



Business Brain Trust – Brian Tracy

Here is a manuscript of when Jay Abraham met Brian Tracy

JAY ABRAHAM: I went to the Led Zeppelin concert and took three kids back in London, and it was an extraordinary event, and it was more impressive to me because of the passion, and just the exquisite experience. I thought, “Wouldn’t it be great to bring a lot of the people who’ve been to other programs back and have something which would bring old and new together?” Because I think entrepreneurs today need clarity. They need passion. They need re– sort of, booting, reanimation...

And I brought an eclectic group of speakers, and no one’s selling anything, and it’s really cool, and they’re all trying to help them from all kinds of vantage points... But you work with entrepreneurs all the time.

BRIAN TRACY: Yes.

JAY: What two or three things, if you popped in unannounced, unexpected... I’m commandeering you for five minutes. If you were to move them to the greatest action you could in the few minutes you’re here, what would you tell them they’ve got to do for two reasons: to accomplish more, to be better connected, have more passion, and make more contribution --- or any of the above?

BRIAN: Well, I study this subject all the time, and I’ll probably summarize it in three





things.

Number one is you have to learn more stuff.

JAY: [LAUGHS]

BRIAN: And it's so important that whatever you know today is becoming obsolete at a rapid rate, because we have a half life of information today of about two to three years, which means half of what you know about your business will be obsolete in a couple of years. So you must be continually learning new things about your business. You must be studying what other people are doing, studying the Internet, attending... And I've listened to all of Jay's stuff. I love Jay. I think he's the best in the world.

JAY: That's gracious.

BRIAN: And every time I listen to his material I get new ideas on marketing. Remember this: That all of business comes down to creating customers. All of business comes down to selling something, and selling something in an increasingly competitive world, where there are a jillion other people who want to sell to that same customer and get that same dollar. So for us to stay ahead of the curve in marketing, we've constantly got to be learning more and more about what we're doing.

And so if you're not getting better, you're getting worse as it goes. If you're not upgrading your skills, you're actually falling backwards. So learning more stuff is the most important thing.

Now, the second characteristic of top entrepreneurs is they try more things, and this is really important. You've all heard of the book, I guess, The Secret, which is very





popular. And I read that book, and I was a little bit bothered by it for a couple of reasons.

First of all, most of the book comes from the first part of my “Psychology of Achievement” program.... [LAUGHTER]

BRIAN: ...which I produced in 1983. So if anybody ever read “Psychology of Achievement,” you’ll know that all the stuff about laws... And the way that I discuss and explain how the laws interact together is far more comprehensive than The Secret. The Secret’s a wonderful marketing thing.

The second part about The Secret (and this is what offends me the most) is that it suggests that all you have to do is have happy thoughts, and you’ll be successful. Just have a great picture, and then... and go home, and people are going home and quitting their jobs, and saying, “I’m just going to sit here, and go out once in awhile and check the mail and see if some money came.”

And what I say in my book --- I wrote a counter to the book called Flight Plan, and Flight Plan is now in worldwide distribution. But Flight Plan is based on the discovery that when you get onto an airplane to fly anywhere, the plane will be off course 99% of the time.

JAY: Interesting.

BRIAN: And so the purpose of the avionics and the pilots is to keep bringing the plane back on course. And there will be headwinds --- good metaphor. There’ll be headwinds. There’ll be turbulence. There’ll be lightening, unexpected storm fronts...

JAY: Great.





BRIAN: There'll be delays. There'll be reroutings, and so on. You'll run out of fuel on the way to your goals.

I was on a plane once that had 3- or 400-mile headwinds, and it flew for several hours. It had to actually land to get more gas. It ran out of gas. (And entrepreneurs have to know what we're talking about, about money.) And so I said, "Now, this is a perfect metaphor for success."

So I came up with three points:

Point #1 is the key to success is to have a flight plan; is to have a clear goal that you're aiming at. Don't start off random. And the goal can be a certain level of income, a certain level of sales, a certain level of profitability. But have a goal, and have a flight plan. Have a business plan. Plan it out.

Second of all, take off. Have the courage to take off. Even though there's no guarantees, take off. Try more things, and try something. If it doesn't work, try something else.

And then the third part of the flight plan is make continual course corrections, is keep making course corrections... going right to left... try this, try that... try this, try that. It's one of the things I learned from Jay that I so much appreciate, but all the different marketing strategies. You try this. There's no guarantee that anything will work, but sometimes it's a combination of several things that explodes your business.

JAY: That's right. Yes.

BRIAN: So some of you know that I did not graduate from high school, but in my 30s I





took an MBA. And in the MBA program you take a course called “Probability Theory.” And Probability Theory is really inter- a very hard course, but it teaches you that there is a probability that everything can happen, and it teaches you that you can influence the probabilities by doing more of the things that are going to make it more likely to happen.

So if you learn more things, and you try more things, you dramatically increase the probabilities that you will learn what you need to know, and you will try the right thing at the right time. If you learn less and try less, you lower the probabilities of success. Are you with me so far?

JAY: That’s fabulous.

BRIAN: Now the third part is persist longer. And there was a couple of articles in Inc. Magazine and in Entrepreneur Magazine interviewing people that have made \$100 million at a young age, one had \$1.3 billion, Zuckerman... I mean, it’s... One of the common characteristics... And they interviewed these people, and after they’d gone through, “I tried this, and I learned this, and I got into business...” Every one of them finally said, “Well, the reason I succeeded was because I just would not give up. I simply would not give up. I just refused to quit.” This unrelentless persistence was the third key that made it possible, which also dramatically increases the probabilities that you’ll get to your destination.

So those are the big three, is learn more things, try more things, persist longer, and listen to Jay.

JAY: You’re so gracious. Thank you for stopping by. That’s so sweet. No, I really appreciate it. Thank you. Bye. How fun, how fun. Oh, that was a delight.

