



Business Brain Trust – Steven Pierce

Here is a manuscript of when Jay Abraham met with Stephen Pierce

JAY ABRAHAM: If I were going to market online, either as my only way of selling, or as an extension to what I did offline, what are the key --- and almost in a descending hierarchy. What would be the key four or five either strategies, techniques, approaches that I need to know that work today, and give us some free form comment on it, like a little short course primer, and just have fun with it, OK?

STEPHEN PIERCE: Sure. I think one of the first things we have to do is, establish what our position is going to actually be.

JAY: OK.

STEPHEN: Now, I know a lot of times we're told to start with market research, where we can get a profile of who our target market is, with the basic "Who are they? What do they want? And why do they want it?" And that's true.

However, when it comes down to the marketing, with all that said and done, one of the most important things we absolutely have to make sure that we do is that we find a position that we can take up. In other words, we have to find the opportunity.

But when it comes to that, I think one of the biggest mistakes is that we think we have





to go out there and create the opportunity, when in essence what we're supposed to do is actually find the opportunity. I tell people that to think that we create opportunities is like a drop of water thinking it can change the tides of the ocean. I mean, the world and the marketplace is just too big for us to think that we can control any element to that particular degree.

So with that said, I think any person, whether they're new going to the Internet and this is their first business, or they have an existing business, and they're transitioning to the Internet solely, or as an extension of the business, you want to look for one of three positions. Now granted, there's a ton of different positions out there, but if you grab one of these three positions, I can almost guarantee you with a high level of probability that you will have a very significant degree of success.

What you want to do is look to become a complimenter, an enhancer, or an enabler. Many people default to a position of a competitor, and it's very, very difficult when you look at some of the ideas on it, and you look at the marketplace, to become intimidated by the vast amount of competitors in this space, and then take up a position that, "I'm going to do what they're doing, but I'm going to do it better."

Well, if you look at history, for the most part, better --- saying this --- has never really won the game. So if it's not really about being better, then what do we need to look at? What we need to do is find that key leverage point, and that's where the opportunity is. And if you understand one of the basics of strategy, which says that you can't advance your position by force. You need to use a leverage point, then what we can do is we can back off of this frontal competitive mindset, where we think that we can just use sheer mass and marketing dollars to accomplish whatever our goals and chief aims are in business.

The easiest way is to find a leverage point which already exists out there, which they're





already pretty much materializing, because of what other people are doing, or what other people are not doing. So if you think about, “How do I compete?” in the sense of not trying to directly compete, but position myself in such a way where my competitors are looking to support what it is I’m doing, as opposed to resistance.

And I think when you look at McDonald’s model, for example, historically a lot of people talk about the McDonald’s upsell. “Do you want fries with that?” And it’s a classic example on how to bump people up. But I think what is missed there is why it actually works? The reason why it works, and that they instituted the whole thing into the packaged meals --- the reason the fries always work was the hamburger. It’s because it complimented the hamburger. So the whole essence of it working was, “Do you want fries with that hamburger,” because it was a complement.

Now, if they were to ask the question, “Do you want a slice of pizza with the hamburger?” What would have been the chances of success? You’d probably have some greedy buccaneer talking about, “Yeah, I’ll take a slice of pizza with the hamburger,” but for the most part, it wouldn’t work.

Now, if you think about the whole super sizing, why does the whole super sizing work? Well, it’s because it’s an enhancement of something that they’re already doing. They want to eat the burger. They want the fries. They want the Coke. Well, you know, if you want to enhance it, you want to super size it --- that’s just more fries and a bigger Coke. So of course. So it’s really them to stay on the path because of that thing we’re doing.

So if there’s anything that I would tell anybody, regardless of where it is you want your business, if you want to extract a significant rate of growth, what you need to do is you look at how can I enhance an existing competitor position? How can I complement an existing competitor position? Or how can I enable an existing competitor position? If





you start from those particular bases, and you just keep moving 360 degrees around your marketplace, constantly thinking, “How can I complement? How can I enhance? How can I enable?” you’ll find yourself an unbelievable opening that you can leverage, that can lead to unprecedented growth in your business.

JAY: That’s a great answer.

Question and Answer

QUESTION: Yeah, hi Stephen. It’s Rich. You mentioned desktop, and I would like to know more about this desktop currency.

JAY: Can you expand a little bit on the desktop --- what it is, what it looks like, how it functions, why it’s different... Anything like that?

STEPHEN: OK, well, the desktop program we have is called DTAAlpha, and what it does is it’s the ultimate branding tool in desktop, where...

JAY: Yours is a --- that’s a proprietary system.

STEPHEN: Right, right. And we’re able to deliver instant audio to the desktop, instant video streaming to the desktop, instant messages to the desktop...

JAY: It’s preemptive access, isn’t it?

STEPHEN: Absolutely, absolutely. And it bypasses all of the whole e-mail deliverability issues. It has all the ad functions, communication functions, working clocks, countdowns... it’s fully interactive, and it delivers it in an instant. I can literally hit a button right now, and I can even change the entire scheme on your desktop, whatever





the branding is, and whatever the messaging is. And it allows us to interact in an environment that is much more efficient, and much more reliable than the current environments that people are interacting in.

JAY: And remind me, Stephen, because I know but I don't always remember... People have to set it up, but once they set it up, then they have absolute, continual --- you have continual access them, and no other third party can block, or impede you, right?

STEPHEN: Exactly. And it's file there that lists one megabyte. They download it, they install it, and the moment that it's installed on their desktop they get on.

And our tag is, the right information, right now, because we live in an environment where people say, "Oh, gosh, they have information overload."

And I beg to differ. I don't really think that what we have is information overload. I think we have information that's management, and the reason I say that is because if you were to go to the doctor, the doctor can never give you too much information about your situation. A military can never have too much information about what the current situation is. What we can have is an excess of irrelevant information, and the only way we know what information is relevant is by setting up strategic filters which comes down from the vision and mission of the business, the individual, and the company.

And what the desktop is --- we go beyond aggregating --- which is basically just taking a bunch of stuff and giving it to somebody --- we aggregate and consolidate, and we strip out what we consider all the fat and fluff, and we deliver to people the right information, right now, that is actionable and useable, that they can get a measurable result off of, which is what every single person in business ultimately wants to get. Get me the facts, the stuff that's actionable that I can use immediately





and test, and measure the results and impact of.

JAY: But Stephen, there's a pre-assumption there, and it's a very powerful, and it's a universal comment that I think has trans --- it's pervaded, certainly, everybody that's talked. You've got to help somebody figure out what it is they want, why, and what they don't want, and that goes a long way to you having an incredible connection with them, don't you think?

STEPHEN: Absolutely, and the way we have this set up is that we have, we're doing private label branding for, like, network marketing companies, etc. And they have an understanding on what their distributor wants, or an organization ---

JAY: They're very clear.

STEPHEN: Right, so they understand, just like we understand, what people who come to DTAAlpha want. We're able to give them precisely what it is they want, and because the front end marketing is the same. You have to understand the market --- who they are, what they want, and why they want it.

JAY: Yeah, very good. Thank you. Next?

QUESTION: Hi Stephen. Our question relates to something you talked about when you started the conversation. The completer, enhancer, and enabler --- we need clarity around that, the best way to utilize, and examples.

JAY: So it's a complex question. The three --- the completer, the enabler, and the enhancer. Can you be a little more dimensional in your explanation, and maybe give them a couple of case studies that might be --- other than the McDonalds one, which you gave, that a little bit more referenceable for them that'll just help them grasp it,





and maybe harness it a little better?

STEPHEN: Sure. If you have a CD, a CD player enables you to play the CD, right?

Actually, let me give you an example from one of our products. We have a product... Remember when the whole Secret came out, and then you had people coming up with The Secret Of The Secret, and What's The Other Secret... And to me, it was ridiculous, because what they did is they did exactly what I said a lot of people do. They take a trunch hold competitive positive, and now it's like, "Oh, we really know The Secret. It's just the people on The Secret don't know The Secret.

Now, whether you believe in that stuff or not is not the issue. My whole question is always, "Well, how do we complement that?" And what we did was, is we came up with what we call "The Attraction Accelerator," which had a visualization tool and an action-oriented tool to help people to help people actually live the Law of Attraction, and the things that we're talking about in The Secret. So what it actually did for them --- it complemented what The Secret was already talking about instead of competing with it. So for instance, like John Assarof and others, it was much easier for them to get on board. I'll give you another example.

We had a series of Michelin training programs called "Optimizations," and what we do is we actually go out and look for different programs. I'll give you an example: There's people that are into hypnosis, that might use these different hypnosis programs. Well, one thing that we say is, "Listen our optimization --- because you're going through a hypnotic state, one of the things you want to do is you want to look to get down into alpha, and maybe even beta and delta, and all this kind of stuff." And we had programs that will help you to be able to do that. So what we do is we say, "By using this particular CD, this hypnosis program that you're interested in, or that you already purchased, you want to basically have an enhanced experience, and this CD





will help you get into that proper brainwave state much faster.

Then you have speed reading courses, like Evelyn Woods Speed Reading Course, etc. Well, one of the things a person is doing when they're speed reading is they're looking to enhance their mental capacity to take in words, to not subvocalize them, but to visualize them into even retain and comprehend the information faster. One of the keys that is focusing concentration, so we have a focusing concentration program, and what we tell them is that by using this CD, it will enable you to focus and concentrate faster and over a longer period of time to get a greater benefit from that speed reading course, whichever speed reading course it is that it is you already have.

So those are two different examples of one where we actually enhance the experience of the hypnosis program with our program, and another one where we actually enable them to accomplish what it is they want to accomplish faster by using my program. I hope that helps.

JAY: Yeah, that's very helpful. And also, you might go back to, it's a different path where we teach people JV/strategic alliances, we always say, "What do they do before, after, during... What alternative means do they turn to?"

