



Business Brain Trust – Donald Moine

Here is a manuscript of when Jay Abraham met Donald Moine

DONALD MOINE: I met a financial advisor today. All of you were introducing yourselves to each other. The process is going on. I introduced people today at lunch. People have been here for 2 ½ days. I just introduced them for the first time to one another. “What do you do,” people want to know. “What do you do?”

One guy said, “I’m a financial advisor.” Boring! OK, that person sells mutual funds and insurance. So suddenly you hear your friend calling. Your phone’s ringing. You want to get away from him. But if you say something like, “Well, I help people achieve all their financial dreams. I’m very successful at it.” “Hmm... Tell me more.” “Well, I’m not sure you’d qualify.” [LAUGHTER] Make them beg!

There’s different ways of explaining what you do, and most of you --- not to criticize you, but just to be honest --- you are kind of plain vanilla. Think about that. There are some incredible people in this room. All of you are incredible. How are you introducing yourselves to one another? You might think there’s no one here I can buddy up with, do a JV with...

Jay is the champion of joint ventures. If you don’t have it, you need to get his materials on joint ventures. They’re absolutely brilliant, ground breaking... They’re still total state of the art, and while Jay has made tens of millions of dollars from his





marketing and other programs, I think... Jay, are you in the room? I think Jay has made even more from... He's told me he's made even more from his joint ventures, where he's made other people rich, and they give him a piece of the action.

So meet other people in this room. You can get rich just from the other folks in this room.

OK, so your initial presentation script --- How do you way what you say? I'm going to give a highly-abbreviated version of this. A few of you who were at one of the other events I shared this in one of the other Jay Abraham programs. It's an incredible story of one of my clients, Jeff Adams, who's only been a speaker for 2 ½ years. Some of you have seen him. He's now one of the top real estate speakers in the country.

Jeff Adams. He was a fireman, and in his PowerPoint he used to have a picture of himself in front of a fire engine, and when he first came to me... People bring their presentations on video, and I go through them, and we re-script them. I do a process, a patented process called "Persuasion Engineering," where we re-engineer it. And basically he said, "You know, folks, when I'm not doing real estate, I'm also a fireman." And then he moved on. We now turned that into about a seven minute story, and it goes kind of like this:

He says, "You know folks, I have made about \$5 million doing real estate, but that's not all I do. The reason that God put me on this earth... Well, let me ask you a question: Have you... When you come home at night and you have dinner, you relax with the family, you maybe watch the news... Some of you watch the news at 11:00 at night before you go to bed." (A lot of hands go up.)

He says, "Do you ever see that crazy firemen, those crazy firemen? There's a big apartment building fire, and these are the guys rushing up the stairs. They've got a





100– pound hose filled with water over one shoulder. They’ve got a big, 20–pound axe. You can hear women and children screaming inside the apartment... flames coming out... dogs barking...

“You know that crazy man who’s there swinging that axe, sweat falling from his face, folks? That’s me, when I’m not doing real estate. The reason God put me on this earth... Sure, I make a ton of money selling real estate. The reason God put me on this earth, as far as I can tell, is to go into that building... Sometimes even my fellow firemen have told me, ‘Jeff, Jeff, don’t go in.’ And to save that woman if I possibly can, I grab that woman. I throw her over my shoulders. I’ve held a baby in my other hand, and I’ve come out sometimes on my knees. And that is what really gives my life meaning.”

And we take about five more minutes to tell this story, and Jeff has gotten it totally wired. Compare that to the way we told it before: “I’m a fireman in my spare time, right? In my other job.” We have had people --- it’s not our intention, folks. We’ve had people break down and cry in the program. He did this program at a big convention with -- there were about 18 other real estate speakers there for a very, very famous promoter called Russ Whitney. Jeff was at about the eight or nine minute mark in his program, and he got a standing ovation. None of the other speakers got a standing ovation. That’s one way you can tell your story.

Now, we can’t all tell a story like that, but there’s a lot we can all learn from that. And I want you to remember that story, use that as an inspiration, and study the structure of it to figure out how you can make your story, being 100% truthful, a little bit more interesting.

Because the kiss of death in a presentation is to bore people. I don’t care if you’re selling computer components.

