants to copy your success then surpass it.

How to know if you're leading...

1. How many people contact you for your specific knowledge?
2. How many competitors "copy cat" you?
3. How difficult is it for you to get certain people to endorse you because of jealousy or intimidation?
4. How many emails, letters, or calls do you get a week that let you know what a difference you're making?
5. Do you feel compelled to imitate others in your field or do you find yourself unaware and forging ahead without concern for them?
6. Are you being asked for affiliate information?
7. Are you being asked to be interviewed?
8. Are you contributing articles and special reports as bonuses for another's product?

9. Do you have an inner prompting that lets you know you're way ahead of the curve?
10. Do you find it easy to take a present technology or system and improve it and rename it for your purposes?
11. Are people asking you to train or coach them? Who?
12. Do you see the future clearly and get excited thinking about it? Write it down.
13. Do you take wise-risks in order to stay on top? Name three.
14. How new and fresh are your ideas, or do you say the same old thing in the same old ways?
15. Is each day filled with action and accomplishment? What did you accomplish yesterday that put you ahead of the field?
16. Do you make decisions quickly and solidly? List your last two.
17. Do people value what you say and wait to hear from you before deciding for themselves?
18. Are you constantly improving, learning, and growing because you want to not because you have to?
19. Are you considered warm, charismatic, and likeable? Do you make friends easily?
20. Can you share your ideas, vision, and strengths without being overbearing?
21. Are you winning awards or receiving positive reviews for your work?
22. Are you being asked to give seminars or speak at events in your field?
23. How well do you sincerely listen to the ideas of others?

The LEADer Code

Training – Pace – Finish Line - Coaching

Training:

Becoming a leader begins with training. Reading, studying, and applying the knowledge presently available in your niche. The ones who will never be leaders whine about how unfair it is that so-and-so is doing so well. They're jealous and feel that they should get the same fanfare. What they don't see is the amount of training the individual has put in. It's so easy to look at another's success and attribute it to luck or a break, but rarely is that true.

Do you want to find out how "lucky" people are? Watch *Biography* on A & E, or *Behind the Music* on VH1. Almost all "overnight" successes put in years of butt kicking effort to get to where they are, but someone will always look in and say, "I can play guitar better than that." "I can write better than him." "I am a better actress than her." Granted, the people who say this don't want to go through what the top people went through to get there.

Leaders don't complain about what it took to get their level. They look back with excitement knowing they have earned their position. Non leaders look back and see nothing but excuses to explain to themselves why they are not where everyone else is.

Pace:

Leaders set the pace. They run with assurance because they know they put in the time and effort needed to get to the front of the race. Everyone else is behind and struggling to keep up, wanting to know their secret, wanting to know how they can run with such ease.

It all stems from the first step in the code of this section: they trained. Getting out in front is not hard to them because they did what was necessary to put them there and stay there. On top of that their training process is given in the knowledge and ability to draw from all of that experience and it makes each step easier.

If someone happens to overtake them a leader is able to push him or herself to a greater extent to get back in the lead. They don't get down or depressed, they simply recoup and regain their pace.

Finish Line:

Even if you're miles away from the tape you can see it clearly when you're a leader. It keeps you moving and keeps you going. The end result - whether it's money, or accomplishment, or an award – keeps you on track.

What is your finish line? What end can you see clearly? How vivid, how detailed, how specifically can you see the finish line?

Coaching:

Once you cross the line incredible things happen. People want to know how you won. They want to know about your training. They want to know how you are able to accomplish what you do. Basically, they want you to turn them into you.

Take an hour this week and write down all the areas you could train someone in. I'm not asking you to be arrogant or brag on yourself – just be honest. Where do you feel qualified to lead another?

Living the Code: Jimmy D. Brown

Jimmy leads on two fronts. First, as a personal example and person of integrity. He designs his resources for the good of the customer and sincerely seeks to help them. Second, he is always on the frontline of high quality and immediately useful information. As members of "List and Traffic" Mark and I get dozens of high quality concepts to apply each month. It not only makes us better at our businesses, it makes us better people.

colLABORation

$$1+1=11$$

Proverbs 27:17 – As iron sharpens iron so one man sharpens another.

Ecclesiastes 4:12 – Though one may be overtaken, two can defend themselves; a cord of three stands is not easily broken.

Let me encourage you to form strategic alliances in business to keep you thriving and strong. Partnerships like this are synergistic – you accomplish so much more together than you ever would alone. You become more creative, more focused, and more proud of the accomplishment.

First, collaboration sharpens you. The other person can help you see your weaknesses and improve them – and likewise you do the same.

Second, your combined effort will build a solid business structure. When building a wall alone you might be able to lift a 100 pound stone, but with the help of another you both might lift a 400 pound stone.

Here are five types of people not to collaborate with...

1. The stupid. Some folks are just plain dumb so don't waste your time with them. "Hey Bill, we could open a carpet cleaning company." Well Fred, most people in this area have tile or wood floors." "Oh, well, we could talk them into buying carpet then we could clean it." Stay away from people who can't think straight. Maybe you feel sorry for him or her – or they make you feel sorry for him/her. Don't fall for it. You'll regret ever going into business with an idiot.
2. The leach. Be afraid of the person who comes to you with so much to offer. If they're so great why haven't they made it? These folks want to drain your name to make them look good.
3. The lazy. If you strike up a collaborative effort with someone who fails to turn in their work on time, or can't seem to get their stuff done then get out. Tell them it won't work out.
4. The king. I hate working with people who think they rule the planet. Nobody is fooled by or attracted to this type of personality. Stay away from people who say, "You're so lucky to be working with me. When people see your name with mine they'll automatically get on board."
5. The pessimist. Avoid all ventures with people who invent thunderstorms on sunny days. I'm not talking about realists – it's good

to have a solid thinker around. I'm talking about the person who cannot say anything positive.

Forging Friendships

Opposite of the five above, you need to forge mutually supportive friendships that can turn into partnerships.

First, when you like a product write the developer. Be specific about what you liked and how it helped. Will it get remembered? Maybe not the first time, but if you become a loyal customer it will be.

Second, send in a testimonial. It's tough to forget a person who has said positive things about you and it's posted on your site.

Third, if an ezine issue or article affects you positively write about that as well.

What is all this about?

Contact and positive impressions.

You'll discover that once you become known as a solid source of relevant feedback, the person will trust your judgment. You might be asked to review the next product before it comes out, or you may become an advisor on a creative team before a product goes to development.

I'm not going to drop any names, but for this product I contacted someone in the upper ranks who has been super positive about my previous effort. When I gave an overview about the original project he immediately provided some ideas that sent this in a new stronger direction. That would not have been possible without me knowing that he liked my work.

Caution: Don't become a butt kisser. This is not advising you to tell everyone out there, "Oh you're so wonderful. I loved your latest book. Oh, wonderful, wonderful, wonderful. I love everything you do. You're my idol. Will you kiss my butt too?"

If it's not real don't say it. In fact, add butt-kisser to the list of people not to collaborate with. If your psyche is weak you need someone around you like that, then go see a therapist.

Semi-collABORation

Here's a brief concept that may prove to be the high-dollar ticket for you. Sometimes you don't need a full-time partner, but you do need clarity.

Janet Switzer is the executive director of Leading Experts International. As I listened to her tape on "How to Become the Leading Expert in Your Market by Selling Your Knowledge," she mentioned one of the most prominent marketers on the internet. I thought she was going to tell a story about the way this gentleman impacted her career.

WELL, it turns out that SHE influenced him.

First, he was already solidly established making bushels of cash a day online, he was not a newbie. In fact, he already possessed a HUGE list and a huge following who drooled at the chance of learning under him. (The only reason I'm not using his name is because I'm not sure he wants others to know this "secret.")

Second, he had a great idea but didn't know how to position it. What? A top level marketer making at least a half-million a year online didn't know how to position?!

Third, Janet gave him the name of his idea – if I told it to you, you'd recognize it immediately.

Fourth, by using Janet's principles he overshot his target by 68%.

Fifth, he called her back to ask what to do with the overflow. She named this second level of the coaching/mentoring program for him.

Six, I received the original announcement about the program and follow-up announcements. You probably did too.

Seven, I'm now receiving emails from people who graduated, and so are you.

The point? Some times you need to hire a consultant as a part-time collaborator. If the biggest of names are doing it then you and I should too!

Heartstorming

Heartstorming comes from the book *The One Minute Millionaire* by Mark Victor Hansen and Robert Allen.

Brainstorming comes from your head, but this comes from your heart. In a true collaboration you discover the same pulse - the same heartbeat.

You're connected emotionally as well as intellectually. Your dreams, aspirations and visions interconnect. You find that you both get excited about the same things. You dream about the same things. You want to affect the world in the same way.

You discover that your strengths complement each other. Instead of getting bogged down in a mire of weaknesses, you take your strengths and exploit them. One of you might be a tremendous writer. The other might be a great editor. Those two strengths combined can turn into a bestseller.

You unleash a combustible creativity. This is my favorite. When you begin heartstorming with a friend you catch fire. Ideas and concepts form that never would've been realized on your own.

The amazing thing is that most of this creativity comes in very casual moments. Most of the time you're just talking; you're not even trying to come up with something great; you're just feeding off the ideas of each other. Later you'll look back and be shocked at how easy it is to come up with great ideas through one or two other people.

The collABORation Code

Great Match – Great Concept – Great Passion

Great Match:

No collaboration will work without connection. Who do you connect with? Look back through the ebooks and tapes you've purchased. Which of those authors brought these thoughts to mind...

- We think alike.
- I like how this person writes.
- I feel totally connected with this chapter.
- I felt this way for years. I can't believe someone is actually saying it.

Great Concept:

Don't dedicate your time and effort to anything less than a project you believe will be fantastic. Working with someone day in and day out gets old fast unless the end result will be worth it. There will be times of creative crisis and possibly times when you are sick of that other person, but the idea is so great that you both put everything into it.

Great Passion:

Will you really stick with each other till the end? That sounds sort of like marriage doesn't it? Collaborating can be like marriage. You might fight and

argue, scratch and claw, and kiss and make-up (all figuratively of course unless you're working with your most significant other).

Living the Code: Robert Allen & Mark Victor Hansen

These two guys have a fantastic business collaboration. If you haven't already read their book the *One Minute Millionaire* what's wrong with you? These guys did a workshop together, and the noncompetitive and complementary way they work together sets a high standard.

GOals

Design & Conquer

I hate goals! That's why I need them so desperately. It's easy to float and wake up a year later down a river you had no intention traveling – and that sucks. You have to paddle all the way back to where you meant to start. By then you're exhausted and don't feel like doing anything.

Why do the most successful people set goals?

1. To get a clear picture of where they want to go and when they want to get there. You'll notice how successful people can tell you exactly where they are going, they have a map to tell you the direction they'll travel, and they can let you in on the time frame.
2. As a reference point for the journey. If you don't know your destination you won't know how far along you are, or how much of the trip is left.
3. To create a point of separation from the unsuccessful. Losers can always give you excuses for their place in life. Winners point you to the specific plan they followed to succeed.
4. To repeat past victories and avoid past failures. It's nice to think, "Now how did I get that great result last time?" and then be able to retrace your steps through your goals.
5. To lead others down the same path. Successful people want to share their victories and help others do the same. Goals allow you to share with others exactly what you did without guessing.

Question: Should you set goals (or whatever you want to call them)?

Answer: Only if you want to do what you thought you couldn't, reach where you thought you shouldn't, and go where you thought you wouldn't.

The Simple Formula

Gene Donohue...

The car is packed and you're ready to go, your first ever cross-country trip. From the White Mountains of New Hampshire to the rolling hills of San Francisco, you're going to see it all.

You put the car in gear and off you go. First stop, the Baseball Hall of Fame in Cooperstown, New York.

A little while into the trip you need to check the map because you've reached an intersection you're not familiar with. You panic for a moment because you realize you've forgotten your map.

But you say the heck with it because you know where you're going. You take a right, change the radio station and keep on going. Unfortunately, you never reach your destination.

Too many of us treat goal setting the same way. We dream about where we want to go, but we don't have a map to get there.

What is a map? In essence, the written word.

What is the difference between a dream and a goal? Once again, the written word.

But we need to do more than simply scribble down some ideas on a piece of paper. Our goals need to be complete and focused, much like a road map, and that is the purpose behind the rest of this article.

If you follow the 7 steps I've outlined below you will be well on your way to becoming an expert in building the road maps to your goals.

Life consists in what a
man is thinking of all day.
-Ralph Waldo Emerson

1. Make sure the goal you are working for is something you really want, not just something that sounds good.

I remember when I started taking baseball umpiring more seriously. I began to set my sites on the NCAA Division 1 level. Why? I knew there was no way I could get onto the road to the major leagues, so the next best thing was the highest college level. Pretty cool, right. Wrong.

Sure, when I was talking to people about my umpiring goals it sounded pretty good, and many people were quite impressed. Fortunately I began to see through my own charade.

I have been involved in youth sports for a long time. I've coached, I've been the President of leagues, I've been a treasurer and I'm currently an Assistant State Commissioner for Cal Ripken Baseball. Youth sports is where I belong, it is where my heart belongs, not on some college diamond where the only thing at stake is a high draft spot.

When setting goals, it is very important to remember that your goals must be consistent with your values.

2. A goal can not contradict any of your other goals.

For example, you can't buy a \$750,000 house if your income goal is only \$50,000 per year. This is called non-integrated thinking and will sabotage all of the hard work you put into your goals. Non-integrated thinking can also hamper your everyday thoughts as well. We should continually strive to eliminate contradictory ideas from our thinking.

3. Develop goals in the 6 areas of life:

Family and Home
Financial and Career
Spiritual and Ethical
Physical and Health
Social and Cultural
Mental and Educational

Setting goals in each area of life will ensure a more balanced life as you begin to examine and change the fundamentals of everyday living. Setting goals in each area of life also helps in eliminating the non-integrated thinking we talked about in the 2nd step.

4. Write your goal in the positive instead of the negative.

Work for what you want, not for what you want to leave behind. Part of the reason why we write down and examine our goals is to create a set of instructions for our subconscious mind to carry out. Your subconscious mind is a very efficient tool. It can not determine right from wrong and it does not judge. It's only function is to carry out its instructions. The more positive instructions you give it, the more positive results you will get.

Thinking positively in everyday life will also help in your growth as a human being. Don't limit it to goal setting.

5. Write your goal out in complete detail.

Instead of writing "A new home," write "A 4,000 square foot contemporary with 4 bedrooms and 3 baths and a view of the mountain on 20 acres of land.

Once again we are giving the subconscious mind a detailed set of instructions to work on. The more information you give it, the more clear the final outcome becomes. The more precise the outcome, the more efficient the subconscious mind can become.

Can you close your eyes and visualize the home I described above? Walk around the house. Stand on the porch off the master bedroom and see the fog lifting off the mountain. Look down at the garden full of tomatoes, green beans and cucumbers. And off to the right is the other garden full of a mums, carnations and roses. Can you see it? So can your subconscious mind.

6. By all means, make sure your goal is high enough.

Shoot for the moon, if you miss you'll still be in the stars. Earlier I talked about my umpiring goals and how making it to the top level of college umpiring did not mix with my values. Some of you might be saying that I'm not setting my goals high enough. Not so. I still have very high goals for my umpiring career at the youth level. My ultimate goal is to be chosen to umpire a Babe Ruth World Series and to do so as a crew chief. If I never make it, everything I do to reach that goal will make me a better umpire and a better person. If I make it, but don't go as a crew chief, then I am still among the top youth umpires in the nation. Shoot for the moon!

7. This is the most important, write down your goals.

Writing down your goals creates the roadmap to your success. Although just the act of writing them down can set the process in motion, it is also extremely important to review your goals frequently. Remember, the more focused you are on your goals the more likely you are to accomplish them.

Sometimes we realize we have to revise a goal as circumstances and other goals change, much like I did with my umpiring. If you need to change a goal do not consider it a failure, consider it a victory as you had the insight to realize something was different.

Placing a To GO Order

Maybe you're like me. You can set goals, even write them down, but it does not mean anything will happen. Start placing to GO orders with your goals.

A to GO order is a trigger you create to keep you focused and on fire. It keeps you going when you want to give up or just get lazy. Here are three suggestions: 1) Reward 2) Prevention 3) Questions.

1) Reward

What could you give yourself for taking the next step or reaching your goal? A meal at your favorite restaurant? A new car? A chunk of cash given to your favorite charity if your goal produces monetary gain?

Linking your goal to a reward allows you to do one thing for two great results. First, you achieve your goal, which is awesome by itself. Second, you get the prize you promised yourself for reaching the goal. It's like a double incentive.

2) Prevention

Running several online businesses keeps the emails popping. Create a great customer service. If you check your email too much, you could get wrapped up in unnecessary correspondence. That leads to wasted time and unmet personal goals and deadlines. Suggestion: Put some preventive measures in place. When you sit down to write – jot down the time. Require yourself to work one solid hour before checking email again. You might think, “Is that all?” You’ll be surprised how long it seems at first. After you get used to it, you’ll be surprised how much you get done in that hour.

What prevention can you use? Do you need a time limit? Do you want to say you’re not allowed to eat lunch until you get “x” completed? (I may have just invented the perfect diet!!)

3) The Question

Before you start anything ask yourself, “Will _____ help me reach the goal of _____?”

Will eating this chocolate cake help me reach the goal of losing twenty pounds?

Will reading the paper while my kids want to play help me reach the goal of becoming a great dad?

Will hanging out in this forum help me reach the goal of creating a new product in the next 30 days?

Will reading this book help me reach the goal of forming a league of network partners?

Will blasting this customer help me reach the goal of brANDING my customer service?

Will harping on my insecurities help me reach the goal of discovering my YOUNique contributions?

Will cutting out thirty minutes on the cell phone a day help me reach the goals of perSEVERance?

That brief question asked before a task can catapult you to the top!

The GOals Code

On Your Mark – Get Set – Go - Code

On Your Mark:

Stand on the Goal. Every morning take a stand. Get your list out every morning and dream through it. I made 34 goals for this year. Each day I review them and plan and plot ways to get another step closer if not complete them. Some will be accomplished by the end of the month others will take the entire year.

Make it your GOal to examine your list every morning first thing!

Get Set:

Have everything in place to succeed. No one goes to war without a weapon and you don't need to go to goal without your weaponry. Collect the people, educational materials, plans, dreams, motivations, journals, time frame, and anything else you need access to during the battle. The key is having all these things in place ahead of time. If you get a quarter of the way into the goal and discover you left five basic weapons back at the fort you'll get discouraged and consider quitting. Make thorough plans in advance and be ready to win!

Go:

Don't just stand there, get moving. Conquer the GOal one small fight at a time. Read one more article, put up one more web page, write one more page, contact one more affiliate... The chapter on [ACTion](#) will help you with this even more, but the main focus here is to keep going, keep moving, fight small battles that seem unimportant. However, when you combine all the little skirmishes you'll discover that you've won the war.

Code:

Record the success and why it came. With each action you take toward the goal write it down. You want to create a detailed plan that you can follow again or others who come along can follow. Learn to create great plans like this in the [thINKing](#) section.

Living the Code: Zig Ziglar

Zig remains the prime example of the power of setting goals. He went from broke physically and financially to becoming fit physically and financially. Zig Ziglar's corporation is built upon the same philosophy he expounds to his audiences - hard work, common sense, fairness, commitment and integrity. His book "Over the Top" details a simple, but powerful goal setting system.

For over 50 years Zig has crafted, perfected and lived his belief that "you can have everything in life you want, if you will just help enough other people get what they want."

Although the world has changed dramatically since Zig worked as a door-to-door cookware salesman, the principles behind self-motivation and success have not. And like Zig's extraordinary effort that led to him to becoming a top salesman in that organization, the road to success is often not an easy one.

Zig wrote his first book, *See You At The Top*, on a yellow pad of paper. Today we wonder how. There were no laptops in the Ziglar home, much less cell phones or electronic, handheld organizers. However, the motivation behind Zig's determination remains as vital today as it was the day his book was published. *It's about being better* helps remind us the opportunities are here – all we need to do is realize them.

perSEVERance

You Got to Cut Losses to Protect the Wins.

Another success factor repeating itself among the ultra-wealthy is the ability to persevere – especially in light of dire circumstances. However, it's not what we're reaching toward that trips us up; it's what we fail to let go of.

Let's face it, we all have some junk we need to cast overboard. Stuff we need to quit eating or smoking. People we need to avoid. Relationships we need to cut off. Projects we need to trash.

But we don't.

We grow comfortable with these "vices" even if they poison us.

Things we refuse to sever are the very things that will prevent us from making it to the result we're seeking. So whether it's a goal, relationship, partnership, or new resources, pinpoint the areas holding you back, cut them out, then you can move forward with greater speed and strength.

Retreat!

"Get away!"

No, I'm not talking about the comment you heard from multiple members of the opposite sex at a party.

You need to get totally away from everyone and everything for a minimum of twenty-four to seventy-two hours. Seventy-two would be ideal because it takes a solid twelve hours just to get used to the quiet and allow your brain to adjust.

Here are the rules:

No television, no reading material, no CDs, no nothing. Especially nothing entertaining. Take only enough food to keep you alive, and a notebook and pen. (No laptop and no internet!)

Here's the perSEVERance schedule...

Hours 1-3:

Nothing. Just lie still on a bed or sit still in a chair. Do nothing.

Hours 4-6:

Memories. Relive the most exciting parts of your life. When you were the most alive. When you smiled the most. When you were happiest. Write ALL of these times down and record WHY these memories mean so much. Not "Because I spent time with my dad," but "For the first time I realized how much my dad LOVED me." Connect your positive experiences with positive emotions.

Crucial concept:

This is where most of us fall short in where we invest our lives. When something negative happens we reinforce with emotion. "I'm worthless." "Nobody loves me." But when something positive happens we reinforce with logic. "That was a great restaurant." "Those are nice people." Instead we need to associate positive times with emotion, "I had a blast tonight because I felt accepted." Yes, it sound mushy, but we don't have a tough time crushing ourselves. It's sad that we have such a hard time building up ourselves.

Hours 7-9:

Business success. Write down everything you have done in the business world that you are proud of. Write exactly why you feel those moments are important. Take the full three hours for this, you won't want to. You'll probably feel done in 30 minutes. Too bad. Keep thinking and keep writing. Add to previous entries if needed.

Hours 10-18:

Sleep. Before going to bed repeat to yourself several times your dreams. Then ask yourself, "What am I doing that is preventing these from happening." Keep asking yourself that question while you go to sleep. Do not answer it, just ask it.

19-23:

Light breakfast and shower. Then the real work begins. Write down everything that is preventing you from accomplishing your dreams and goals. Earlier you got to be super positive about yourself and events in your life. Now it's time to look honestly into the present to see what you need to sever. Go through the list of questions in the [What's Not Working](#) section.

Hour 25:

List the top three people you are going to write and thank for your success. List the top three things that are holding you back and how you are going to get rid of them.

What's Not Working?

Who:

Who influences you in a negative way?

Why?

Why do you hold on to these people?

Who do you need to cut from your life? (This assumes it cannot be mended.)

What:

What activities waste your time or create bad habits?

Why do you keep doing them?

What activities are you going to cut?

When:

When is the worst time for you to plan and work?

How can you avoid that time and shift to a more productive schedule?

Where:

Where do you get weighed down physically and mentally?

What do you need to cut here?

How:

How often do you "wake up" in the middle of garbage? You look around and the time is gone and you feel like you got nothing done.

How did you get here?

SEVERance Pay

It's been kinda sweet to this point of the chapter. Most of the severing dealt with others. It's time to get personal.

What are YOU doing that's holding you back? Here are the most common elements...

Blaming others for failure.

"I can't believe they did that just when I was going to..."

Not taking responsibility.

"It's not my fault if she had done what..."

Procrastinating.

"I can go do X now and get to this later."

Lying to yourself.

"Once I get over this hurdle everything will be smooth."

Wasting time.

"Let me make a few more forum posts."

Allowing circumstances to determine motivation.

"If I had more money I could really get ahead on this project."

Self-limiting beliefs.

"Who am I to write this book?"

Fear.

"What if I do all this work and nothing happens?"

Confusing productivity with profit.

"Wow! I can't believe how much I got done today I sure wish someone would buy something."

Sucking attitude.

"Nothing ever goes right for me."

Stupid expectations.

"If Mr. Guru would send this out to his list I'd be on easy street."

Repeating dumb decisions.

"Why doesn't this work? I've tried 14 times and the same thing keeps happening."

Getting too attached to a project

"I know this won't work, but I've put in so much time and effort I can't stop now."

The list could go on for pages, but the question is: What are you doing to prevent your success?

I'm not saying this to be mean, but most people do not succeed because of who they are, NOT what they're doing. Many of the dreamers out there want to be rich without working. They want to reach the top without traveling to get there. They want to be accepted as a peer among the upper ranks without forging relationships. They want to use others to get to their goal without helping others.

A person who is not faithful with little assignments cannot be trusted with big assignments. When people contact me with pitiful "please give me a chance" stories I give them an ASSignment. It's a task that will allow them to prove if they will stick with the program or just want a handout.

Here's your tough ASSignment – and answer truthfully:

Do you find yourself thinking the deck is stacked against you?

Do you think there's a special clique club that sucks up all the sales and they won't let you in?

Is it someone else's fault that you're where you are in life right now?
If you were only given a chance then everything would be alright?

If you answered yes to those questions and felt anger inside, then you've got a long heartbreaking road ahead of you.

If you answered yes, but asked yourself, "How can I change my thinking and perspective" then you'll find success only a few changed thoughts ahead. Be sure to focus on the optiMISTIC chapter.

If you answered no, then you probably already feel like a success in the major areas of life because it's hard take responsibility for your life and not feel successful.

Every 26 days

Rick Warren talks about the "Nehemiah Principle." When rebuilding the wall of Jerusalem the workers became discouraged. They wanted to quit at the halfway point (do you ever feel like that?). Nehemiah stepped up to rally the workers and refocus them on the project.

Every 26 days, or once a month, you need to refocus and renew your strength to perSEVERe.

- 1) Take an hour and refresh your dreams and [GOals](#).
- 2) Review the past 26 days to identify anything you need to slash. Where are you wasting time? What's not working?
- 3) Pinpoint everything that is working well, or beyond expectation, and write it into your upcoming 26 days. Many times you'll uncover a gem that you never recognized without this valuable review time.

The perSEVERance Code

Butt – Cut

Butt:

Sit down and review your present life. Where are you now compared to where you want to be?

What are you doing to hold yourself back?

Cut:

What do you HAVE to cut, sever, circumcise? Honestly, I got so mad at myself two weeks ago. I was wasting tons of time and not moving on certain projects as fast as I thought I should. Immediately I got on my butt and wrote down everything I needed to focus on and everything I needed to cut. Since then I've been exponentially productive.

To build a connection between your brain and body with what you want to cut, sit down and get out several sheets of paper. On each sheet write down what you need to cut from your life. Then get out a pair of scissors and cut each sheet over the trash can. Simple but effective if you're man or woman enough to do it.

Living the Code: Sarano Kelly

Sarano is the author of "The Game: Win Your Life in 90 Days." He grew up in a gang-infested neighborhood in Brownsville, NY, and became a Vassar College graduate who earned \$400,000 in commission as a stock broker on Wall Street by the time he was 23 years old.

When he was at the height of success as a stockbroker, he had a life changing experience – he lost some of his family members in a fire. This tragedy caused him to begin a spiritual and philosophical journey to understand the meaning and purpose of his life. He decided to cut his Wall Street fortune and pursue a path that he felt would create greater value. The result is a multimillion dollar coaching and consulting firm that helps others win their lives.

FREEdom

Liberty Requires Sacrifice.

"I find I'm so excited, I can barely sit still, or hold a thought in my head. I think it's the excitement only a free man can feel, a free man at the start of a long journey whose conclusion is uncertain." Red, *The Shawshank Redemption*.

Are you free?

Please don't confuse freedom with the lies you've read.

"I only work 3 hours."

"I'm writing this from the beach while my internet system funnels money into my bank account."

"If you want to escape your dead end job, get a beautiful sexy wife like mine, and work only one hour a week – if that much – then sign up now!"

That's not freedom, but a greedy marketer pandering to your dreams of doing nothing and having everything. We have got to stop associating freedom with being rich and lazy.

FREEdom means you get to live your life in a way that benefits you AND others.

People like Brian Tracy, Jack Welch, Rick Adams, Alan SAYS, Tony Robbins, Zig Ziglar, Nido Quiben, Oprah Wynfry, and millions of other names are free not because of their wealth. Their wealth has come through their freedom.

How would you like to never pay another mortgage, never have to buy a stitch of clothing because you get it at no cost, never work, and have people giving you money all day long? Does that sound like freedom? Well, it also sounds like a homeless person – is that what you want?

The Price of FREEdom

The price depends on the level of freedom required. If you need to break out of the cubicle of a job then freedom may cost you \$75,000 a year. It might cost fights with the boss. It might cost the temporary setback of your dreams. It might cost a friendship or a bad habit. It might cost you the words of a nagging spouse.

But it will cost. Expecting to get FREEdom freely – well, freedom is not cheap. The blood spilled on the battlefield leaves the spouses alone and

parents childless for the sake of freedom. That's how expensive freedom can be.

What will your freedom cost?

What will it take for you to get free?

FREEdom From...

You don't have to quit your job to be free.

Listen again to Shawshank Red, "I could see why some of the boys took him for snobby. He had a quiet way about him, a walk and a talk that just wasn't normal around here. He strolled, like a man in a park without a care or a worry in the world, like he had on an invisible coat that would shield him from this place."

FREEdom: it's not your circumstances (though great circumstances don't hurt), but your state of mind. Below you'll find the top three freedom blockers and what you can do about them.

FREEdom from Fear:

Are you afraid?

Afraid that once you write the book, or produce the product, or make the sales you still might not be thrilled?

Afraid that if you don't have something to "work on" you'll be labeled as lazy?

Afraid that someone out there might not be impressed with you?

Afraid you might not live up to your reputation?

Afraid you might be unmasked?

Claim your FREEdom from fear by...

1. Giving yourself credit for what you accomplish.
2. Give others the credit they deserve.
3. Accept compliments, awards, etc. graciously.

4. Scrutinizing you're the way you describe your accomplishments.

FREEdom from Self Imposed Exile:

Where you are in life right now is not an accident. Your thoughts and decisions carve out your present condition whatever it may be. Maybe you've got it made right now – I hope so – or maybe life sucks right now.

Maybe you're in debt because of poor spending decisions. A bad business partnership because you decided to take a passionate risk instead of a calculated one. A bad marriage because you knew this was the one, even when everyone around you warned you not to do it.

What's bad in your life right now? How did you get there? Be honest.

Have you noticed that people take credit for the good stuff happening to them, but place blame on others for the bad things? Those types of people live in self imposed exile. You don't have to.

Bust out of self imposed exile by...

- 1) Discovering the WHY behind the unsatisfying areas of your life. Why are you where you are?
- 2) Take responsibility for your present situation and make that your starting point.
- 3) Create an escape plan. Begin with your attitude. Start thinking and dwelling on positive circumstances. Next launch a release program from your negative circumstances. Money woes – get a budget or financial advisor. Business issues – get a consultant. Marriage problems – get a solid counselor.

FREEdom from Projection:

The #1 reason I had to escape the "workforce" was projection. My "superior" wanted things done his way – not the best way, not the most healthy way, or even the most profitable way. Even when results demolished previous benchmarks his expectation were never met.

He projected his desires, dreams, skills, etc onto the staff. He felt that if he was not involved it would never be as good as it could be. So unless you did the work the way he would or he thought it should be done you could never win.

Do others project on you?

Projection is not far from projectile, which is not far from projectile vomit. That's what happens. Others like to vomit themselves out as the standard. If you don't match him or her, you have no chance of becoming free. I don't have to tell you, vomit stinks.

Claim your FREEdom from projection by...

- 1) Knowing when it's alright to conform and when you need to stand your ground.
- 2) Realizing the person projecting on you does it because of insecurity and a need to be validated.
- 3) Confirm within yourself that your plan or work is the best route even if not accepted.

FREEdom To...

When you start living in a way that benefits you and others you gain the freedom to...

Create:

You begin to develop product and service that make you a better or more productive person, and you do the same for others.

Take this book for example – it has forced us to grow personally and professionally. We know it will do the same for you as well. We all become better and contribute more when we learn to crack the code.

It's been said that before you develop a product you need to know if you have a hungry market. Then build a resource that delivers the wanted solution. That's great advice if all you want is profit. But you've got to be willing to become a slave for a while. Why? Because what the market wants and what you want to create may not match. Your passion and their pocket books might not parallel.

The ideal would be to...

Create a product that you love and the market wants. That's freedom. You get to whistle while you work. Work becomes easy, almost like play, because you're doing what you love and others are willing to trade their cash for it.

I've hardly worked a day in the past year although my wife would say I can be a workaholic at times.

Love:

Free people are not afraid to express their love for other people. The product or service you create because you love your customers and clients is much different than selfish or manipulative products created from greed or selfishness.

Tim Sanders – Chief Solutions Officer at Yahoo! – writes about becoming a lovecat: “Share your knowledge, share your network, and share your compassion.”

FREEdom to love allows you to share your knowledge through products and services. Share your network by allowing others with valuable resources access to your people. Share your compassion by being kind and helpful – even if you're a smart-aleck!

I'm typing away in my home office right now – because I love you! But if I want to stop and go hit golf balls I can do that – or call and encourage a friend – or write a thank you note – or make a card for my wife and tell her how awesome she is – or lay down on the couch – or read a book – or be absolutely lazy – or go up to the church and load the PowerPoint screens for Sunday. All of those express love in some way. All of those will benefit me and others in some way.

Loving is the total benefit of your life to yourself and others. The way you live is expressed through the way you love your work. So you can earn resources to support yourself and others – you play so you can recuperate and be more relaxed with yourself and others – your family so you can create a healthier environment for yourself and others – your growth so you can better yourself and others – your service so you can give of yourself to others.

Who/what do you love and how does that benefit you and those around you?

Speak:

FREEdom allows you to use your words in a way that benefits yourself and others. Haven't you been in meetings where a person argued only from a selfish position? I've been there because I've done it!

When you're free you get to say what you mean from the heart because you are not afraid of the response. This is not a license to be rude or mean, but it is permission to be truthful. Use your FREEdom of speech wisely.

The FREEdom Code

Frustration -Fight - Flight

Frustration:

The desire for FREEdom begins in dissatisfaction. Tension is a fantastic catalyst and motivation for breaking out.

What frustrates you right now? Where do you feel trapped?

Fight:

Get ready to rumble. You've got to fight for your FREEdom. It might turn out to be a long tough battle or just a one time brawl. The biggest battle will be with yourself; helping yourself believe it will be worth the bloodshed or fallout after the dust settles.

How rough are you willing for it to get?

Flight:

Once you get your FREEdom run with it, but don't wear yourself out. FREEdom is a tool to bring out the best in you; however, thinking now that you're free you can do anything you want is just not true. As with your freedom of speech you want to be wise with the way you use your FREEdom. Too many people embarrass themselves and get pushy with their liberty.

Living the Code: Rosalind Gardner

In 1997 Rosalind worked as an air traffic controller, and was free by 2000 because of her online businesses. Her online empire came through affiliate programs and she has gone on to write a highly successful book for those wanting to do the same. Thousands of people try to make a living online to escape their "job," Rosalind did it.

thINKing

Ink Your Thoughts.

Throughout this book we've asked you to write things down. That's not a cheap activity ploy. The written word is more powerful than the spoken word.

You can get away with a lot when speaking. Mispronunciations, verbal miscues, and a lot more are easily forgiven by listeners (unless you're the President of the U.S. then your mistakes will be played over and over while people laugh). With the written word, people dissect it. They find every error and report it. Then they tell you how stupid you are.

Are contracts spoken or written? Tariffs spoken or written? Treaties spoken or written? Divorces spoken or written? Then why do we think we can just talk about our dreams and never write them down?

You will rarely – if ever – achieve a high level success without discovering mounds of written ideas and goals. Richard Branson, Virgin Record mogul, doesn't even use a computer and has never been on the internet. He writes everything in a notebook – or on his hand or arm if he needs to remember it immediately. Let's see now, a billionaire writes things down anywhere. Sounds good to me.

Ink your thoughts: thINKing.

thINKing clarifies your objective.

What do you REALLY want to accomplish? DO you believe in it enough to write it down and work it out?

In your mind everything seems clear, but pen and paper prove how clear those that really are. You need to jot down your precious brain waves with clarity. Or just jot them down and shine them later. In your head some great ideas swim around and you're thinking, "Wow! This could be it!" Then you write it down. You read over it a couple of times and think, "Hmmm...That's stupid." Other times you'll make your notes and say, "Alright!!"

Clarify your thinking with thINKing and you'll...

- 1) Save time by doing only what continues to live through your written words.
- 2) Possess an accurate picture of what you want to accomplish instead of thoughts that seem on target one day and cloudy the next.

- 3) You'll never forget. You can review your copy and get right back on track.

thINKing creates and connects the physical and psychological.

Writing makes it real to your body and your brain. As long as you keep your thoughts on the inside there's a built in excuse for failure. "I wasn't really serious about that."

When you write down your dreams they move from abstract to real. It fleshes out the ideas by making them physical.

Connect your thinking with thINKing and you'll...

- 1) Discover how serious you are about a particular concept.
- 2) Pick up on areas that are not aligned. Your mind might believe a certain principle to be true, but when you see it in ink you feel tension because you know it can't be true.
- 3) Reinforce truth. Opposite of #2, when you write something down that does align with your beliefs, you confirm it's truth. This will allow it to become physically faster.

thINKing contracts with your heart.

We've been told to look at ourselves in the mirror and say, "I'm good enough. I'm smart enough. And dog-gone-it people like me."

We say things we don't believe all the time, but to lie by writing it down... that's much harder to do. Putting yourself on paper creates an agreement between your head and heart. You feel required to carry out the plan because you made it readable not just thinkable. You'll feel guilty when you look back over everything you meant to do but never follow through on. Sometimes guilt can serve as an awesome internal motivator.

Contract your thinking with thINKing and you'll...

- 1) Be held liable by your heart for not acting on your words.
- 2) Follow through on more of your dreams.
- 3) Create accountability for yourself each time you read those penned lines.

Journals & Diaries

“Hi. My name is Paul and I’m a journal Junkie.”

I used to think that journaling, diaries, and such were stuff of sissies. What kind of man would go around writing down his dreams and goals? Aren’t men tough enough to do what they say?

We may be tough enough, but we also forget and never do half the things we mean to do. On top of that I keep reading about journaling from Brian Tracy, Zig Ziglar, Jim Rohn, Napoleon Hill...

I started journaling by buying a notebook to keep all my thoughts in. Soon I realized that I couldn’t keep my thoughts organized so I expanded the system. Now I have four separate journals - thINK books - that keep me thINKing and on top of the game. (Yes, it’s sad. Maybe I need a twelve step journaling program.)

thINK Book 1 - Purpose:

My most important book. It contains my person purpose: “To create value in others by helping them discover their value and *Raise the B.A.R*TM (believe, achieve and receive).” It also holds my personal purpose in relation to spirituality, relationships, finances, business, physical health, and mental power.

thINK Book 2 - Ideas:

Ideas may never happen. It’s just a random thought of something that might work, so I write it down. I might act on it in a week, a month, a year, or never.

thINK Book 3 – Plans:

Ideas are moved to this book when I start working on them. Outlines for books, systems, products, and services fill the pages. Step by step blueprints so I know where I’ve been and what I’ve yet to do.

thINK Book 4 – Wisdom:

Insights from books I’m reading go directly into this journal. Once a month I read back through to recapture the wisdom and make sure I’m aligning myself to it.

thINK Book 5 – Schedule:

If I don’t plan out my day I waste tons of time and end up scattered. I also build my daily Goals into this book so I’m reminded of imminent changes I’m working on.

The thINKing Code

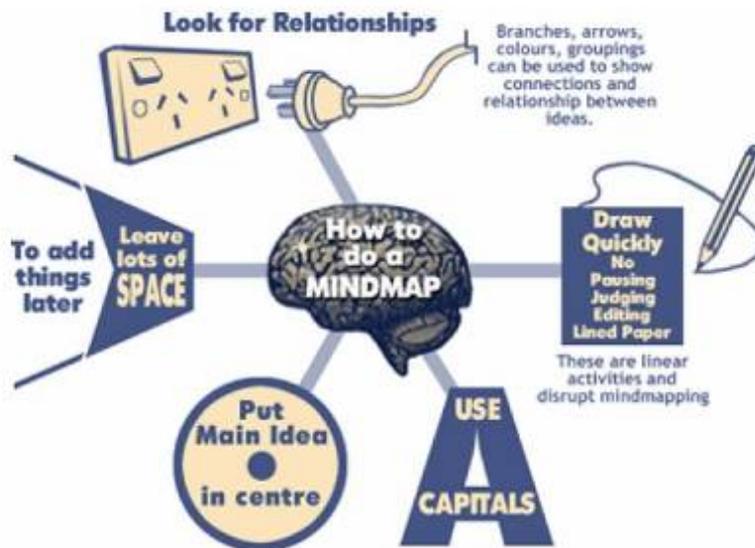
Mind Mapping – Mind Tapping

You can thINK anyway you want. There's no need for five different books. Maybe you just need a yellow legal pad or a stack of sticky notes. Whatever works for you is fine. However, you must thINK. It's not a success option. Here are the two most popular forms...

Mind Mapping

"Mind Tools" give this description: Mind Maps are very important techniques for improving the way you take notes. By using Mind Maps you show the structure of the subject and linkages between points, as well as the raw facts contained in normal notes. Mind Maps hold information in a format that your mind will find easy to remember and quick to review.

Mind Maps abandon the list format of conventional note taking. They do this in favor of a two-dimensional structure. A good Mind Map shows the 'shape' of the subject, the relative importance of individual points and the way in which one fact relates to other. Mind Maps are more compact than conventional notes, often taking up one side of paper. This helps you to make associations easily. If you find out more information after you have drawn the main Mind Map, then you can easily integrate it with little disruption.



Tony Buzan is the person credited with much of the promotion of mind mapping as a learning and thinking tool. For a full explanation of the mind mapping technique see Buzan, T. (1991). *The mind map book*. New York: Penguin.

Mind Tapping

This is a free form style of note taking. You write down random thoughts and actions. Then you can review them later and begin to process them and flesh them out. Some of the ideas you'll immediately cross out as whims. Others will take root and become a major source of creativity.

Living the Code: Jennifer White

In her book, "Workless, Make More" Jennifer White says that a big part of becoming more successful is learning to pay attention. Unfortunately, people have stopped listening to themselves, or can't remember what they've said to themselves. Her journaling approach begins by asking readers to write three pages – not more or less – on each of these questions. "What does less look like to me right now? What does more look like to me right now? The process of asking and answering questions in written form creates a connection that produces higher quality work in less time.

AUTHENTICity

You Don't Have to Be Perfect,
But You Do Have to Be Real.

How real do you feel?

It's a question that's begging to be answered.

You may be afraid of the question though. For years I (Mark) lived life not really knowing how I felt.

How is that possible? I mean I'm with me all day long. It's not like I excused myself and came back and missed something.

Well in a way that's exactly what happened.

I was not tuned into who I really am. Because of that, I did not know how I really felt. You see this type of mindset online all the time. People think they have to be someone else to be successful. The truth is you are most successful being yourself.

We have been brainwashed into a world of delusional thinking which isn't really thinking at all. We have been so effectively brainwashed that we don't really know how we feel.

So when you're asked, "How real do you feel?" do you know the answer for you? Or is it an answer based on how you think others should see you?

Take a look at 3 delusions that rob us of our authenticity.

3 Authentic Delusions:

Delusion #1: I am a product of my surroundings.

So many people who live in our world today are raised, marketed to and even brainwashed into thinking they have no worth without someone else. Let me explain. Think about any television program you've watched recently.

During the commercial breaks you were told that you:

1. Had to have a piece of gum to get a girl or guy to like you
2. Must drive a certain car to earn respect
3. If you don't buy your child a certain set of videos, you are the worst parent ever blessed with a child

4. You must lose weight or you're a sorry, good for nothing piece of trash that everyone will laugh at and will NEVER take serious. After all...
YOU'RE FAT!

Okay, so those weren't the words they used. But it's the underlying messages in much of today's marketing and advertising you see today. It's been going on for years.

When you tell someone something for so long, they begin to believe it – even if it's not true.

We've been programmed to not think. So many people just go through the motions of living. They live their life according to what others think. That's the path of least resistance and most widely acceptable. We're told what to watch, eat, drink, drive, wear, buy, sell - you name it. We don't have to think about anything EVER. . . unless we want to set ourselves apart and actually be successful.

Think of someone you respect a great deal. What are the characteristics of that person? Chances are the people that you respect and admire the most are the same people who buck the system and – get this – think for themselves.

Delusion #2: I must attain the status of celebrity to be valuable.

Value isn't more active in a celebrity than it is in a regular seemingly ordinary person. Celebrities online and offline both have the same value as you or me. The celebrities may just have different characteristics than us.

Or they may not be celebrities at all. They may be just a few people who are where we will be in a few weeks, months or years.

If you see some things in a high profile individual that you admire and respect, tune in to those things. Adopt them. Develop them. They don't have to be someone else's attributes in us. Make them your characteristics. Own them. Develop them. Make them your tools for your success.

You don't have to attain celebrity status to be valuable. You are valuable just being you. Now start being yourself.

Delusion #3: I have to do it all right to be alright.

Understand this. No one is perfect. Not you. Not me. Not the people who you think have done anything flawlessly.

The people who have succeeded in the Internet business have actually made more mistakes than you. That's how they got to be so successful. They've just learned it all first because they started before you. The reason they are successful is because they learned and didn't repeat the same mistakes. But most importantly, they succeeded because they didn't give up.

Don't get the idea that you have to create, develop, implement and maintain 100% flawlessly. If you have this mentality, get out now. You'll save yourself a lot of headaches and heartaches. The fact is things go wrong. Some things you won't even be able to control. The sooner you accept it, the saner you'll be when it rains. And just in case you didn't know, it will rain. Things happen.

What does this have to do with being authentic? Everything. If you are under the delusion that you have to be perfect, you're not living in reality that you can be you. If you can't be you, you're not living an authentic life and are not really val**YOU**ble.

Perfection is something to strive for. Just know that on this side of eternity it will not be attained.

Truths To Train For Success

1. You Must Sincerely Be Authentic

This is not an option. If you cannot be authentic you'll, at best, not be as successful as you can. You'll not be honest with yourself and, worse, you'll not be honest with your customers. And that, my friend, will kill any chance of getting you to the next level of online (or life in general) success.

When you are trying to figure how to be true to your own feelings and your own thoughts, ask yourself these 4 questions:

1. Do I believe this?
2. What is it that I don't believe about this?
3. Why do I like or believe this?
4. If I could change anything about this to fit my style, what would it be?

2. It's Okay To Emulate Just Don't Imitate

Want to follow another's success, no problem; just don't copy him or her exactly.

This is the #1 reason people fail in business: They copy another person's or company's success by imitating them instead of emulating them.

Imitate – to try to copy exactly without thought.

Emulate – to use someone or something as a pattern then discover how to best use that pattern in your situation.

3. WYSIWYG

When the first WYSIWYG (what you see is what you get) webpage builder hit the market I thought I entered heaven! I'm visually oriented, not HTML code oriented. I thought, "Yes! This is the way it's supposed to be!"

People need to be able to say the same about you. "Yep. With Gail WYSIWYG."

I say a lot of things people don't like, but they know where I stand. They don't have to worry about the meaning of my words, and they don't have to wonder if I'm giving a fake compliment. I'm the master of the word "NO" because I refuse to commit on something I will not go through with.

Do people WYSIWYG with you?

The AUTHENTICity Code

You – Alignment – Adjustment – True You

You:

Who are you? Too much of you is based on what others think.

Alignment:

Are you doing and saying things that you really don't believe? Do you find yourself conforming unethically? Do you beat yourself up for trying to fit in, sound smart, or position yourself in a higher view than you really are?

You cannot be authentic and misaligned. Pinpoint the areas of your life where you feel you're living a lie.

Adjustment:

What will it take for you to be true? Maybe you need to rewrite the “about” section of your website, or stop over promising, or stop conforming to the big dogs so you can join their gang.

What adjustments do you need to make?

True You:

Once you're aligned in your life you can say what you mean and mean what you say. You don't have to impress anyone because you know who you are and their approval really doesn't matter. You'll become more valuable with higher integrity and you'll discover you can make much more money being you than trying to mimic someone else.

Living the Code: Nido Qubein

Would you respect a man who came to the United States as a teenager with no knowledge of English, no contacts and only \$50 in his pocket, yet ended up a multimillionaire? Would you listen to what he has to say about success?

Meet Nido Qubein who is chairman of an international consulting firm and recipient of the highest awards given for professional speakers including the Cavett (known as the Oscar of professional speaking), the Speakers Hall of Fame, and Sales and Marketing International's Ambassador of Free Enterprise. Toastmasters International named him the Top Business and Commerce Speaker and awarded him the Golden Gavel Medal. He served as president of the National Speakers Association which has a membership of 4,000 professionals. Nido has been the recipient of many honors including the Ellis Island Medal of Honor, a Doctorate of Laws degree, and induction into Beta Gamma Sigma, the honor society for business leadership.

Nido's business savvy led him to help start a bank in 1986 and today he serves on the board and executive committee of a Fortune 500 financial corporation with 90 billion dollars in assets. He is also chairman of a national public relations company, and chairman of Great Harvest Bread Company with 200 stores in 38 states, and chairman of the Miss North Carolina Miss USA program. He serves on the boards of 17 universities, companies, and community organizations, including all three of his alma maters.

Nido has written numerous books and recorded scores of audio and video learning programs including a bestseller on effective communication published by Nightingale-Conant and Berkley. He is an active speaker and consultant addressing more than 100 business and professional groups around the world each year. He doesn't just talk business, he lives it.

CONTRADICTory

Against the Grain and Right Every Time.

Allen Says said in an interview for the book Money & Power, “[successful people have a] bold disregard for normal restraints.”

“Normal restraints.” Normal. What is normal? Who gets to decide?

Normal: Poor service.

Normal: 45 minute wait in the doctor’s office.

Normal: a messed up order in a fast food drive through.

Normal: working at a job you hate.

Normal: not being able to pay the bills and having money to spare.

Normal: advice from people with no experience in the field.

Normal: “That’s not my job.”

Who wants that type of normal?

CONTRADICTory people maximize the contrarian position. They’re not trying to be difficult; they just don’t fall for the normal lines of thinking.

Here's to the crazy ones
The misfits, the rebels, the troublemakers
The round pegs in the square holes
The ones who see things differently
They're not fond of rules and they have no respect
For the status quo
You can quote them, disagree with them
Glorify or vilify them
About the only thing you can't do is ignore them
Because they change things
They push the human race forward
And while some may see them as the crazy ones
We see genius, because the people who are crazy enough
To think they can change the world...
Are the ones who do.
~ *Author Unknown*

Dare to Be Different

If you're serious about reaching the top then...

You cannot be status quo.

Too many already are, why join the crowd?

You need to buck the "system," without breaking the laws.

The system is manmade and the laws are universal.

You cannot believe the "experts" because it all works.

When I began speaking to businesses I read all the books on professional speaking I could find. Almost everyone said you needed to do one-hundred speeches or more before you could expect to get paid. That didn't make sense to me. I thought you only need three items in place: 1) The ability to speak well. 2) A valuable topic. 3). A group willing to pay.

I went from \$0 - \$1000 in only four engagements in an industry I had never spoken to in my life. They never asked for credentials; never asked for a video or tape demo; and never asked how many speeches I had given. I had a story that would benefit the field. Period.

The "experts" would have put me on a five year success plan. What are the experts telling you?

Sidebar: I wrote above, "If you're serious about reaching the top..." Usually after that line in a book or on a tape someone says, "You are serious or you wouldn't have bought this book and read this far..." Reading and listening does not mean you're serious. Buying does not mean you're serious. Acting and changing means you're serious. Don't pat yourself on the back for buying, or reading, or anything else unless you're moving. You can read about being different all day long, but will you BE different? Are you willing to take the beating that comes from being a contrarian?

Who Cares?

"What will people think?"

Who cares?

A good friend of mine is getting started in real estate development. His wife works while he gets the business going. Inside he has a little voice nagging him about not being the provider. This guy isn't a bum, he's doing what it takes to get the business off the ground. Yet he's worried about people thinking he lives off his wife.

I said, "Listen in three years when you're making 10 million or more a year all these folks talking about you will want to be your best friends. Don't worry about what people think. The only thing that's important is that you remember that I believed in you and you share the wealth!!"

End your caring by...

- 1) Considering the source. Most advice comes from failures who never followed a dream.
- 2) Getting active on the plan. Caring about what others think will slow you down and make you ineffective.
- 3) Paying no attention to repeat offenders. When the same person keeps breathing the same cynical view, tune him/her out.
- 4) Tracking your CONTRADICTION successes. Locate the positive pattern resulting from your contrarian lifestyle.
- 5) Ignoring unsolicited feedback. People who give advice without being asked are trying to validate themselves. Unless the guidance comes from a highly reputable individual just ignore it.

Who Says?

"That won't work."

Who says?

Aren't you sick of people who have never done anything significant telling you what will and won't work?

The next time someone tells you what won't work tell them this, "You know. I believe in getting advice and direction from people who are successful. You're a success at pessimism, inactivity, never living your dreams, judging others, gossiping, and inventing a thousands reasons why something won't work. The next time I need any direction in any of those areas I'll come and sit at you're feet because you're the master. However, since I'm on a quest for the exact opposite of those things how about you staying quiet until needed? That sounds like a fair deal to me."

Reverse Thinking

Usually you're either contrarian or you're not. However, reverse thinking will break you out of normal thinking.

The Norm:

- 1) Problem.
- 2) Options.
- 3) Logical selection of best option.
- 4) Move toward the best solution.

Reverse Thinking:

- 1) Desired result. Begin at the end. What would the best result be if there were no barriers?
- 2) Fastest way to get there. Make a list of possibilities and impossibilities. Do not hold anything back especially if it seems crazy. (example: I was meeting with the president of a property management firm. He wanted to form a board of investors for a worldwide orphanage project. He mentioned several prominent locals, then added with nonchalance, "And we need to contact the President of the United States and get him in. If I give money to his campaign do you think he would do it?" This guy does not know the president anymore than I do. Someone spoke up, "I don't think the President sits on boards while in office." "Okay, let's get his dad he used to be President." That's the way a contrarian thinks.)
- 3) Accurate and inaccurate action. While everyone else is trying to figure out the perfect way, CONTRADICTory people start moving even if it's wrong. Corrections can be made later.
- 4) Problems? What problems?

The CONTRADICTory Code

Believe Big – Impossible Possibilities

Believe Big:

It's not enough to think big. Thinking big keeps things in your head. Believing big moves your thoughts to your heart. Your head will find a way to tell you how something cannot happen because it's not logical or practical. Your heart will impassion you to follow a dream no matter how unlikely.

Are you merely thinking big, or are you believing big?

Impossible Possibilities:

Contrarians do not worry about what's possible or probable. Those are nice restraints for someone else. In fact, being told something is impossible just makes it that much more likely to happen for the contrarian.

Living the Code: Alan Weiss

Alan labels himself a generalist. In a world where everyone teaches a niche philosophy Alan believes it totally unnecessary to play a narrow field. Broad and general works well for him. His one man operation earns several million per year in consulting and speaking fees.

enCOURAGEment

Freeing People to Live

Merry Christmas Paul,

You said you only know a handful of your subscribers. I want to put a virtual face to an email address and would like to give you the gift of gratitude this season.

You have inspired me. I want to tell you the story about how I came to your site and purchased your course. I asked the universe what my true calling/purpose was and it replied to me in the strangest way.

I had been extremely depressed and disheartened with my place in the world. As advised by Joe Vitale in one of his books I asked the universe/God a big question. What was I put on this world to do? How can I, personally, make the world a better place? The answer came back to me in the strangest way.

I had three separate, unrelated incidences of Deja Vu. In each of them, a person I had just met recommended to me that I should be a speaker!

Now, I don't necessarily know if I believe in Deja Vu but this was the most powerful and unexpected feeling.

I did not recognize the sign until a month later. I sat straight up in bed out of a deep sleep when I realized that the events were not some haphazard coincidence.

I went straight to the computer and searched for programs centered around speaking. I was so happy when I discovered your course recommended by another ezine editor. The profit system you outline paints a clear picture of the direction one must take to becoming a professional.

You have given me the courage and inspiration to pursue what I feel is a calling.

In the new year I will be speaking to audiences in old folks homes, volunteering to speak at outreach centers, approaching schools etc.. I may have developed a niche

already in the digital filmmaker market.
Merry Christmas and all the best in the New Year.

Jason Bax

enCOURAGEment takes place when you give someone the courage to live or pursue a dream in a way they lacked the confidence to on their own. Jason's email examples it perfectly. Even though I highlighted that one line enCOURAGEment flows throughout.

First, Jason encouraged me by reaching out with a gift of gratitude.

Second, Joe Vital's teaching gave Jason's mind courage. It gave him the fortitude to call on God for leading and direction for life. That takes guts. His answer returned to him through various friends and his mind aligned the incidents.

Third, an ezine owner filled him with the courage to make the move to buy my material on professional speaking.

Fourth, through the Instant Speaking Success Profit System I encouraged and inspired him to chase the vision.

Jason's words are a powerful testimony of how the information business touches lives and fulfills dreams.

In the rest of this chapter you'll discover why the top guns use enCOURAGEment, how you can use it to become a stronger success, and then Mark will share 4 Liberating Lessons from the Lion to encourage YOU.

Top Gun enCOURAGEment

Those who have reached the top levels of success encourage others for three powerful reasons...

#1. Successful people know they are a product of enCOURAGEment.

The "self made man" is a hoax. Whether a mentor or a spouse behind every successful individual there is someone who instilled courage when strength failed; someone who believed when hope was gone; and someone who renewed the spirit when fear banished the dream.

The best people never made it or make it alone. They have someone to learn from and follow. Don't confuse this with the weakling who uses others for a crutch or to feed a frail ego.

People who daily live their purpose got there by having someone in their lives who showed them the way and specifically encouraged them on the journey.

#2. Successful people remember their struggling first steps.

Think back to a time when you tried something new and sucked at it. I remember snow skiing for the first time. It wasn't easy. I didn't grow up on the slopes so none of the movements or the required gear felt natural.

Successful people are able to look back and remember how clumsy they were, and how awkward it felt to start on a new slope in life. Those memories create a desire to help others. They don't want to prevent the stumbles necessarily, but they do want to encourage people to keep going when they fail.

#3. Successful people have ALL wanted to quit, but didn't.

ALL. Period.

Sometimes we look at people who live on the level we desire and we think, "It's so easy for him. He's so driven and always so positive. I bet he never gets down or sidetracked."

There is no one who's "made it" that didn't feel like packing up, leaving the dreams behind, and settling for a mediocre anonymous existence. But those thoughts don't last long. Whatever drove them to the point of launching out somehow rekindles. And now they are glad they didn't quit.

These same people encourage others to keep going when wanting to quit.

Infusing enCOURAGEment...

Some people get in the habit of feeding on enCOURAGEment, but never encourage others. enCOURAGEment is more than "Hey I'm just calling to check on you and encourage you...You doing alright...That's nice. Talk to you later." On the contrary, it's an investment in the development of someone wanting to leave their present circumstances for a successful life. Here's how you can instill courage in those around you...

1. Pinpoint the Cowardice.

When someone gets wounded out of fear or failure, help them see what caused the fear or failure. Rarely is it the anxiety of physical performance, but the acceptance of others.

For example, you probably know the common misconception that “Public Speaking is the #1 Fear.” (I don’t believe that’s true. Are you more afraid to speak to a group of 1,000 people or jump off the Empire State building without a parachute?) Anyway, the fear is not the act of speaking. No one has ever stepped before a group and spoke their very first words. They’ve been speaking for years.

So what are people really afraid of if it’s not speaking? Losing control. Human beings work their whole lives to control the way they are perceived by others. You can’t control a crowd. You can’t make them like you and not judge you. So the real issue is not speaking; it’s really not being able to control perception.

When you’re instilling confidence in someone help them see where the cowardice is coming from. Are they trying to please someone? Are their finances on the line? Will they look foolish? Will they be judged as incompetent or an idiot?

2. From Yellow to Mellow.

Motivational seminars actually hurt people by making them yell, “Yes I can! Yes I can!” 98% of the people in the room cannot and never will.

enCOURAGEment does not instill false courage. It should move people from the point of fear to reality. “Here’s what you can do right now.” “Here’s why that problem isn’t as big as you think.” “Here’s what you can achieve if you decide to keep going and not give up.”

Don’t try to pump someone up with empty energy. There’s no need to get them into a passion frenzy only for them to plunge deeper after the words wear off.

3. Share a Personal War Story.

Transparency is a top tool of enCOURAGEment. It lets the other person see that you are real and vulnerable. When you reach your dreams people will think you are not like them. They will think you haven’t failed the way they have.

When building others up share a failure, a misstep, or a misdeed. Let them know that you've made your share of mistakes, but that eventually lead to your success instead of derailing it.

What success story do you have right now that you could share? What is the lowest point you have risen from? How could it be used to encourage someone?

4. Draw a Battle Map.

The steps so far have fed the spirit, but enCOURAGEment also involves feeding the frame. Give people something physical to do. Draw a map for the battle against the cowardice you uncovered in step 1.

1. Provide a weapon to attack the cowardice. Maybe the person needs to read a certain book you prescribe. Perhaps attending a seminar.
2. Have him or her report back to you with the results of the action.
3. Create a new action and repeat the process.

4 LIBERATING LESSONS FROM THE LION

When you think of courage what do you think of?

Brave?

Bold?

Risk taker?

What about cowardice? I know that's opposite of courage but my mind immediately goes to that cowardly lion in The Wizard of Oz. We can learn a lot from that lion when it comes to life and, believe it or not, online marketing. Let's take a look at some things that run parallel regarding that goofy lion and online success.

1. Courage to Take the First Step

Just about every thing you do in life has a learning curve. Online businesses are not much different. Have you put off starting a business online because of lack of knowledge? Are you intimidated by everything there is to know?

Here's a little secret. Even the guys and girls making a killing online do not know everything. In fact, you'd be surprised to know that some of them don't know much about computers at all. If you're looking at online businesses as a huge wall that has to be conquered before you take the first step, you'll be looking for a long time. With the fast change in technology by the time you learn one thing it's pretty much out-dated and something new is on the horizon.

The cowardly lion even took that first step to go and find his courage. What are you waiting for?

Lesson from the Lion: Just like the cowardly lion, you'll have times you doubt yourself. There will be times you may make the wrong decision. But just like the cowardly lion, you have to realize that you will get what you are after. Do not wait for all the knowledge before getting started. Find your niche, your passion, your field and go after it with a vengeance.

2. Having the Courage to Have Faith

If you're concerned about the Internet being a place of scoundrels, crooks and scheme artists, you should be. The Net is full of them. The good news is you don't have to be one of them. If you would come online and put forth an effort to run a reputable, honest business, all of us who do the same would greatly appreciate it.

There are enough con artists out there that taint the Internet. We don't need anymore. But you can't get bogged down by that. You have to do what you do and do it with integrity. Do not lose faith in others. Do not lose faith in real business online. You will definitely outlive online cons by running it right.

I wish there were a way to take a poll to find out how many people

1. don't buy online because of the perceived cons out there and
2. don't start business online because of lack of faith in the people online.

We'd probably find that there's little faith in people when it comes to business online. Please don't let the perceived illegitimate businesses online deter you from earning your living online. There is a market and there are those who will trust you. There are people who are just waiting for you to give them a reason to trust you. They have a need and you have the answer. Give it to them (for a price).

Lesson from the Lion: Find a group of people that have the same goal as you and hang with them. Start a mastermind group and share ideas and goals. Give feedback to those in the group. This group will soon become a lifeline of value that you will offer your customers. . . sometimes at a profit.

Just like the Lion you'll find that these people you share your life with will become your friends. And with that friendship will come ups and downs. Peaks and valleys. What's great is someone there will be able to relate with you and offer words of **Encouragement**. And you'll do the same for them.

3. Courage to Follow the Yellow Brick Road

Once the lion took that first step he never gave up. Sure there were times he felt like giving up but the ENCOURAGEMENT of his friends carried him through the rough times.

The lion stayed the course. He stayed firm and found his fate at the end of the journey. You will too.

No matter how many witches you encounter, no matter how many monkeys are on your back, you have to have the resolve to see it through. The positive thinkers have a true thought process that goes something like this:

1. Choose a path.
2. Chip away toward the end.
3. Make a mistake.
4. Get up and go on not to make that mistake again.
5. Continue repeating 1 - 4 until the end result is realized.

There are many yellow brick roads out there. Which ones do you want to pursue?

Lesson from the Lion: NEVER GIVE UP.

If you give up you'll never realize what you're made of. The lion would have never realized that he had the courage all along. He had the courage to keep going. He encouraged his friends and ultimately showed that he was the King. You will too.

But neither you nor the lion can realize the truth if you give up. Stay on the yellow brick road.

4. Courage to Confront Your Biggest Fears

The single most destructive obstacle that will kill any chance of success is F-E-A-R. The most effective fear for disabling anyone is the fear of what others think. Think about it.

Bill Gates: If Bill Gates would have cared so much what others thought about him that it stopped him from starting a garage base business, where would that have left him? It may have changed a huge majority of technology and the way we use it.

Think of the most successful person you know. How did they start? Could that person have been made fun of when they began the road to success? Sure they could. A lot of stories heard about people who succeeded are just plain weird. Put yourself in the weird category.

In fact, if you are looked at as normal and going with the flow you're probably not doing something right.

Those who succeed on the highest level are usually those who were considered "weird" in the beginning. Don't believe me?

What about:

- Albert Einstein
- Colonel Sanders
- Bill Gates
- Wayne Dyer
- The Cowardly Lion
- You?

Don't care too much what others think about you.

The lion was ridiculed, made fun of and attacked before realizing he had what it took to fulfill his destiny. He fielded the insults and looked to those he had an encouraging relationship with. His encouraging friends were the people he looked to for guidance and help.

The funny thing is all his friends were weird too. But they never stopped and they each accomplished what they set out to do. They received what they were after. They succeeded.

Lesson from the Lion: Weird is not necessarily bad. It sets you apart from the crowd.

So take and give your encouragement while having the courage to go after your goal. The Wizard of Oz is a classic flick. Your road to online success (and life) can be a classic story also. . . if you have the courage to claim your destiny.

One of the most sought after words is encouragement. It is an extremely valuable gift to give and one of the most precious treasures to receive. Give and you will definitely receive.

Ask the lion. He had the courage to do both.

The enCOURAGEment Code

Recognize – Build – Equip

Recognize:

Become a master at seeing the value of others. Find ways to build them up in the areas of their strength.

Build:

Verify and verbalize the strengths you see in others.

Here's what people are used to "Hey, Charlie, you really blew it on the production line yesterday. How about staying focused if you want to keep your job?"

Everyone on the planet gets enough criticism in a month to last a lifetime. You become the rare person with the words that build and the advice that keeps them moving forward.

Equip:

I have someone close to me who suffers from anxiety. She can never be satisfied and always fears the worst. She's desperately searching for her place and purpose. However, she's much better off today than five years ago. I began, without her knowledge, an enCOURAGEment plan. I give her books to read, tapes to listen to, and we go to lunch once every two months to discuss the latest happenings.

What's more helpful, "Keep your chin up and see the silver lining of every dark cloud." Or here's some material to dive into. Let's get together and talk about how to apply it?"

Don't just encourage with words. Provide practical tools to turn words into reality.

Living the Code: Andrew Carnegie

Andrew remains the #1 builder of people in the last 100 years. Some might argue because today people like Tony Robins and others have touched so many lives through live events and products. What makes Carnegie different is that he invested personally in people. One on one. Not just mass marketing. You can help more people through mass efforts, but you help people more through personal enCOURAGEment. You've heard the story – Carnegie was asked how he was able to develop so many people into millionaires. "Well," said Andrew, "Developing people is a lot like mining for gold. You got to move a lot of dirt to locate the gold. However, you are not looking for dirt, you are looking for gold." Look for the gold in others and then show it to them.

ACTion

Organized. Focused. Massive.

Why does it take months to film a movie when it only lasts two hours on average? Because the director yells, "Action" thousand of times, but only keeps a small fraction of the takes.

Why don't the actors get mad? Why don't the audiences get mad? Because the worst is cut and the best remains. We get to see the best. The actors get credit for the best.

In our lives we don't want any poor takes. We expect every time we yell, "Action" to produce a perfect result. If it won't be perfect we won't do it.

It's not possible to have all perfect takes. We say the wrong things, move to the wrong mark, and totally forget where the camera is at times. But none-the-less the film keeps rolling.

Enemies of ACTion

Procrastination:

"Procrastination is the thief of time." --Young.

Waiting until the last minute forces some to act in a positive way, but most people get to the last minute and bail out. When you put off what you need to do, or delay in what you need to do then failure follows you like puppy.

It's better to act and accomplish a small step than to stay still and never move.

Dreaming-Talking:

There's nothing wrong with dreaming unless all you do is talk about it and never do anything. We all need to clearly see where we are going and what it will look like when we get there. But to sit around with your head in the clouds without working won't work.

A LOT has been written about the power of the mind and the power of manifesting your life. Some would have you believe that if you just think hard enough about being successful you will become successful. That's true

and not true. If all you do is think then it won't happen. However if you allow your thinking to change you then it will happen.

Here's the process...

1. Start dreaming.
2. Your life picks up on the aspects within you that does not match your dreams.
3. The tension creates subtle changes within you that you do not notice. Your mind begins to align your thoughts and actions. Soon you begin talking differently, your manners change, your friends change.
4. You become the one you're dreaming about then you find yourself in situations where you can offer your dreams as products and services to others.
5. People begin to buy you. You have already bought yourself.
6. Over time the action of your changed life that began as a dream makes the dream reality.

However, this can also happen...

1. Dream.
2. Resist the impulses to change.
3. Become irritated that your life is not as successful as you're thinking.
4. Friends point to some changes you might need to make. You get mad and tell them not to tell you how to live your life.
5. You wait and expect the world to fall at your feet.
6. You die old and disappointed.

By all means dream and dream BIG, but tie ACTION to your dreams. Refuse to become stagnant.

Pseudo-Activity:

Movement does not have to be forward. We can move sideways and backwards and claim progress. That does not mean we have advanced. Confusing activity with results snags many would be successes. They talk about how much they have done even though there is little to show for it.

Results count, not the amount of time involved in the task. Salesman number one makes forty-five calls and makes a sale worth \$10,000. Salesman number two makes ten calls and makes two sales worth \$50,000. The first man put in more time and effort, but the second is more valuable. The first man might brag about how hard he works. The second man's results speak for themselves.

Work ethic and workaholics forge a standard that make it seem more noble to be involved in anything than to do nothing. We propose that it's better to do nothing than to do worthless things.

How real is your activity? How much time do you waste pursuing effort instead of using your time to leverage the greatest results?

Analysis–Paralysis:

Can't make a move until you're 100% positive it will work? Too bad. While you hammer out the final details for the next fifteen years, the competition will have opened their doors, made a fortune, and closed shop.

You can't know everything and you cannot prepare for everything. You can share what you know based on your capacity to deliver it and you'll learn enough along the way to make adjustments.

Perfection remains the chief culprit of analysis paralysis. The fear of failure receives most of the blame, but it's not failure that keeps would-be successes at bay; it's not putting out the perfect product or service.

We can't be perfect. Instead of trying to do everything right, why not apply the Pareto's Principle to your ACTION. You know it well and have heard it all your life. Twenty percent of X accounts for eighty percent of Y. Such as: twenty percent of the people do eighty percent of the work.

In business you can acquire eighty percent of business knowledge and ability rather quickly. The last twenty percent is a tough and long journey, yet that's where people get hung up. They want to know 100% before moving. Forget it. Start moving when you know the eighty percent. Don't hold back. You can learn the remaining percentage on the way to the bank.

Laziness:

Lazy people spend their time looking for ways not to work, yet still make a lot of money. Don't misinterpret this. There's nothing wrong in wanting to make money and enjoy it. You can take time off, relax, and do all the things you've planned.

Lazy people...

- Expect something for nothing.
- Look for schemes to get rich in a few short weeks.
- Believe they are owed fortunes in the future because of the poor fortune of the past.
- Talk about this being a "surefire winner."
- Have a ton of ideas, but never act on them.
- Surround themselves with other losers who like to talk big and produce little.
- Point out how unfair it is for others to experience the success they should be experiencing.

Lack-of-Support:

We all need someone to build us up in our dreams. I think that's one reason coaching is so popular right now. Coaches don't tell you something is impossible, they help you achieve the impossible.

I am blessed to have a wife who never thinks I have a bad idea no matter how crazy it is. Sometimes I think it's crazy and she's say, "Baby, whatever you want to do, it will work." That gets me pumped. Believe me, I know I'm in the minority. The average business person I talk with has a spouse that wants them to get their head out of the clouds, their feet on the ground and get a "real job."

Is lack of support holding you back?

Distractions:

One minute you're knocking out a report and the next you're on the phone with a friend from college. Four hours later you come to your senses and realize the time is gone.

What distracts you? In the average day what pulls you away?

Some of the things you will not be able to help. Others you can totally eliminate. Eliminate, eradicate, annihilate all distractions that you can control.

Scattered:

The "latest" secret can destroy you. Every week there's something new to chase, something else you've gotta have. That's why we wrote this book based on principles, not techniques. The entries of this book are not fly by night short term experiments. These focused laws are universally true and timeless.

Instead of reading the next book apply the one you're reading now. Refuse to pick up another text until you implement what you have access to now. We have more unapplied secrets right now than at any other time in history.

Instead of the latest web page generator, how about creating one new page a day? In a year you'll have 365 pages of content, search engine feeding pages. None identical, all useful, and not one could be labeled search engine spammers.

How scattered are you? What is pulling you in opposite directions? What are you chasing right now that you will never fully implement? Reread the section on perSEVERance. Cut out all the crap that scatters you.

The Last ACTION Hero

Results. That's the hero. If you want to become a production machine, focus on results.

Do not, do not, do not get caught up in the details. The details create all the troubles in the previous section. Details make you consider the calls instead of the sales; the difficulty in fixing special meals and the hours in the gym instead of the lean physique.

Result: Six-pack abs. What will it take? Diet, exercise, discipline, etc. But don't focus on what you have to DO, focus on what you will RECEIVE.

Result: Financial freedom. What will it take?

Result: Time freedom. What will it take?

Result: Great marriage. What will it take?

Result: Purposed living. What will it take?

Will you DO what it takes? Or will you complain like the rest of the crowd?

"I don't have time to get a budget together..."

"You don't know how my spouse treats me..."

"Since I was young I always knew nothing would turn out right for me..."

Focus on the result. Focus on the benefit. Focus on the outcome. Focus on the reward. Focus on the profit. Focus, focus, focus on the effect, not the effort. The effect, not the effort. When you claim the effect the effort will seem like a joke. You will begin to look forward to what you once hated.

The ACTION Code

Organized – Focused – Massive

Organized:

By arranging your tasks you can determine which are necessary and needed as opposed to those you can wait on or eliminate.

Organize your activities by answering the following at the beginning of each day...

1. What must be done or my business may fail?
2. What should be done to increase my business?
3. What can be done but can wait if need be?
4. What can be eliminated even if I thought it was mandatory earlier?

Focused:

What is the ultimate outcome the ACTION should produce? What result?

Stay focused on writing the article, setting up the sales page, getting the merchant account, building a list, developing a relationship, forging a network, acquiring accountability, helping humanity...stay focused on doing whatever it takes to gain the outcome.

Massive:

Don't write one article, write hundreds. Don't place just one ad, or post one in one forum. A "This is it!" mentality will kill you. Thinking that one article or one ad will break you through to the big leagues is just self-deception.

Living the Code: John Reese

John Reese has blown away all precedence set by traditional online marketers. He actually created a tidal wave of cash in about a day. It took John less than 24 hours to create a mountain of cash that equaled \$1,080,496.37. Not only has he blown the doors off what could be expected by an online business, he did it in the middle of a hurricane! John Reese actually had to evacuate his home and head north where he watched the piles of cash roll in while his product launched. How did he do it? One word. Action. John Reese never seems to hold back. He takes action. He knows the action to take and he makes it happen. The first step to achieving the same kind of success is Action. What are you waiting for?

POTENTIAL

Who Cares If You Can If You Don't.

There is power within you. A force strong enough to catapult you to any level you dream of and believe in. The power lays dormant until tapped.

Growing up I loved the HULK. Not the new CGI version, but Lou Ferrigno in the late 1970's. Every time someone started messing with David Banner I'd yell, "Don't pick on him. You don't know what you're getting into!" David's eyes went green, then his shirt tore from his green flesh – Wow! That was big time back in the day.

David had the POTENTIAL to become the Hulk. Since his gamma-radiation accident, the power lay dormant until activated by anger. But once the demon inside himself increased to full strength watch out!

That's they type of power within you. Sometimes brutal circumstances trigger the beast. Other times desperation releases the hidden POTENTIAL. What forces you to live up to your wholeness? Think about a time when you rose to the level of the critical situation. A time when you had to perform at a particular level or everything would fall apart.

Those times when you excelled with ease prove your POTENTIAL. That's the true you; the real power within you. That's where you can live. Maybe you don't believe that you can live on that level, but the successful do all the time. They lived their POTENTIAL in ways they never thought they could at one time.

In fact, all successful people went through a time of discouragement, insecurity, and living at a level FAR below expectation. Then it happened. They performed beyond instead of below expectation. Then they questioned, "Why can't I do this all the time? Why can't I think this way all the time? Why can't I feel this way all the time?" And where many feel destined to return their former state of incompleteness, the successful choose to live above expectation and reach their full POTENTIAL.

How about you?

Powerful Medicine

"Deep within man dwells those slumbering powers; powers that would astonish him, that he never dreamed of possessing; forces that would revolutionize his life if aroused and put into action." ~ Orison Swett Marden

POTENTIAL Downfalls

Too Easy

A curse comes with POTENTIAL. The curse is ease. The things you have a great aptitude for usually come easy and that can make you lazy. Planning takes a back seat, while freewheeling and winging it move to the forefront.

Another downfall of ease is it makes it difficult to recognize your gifts and abilities at times. Your gift seems normal and ordinary. You'll find yourself asking, "Why would anyone pay me to do this? Anyone can do it." The truth is that anyone cannot do it. It just appears that way because it is easy to you. Those who can't are always willing to pay those who can so they can move from can't to can – savvy?

Too Queasy

Even operating in your gift involves risk. People who have a gift to speak can lose every thought when in front of a crowd. Those who possess the ability to concentrate on intricate details can lose focus when crunch time hits.

Performance anxiety strikes on all levels and all fronts. Having the ability physically is only part of the task; you've got to be able to step up mentally and emotionally as well.

Too Cheesy

I stopped to think, "Is 'too cheesy' too cheesy?" Why? Because we all know we'll be critiqued and judged.

What if Weird Al Yankovic, Lilly Tomlin, Jim Carrey, Gilda Radner, Johnny Depp, etc. thought about being cheesy and then quit?

POTENTIAL Killers

Outrageous lifestyles of realized potential are envied by most of the world. Are you part of the envied? Or are you part of the envying? Are you living up to your potential? If so, congratulations! If you haven't quite reached that level yet, then keep reading.

Those who practice living their potential possess several characteristics. This book is full of them. The characteristics listed below are NOT any of them. In fact, they are the opposite. See if you possess the following characteristics and, if you do, we recommend you change as fast as you can.

The Delightful Dud:

The delightful dud is the person who answers questions with one word. Any time there is anyone who wants to initiate a conversation with the Delightful Dud, the conversation is dead before it gets started. These people are not mean or necessarily rude. They just don't believe they have much to contribute, so they cut it short as much as possible. Consequently, the conversations become fewer and fewer. They don't make much of a life online or in business in general.

Eventually, the Delightful Dud gets the reputation of the dull guy or girl. Or you might say he or she is a dud. Don't be a dud. Practice your natural personality. Did you know that you were created to enjoy life? Did you know that life is meant to be tasted? There are juices to be experienced. When was the last time you took a chance? Live life as it's something to be loved. Practice makes perfect. Practice passion. Practice charisma. It's who you really are. This goes for life on and offline.

The Social Soloist:

The Social Soloist is the person who never begins to live and love life. This person finds him/herself at home, alone, on the couch, every night, watching silly reality programs. The Social Soloist finds purpose in who is going to have to eat the next set of buffalo testicles or who is going to be kicked off an island.

The irony of the whole thing is the Social Soloist is at home experiencing nothing while he/she watches those who are actually living and loving life. The same is true in online marketing. The Social Soloist sits back and watches all the drama taking place in the forums, chat rooms, etc. and does not dive in to the actual "living" that's going on in front of his face. Does that make sense? Instead of trying to escape through unproductive and isolated means, try and actually meet some people. If you must, start small. Eventually, it will develop into a fun time. And, who knows, you just may begin to love a life making a living online with a social and business support group.

The Powerful Procrastinator:

Never do today what you can put off until tomorrow. Ever hear that one? How ridiculous! Have you ever known anyone that lived by this motto? How frustrating! The Powerful Procrastinator always finds him/herself stressed out and behind. Why? They keep putting it off! Everything is always put off until later. Nothing is ever done on time. And when it eventually gets done, it's

shoddy and half-way done. They just want to hurry up and get over with... whatever "it" is.

Laundry. Homework. Dishes. Meetings. Confrontation. Putting gas in the car. Changing Careers. Writing an article. Updating a web page. You name it. It never gets done when it needs to get done. Life will pass the Powerful Procrastinator by. And when it's too late to make up his/her mind, regret will take hold. Do not let regret arise and dominate your mind. Instead, take control of your mind right now. Make a freakin list and stick by it! Don't fall prey to the practice of the Powerful Procrastinator. Remember, practice makes perfect.

The Unknown Optimist:

These people have such positive energy they could suck the life out of the room if they were to make a phone call during a New Years Eve party. While everyone is having such a good time, making plans and looking forward to the future, the unknown optimist looks to the dark side.

The unknown optimist looks to the dark side of everything. If you were to tell this person that he just won \$1,000,000.00, he would say something like, "Great! Now I'm going to be in a higher tax bracket and have to pay more taxes." This person will, without a doubt, fail online and in almost everything simply due to a desperate need for an attitude adjustment.

The unknown optimist lives in a vacuum that you do not want to live in. It's the "everything sucks" vacuum. Take inventory of your overall attitude. Don't take the extreme opposite route either. If you go to the opposite extreme, you'll find yourself on the Pollyanna platform. A great place to be is in the realistic but optimistic middle. While you're there, be sure to live and love life.

The POTENTIAL Code

Genius – Unleashed – Impact

Genius:

You have genius within you. Maybe it's untapped right now, or maybe you're unaware of it. Or perhaps you have not claimed it as genius because it sounds too arrogant.

Genius, however, is an aptitude to perform at a high level with relative ease. It's natural.

What is your natural brilliance? Humor? Productivity? Focus? Music? Art?

What do you have an affinity for?

Look back to your childhood. What type of play took most of your time?
Tame or risky?

Unleashed:

Do not hold your genius back. Let it go and let it flow. Unleash it. Open the flood gates of your talent and let it out! Chances are great that you have bottled your gifts, rarely touched them, and they cannot wait to get out.

When your genius flows others recognize it without you having to tell them what it is. If you were to meet Tiger Woods (and you didn't know who he was) how long would it take to identify his genius? How about Robin Williams? Maya Angelo? John Stewart? Shania Twain?

What? Oh, all those people are famous? I wonder why. How famous will you be with reckless genius?

Impact:

Genius unleashed leads to impact. The bestseller list recognizes the impact of authors. The billboard top 40 shines a light on music genius. Of course you do not need to receive an award to prove your impact; you need to be able to spot and appreciate your contribution.

What impact have you made in the past week?

Living the Code: Helen Keller

Blind. Deaf. Author. Speaker. What's YOUR problem?

optiMISTIC

You Become What You Think About.

All the great minds of the past have agreed on this one point: You become what you think about. In 1956 Earl Nightingale recorded *The Strangest Secret*. While out of the office he wanted to enCOURAGE his employees. The record was a hit. It was released to the public and sold millions of copies. The most successful spoken word album of it's time.

Thinking turns you into a prophet – and a profit as well. In your mind you are able to see the future. You can visualize ahead of time what is going to happen. You see the future in the present.

Pessimism foretells a negative future, while optimism predicts a positive future. Pessimism looks at the past, interprets it negatively and makes a negative prediction. Optimism can look at a negative past, interpret it positively, and predict positive future.

What You Sense is What You Get!

"You become what you think about *all day long*" ~ Disraeli.

All day long. ALL day long.

What do you think about all day? That is what your life will produce. Do you think about the way you hate your job, or hate another's success? Do you think about reaching the upper echelon of wealth or how much you love your family? You become what you think about all day long.

Why is thinking so powerful?

As you know we don't think in words we think in pictures or even more accurately in senses. You don't think a million dollars you SEE a million dollars or what a million can do for or through you. You don't think a new Mercedes, you SEE a new Mercedes whipping around curves and making your friends envious. You don't think sunshine you FEEL the heat of its rays as you sprawl out on the beach. You don't think chocolate chip cookies you SMELL the cookies as the chocolate morsels melt over the edge. You don't think of your lover, you TOUCH and caress. You don't think of a steak, you TASTE the tender filet mignon as it melts on your tongue.

We evoke multiple senses in our thinking. The more sensory we can make our thoughts the greater the possibility of their reality. Move from thinking to experiencing your thoughts.

Picture yourself going into the bank. Smell the money in the air. See your brown haired, fair complexion teller greet you. She takes your deposit slip and enters the information into your account. Hear her fake nailed fingers rapidly tap the keyboard. She hands you the receipt. You look and notice that your account balance is \$2,875,742.67. How does it feel?

Don't just think – sense.

Being Positive without Being a Pain

Once you start sensing all the positives of your present and future life, your outlook will change. You'll smile more, laugh more, and be more fun to be around.

But don't jump to the dork side of positivism. That occurs when everything becomes a Pollyanna expression and attitude.

"Everyday above ground is a great day!"

"As long as I'm breathing I'm celebrating."

"There's no need to get discouraged just stay upbeat and positive!"

Those types of comments alienate people from you because it makes you look like you don't have a grip on reality. It also makes you sound arrogant. When you say something so unqualified people think you're telling them they aren't as good as you because they don't see the positives the way you do.

You can be positive and not be a pain...

1. See the good that can come out of a circumstance without pretending the situation is not negative.
2. Be thankful for specific things. Don't just say you're glad to be above ground that makes others assume that you think they aren't thankful for being alive the way you are.
3. Eliminate positive clichés that don't mean anything. When sharing quotes or phrases to help someone become positive explain why the phrase is helpful. Don't say, "You just need to see the silver lining." Say, "Let's set aside some time next week to see if there is anything positive we can learn from this." Help people learn to be positive, don't just say something optimistic.

Positive People, Places & Things

To forge an optiMISTIC lifestyle surround yourself with positive people, places and things...

People...

Who gets you going in a positive way? Who can you call and talk to? Do a spouse as that person. Are there a handful of friends that can keep you pumped.

The people do not even have to be close to you, and you never have to speak to them personally. Who do you like to listen to on the radio or by recording? Whose positive attitude and optimistic outlook do you admire?

Places...

Where can you go to get charged and positive? A room in your home? A natural setting? Disney World is a great place to generate some inspiration. The amount of creativity from the Imagineers is incredible. To see some of the early footage of Walt Disney sharing his dream can definitely get the juices flowing and refresh the spirit.

How about visiting a place you've always fancied? Do you love golf? Save up and take a trip to play Pebble Beach Golf Links. If you've ever seen its scenery, you know it can send you over the creative edge. Imagine sitting on the veranda of a small restaurant overlooking the first tee box. But don't stop there. Your imagination is great. But nothing can generate creativity like experience.

Things...

What things do you have or read or listen to that keep you positive? What kind of collections do you have that can generate optimism? You probably have several things and don't even know it. Just a few minutes browsing through some pages or examining some audios can refocus your mind

Why not get your things together...

- Start a collection of favorite materials.
- Keep a file of power thank you notes you've received.
- Create a library of your top motivating books.
- Listen to your favorite audio album once a month.

The optiMISTIC Code

Foresee – Foresense – Foretell

Foresee:

Being about to see yourself in the position and place you desire is critical. If you can't see it you won't achieve it. Success is not an accident. What do you see in your life? What do you see for your life?

Foresense:

Not only do you need to see it, you need to sense it. Feel what you want to achieve. What would it feel like to place \$75,000 in cash down on the table in exchange for a set of car keys? How would the money feel as you spread it out? How do the keys feel? The seat feel? The first ignition feel?

Foretell:

Tell a close group of people about your dreams to keep you accountable. Set a date for the completion of your optimism. Put yourself on the line with your change of outlook and attitude and accept the shame if you don't make it. When you tell other people about your plan you take a risk. What words are you willing to put on the line? Are you willing to look like a fool for your dreams?

Living the Code: Jay Abraham

Jay has an optimistic outlook on business and life alike. Whatever he achieves (which is a lot) is done with enthusiasm, positive expectation and positive attitude. Jay is known for his expertise, and basically being a money magnet. If optimism is embedded in the lifestyle of a money magnet, isn't it good enough to implement and reinforce in your life and business?

Cracking the Code

If you haven't figured it out by now...

The code is
YOU!

The top successes know themselves and accentuate it. Failures have no clue as to who they are or what they contribute – and they accentuate it. If you think “luck” or getting a “break” is going to catapult you to the top forget it. Only **you** can.