

Master of Recessionary Income Orientation Call #2

CARRIE: Good evening everybody. Here's Jay.

JAY: Thank you, Carrie. Well, hello everybody. Apologies for being a few minutes late. I wanted to get a couple of notes that I had misplaced, and I do apologize to you. This will be a very easygoing, light, but interesting, and I hope very enjoyable get acquainted session. This doesn't count at all towards the program you're participating on. It's not one of the two intensive, 90-minute mentoring sessions that --- and they will officially begin on March 3rd, just as a reminder, and I'll repeat it later.

What I wanted to do today, because I thought it'd be very perfect, because we're going to start hopefully a 13-month journey together, was to give you the benefit of sort of sharing my thoughts, my hopes, my desires, my intended outcome for you... give you a little comfort of what the process, and the program will entail... give you some insights... introduce you to a colleague of mine who will be there with me for the majority, if not the entire process, to support you and make sure you get everything you can out of me. He is your advocate.

And then, get to know as many people on this call right now so that you get to know the group, and the people you'll be in association with for the next 13 months. And just sort of comfort you, because I suspect a lot of people --- business owners, professionals, investors, salaried people, unemployed, retirees --- whoever is on this call. This has been a very traumatic period for everybody. Things you put faith in let you down. Things you put capital in maybe went negative, south, dissipated...

So I want to give you a little comfort and reassurance, not in lieu of you experiencing, and test driving, and kicking the tires in the actual program when it gets started. But I wanted to just sort of let you get to know me at a little more humanized level, because when the clock starts ticking, which it will on March 3rd, I roll up my sleeves and I become tremendously focused in doing what's necessary to get you the outcome you need, expect, and hopefully will run with.

So let me tell you a little bit about the program. But before I do, I want to introduce my colleague. I'm sitting right across from him at his desk in our offices in California. His name is Spike Humer. Spike isn't his real name, but he looks like a tough guy. He is our COO. He's the head of our consulting division. He negotiates most of the deals for us. He is a masterful person at understanding my methodology, but more importantly, at understanding how to communicate it in the most simplified, actualizable (if that word exists) transactionable and doable way.

And I've asked him to sit with me in all the sessions you'll participate in to make certain that every word I share... every concept I introduce... every story I tell... every

technique I explain is so clear to you and so comfortable, and so actionable that you have no reservations at all about running with it, and using it, and being comfortable that you can, affirmatively, make it work for you. Spike is well trained in those skill sets. Spike, say hello.

SPIKE: Hello.

JAY: And he'll talk more in a few minutes, but I want to just give you a quick thumbnail sketch of what this is all about.

So what is this all about? It's about a vision I had for helping people tap into as many viable, high-performing recessionary-loving revenue streams, income sources, profit center opportunities that can possibly exist. I've gone through my life and have identified the most powerful, profitable, predictable elements that I've worked on that thrive in a recession, and we've channeled our focus on how you can set them up as operating profit centers for yourself, and also how you can extend those for any business you own, or any company you work for or ever want to work for, and also for and from all kinds of other businesses.

I've been blessed... and Spike has been a great contributor to this, but we've done a number of very successful mid- to long-term group mentoring programs, and they've been built on many different formulaic and construction formats. The one you're a part of is probably the absolute best for what its purpose is and what it has to deliver to you. Basically, over the course of 13 fast-paced, no-nonsense, non-theoretical months you will participate in twice a month, 90-minute-a-session intensive, comprehensive, no-nonsense group mentoring calls with me and with Spike.

The calls are designed to build on one another. They are progressive. The program is not singularly predicated just on the calls. There are a number of other components that I will introduce in a moment, but I'm on the call, so let me stay on point and then Spike will interrupt and see if I missed something, or got a little confusing.

The format of the program we are doing with you is really cool. There are two categories of sessions that will occur every month. One is curriculum based, whereby every month you will have a very, very substantial and impressive collection of reference, resource, study and preparatory materials. And every month you will have study assignments. They will not be oppressive. They will actually be liberating, exhilarating, intellectually and creatively stimulating.

But what you will do is you will be given an assignment, and normally it will be a couple hours of reading, a couple hours of listening, an hour or two of watching, and maybe, time allowing, an exercise or two to get it from theory to transactionalization.

Then you will have the curriculum call, which will be one of the two every month. On that curriculum call, we will systematically canvas the audience, the participants, and learn what each participant that we call upon got out of that homework

assignment. You will be amazed, surprised, impressed and thankful that I do this because you will be able to, in one 90-minute period, get the benefit of seeing how 30, or 40, or 50 different people from 30, or 40, or 50 different... That's Spike's phone. Bad phone, bad phone! 30 or 40 different realities backgrounds, skill sets, mindsets, see the same information, the same concept, the same opportunity that you're presented, and most of them will see it differently --- not better or worse, but it'll just expand vastly and geometrically your perception, your understanding, and your scope of what is possible for you.

The curriculum calls normally are broken into formats. The first part of it is normally focusing on the specific homework, and taking each element, and going around the group and getting perspectives. The next element is questions that people have based on either that month's homework assignment, or anything previously. The next is like a wildcard. Depending on the topic we're covering that call, I might bring surprise experts, because I'm fortunate. I have access to tons of people who will participate in programs like this just for the sheer joy of being part of it, and these are world-class experts, not run-of-the-mill type people. Or we might do mini-immersions, where we do some interventions with people. It sort of depends on the progression.

It's a self-regulating process. As we get to know you well, and we get to monitor and observe how you interpret and respond to the various activities and sessions, we modify the curriculum and the dynamic of the call to give you, meaning each one of you participants, the greatest advantage. We will know a lot about you because there is a document they'll be getting... soon?

SPIKE: Mm hm.

JAY: It hasn't come out yet. And it gives us an insight to who you are, what you know, what your skills are, what your hopes are, your dreams, your problems, your opportunities, how you're most trying to utilize this...

And with that knowledge Spike and I can immerse ourselves in a keen understanding of you, and direct our discussion, our comment, our instructions, our interactions with what will help each one of you best.

This program is not massive. We've done programs with 2,000 participants in very large groups of 5-, 600. This is always going to be a relatively small, intimate group so we can know who you are, we can interact with you, and as we evolve we can befriend you and mentor you in a great way.

The first call every month is going to be basically curriculum based. The second call is going to be interactive, where we bring people on who are participants and we find out what you're doing, what you're progressing, what you're struggling with, where you think your best opportunity is. And we basically help you make over your thinking, restructure, refine, strengthen, course-correct... and it's very dynamic.

And watching us do it with other people is probably as valuable as having it done for you. And you can't really appreciate that until you experience it, but you will affirmatively get to experience it in the test drive period so you won't be scared about having purchased a pig in a poke.

The power of the interactions, and the power of the curriculum are only possible because of the quality and power of the resource materials and components you are receiving. I'm not going to go through an entire litany of them, but I'll just say this: For what you're trying to accomplish, in all immodesty, I don't believe anything out there remotely comes close to the content, the usability, and the empirical reality of the components you're getting. You are getting components that I honest to goodness sell for about \$10,000 separately. You're not paying \$10,000. It's not a bonus. It's an integral part of this, but it's being provided because I want you to have every advantage, and I know from experience that multimedia training is the fastest, most comprehensive way of getting the greatest actionable result --- not theoretical, but actionable --- for each person.

So you're getting extraordinary written materials that will be reference library and resources for you for the rest of your life. You're getting actually world-class audio materials, and you're getting, I believe, some really cool videos, and you've already gotten, if you've seen it, access to about a 2,000 document/component online resource vault. That's only one really small part of a whole package. You're going to get a physical item or two sent to you in the next couple of weeks. Very frankly, and I think, understandably to you, the bulk of the really good stuff won't come to you until after you've comfortably experience Spike and I mentoring you, and you're comfortable enough that you're going to stay in the program, and we know you're a good long-term investment. Right now, you're a good short-term investment, and we're comfortable being the ones investing in you.

If you have not gone online and availed yourself of your resource vault, you should for a number of reasons. First, it's killer-great. I can say that because only a small number of the components are mine. They're all kinds of extraordinary items I've gotten from colleagues of mine --- interviews I've done, short course primers, Spike did an entire 13-part... or is it 26-part?

SPIKE: 13-part course on joint venturing. There's elements there that teach you how to gain absolute, and immediate, and sustained trust. There's elements there that teach you how to multiply your productivity by three times. There's elements there that teach you how to get paid everything you're worth and you deserve, and how to really perceive that you are worth that. There's elements there that show you every impact point that exists in a business. There's elements there that tell you how to be preeminent in your actions, conduct, and activities. There's elements there that teach you the ins and outs of strategic alliances, partnering. There's elements there that help you understand quickly how to assess the viability of a business opportunity, or a profit center proposition. And on, and on, and on. And these elements will become even clearer to you as we formally begin because you will get specific assignments of elements of the

resource vault to read, or listen to, or answer, and it'll become alive, and it'll become a living, breathing, sort of a vibrant part of your being.

So once a month we do curriculum. Once a month we roll-up-our-sleeves, take-off-the-gloves interaction, because we're committed not to just have you have an enjoyable intellectual experience. We're committed to have each and every one of you who will take responsibility for yourselves too, and collaborate with this, to get you the greatest tangible result/outcome possible, and help you help yourself transform your financial life and your prosperity pathway right smack dab in the midst of this recession.

I'm going to say one other thing, then I'm going to stop and let Spike talk for awhile.

This is not a coaching program. This is a high-level, no-nonsense, world class expert mentoring program, and mentoring is decisively, and profoundly, and unimaginably different than being coached. There are a lot of very fine people out there coaching people, and they are very, very, very... They're very good for what they do. But most of them have never really been on the front lines of capitalism. They've never done anywhere close to the multiple and the multitude of activities and elements that are critical for somebody like you to get the outcome you want. So all they can do is help you theoretically come up with a plan, and try to work it, and look at the material, and try to interpret it theoretically and superficially, because they haven't lived it.

A world-class mentor is someone who's done it... who's lived it... who's been on the front lines of capitalism... who's experienced first hand everything he or she talks about... who understands with an incredible degree of experiential certainty the pros, the cons, the probability, the outcome, the intricacies, the nuances of everything they are talking about. And they're talking from a position of first hand, highly successful been there, done that experience. It is incomparable, and it will come alive to you before you ever even have to make the final commitment, because you'll see it in action on the first two sessions you'll do with us, and hopefully you see it in action right now in the unique tack and the take that we're doing for even this conversation.

I'm going to stop for a minute, because I may have overstayed my visit right now, and it's time for Spike to step in and now be your advocate. Go ahead, Spike.

SPIKE: Well, I really don't have a lot to add because I think that Jay comprehensively covered both the scope and scale of the program. There's really materials that cover just about every range of scenario, possibility or element that is needed for you to create not only a new mindset, but also a new perspective, and also to have the tools and strategies that are necessary to create different income streams, and perhaps supplemental, or in some cases, replacement income streams in a different economy.

But there's also two other elements that I think are vitally important **TODD:** 1) It's not just the scope and scale of materials, but it's also the structure of the program,

meaning that while you go into the resource vault, and you may see that there's a tremendous amount of material, we don't leave you to your own guidance or judgment in terms of what to read in what order, or what to experience in what process. What we do is we actually take and guide you through a very specific series of steps that will allow you to not only learn and be aware of the information, but also to utilize the information so that you can get a tangible result.

The second thing is that because this program is brand new, it's not something that you would have experienced had you been a client of Jay's in the past, or come across Jay's materials. This program is customized not only for the economy, it's also customized for the group and the people that are participating in the program. It's one of the reasons why we send out a personal assessment for everyone here.

Now, not every class and call can be customized to the individual, but it can be customized to the collection of individuals that we have on the calls and in the group. So you have a unique advantage of really being able to be exposed to the information, materials and strategies that Jay's been teaching for the last 25 years, and have it structured and applied not only to the time and economy that we're in, but also to your particular circumstance and scenario that the group happens to be facing.

JAY: And to be very honest with you, this same thing I just said took me an hour on the first call we did, so I've shortened the timeline. And what we want to do tonight is just have you know our intention, our commitment, and our process. We are very nurturous, but in different ways. I tend to be more of a tough love guy, and Spike tends to be more nurturous, and we're a good counterbalance.

I will move mountains for anybody who will allow it and collaborate. There is a process we use, and tonight will be the first experience with it. This is a totally collaborative interactive process, and that's wonderful if you don't let it intimidate you. It's wonderful because everyone bands together to support, collaborate, and really bring the best out of everybody.

And the foundation is vulnerability and truth. "Vulnerability and truth" means when you're called upon to share an insight, you commit yourself to the group to do your homework. And I can promise you we won't overwhelm you. It'll be a couple hours a week, approximately, won't it? It won't be overwhelming. You can do it if you will do it, and you need to take notes so you're really aware of what you've learned so you don't go brain dead when it's time to have the calls, so you've got to take notes so you're aware. And when we ask your interpretation, even if you think, "Oh, I don't like to speak in public," these are all friends, and they're going to do it for you, so you do it for them, and by sharing you give the most, and you get the most, and everyone gives the most to you.

So the first thing is when you're called upon, don't be intimidated. Nobody's out to get you. We're all there for your best interest. But collaborate.

If for some reason you get confused, it doesn't make sense, you are intimidated, you didn't do your homework... don't try to fake it. Spike and I are very good at knowing when somebody is "dancing," and that's a disservice to yourself and to the group. If you didn't do your homework, tell us. If you did it, and you don't grasp it, tell us. If you did it and you grasp it, but you don't think it's relevant, tell us so we can either agree with you, or counter perspective. But if you don't do your part, you can't expect us to help engineer and orchestrate the outcome you're after.

If you do your part unhedgingly, and you trust us, not just for the next two sessions, because that's a fair deal, and that's the deal we made, and it's the one we want you to judge us by initially. But we have your best long-term interest at heart.

My background and Spike's is not being a theoretical platform speaker or abstract teacher. Most of my life I got paid for engineering results, enhancements, increases, profit multiplication. I had to be masterful at making things really happen, not just teaching theoretical concepts.

We want to make things really happen for you, but we can push you, we can pull you, we can cajole you, we can inspire you... But ultimately, the rubber has to meet the road on your side, too. If it does... if you embrace it... if you collaborate with us --- honestly, on a relative basis, great things can happen for you. And "relative" means maybe your goal is to make a couple thousand dollars extra a month. Maybe it's to add all kinds of profit centers to your business. Maybe it's to transition. Maybe it's to get a company to hire you because you can bring in so much more revenue.

You can do almost all those things with what will be transferred to you over those 13 months if you do your part. Anything else? OK.

So here's what we're going to do now, and it's going to be a shorter call than I expected because I got my thoughts out quicker, thank goodness. What we want to do now is just get to know as many of you as we can. So what I'm going to do is I'm going to have Carrie open up the lines, and she's going to pick people. So if your name is called, please don't freeze. Make sure you take your phone off of mute.

When she calls your name, here's what I want you to do: Tell us the city you live in, and then tell us what your biggest hope or outcome is from this program. That's all I want to hear, because I want to hear as many people so I can get an idea of what you're thinking you're here for, and what you're hoping we will help you do, and what you're expecting to learn. Tell us where you live, and what, more than anything else, you are hoping or expecting to get out of this program when you walk out the door of the 13-month, or before. That's all we want today, is to get to know what your outcomes are, OK?

So Carrie, with a drum roll, who's our first outcomer?

CARRIE: OK, first we're going to hear from Todd.

JAY: Hello, Todd, how are you?

TODD: Good.

JAY: I didn't scare you, did I?

TODD: No.

JAY: OK, good. Where do you live?

TODD: In Poway, CA.

JAY: Where in California?

TODD: In Poway. It's down ---

JAY: Poway, that's neat. I like it there. That's very beautiful. What's your outcome for this?

TODD: Well, I'm still trying to get my head around what the program is. I mean, I'm looking to long term replace my job with passive income, and I'm very interested in your concept about assisting companies, and dealing with them to increase their revenue and taking a share of that. And so yeah, I'm very interested. I didn't know to expect to get some kind of printed material in the mail, or what, but...

JAY: You will. What you'll get is this: Right now, have you gone onto the resource vault and started reviewing it?

TODD: Yeah, I've seen a couple things in there.

JAY: Yeah. I would encourage you, just because it will get you context. Start reading. If you say, "OK, every day I'm going to read another document," or "Every two days I'm going to read a document, and maybe week I'm going to, until Jay gives me instructions." I'm not going to tonight. On the first call we'll give you your first instructions.

But yeah. There's a ton of very extraordinary support materials that will be coming. However, in all candor, you're not going to get most of it until you decide to stay in the program. But the fact that there's 2,000 pages or recordings up there should be a good introduction, because I'm telling you, it's about 1/5th of the total. It's about a fifth of the whole package, Todd. There's a lot of goodies. There's --- and I don't have the list in front of me, so I don't want to miss-describe it, but it's great stuff, and I will affirmatively describe it on one of the two test drive calls so that you don't have to buy something blind.

But yeah, the good news about this is depending on where you are on the continuum, you'll be able to learn how to go out and do it for others... how to do it for yourself... how to do it for other businesses... how to do it for your business... how to do it for an employer currently, or a new employer... how to get other people to do it for you. And then you have the good fortune of being able to figure out which of those or as many of those as you want to do.

But it's nice meeting you, and I hope you get a lot out of this program.

TODD: Yeah, well thank you.

SPIKE: Nice meeting you, Todd.

JAY: Yeah, it's our pleasure. Next, Carrie?

CARRIE: Next we're going to hear from Sally. Sally, your line is open.

JAY: Hello, Sally.

SPIKE: Hi, Sally.

JAY: If you have it on mute ---

SALLY: Hi, sorry. I've got a ---

JAY: No, no, no problem. We're used to it. How are you?

SALLY: I think I'm fine.

JAY: Where do you live?

SALLY: I'm in Newbourg, OR.

JAY: OK, and tell me the biggest outcome that you have for this program. What do you want this program to do for you?

SALLY: Well, it's sort of twofold. I have a retail art gallery and framing store which is a challenge right now. And I also would like to supplement the income that I should be making from that in other ways, so I'd like to build my store plus add passive or other income.

JAY: And the good news is that you have the flexibility and the ability, and the flexibility to do both, or as many variations as you like.

SALLY: Yeah. I've followed your stuff for many years.

JAY: I hope it's been beneficial over the years.

SALLY: Yes, it has.

JAY: Good. Well this --- the good news about my body of work is it can be redirected in many very lucrative and critically appropriate ways. We're redirecting my body of work to show people now how to use it externally and internally to create profit centers. And you're absolutely right --- you should be able to use it to add profit centers to your business that hopefully will get you back, and maybe even above the levels you were doing at your better times. And you should be able to take it external and use it for totally unrelated things that'll just be income streams. So it's a pleasure meeting you.

SALLY: Yeah, yeah. Sorry to have one leg on my stool.

JAY: What'd she say?

SPIKE: I'm sorry, Sally, I couldn't hear what you said.

JAY: We're having a little trouble hearing you.

SALLY: Oh, sorry. A Robert Kiosaki thing **GALE:** I'm tired of having one leg on my stool.

JAY: Good, yeah, that's good. Well, this'll be the ultimate stabilizer and multi-faceted revenue stream sources you've ever had if you decide to act on them. That's good. Thank you very much. It's nice meeting you. Next?

SALLY: Thank you, Jay.

CARRIE: Next we're going to hear from... let's see. Dan. Dan, your line is open.

JAY: Hello, Dan.

SPIKE: Hi, Dan.

JAY: If you're on mute, un-mute. Hello, Dan. OK, well only because he may have stepped away, we don't have the luxury of waiting too long. Next?

CARRIE: Next is Brad. Brad, your line's open.

JAY: Hey, Brad.

SPIKE: Hi, Brad.

BRAD: Hello. Can you hear me?

JAY: Yes.

BRAD: Yes?

JAY: Where are you living?

BRAD: I'm in Salt Lake City, UT.

JAY: OK, I like Salt Lake. I particularly like the snow up there. It's really great. Is it nice now? We're coming out there in a couple weeks to go snowboarding.

BRAD: Yeah, the snow should be great for up on the mountains.

JAY: Yeah, that's great. My kid loves it. Tell me what your biggest outcome is for this program. What are you hoping it'll do with or for you?

BRAD: Well, at the minimum I'm hoping to create at least a \$2- \$3,000 income stream. And on the upside, I would hope to replace my current job.

JAY: Good. And let me ask you a question **NANETTE:** Are you... And one of the things that, when we ask questions, we ask them respectfully, and we ask them intentionally, because we want to get to know each person so we know how to maximize your success and results. Are you someone who's very directable?

BRAD: Oh, absolutely.

JAY: Good. And have you done anything like this before?

BRAD: I'm not sure what you mean.

JAY: Have you done any kind of other income source activities before?

BRAD: Yeah, I've tried several, but...

JAY: OK. The good news about this is I'm pretty familiar with about everything out there, whether it be online stuff... whether it be information selling... whether it be network marketing... whether it be any of 465 businesses. Hopefully I can help everybody overcome the pitfalls that may have limited their achievements in the past. But anyhow, it's very nice meeting you, and as I said, I like Salt Lake, and we really like the ski areas because my kids go there all the time and they love snowboarding. So I look forward to discussions we'll have about the snow, and about your engineering the income streams you're looking for. Thanks very much, Brad. Next?

CARRIE: OK, next we're going to hear from Joe. Joe, your line's open.

JAY: Hi, Joe.

SPIKE: Hi, Joe.

JOE: Hi. You know, you had me on the call the other day.

SPIKE: Yup, I just noticed that, because I know your name.

JOE: Well, maybe you don't want me again.

JAY: Well, I was more lucid on this one, wasn't I?

JOE: I'm sorry?

JAY: I'm more lucid on this one, don't you think?

JOE: Oh, you were great on the last one, too.

JAY: Thank you. So I didn't say anything different on this, did I?

JOE: No, no. A little differently, but the same things, and that's great.

JAY: OK, well it's good having you on this, and I told everyone, we have a number of people that couldn't be on the calls. We told them to listen, and we had them on the first call, and I encouraged them to be on this just to get to meet the other people because I thought that would be nice to get to know some of the people. So thanks, Joe. Next?

JOE: Thank you.

CARRIE: Next we're going to hear from Leanne. Leanne, your line's open.

JAY: Hi, Leanne.

SPIKE: Hi, Leanne.

LEANNE: Hi, how are you?

JAY: We're good. How are you?

LEANNE: Good, thanks. I'm in Landover Hills, Maryland.

JAY: OK, and what's your outcome?

LEANNE: My outcome --- I would really like to create a stream of income that I can count on that would give me the security that I don't need to worry where my income

is going to come from. Right now it's kind of a crap shoot where things are coming from.

JAY: And that's --- I'll comfort you. You're not alone. There are a lot of people that it's a crap shoot for right now, including people that are uncertain even about the security of their job, or their business, or even their profession. So take a little... It's probably not solace when the bills come due or in the middle of the night, but we get it. We're very mindful of it, and we believe with all honesty we can help you transcend some of those issues. But it's very nice meeting you. Thank you.

SPIKE: Thanks, Leanne.

LEANNE: Thank you.

JAY: Bye. Next?

CARRIE: OK, next we're going to hear from Patrick. Patrick, your line's open.

JAY: Hello, Patrick.

SPIKE: Hi, Patrick.

JAY: Hello, Patrick? Are you on mute?

CARRIE: It looks like ---

PATRICKIRK: Can you guys hear me?

JAY: I can hear you now. How are you?

PATRICKIRK: OK. I'm doing excellent, thank you.

JAY: Good. Where are you?

PATRICKIRK: I'm from Allen Park, MI.

JAY: OK. It's probably cold today, isn't it?

PATRICKIRK: Yeah.

JAY: So tell me what your outcome is.

PATRICKIRK: My is very similar to everybody else. It has three parts to it. The first part is to learn how to consistently identify hidden profits in businesses. The second is to learn how to present these opportunities to business owners in such a way that they just can't say no. I like working with people and helping other people to

succeed. I enjoy that a lot. And then third, if it works out, is to develop enough skill sets to replace my current income with these opportunities by the end of the class.

JAY: Good. And I think that you have three very doable outcomes, as long as you do your part. Good meeting you, and I look forward to interacting with you over the course of the program. Thank you.

SPIKE: And they were well thought out, Patrick.

JAY: Yeah, very articulate. Thank you.

PATRICKIRK: Thank you.

JAY: Next?

CARRIE: OK, next we're going to hear from Kirk. Kirk, your line's open.

JAY: Hi, Kirk.

KIRK: Yes, hello.

JAY: How are you?

KIRK: Good, thank you.

JAY: Good. Where are you?

KIRK: I'm in Salt Lake City, UT.

JAY: OK, two Salt Lake Cities. So you know my belief about Salt Lake. We really love Park City, so tell me what your outcome is.

KIRK: Well, basically I'm intrigued by your concepts, and I am currently unemployed, having been laid off about a year ago.

JAY: Ooh.

KIRK: And you know, I'm just --- I'm in kind of the architectural field, and with housing markets around here, and everywhere else, I guess, so down, it's... having a hard time finding some work, so I'm looking for something that I can do that will produce income for me.

JAY: OK. Well, you've come to the right place, and you sound like you're pretty grounded, which is good, because a lot of people who've been let's say displaced by the economy are really, let's say, uptight, outa sight. And you sound like somebody who's pretty grounded, so you'll --- as long as you can stay grounded while we navigate

you through a plan of action, I think we can help you very, very significantly, and I think reasonably quickly. But it's a pleasure having you.

KIRK: Thank you.

JAY: We're not going to do a lot more. I just wanted to give everyone an idea of some of the people on this. So let's do another couple, Carrie.

SPIKE: Thanks, Kirk.

CARRIE: OK, next ---

JAY: Thank you.

CARRIE: Next we'll hear from Nanette. Nanette, your line's open.

SPIKE: Hi, Nanette.

JAY: Hi, Nanette. How are you?

NANETTE: Hello. I'm in Las Vegas, NV.

JAY: OK, good place. My daughter was there. So what's your outcome?

NANETTE: Well, I previously worked with you, and that helped my real estate business, which is doing pretty well right now.

JAY: Good for you, because Las Vegas right now is not the real estate sales capital and value capital of the world right now, so good for you. I'm very flattered to hear that.

NANETTE: Yeah, it really helped, and I had my husband helping me so it's --- You know, we do nice. But our largest hope or outcome for this, is new, successful business ventures that we'd like to be making about \$10,000 a month, and working remotely so we can work on that desert island.

JAY: I get it. And if that's your goal, I can give you a plan that can help you get there. Thank you very much. Let's do another one.

CARRIE: OK, next we're going to hear from Elliot. Elliot, your line's open.

JAY: Hi, Elliot.

SPIKE: Hi, Elliot.

ELLIOT: Hi. How are you? I'm honored.

JAY: Come on. We're honored when anybody has enough faith to trust us with helping their prosperity plan. Tell us where you live and what your outcome is.

ELLIOT: Well, I live in Rockland, NY.

JAY: OK.

ELLIOT: And despite your warnings, I have followed you and several other marketing and business teachers as intellectual entertainment, and I'm really at a point right now where I'm sort of preparing myself to take on the challenge of doing marketing consulting and business consulting for local small businesses. And I'm hoping to use the things that I'm learning from you to propel that and to make it work for me, because I'm a case situation financially as far as having the job, taking care of the family, but I know that there's more. And I know that there's people out there that can use the things that I know. I've studied marketing since I was 15.

JAY: That's great. Well, I think if you're ready to move from theory to application, we're ready to help you.

Now, Spike, I'm losing my voice so I'm going to get a glass of water. I'll be right back, and you'll do two more. I'll be right back.

SPIKE: OK. All right.

JAY: Excuse me. Thank you very much, Elliot. Go ahead.

ELLIOT: Thank you.

SPIKE: OK, Carrie, who do we have next? Thanks, Elliot.

CARRIE: OK, next we'll hear from Tim. Tim, your line's open.

SPIKE: Hi, Tim, how are you?

TIM: Good, Spike.

SPIKE: Where are you at?

TIM: I'm in Binghamton, NY.

SPIKE: All right. OK, so what are you hoping to get out of the program? What are you looking to do?

TIM: Well, I want to think of ideas and bring them to businesses, and hopefully collect some nice royalties.

SPIKE: Mm hm. Well, I'll tell you, you came to the right place, because a couple of the things that you'll see as part of the grounding package not only will help you in terms of coming up with ideas, but will help you with presenting those ideas and putting them into a format that people can not only appreciate them, but hopefully value them, and put them into a format that they're more than happy to compensate you in. So I think you'll be pleasantly surprised with the structure of the program. Thanks, Tim.

TIM: Thank you.

SPIKE: Who do we have next, Carrie?

CARRIE: OK, next we're going to hear from Brian. Brian, your line's open.

SPIKE: Hi, Brian. How are you?

BRIAN: Hi, I'm doing good. I'm from Portland, OR.

SPIKE: Ah, a beautiful city. One of my favorites.

BRIAN: Oh, yeah, it is lovely, isn't it?

SPIKE: Yeah, especially in the summer.

BRIAN: Oh, yeah, yeah. Very mild.

SPIKE: So what are your goals for the program?

BRIAN: Well anyways, I'm a commercial real estate investor. I just got started in December, actually, and I've been talking to sellers and looking at things. And things that I didn't expect out of this --- I'm the kind of person that likes to talk to everybody, and I pretty much stay in touch with people so I'm really good at following up with everybody. So sometimes I'll talk to somebody, and it's maybe someone that I can't buy from or sell to, but if I know them, in one way or another, if I can find a way to connect with them and kind of be more like a full service person. And basically, as far as what I can do, is just to be able to effectively market my services to any person in any situation.

SPIKE: Yeah. Well, there are a couple components of the program that I think will be particularly valuable to you. 1) Positioning yourself as just that kind of resource. And one of the things that you'll learn as part of the program is how to not only position yourself, but also how to create a value statement that people can appreciate the range of services that you offer.

2) There's also components in one of the grounding programs that we have that will help you not only expand your network, but also help you categorize and utilize it in

such a way that you can readily access resources, and I think it'll be very, very valuable for you.

BRIAN: OK.

SPIKE: All right, great. Welcome to the program. Who do we have next, Carrie?

CARRIE: OK, next we're going to hear from... let's see who we haven't heard from yet. David. David, your line is open.

SPIKE: Hi, David.

DAVID: Yes, good evening.

SPIKE: Where are you at?

DAVID: I'm in Los Angeles, CA.

SPIKE: All right. You're not too far from us. We're out in Palos Verdes/Rolling Hills.

DAVID: Oh, OK. All right.

SPIKE: So what are your goals for the program?

DAVID: I wanted to replace my current incomes with passive incomes, and so it makes to the tune of like \$12,000 a month or so.

SPIKE: OK. And do you have particular areas of interest or application that you might like to create that income from, or are you just kind of wide open?

DAVID: I'm wide open, I guess you'd say.

SPIKE: All right.

DAVID: I do like the idea of going out and marketing, but I'm so different than Brian. I'm not so gregarious about getting out there and contacting, and staying in touch with people.

SPIKE: Well, the good news is that if it turns out that that's the approach you want to take, there's information and materials to structure there that will help you do it. But also, there's a lot of information and structure that if you're not someone who wants to go out and actively pursue things as a consultant or advisor, there's information and materials that will show you how to create joint ventures, how you can actually bring other people in to opportunities that in many cases can do that type of work for you. And

what you do is help facilitate, orchestrate, and design the outcome. So I think you'll be pleasantly surprised, and very pleased with the materials that'll be offered to you.

DAVID: All right. Great.

SPIKE: So I'm glad you're here. Who do we have next, Carrie?

CARRIE: Next we have Carrie. Carrie, your line's open.

SPIKE: Hi, Carrie, how are you?

JAY: Hi, Carrie. I'm back.

CARRIE: I'm pretty good, thanks. I'm from Melbourne, Australia.

SPIKE: Another great city.

JAY: Yeah, I love Melbourne. I also like Sydney, and I like all of Australia. So -- I've been there a lot, a lot of times. So tell us what your outcome is, please.

CARRIE: My outcome is kind of twofold. I'm setting up special enterprise type structures, so I want to enhance those and improve the way I can make that into more win/win situations for everyone. Plus, I need to generate my own personal income and replace what I'm doing now. I'm currently a mortgage broker, and I don't particularly want to stay in the industry, so...

SPIKE: Well, hopefully you weren't affected by the fires, but I think this ---

CARRIE: No, no.

SPIKE: ... will have a lot to offer for you as well because not only can you enhance what you're doing, but also there's a lot of information and materials that will help you structure a plan that you can transition into other things.

CARRIE: Yeah, great.

JAY: It's good having you onboard. Thank you. Let's do two more.

CARRIE: Thanks.

CARRIE: OK, next we'll hear from Gail. Gail, your line's open.

JAY: Hi, Gale.

SPIKE: Hi, Gale.

GALE: Hello. I'm in Minneapolis.

JAY: How are you?

GALE: I'm good.

JAY: Where are you?

GALE: Minneapolis, MN.

JAY: I used to have a client in Minneapolis. I'll tell you a very funny, quick story.

I was the typical too-hip California guy. I used to wear --- this was like in the 70's, Gale. I wore double knit, really cool sport coats, and an open down almost to my navel shirt. And I remember having to go to a meeting in winter in Minneapolis, and I left L.A. when it was about 80, and I had my double knit blue checkered sport coat, and blue polyester open shirt on. And I got off the plane in Minneapolis, and it was 41 below! And it shocked the begollies out of me.

GALE: Yes, it would.

JAY: But I like Minneapolis. It's beautiful when you land and see all the little lakes. What's your outcome?

GALE: I currently run a company in the agricultural business. I work specifically with cattle. I want to 1) expand the marketing of that service, and 2) I want to find an additional profit center. Now, I have some ideas for that, but I need some help in how to assess the ideas. And then I've got some other ideas. But generally, I just want help evaluating what profit center would be good, and what I can do.

JAY: That's great. And this particular program and process actually lends itself to that, because it's totally interactive, and it's not theoretical or lecture based, so it'll be great for you. Good. It's good having you on board, and I actually think Minneapolis is great, except the winters are cold!

GALE: Well, what's bad is that the winters are long.

SPIKE: Yeah!

JAY: Yeah. Are you an ice fisherman?

GALE: No, I'm not, but I can tolerate cold. I just don't like it when it continues through March, so...

JAY: Tell me about it. But you know what? I'll tell you what. They have very good values. I've never seen as --- They've got a really high work ethic. I don't know if it's still that way, because I haven't been there for years, but I was very impressed with a lot of the attributes of the people there. They're very impressive, and it's a great community for business.

GALE: You'd have to be moving. You have to keep moving to ---

JAY: Yeah, thank you. It's good having you on board.

GALE: Thank you.

SPIKE: Thanks.

JAY: Let's do one more. Who's the last lucky person you're going to pluck, Carrie?

CARRIE: OK. That last lucky person is going to be David. David, your line's open.

JAY: Hi, David.

SPIKE: Hi, David.

DAVID: Hi, how are you doing? Can you hear me OK?

JAY: Yeah, you're great. Where are you?

DAVID: I'm from San Jose, CA.

JAY: I like San Jose. My son goes to Santa Cruz. We go there a lot.

DAVID: Yeah, I'd love to ----

JAY: That's right, because it's one of the most --- It's like heaven on earth. It's amazing. So what's your outcome?

DAVID: Well, my situation is my company decided about a little over a year ago that it was time for me to retire from them.

JAY: Was it a unilateral decision?

DAVID: Definitely unilateral.

JAY: That's funny.

DAVID: But not a surprise, considering how the tech industry is doing.

JAY: Yeah, certainly. So what have you been doing the last year?

DAVID: Well, other than working trying to gear up getting real estate investments going to Robert Allen's program, so I guess I came across your program with him. And in addition to getting the real estate business going, your program sounds like it offers opportunities for maybe a good base-type, steady income on a month-to-month basis, getting a business going.

JAY: Yeah, and the good news is it's not --- I want to say this correctly, because it's actually quite wonderful. It can be whatever you want it to be. It's got that kind of flexibility. I'm not trying to say that it's amorphous. It just has enormous applicability to almost anyone's situation once you grasp it, and our jobs, Spike and mine... excuse me. It's David, right? Excuse me, David, is that over the course of the 13 months our job is to direct, modify, interpret, guide you to see how to best apply it to not only your goals, but your skills and your circumstances. So it's a pleasure having you. Thank you.

SPIKE: Thanks, David.

DAVID: OK, thank you.

JAY: You're welcome. And we could keep doing this, but what I want to do is let you get to know me. This sort of is the way we are: I'm a little bit tougher. Spike's a little bit easier. We take our responsibility to you, and your life, and your faith very seriously, but we also absolve ourselves from responsibility if you don't do your part. And if you're committed to really make things happen, this can be an extraordinary experience, not just for you, but for everyone involved, and for Spike and I, because we really get off on being the catalyst that helps people achieve greatness.

The next two sessions, we're basically on the catwalk, and you're going to judge us, and that's cool. Our goal is to get you to trust us, and to recognize that we've really been there and done that, and we're not dealing from theory, and these aren't cockamamie, unproven concepts.

There's a lot of different ways to skin the cat, and depending on who you are, or where you're the most comfortable, you can't really figure it out 'til you get a little taste of some of the options and opportunities. But we're committed to you if you're committed to yourself. And the clock will start and the process will begin on March 3rd ... what time? Hold on, we're...

SPIKE: I don't have the...

JAY: All right, well, you should be notified. Anybody who needs, there's always going to be posted on the resource vault the time, the numbers... everything. And it's always California time. We're in California, so right now in our... it's about 6:00-

ish. It might be 9 if you're on the East Coast. It might be 7 if you're in Salt Lake City. It might be Lord-knows-where if you're in Melbourne. But always know our times are California times. Anything else, Spike?

SPIKE: Well, it's 5pm Pacific. And there's also just a couple of quick housekeeping items. 1) You should have received a password and a user name for the Recessary Income User's Forum, which has all of the documents that Jay referred to in there.

JAY: The vault.

SPIKE: The vault, and they're really a couple of thousand pages of documents there. Now, we don't expect you to read everything all at once. There's also a number of audio programs there and some other things that you'll be receiving here. In a short period of time they'll be coming in the mail.

If there's any reason you have difficulty logging on, or if for some reason you haven't received your password, there are a couple of people here that you need to know that work in the office. The first person is Sarah, and you can reach her at (310) 265-1840, or Ruth, who you can reach at the same phone number. Or you can reach them by e-mail. Sarah's e-mail address is sarah@abraham.com, and ruth's is ruth@abraham.com. So if you have any difficulty logging on, if for any reason you haven't received your information, contact them by phone or by e-mail, and they'll get you set up right away so you have an opportunity to review the materials in advance of our call next week.

JAY: The last couple things that I actually forgot was that anyone who has ever a scheduling problem, or comes on late, or has to leave early, it's not a problem, because every call is archived for your easy access and relistening. The second is we encourage everyone to listen many times, because usually when we introduce ideas and concepts you've not been exposed to, if they excite you, your mind trips out and you don't hear $\frac{3}{4}$ of the rest of the call. We want to make sure that you constantly experience and re-experience it, because as you get more comfortable, confident, proficient, what you have experienced in the past, and when you relisten, you'll see, will get more and more alive and relevant.

We are committed to your success and prosperity. We are committed to each one of you. We are committed to over-delivering. We are committed, Spike is committed to making sure everything I say to you, you understand. If I confuse, he hammers me into submission.

We want this to be extraordinarily enjoyable, fulfilling, enriching, rewarding, certainly financially, but also in other non-financial ways for each and every one of you. We suspect this has been a tough time for business owners, investors, employees alike. We want to try to make it better over the next 13 months, and we know we can help if you'll help us by doing it.

Anyhow, thank you. The next two sessions should be extraordinary. Obviously, you've got to judge us on what you experience, and we're fine with that. You've been great. We appreciate your ----

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