

Master of Recessionary Income

Session #2

March 17, 2009

CARRIE: Welcome to Session 2 of your Master of Recessionary Income. Here's your host, Jay and Spike.

JAY: Thanks, Carrie. Hello, everybody, and this is going to be a really interesting and very stimulating session as we start moving you a little bit more rapidly to your goal of mastering recessionary income.

We have a format to the call, and I'd like you to be comfortable with the format. So the format is, we're going to talk a little bit about housekeeping issues very quickly. We're going to talk about what you got out of the homework. We're going to talk a little bit more about --- because these are questions that have been asked, real quickly --- about all the remaining grounding material and curriculum resource materials that will be coming to you over the remaining 12 months after today.

We're going to talk to you about the psychology of business owners, and the environment so that you understand, whether you are or aren't a business owner, how to capitalize it. We're going to give you a number of different elements you can pounce on quickly. Most will be different than we've talked about last week. Some will be expansions of that.

We're going to introduce you to the Tom Sawyer School of Business, which is the mechanism that allows you to get all kinds of other people to do all the work for you if you don't have the courage to do it yet... you don't have the time to do it yet... or you don't have the skill to do it yet, but you want the outcome. And I know it sounds almost "get rich quick" and it's not. It's just basically using the same powerful force that major icons of business have used to build massive companies, only you're going to use it to build yourself many, many, many streams of recessionary income if you so desire for your own business.

We're going to teach you what I call the "Sticking Point Solution" which are nine ways to move a business, yours or anyone you work with, from stagnation to stunning growth in these tough times.

We're going to get impressions, time allowed, of what we've covered, because we want you to see how many different interpretations your colleagues listening got, and then we're going to give you a homework assignment, and we'll have, time allowing, we're going to do some Q&A today.

So that stated, let's talk about housekeeping first, OK?

So first housekeeping: You got this incredible vault. The vault's got about 2,000 pages. It's got, I don't know, what? 50 hours of audio, maybe, Spike?

SPIKE: Mm hm.

JAY: And it's got a lot of stuff. Don't be intimidated. Have fun with it, but as we progress on every call you will get a very specific assignment that will avail itself most usually out of some documents, some audio files that are on the vault. Nothing will be overwhelming. We promised you a maximum of four or five hours a week of homework. We are very committed to doing that, so it's like an all of about 25 or 40 minutes a day if you did it every day, and it's a couple hours on the weekend if you take it on the weekend, and you want to convert it to listen to in your car, it's like --- We've got a lot of options with this. So that's the first thing.

The second thing is people have asked us, "Well, there's a lot of stuff, but where's all the other stuff that's going to come, and when's it going to come?" And the answer is we'll tell you what "the other stuff" is. Much of it's going to come in a digital format because it's easier for you to manipulate --- and I don't mean it negative. I mean to use it in different ways we'll tell you, and to listen to, and to have access to really easily. A couple of items are going to come in physical form.

By now you should have gotten a document, a big, big book or a manual, called *Mediocrity To Millions*. It's all about doing joint ventures. If you haven't gotten it, it depends on where you live. If you're outside of the U.S. it might be a couple more days or a week. But it's an incredible component. It is 1/6th of a collection of about 2300 page reference called *The Super Books*. There's a book on the mindset of everything I do. there are three reference books that teach you the specifics of the techniques, the mechanics of them, the psychology of them, give you lots of examples of them.

There is a book called *Your Secret Wealth*. It shows you how to really take advantage of an employment situation, or one for anybody else you want to get involved in, and ethically profit from. About 20 --- I think about 2,000 more pages. It's going to be coming to you over the next four to six weeks in a digitized form.

There is (I'm going to get all the points, but I want you to know what you're going to get.) There is a program we did in Japan four or five months ago that was, I think, a \$9,000 program, and it is four days in audio form, and you're going to get that on the vault. And it basically teaches you on an integrated way my methods, my mechanisms, my mindset... And it's got a whole day of Q&A and what we call "mini-hot seats," so you can see how we apply the actual applications.

We've got a new program we just did about two month ago on barter, and it's much more extensive than the barter elements that you have right now, and it's going to be put up. It's about three... is it three segments?

SPIKE: Mm hm.

JAY: There's three sessions to it, and it's really incredible. It's a three-way between Spike, me, and my colleague, Dave Waggenvord, who's the "Barter Baron."

We did a whole program that I think was a 13-month program teaching people mastering passive income, the MPI. It may be up now, because we've started putting it up. But it gives you a whole different context in doing this, and my brain is not brain dead, but what's the other thing that we have there, Spike, that I've forgotten? There's one other thing. There was one more thing. What is it? Is it the JV...? There's something else. There's one other that I can't remember. But it's about, when we tally it, it's more like about ---

SPIKE: The MPI stuff?

JAY: We talked about that. But it's about \$10,000 more of things that we actually have very recently sold. But we're going to give it to you, and when you get it, do not be overwhelmed, because there is a mechanism and a process, and there's three different purposes for it. And I'll be real quick.

Purpose #1 is you'll get an hour session of this, or an hour session of that as a homework that we'll be referring to in the first part of each subsequent call. You'll get some audios to listen to, so it'll be for curriculum. Some of it'll be for specific applications. As you start really applying this, and you share your scenarios with us, we will say, "OK, go to the audio on such-and-such, or the document on such-and-such," and it'll be referred to you specifically. And then finally, for the rest of your life, it'll become your permanent reference. Spike, anything else?

SPIKE: Well, just --- yeah. One of the things that I would mention is that everything that we chose to put on the resource vault, and there's going to be a lot more that will be added over the coming days and weeks, we put in there for a very specific reason, as Jay mentioned.

But on top of that, we also wanted to make sure that we gave you enough content, enough material, and enough reference information that if for some reason there's a particular area or topic that you want to go deeper on than what we do as part of the program or one of the calls, you have the ability to go deeper than just the information, contact or interaction that we give you on the calls.

JAY: Yeah. And then last two things, I forgot --- The Creativity Switch, and The Strategy of Preeminence in a video format. Those'll come to you in hard form.

The homework assignments are what everyone should be doing. You have our permission to go as far and as broad beyond that, but don't avoid that. Don't get excited about something else, because right now there is a process and progression.

The last thing is a lot of you, and thank you, have already submitted your questionnaire. Some of you called and said, “Oh, it’s so intimidating.” We want to give you permission. Please do not be intimidated. You can give us as brief, or as expansive an education as you like. We want to get to know you over the next 12 months after this session. We want to know who we’re dealing with, and the more you tell us, the more we can focus, and cater, and contour our commentary and our references to your situation. But right now, don’t be intimidated.

SPIKE: Yeah. I’d also make one other point with that. It’s better for you to start with a brief assessment if you feel that you don’t have the time to give it lots of time, and lots of attention now. Because you always have the option of going back and expanding it, or increasing the amount of information that you share. And you can resubmit it. It’s something that we use that’s kind of a guiding document so that we know not only about you, but also about what you’re trying to accomplish, and what your skill sets are so that we can modify the program, and perhaps expand some of the content around the makeup of the group.

But if for some reason you get your assessment completed, and you send it in, and you find that two months from now you feel that your goals have changed, or maybe you’ve developed some additional experiences, or perhaps you’ve come across some additional opportunities that you’d like us to be aware of. You can always go back to that assessment, expand it, refill it out, do another one altogether, and resubmit it again.

JAY: Now we’re going to start experiencing the dynamic. And the first couple of sessions are designed to get you moving. As we move into this, the sessions will adapt a very rapid format. We’ll start them all with impressions from the homework. We’ll get into Q&A a little bit, then we’ll get into curriculum and we’ll get into interaction with specific people.

Right now I want to do some very quick impressions. You all were given the same assignment, The Power Partnering documents, the Abraham 101, the 93 Referrals, The Barter Baron, and the 15 Barter Strategies, and the Chris Howard document, and a couple of other things.

We want you to take a deep, deep reflective moment right now and think about all the homework you did. And if you didn’t do it all, you’re not that far behind, so you can catch up in the next couple of weeks.

But think about whatever you did do, and in light of all the activities you perform, which one specifically had the most positive impact on you, knowing you’re just starting out and it’s going to get richer, deeper, more usable as we go on every two weeks? And I want you to push “1” one time, if some people aren’t yet comfortable sharing, but the dynamic is wonderful. And tell us your name, and then tell us the most impactful realization --- one, just one --- that you got from the one element of homework that had the most powerful influence and sort of epiphany on you. Push “1” one time. Just don’t push it twice, or you’ll be lost. And we’ll try to get as many as we can, real quick.

CARRIE: OK. First we're going to hear from Lance. Lance, your line is open.

JAY: Hi, Lance, how are you?

LANCE: Hi, Jay and Spike. And Jay, first let me say, I've been a student and client of yours for a number of years, and been to a number of your programs. When this recession really hit back around September/October I went back and revisited a lot of the stuff I'd learned from you and started putting it in effect. And like I say, I'm happy to report three over the past four months we've had record sales.

JAY: Wow, that's great! Thank you for that. That's very comforting.

LANCE: So thank you.

JAY: So tell me --- and that's great. Did you get a chance to start? Because all this --- a lot of this is new stuff that it depends on what program you were last in. You wouldn't have been exposed to. Some of it's mental, some of it's transactional, some of it's strategic. Did you get a chance to review some?

LANCE: Oh, absolutely. I went back, did the homework assignment, and one of the ideas I picked up on was reactivating old contacts. And so we've done, over the last two weeks, we've done voice blasts out into --- we have 2200 phone numbers. And that's got the phone ringing, and got people --- we found out people were not getting our e-mails, and that's generated new sales just through those voice blasts.

JAY: That's great. And Spike and I make comments. I have a doctor that I helped, and he started doing that, and he's calling old inactive patients, and he's getting three or four booking every day, and it's about \$300 a consult. And you do the math.

We have a good experience, some people I've taught in the services businesses, they're coming and calling back, and proactively contacting people who haven't responded to bids that were tendered, and they're starting to stimulate that. But that's a great insight. Lance, thank you for the compliment. You made my St. Patrick's Day. Next?

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

JAY: Hi, Paul.

SPIKE: Hi, Paul.

PAUL: Hello there, guys. I want to say, the 502 Case Studies has been a gold mine for me. I've been pushing my way through that, and I love to see how people are looking at their businesses differently and getting results, and so I'm starting to see different ways I can approach things, especially systematizing a business. And so ---

JAY: Did you find one? I mean, again, it's really cool, because those people were very --- they're not all perfect, but about 350 of them out of the 5- are incredible, because people set out to try to share with future people like yourself what they did, their mindset, how they executed, what you might need to know to be able to use it... It's pretty --- The intention of it is really noble. Everyone isn't a great communicator, but it's pretty cool when you see that everything there is specific and first hand. It's pretty neat, isn't it? And comforting?

PAUL: Yes, I must say, I've really enjoyed it.

JAY: Well, thank you. Next?

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

JAY: Dan.

SPIKE: Hi, Dan.

DAN: Yeah, hey, Jay, hey, Spike. Thanks for this. One thing that really got me was the documents on barter. And...

JAY: There were two or three. Which one, or do you remember? Because one was a summary of 15 ways. The other was a larger document, and the other was an audio, wasn't it?

SPIKE: No, that's this week.

JAY: Oh, OK, so fine. So...

DAN: Yeah, there were 15 examples, but the one that got me first was taking the test and realizing how much I've got to learn.

JAY: That's good. Will you be able to do anything with it, either for your --- I don't know if you own a business, or if you work for somebody, or you want to use it outside. But have you been able yet to do anything with it?

DAN: I'm hoping to tonight, as a matter of fact.

JAY: Well, good luck, and one of the reasons I have everyone do that --- it decides whether you want to do barter or not, is it --- Spike and I always have to make contextual comments as we start interacting --- is that it helps you cultivate your creativity. When you get this audio set that'll come in the next two or so weeks called "The Creativity Switch," it'll help even liberate and emancipate your ability to make creative and very profitable business connections for yourself, your employer, or other people. But that's good. Thank you very much.

DAN: Thank you.

JAY: Next?

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

JAY: Hi, Sara.

SPIKE: Hi, Sara.

SARA: Hello, Jay. Hello, Spike. Thank you so much. This is all new for me. I'm a spiritual type, and I haven't really made any significant money outside of my spiritual work, and I really got, because of who I am, I got the most out of going over the application or the outline that you asked us to submit to you so that I could just re-walk where I was, and where I want to be, and where I'm going, so I can start connecting the dots and see where I'm not in integrity with myself. And so that was very helpful to me.

JAY: Thank you. And I'm not trying to tease you, but at the end of the evening when we give you your homework there's an audio... it's audio, isn't it?

SPIKE: Yes.

JAY: That's going to take an hour, and it's going to help take you to an action plan and some clarity. That's great. Thank you. Let's --- we're trying to do as many as we can as quickly as we can, so if I seem rude, it's respectful. I just want to show everybody the differing perspectives different people got from different elements. Next?

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

CAROL: Hi, this is Carol.

SPIKE: Hi, how are you?

CAROL: I'm great.

SPIKE: Are you there?

CAROL: Yes, I'm here. Can you hear me?

SPIKE: OK, we can hear you perfectly now.

CAROL: OK. I loved going over Jay Abraham 101. The one that really stuck out for me was the Strategy of Preeminence. I'm a real estate broker, and I've been working with a client, and she's very conservative, and I can tell that she's having a hard time moving forward because she feels like she doesn't have enough savings.

Anyways, where you stated under preeminence that when you approach your client with their best interest at heart, you no longer will accept or allow them to buy less than they should, and that just really hit home for me. Thank you.

JAY: And thank you for that, and I hope you read the full-on document. There's a full-on document posted on it that's about 20 pages, and you'll be getting --- oh, is that tonight?

SPIKE: Yes.

JAY: You'll be getting it tonight as assignment. I don't know my own content, but it's a much more expanded explanation that gets into a lot of granular stuff that'll even take it to a higher level. And then you're going to get a video of me presenting it in a different light so you have it from three focal points. It'll come in a couple of weeks. Thank you. Next? We'll do one more.

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

JAY: Hi, Charles.

SPIKE: Hi, Charles. How are you?

CARRIE: It looks like Charles just popped out of the queue.

JAY: I'm sorry, Charles. Next?

CARRIE: We'll go with Elliot. Elliot, your line is open.

JAY: Hi, Elliot.

SPIKE: Hi, Elliot.

ELLIOT: Hi. Hi, Jay, Spike. It's great to hear your voices again. I learned a lot in the last three weeks going over the homework. I've learned more about who I am, where I want to go, how I want to get there. I've identified some low-hanging fruit to help me on that way. But the thing that really stuck out at me... and I kind of pride myself as being sort of a Jay Abraham aficionado with the limited resources I have. But something I missed in studying your business philosophies over the years is something so simple --- The Three P's from Abraham 101.

I'm a master planner. I'll tell you that. I do really well planning strategically, and layering things, and logic based... But you know what I never implement, is policy and procedure.

SPIKE: Yup.

ELLIOT: I never thought about it before. I've never been formally trained in business or anything, but I kind of analogize it in this way: When you get into a sports car, it's not going anywhere unless you move your arm to the key and turn the thing on and drive. And that's, to me, what policy and procedure is. That's the day-to-day standard operating procedures of a business.

SPIKE: Well, I'll also share something else with you... and it's a great point, and thank you for bringing it up and clarifying it for the rest of the group in case they hadn't gotten to that. But it's also the only way that you can not only scale a business, but it's the only way that you can sustain a business, because if you don't have policies and procedures in place that allow you to guide it and manage it, there's no way that you can direct it in such a way that it can sustain itself.

JAY: And I'll add, if you don't then your business is just an elongated promotion, whatever you do. That's great, thank you. One more, and all the rest of you, we would love to keep doing this, but we will at every subsequent call, we'll do 15 minutes of it. We just didn't have the opportunity on that first call because we wanted to get some ground going, but it's a part of the process that'll just be much more --- we won't waste any time on housekeeping, because we're done with that now. Next?

CARRIE: Next is Larry. Larry, your line is open.

JAY: Hi, Larry.

SPIKE: Hi, Larry.

LARRY: Hello. Hi, Jay.

JAY: A lot of people, by the way that get stuck in mute and they don't know it. So how are you?

LARRY: Well, I'm doing great, thanks. I was real excited to join your classes, and this is a first for me with you. But I've taken a lot of other courses, and I just feel like yours is way and above all of those, probably based on all the material that I'm looking at.

I did receive the booklet, and I've been spending a lot of time reading on in the book on joint ventures.

JAY: It's a cool book. We spent a couple hundred thousand dollars having somebody go through all the live programs and all the consults I'd done and try to distill it into a linear manner that had examples, some scenarios, some actual transcripts... I think there's a transcript in the end, and how we've done it. So it gives you a lot of different ways to do it. And that's just one part of --- there's another five volumes that go along with it, so it's pretty cool, but I'm glad you liked it. Thank you very much.

LARRY: OK.

JAY: Carrie? And sorry, we're going to only --- Because I've got to move now into the content. Forgive me. But that's great.

OK, now, Spike, the next level today is we're going to talk about the psychology of business owners, professionals, and the environment. Spike?

SPIKE: Yeah, one of the things that --- and this is not going to come as a surprise or secret to anyone on the call, but one of the greatest challenges that you will face not only as part of implementing the materials and information that we give you, but also in interacting with people in your own business, or interacting with other business owners or your employers, is going to be understanding, combating and shifting the recessionary mindset.

And one of the things that we wanted to talk just a little bit about today before we get into the rest of the content was how to recognize what that is and where it comes from, but also, what are some of the things that you can do to start to shift that? Because if you don't have the ability to shift someone's mindset outside of the framework in which they're currently operating, your ability to influence them to change, or to try something different, or to try something new that you may be proposing, or that you may be trying to implement within your own business is going to be almost nil.

So one of the things that I'd just like to share with you is that there are a couple of things that are very pronounced that happen in a recession. Some of them you may be aware of, some of them you may be feeling yourself, and some of them you might not perhaps thought about just yet, but it's absolutely vital, I think, for you to be aware of what some of those things are.

The first thing that happens when businesses or economies go into recession is that they start to get a little bit scared, in some cases, almost terrified. And then usually the next thing that happens from that is that people either do one of two things: Either they get absolutely paralyzed and they either stop doing things, or they do nothing, or they start doing the same thing that they've always done, but they start doing it faster or more, or they start doing it in broader ways. And in many cases, that's absolutely the wrong thing to do.

So one of the things that we wanted to do when we put together the questionnaire is that we wanted to get insights in terms of where you are personally, but also just to kind of share with you that there's information that you can gather simply through interaction, through questioning, through conversation that will allow you to really kind of get a chance to see where people are. And the bottom line is that if you're coming across people in your business, organization, or in other businesses or the marketplace, or with your employer, and if they're stuck in a point of paralysis or doing the same thing,

but doing it more often, their ability to get a different result with a different economy and environment is going to be almost nil.

So the very first thing that we want you to do is understand 1) that that mindset exists; 2) that the tools that we're giving you and the information we're going to be sharing with you are things that in many cases aren't common knowledge or common practice in a lot of business. So the first challenge that you're going to have is to understand that there's going to be a natural, or maybe an inherent resistance of fear, concern, suspicion, or in some cases just the fear of trying something different.

But the homework that we give you, the calls that we're sharing with you, and the information that we'll be providing to you will not only allow you to recognize that, but it will allow you to start to shift that in the interactions that you have with business owners.

JAY: Yeah, and I would add that the reason we want to teach you the Strategy of Preeminence three different ways --- the short version you already read, the longer written version that's 15 or 20 pages (it gets really detailed in all the things that you can do --- not must do, but can do) and then third, watching it from another vantage point --- is that if you own the business you've got to be seen as the most trusted advisor to your clients, prospects, staff, and vendors to get the maximum collaboration and leverage forward. If you're going to do it for your employer, they've got to trust you, particularly if you want to be seen in a different role or light than you're in. If you're going to do it for all kinds of other businesses, you have to have confidence and an understanding of the psychological mechanisms.

So we're teaching you universal elements and principles and strategic thinking that transcends all scenarios. That's the first thing.

Second, one of the things we'll get in much deeper, but you can see it when you read the 502 Case Studies, because about 25% of them have to do with taking the risk away from the transaction. If you want to get your clients, if you own the business, to buy from you, you're going to want to use more, and more powerful risk reversal, which we'll teach you in the next couple of months. It's not as critical right now. We've talked about it last call, but we're going to get deep into it in one of the future ones.

If you want your employer to be able to embrace your ideas, you want to show them how there's no risk. They can try it very safely. If it works, you can project out what it could mean to them. If it doesn't work, the downside is a few little shifts in time and effort, and no real capital. If you're going to go to third parties, you want to apply it there. We're going to teach you all those, but we wanted you to know that. Spike?

SPIKE: Yeah, and just the last point that I would make in terms of psychology of business owners and maybe the environment is that there's two things that will be absolutely vital to your success, and they're built throughout this entire program beginning with this call.

The first one is that as Jay was mentioning, you want to make sure that you have the ability to take the risk away from a transaction if you're a business owner. But also, you want to make sure that the skill set that you have, and the knowledge and information that's being provided to you also takes the risk away from the relationship, or away from the proposal of what you're making in terms of how people should be doing something different in order to make the change.

There's an old saying that if you always do the same thing, you always get the same thing you always got. And that's true, but in a recession sometimes it's even worse because if you do the same thing you've always done you get a worse result than you've always gotten. So you want to make sure that when you're entering into a relationship, an interaction, a transaction, or a proposal, that you've thought it through very clearly.

The last thing that I just want to make a point about in terms of psychology is that we're giving you enough information, tools, and skill sets and strategies that almost any interaction that you enter into, whether it be in your own business with a client... whether it be with someone in a joint venture, or a strategic alliance... whether it be for your employer... or whether it be just basically a deal you're putting together between two other businesses --- what we've designed this program to do is to allow you to customize the strategy, approach, and tools that you use that are unique to every situation. Because the bottom line is in an uncertain economy with uncertain business environments and competition, a lot of the things that occur in a particular industry may not be the same from business to business.

So you'll have the tools that are necessary if you really almost customize whatever approach is necessary to give that business, whether it be your own or someone else's, the greatest chance of success in a recession.

JAY: That's great. And also, we're going to give you so many spins... And I'm not trying to tease you. We can only do so much. It's a very pragmatic, progressive, layered, sequential progression, and we don't want to deviate from that. But we'll show you how to position yourself if you own the business to get all kinds of other people to expand it for you with no downside and no out-of-pocket investment. We'll show you, if you're the employee, all kinds of ways to enrich your employer, and thus, yourself. If you're going to go outside, we'll show you how to do it as profit centers, how to do it as a consultant... If you want to get another job (which is not the highest and best use) we'll show you how to get a better job. And we'll go through as many scenarios as are applicable as we get to know you from your questionnaires.

Now we want to move to another round of the activities you can do to relatively quickly... Because we promised you originally in that two-hour introduction, the one that you listened to to cause you to want to be part of this program, we'd give you some really good, fast-tracked, quick start stuff in the first couple of sessions, and we tried on the last one. Now we're going to give you some more.

Just think about this: As you are learning to master this, there are 1, 2, 3, 4, 5 critical areas you want to think about: 1) Overlooked assets in a business --- your employers, your own, others; 2) Underperforming activities in the business; 3) Hidden opportunities that aren't being taken advantage of; 4) Undervalued relationships that could yield a lot more benefit (and we'll get into these); 5) Resources that exist that aren't being capitalized on. And we want to sort of go through what some of them are, so Spike, you want to start:

SPIKE: Sure. One of the --- and you'll see this deeply as we go through the program, but one of the most common overlooked assets that any business, business owner, or even individual has, is really the relationships that they have. It's not just the relationships or the people that they know or interact with on a regular basis, but it's the people that they've worked with in the past. It's the expertise that they can tap into through their network. It's the expertise of the people that happen to be working in an organization, or perhaps worked in the field once before.

And being able to catalog what those relationships are, and really being able to identify the extensive nature of your network, and figuring out how to bring to bear that expertise in such a way that everyone benefits is one of the quickest, easiest, most profitable, but also one of the safest ways that you can create a new income stream or expanded income stream, whether you have your own business or not.

JAY: And let me take it --- again, the beauty of having Spike and I collaborating for you is you get many different perspectives on this. So you own a business, or you work for a business. You have within that business and externally, you have buyers, clients, vendors, people in the community that you know... Each of those can be sources of expertise. They can be sources of referrals. They can be sources of endorsements. They can be sources of joint ventures.

You might, as you start studying your own active or inactive buyer base, or your employers, or any other ones, you might see patterns you've never thought about. Example: Let's say that you've never known it, but all of a sudden 25% of all the buyers are doctors, and you never knew that your product or service, or your employer's product or service, or some other business' product or service you get involved in automatically has a natural appeal to those.

Well, you could go to either organizations that reach doctors, or other people that sell to doctors that aren't competitive and do a joint venture, or an endorsement... You can go to all the doctors that buy and get them to do referrals. I'm just trying to get your mind alive. Spike?

SPIKE: Just one other point on that, then we'll move on to the next section, and that is that sometimes relationships that you've had in the past that perhaps have been either very profitable, very productive, very valuable, or in many cases, highly valued, all of a sudden people either forget about them, they take advantage of them, or they neglect them. And one of the things that you can do in a recession is really go back and revisit

the relationships that you've created and developed over time, and figure out how you can recapture the value that once existed within that relationship, whether it be a referral program or a joint venture like Jay has mentioned. But in some cases it could be something as simple as a mastermind.

Now, the next thing we want to talk about is relationship building. And building relationships I think is absolutely vital in all economies, but especially in a recessionary economy for a number of reasons. First of all, not every business or person can afford to be an expert in everything, and they can't always have the resources, money, or even the time to find an expert in something.

But if you have relationships now or ones you can build so you have access to that expertise, 1) it becomes a valued asset; 2) it can have a great enhancement on the performance in your business or in another business activity. But also, it gives you people that you can partner with if you're looking to do joint ventures. It also gives you people that you can go out and reach out to that you can create value on a go-forward basis.

You know, oftentimes when we talk with businesses, one of the things that they find is that not only does their income sometimes go down because of the recession, but also the demand on their time goes down a bit because some of the things that they had to do previously, they no longer have a need to do right now. And one of the things that we encourage people to do, that if you have that time on your hand, go out and start to build an investment in new relationships, because if you create that investment now, by the time you need to get a return on that investment, that value has already been created.

JAY: And keep in mind... And we're going to talk a lot about this, I think, in the next segment, or the next... (I've got to look at the outline) But there's some extraordinary human capital on the market now that has been basically unemployed for reasons that aren't their fault. They have skill sets. They have been massively trained. They are motivated. There aren't many salaried jobs out there.

You can plug into them if you're the employer. You can plug into them for your employer. You can plug into them with other businesses. You can plug into them as a mechanism you can take to other business... You've got three or four ways you can use their skill sets and ethically benefit, and we'll get into examples later. But there's never been in the world, to my knowledge --- maybe at the Depression, but I don't think the skill level was as acute --- as many brilliantly qualified people with so many incredibly valuable skill sets that aren't attached to commerce. And you can attach them, and their compensation can be totally performance-based.

And again, we're going to teach those of you -- business owner, employee, or entrepreneur-aspiring --- how to get other people to do it for you if you're not courageous, or not comfortable, or don't feel like you can. You just need to recognize the opportunity is out there.

SPIKE: Right. Let me share one more with you, and then we'll give you some examples of how you can take these things and start to apply them right away, as soon as you get off this call, to start generating income or income opportunities.

The next one is business development priorities. As I mentioned a lot of times what happens in a recession is that business owners either will stop doing certain things, or will do more of the same thing. But there are some businesses that will go out there and they will start doing all kinds of activities trying to create new business. They may start telemarketing campaigns. They may start direct mail campaigns. They may be trying to create referral systems.

And they may be doing a lot of things with great intentions, but in many cases what happens is that 1) either they can't manage all the activities effectively; 2) certain activities will pay off, or have a greater or quicker return than others; or 3) in some cases they just don't have the skill or expertise to be able to actually implement those things and make sure that they pay off.

Now, one of the great opportunities that I think that everyone on this call has, again, whether you're a business owner, are working for your employer, or looking to do it for someone else, is that you can identify the things that people are doing in their business in terms of business development activities. You can help them enumerate and quantify the results that they're getting on those types of things. And you can find out what it is that when they put \$1 worth of time, effort or energy into something, how quickly it takes for them to get a dollar back.

And if you have the expertise that you can help them do it, you can get paid as a consultant. If you don't have the expertise, but you've developed a relationship network, or you're expanding your relationship network, you now have the ability to go out and tap into people who have that expertise so that you can either take a referral fee, you can actually take a performance fee, or in some cases you can even take a joint venture fee.

JAY: It's always a success fee. If you own the business, obviously, you're harnessing it for yourself. But you've also, once you apply it to yourself, you don't have to be static. You can, when you use this Tom Sawyer School we're going to teach you, you can have crews all over the place in your city, state, North America, the world --- wherever you want, doing it for you, and you can keep the lion's share of the profit and have everybody delighted that you're doing it for them.

The next thing is referral systems, which we talked about last time, but I want to visit quickly. Nobody mentioned very much about that, but there's 93 different, at least, trial explanations of systems on your documents. You already had the assignment to review it. Almost every business out there gets some small, to medium, to 100% of their business from referrals, word of mouth. Almost none of them have even one formalized, systematized, strategic referral-generating process in place.

If you look at your own business, your employer's, every other business... particularly service and professional service businesses, it's a mecca for adding this. And even in a horrible economy, if they have no referral system and they put one, two, or three in, the statistical probability is they're going to get lots and lots more clients, patients, cases, engagements... And it's like a no-brainer.

And keep in mind something very important: The economy does suck. How much? It depends on the industry. But the one important thing is it's not stuck. There is still commerce being done in every industry. Restaurant still has some patrons, and a lot of underused capacity that could be traded. Specialists still have people coming, and a lot of scheduling opportunities that could be joint ventured. Just, it's everywhere.

So you've got to realize, if you put a referral system in, you can get people who are going to go to somebody else to go to your business, or your employer's business, or anybody's business you work with, and that's very powerful. But you can't do it if you don't learn what the systems are.

SPIKE: No, and that's absolutely right. There's something I'm going to share with you now, and to me, and Jay may agree or disagree, but to me it's one of the most valuable lessons and pieces of information out of this course and call.

In difficult times, especially in recessions and when times are uncertain, most people focus their time, their attention, their resources, their emotions, and their energy on seeing problems. But your charge, your opportunity, your challenge through this process is to be able to develop what we call an "opportunity mindset," because when you can see opportunities where other people see problems, that's the opportunity for you to go in and really to create income. But also, it's also the opportunity for you to create value. And the tools and information we're giving you is really designed to do that.

The second thing that I want to share with you, and it's building on what Jay just said, and this is regardless of what the economy is, there are some businesses that are succeeding. But even businesses that aren't succeeding generally don't do everything bad. And when businesses are succeeding even in the best of times, they don't always do everything well. So usually there's some business that has, even though their business may be down overall, there's a component of their business, operation, selling, marketing, product, or service that they actually do very, very well.

There's usually some other limitation that may be holding them back, but if you can identify what one business is doing well that another business is not and you can put them together so that they have an opportunity to benefit mutually from the consolidation of the resource, knowledge or expertise, and you can be the person that puts it together, you have a tremendous opportunity to generate income.

JAY: Very good. Let's talk about a couple more, and then we'll move to another category. And we'll keep visiting these in each call, and add three, four, five, six so that you really have your quiver full of really great arrows that you can pick which one or

ones are most appropriate, depending on where you want to start out applying it, and you'll know how to apply it when you do this exercise tonight we're going to give you as your homework. You want to talk about follow up systems?

SPIKE: Sure.

JAY: Because I think that's good. It has call follow-up, written follow-up... all kinds. You want to choose, because you'll give a good spin to something.

SPIKE: Sure. Yeah. Well, let me just start a little bit about the reason why follow-ups are such great opportunities, that most businesses don't follow up. They get a no, or they try to make a sale, or they make an attempt at marketing, and it doesn't go through and they don't follow up... or somebody buys something, and they don't follow up to see if there's another opportunity to buy... or if they bought six months ago, three months ago, two years ago, they don't follow up to see why they stopped buying, or what would it take to get them buying again.

And one of the great opportunities that you have as a business owner or someone who becomes an expert in this is to go back and look at what businesses have been doing in the past, and what they've done to create clients or offer them, in terms of product, service or value currently, and to see if there's something that you can do that you can create a follow up system that allows them to gather information, sell more, create a deeper relationship, or enhance the value within that relationship. There's huge, huge, huge financial opportunity in being able to do that in your own business, but also teaching other people how to do it.

JAY: And when you learn the Strategy of Preeminence and integrate it (and you will know it better after tonight, and even better in a couple of weeks when the video arrives and shows it to you from another point of view) you'll be able to guide people better in follow up activities, both in written, and also in the process when you're interacting with them yourself, or you're teaching other people how to do it.

But 90% of all service and home improvement and contractor types don't ever follow up. Just by following up, they can triple their business. As I said, when somebody becomes inactive, medical, legal, accounting, and dentists don't follow up. And it goes on and on. If all you do is that for them...

And I was telling you about the doctor that I know, and he's a specialist, and he's an elective doctor. He does longevity, and I go to him for all kinds of crazy things. And he's expensive, and when this economy happened, a lot of people thought a lot about it, and they didn't feel he was that connected. And by calling, if he gets three revised or regenerated patients a day, times, let's say, five, that's 15 a week, times 300, times 4 1/3. Cut it in half, and it's still \$10,000 a month, right? Which is \$120- a year.

If you could legally...and different regs prevail in medical and legal, and you've got to find that out. But if you could legally get a share of that, or if you got 25% it'd be

very significant. If you were the doctor, it'd be very significant for you. If you're the doctor's employee, it'd be very significant for you.

But don't think in static terms of one. Think about all the doctors in your city, in your state, in North America, in Canada. And it's just doctors... It's a really cool concept.

SPIKE: Yeah. Now, two points I want to make. One is, we're talking very, very rapidly, and I know for some people that may seem like it's too fast for you to take notes, which is OK, because 1) we archive the calls, and you can go back and relisten, and we encourage you to do it.

JAY: As often as you need.

SPIKE: But the second thing that usually happens about this time is that people start to get excited about all the possibilities, and all the potential, and all the ideas that are out there. And then some people, maybe one or two, start to say, "Well, you know, that's a great idea. But I can't ever see myself really going out and doing that on my own."

And fortunately a couple of years ago, Jay came up with a system, and it's really a philosophy and a concept, but also an approach that we teach people that says, you know what? Maybe you're not good at calling businesses and making cold calls, or at networking, or you don't have the expertise that's necessary to teach somebody how to implement a system, or you're not comfortable with talking with business owners because you see yourself as a more inexperienced business person and you would be intimidated by it.

But guess what? There's good news. Jay has a whole school of business that he'd like to introduce to you.

JAY: It's funny. It's called The Tom Sawyer School of Business, and it was patterned after the Mark Twain, Huckleberry Finn book series where Tom Sawyer was the 16-year-old who was asked to whitewash or paint a fence by his aunt, and he showed all the neighborhood kids how much fun it would be, and it was fun for them. But they did all the work. He sat back and basically got all the credit and all the money, and there's no reason ethically --- and I mean this --- ethically, you can't do the same.

So let's start right now, whether you're the business owner, the employee, the external aspiring who wants to do this with all kinds of other companies, but you're hitting an intellectual wall, saying, "I don't really think I can do all, or any, or some of those parts." Great. It's not a problem. It's an opportunity to leverage yourself. Here's why:

All you've got to figure out is what you want to do, and what you don't want to do. And then because (and this is so cool!) the economy, the recession plays into your

hands, because no matter what skill sets, what abilities, what elements of the process you don't want to do... don't think you can do... aren't courageous enough to do... aren't yet ready to do... don't have the time to do --- somebody else out there loves to do, and they're unemployed and would love to do it at your direction as long as you're the man or the woman with the plan, and you, because you understand the Strategy of Preeminence, you can lead them. And you get to keep as much as 75% of the profit for them doing all, or whatever part of the work you don't want them to do.

You need someone to sell it for you and to go negotiate? There are more salespeople out of work right now, and negotiating specialists. You need someone to manage it? There are more managers. You need someone to facilitate it? Great. You need somebody to coordinate the details? Great. It doesn't matter what the functions are. You can get other people to do it or them for you, and that's in your first application.

But once you prove it to yourself, you're the man or the woman ethically, basically, behind the scenes, the Wizard of Oz pulling the strings. But it's all ethical, and everyone appreciates it.

How do you find them? Well, there's lots of ways, but the easiest distinction is you don't project it to people as a job because people are so burned by a job. You address the natural desire and need of every enterprising man or woman. Everybody, yourselves included, and even those of you who are already in business or professional practice, crave owning more, and more profitable businesses.

However, most of you either don't have or don't want to invest a dime. If I could put you into a profitable business and make you a partner... and you didn't have to pay a cent, but you got a very, very significant profit share and you had equity in that business for as long as it paid off... and all you had to do was one or two transactional functions... and I could guide you exactly on how to do it... and you had the skill set to do it --- you would snap at that.

Well, that's the whole key to this. You don't look for people. You can run ads, or you can ask other people who know who's gotten unemployed, who's got the skill set. But you don't say, "I want to hire you for a job." Instead, you say, or you run an ad, or you convey "Partner Wanted." You identify the skill set --- sales ability, negotiating ability, relationship building ability, management ability... "No capital investment required or expected ever."

And the concept is you offer to turnkey show them how it works. They do it under your guidance. You retain the knowledge so they can't go out and do it without you. They set up the deal and flip it to you. You either do it, or you get another Tom Sawyer who does the next part, and so on.

Once you perfect it with your first application --- it can be for your business, for your employer, for any other business --- then you can leverage it and multiply it over and over again.

Is that advanced enough, or you want more?

SPIKE: No, it is. In fact, for some people it's going to be almost like an epiphany. They're going to say, "Holy smokes, that sounds like the easiest thing in the world." And for some other people it may seem like, "Wow, it's a great concept, but I don't really know how to do it." But I can give you five steps in terms of how you implement the Tom Sawyer School of Business.

As I mentioned a few minutes ago, the first thing you need to do is that you need to be able to see the opportunity or need. Where someone has a problem, you need to see that there's an opportunity there that you can fix.

Number two is that you need to determine what's needed. Now, it could be sales expertise. It could be salespeople. It could be marketing ability. It could be referrals. It could be copywriting. It could be almost any function in business. But if you can recognize that there is a need, and you can recognize that there is a resource that's necessary, the next two questions that you ask is that, "What is it that you have, or that someone else has?"

So for instance, if they need selling expertise, or they need sales training, if you're a sales trainer, that's great. But if you don't have that, but you know that that's something that they absolutely, positively need, you have to ask yourself who else has it. Now, whether you find it through an ad in the paper, your network, someone you work for or with, or someone that worked for you really is irrelevant at this point. But what you want to do is be able to fill in the gaps that exist between the opportunity and the skills and the resources that you have necessary.

Then the next thing you do is that you go to that person or people and say, "What would it take for you to get excited about doing this?" It could be money. It could be recognition. It could be a partnership. It could be equity in an enterprise. It could be almost anything.

But if you can put the answers to those questions on paper, almost any opportunity that you see can be satisfied and solved either through your own skill set, or through the Tom Sawyer School of Business.

JAY: And recognize this: Our job today and last call was to give you a fast start. Our commitment over the rest of the 13 month process is to sort of "crock cook" it --- to develop it, expand it, nourish it, nurture you, support you so that if you want to use that -- you don't have to, but you can, and it's an extraordinary leverage. I've always used it myself and gotten, over my career, thousands of people to do a lot of stuff for me while I was able to sit here and be the mastermind, and I got to retain the lion's share of the profit. And there's no reason you can't do that too, if that's the path you want to take. It's a very, very liberating option, but not the only one available to you.

SPIKE: No, and in fact, as we get deeper into that in future classes, we can not only give you some of the language in terms of how to position and put it forth, but we'll also give you some tips, ideas and structures about how to structure the arrangement, and also how you can take it and once you put it in play, how you can expand it, teach it to other people, or take it to other markets.

Because after all, our goal here in the first few calls is to really help you develop some quick hits, some quick wins, and some quick windfall-monetizing recessionary income opportunities. But ultimately, what we'd like to see happen over the course of 13 months is that you have the ability to systemize some of these things so that even as the economy turns, that you have something that's not only sustainable, but it's also scalable.

JAY: And also, we want you to feel comfortable with not just our ability, but our intention. Because we're committed for you. You've got to do it, but we're there to support you all the way through. If you're confused, if you try something and it doesn't work, it's not the end of the world. We're going to, in subsequent calls, there'll be a surprisingly large amount of interaction where we'll do little mini-hot seats, and as you progress and start going out and applying it, you'll share your experiences and questions, and we'll course correct, and we'll guide...

It's a very cool process, and we've done this in three other programs, and the result was extraordinary for everybody who really wanted a better outcome for themselves. I mean, it's a collaborative process.

So let's move now, because we want to leave time for some impressions from this call, some questions, and we have to have time to set you on the path to the next stage and give your homework. So I'm going to now talk a little bit about something sort of fun, and it's called "The Sticking Point Solution." And it's a philosophy that is the basis of my brand new book that'll be out from a major publisher called Vanguard in May.

And the concept is that most small/medium sized businesses and professionals out there right now in this recession are stuck. And the subtitle, and the premise we're going to talk to you about right now is we're going to give you a short course primer on it. And we'll put up, in a couple of weeks, an executive summary of the book so you guys can really get a little clear on it.

But the concept is there's nine major ways to rapidly move your business, your employer's business, or any business you look at from stagnation to stunning growth in tough economic times. And we're just going to introduce you to what those are today, but we're going to build on these along with everything else. Spike, you want to start?

SPIKE: Yeah, well, the first thing is to recognize the obvious, and the obvious is that businesses do get stuck at one time or another. It doesn't matter if it's a recession, or if the economy's strong. At some point in time either the entire business, or certain functions within a business will get stuck, because they will run into a constraint or

limitation, whether it be their expertise, marketing, or something that they're doing in their business that just doesn't allow them to grow.

So one of the things that we want to share with you is to talk about some of the primary reasons why businesses get stuck. And the first one is that sometimes businesses get stuck because they're losing out to competition. Now, it could be because of the fact that there's pricing, or maybe they're not distinguishing themselves, or perhaps they just don't have the product or services necessary.

But there are certain things that any business that gets stuck losing out to the competition can do. And one of them, Jay mentioned earlier, which is the Strategy of Preeminence --- being able to distinguish yourself as a preeminent or an obvious solution that separates yourself from the competition, that makes you no longer a commodity, but someone unique that has unique value, relationships, and position in the marketplace, but also a unique caring about not only the transaction, but also the client themselves, so that they see that the business that they're doing with you is not just an extension of their business or your product or service. It's an extension of their relationship with you.

JAY: And three things that you can almost instantly do for your business, or your employer's business: The Strategy of Preeminence, risk reversal, or bonus incentive. And we'll get into this much deeper on a specific basis later in the program, but know that.

The next way businesses get stuck is they're not selling enough. Well, the first thing is almost 80% of them don't know how to sell. The easy way to transcend that is to teach them consultative sales training. There's three ways to do it:

- 1) There's about two or three short course primers on the vault right now on consultative selling. One is Andy Miller. I can't remember the others. We'll give it to you later as homework assignments.
- 2) The next is you can find right now out of work, or devoid of work consultative sales trainers, or very skilled salespeople in tangible or intangible sales who've had their employer who fired them invest \$20- or \$50,000 in training them that. You can make a deal with them to help your business, or your employer, or anybody else's business immediately improve their sales ability, and you can literally give them a share of the improvement, and you can take a piece or bonus yourself.
- 3) Another way to sell is to understand direct marketing. That is advertising, marketing that's designed to effect a direct response. There are formulaic ways to do it, and there's probably eight or ten infallible ways. We have up on your resource vault right now, a document called "The Copywriting Formulas." And if you go there, you will find, I think it's six or seven of the top formulas, and they are just basically the key points to make sure are incorporated in any ad, sales letter, website, e-mail... And if you just basically pass your, or your employer's, or any other company's selling communication through those seven or eight

templates, and you improve by that, it will increase the results by 20 to as much as 500%. Spike?

SPIKE: The next one is that often businesses get stuck because they have erratic business volume. Now, the obvious cause that people point to is they say, “You know what? There’s fluctuations in the market, consumer demand, or the demand that comes from my partners if I happen to sell from business to business.”

But more often than not, and I can tell you not only from Jay’s book, but I can tell you from first hand experience that very often erratic sales volume doesn’t come just from the fact that there’s fluctuations in the market or economy. There’s fluctuations in the business system, whether it be the selling system, marketing system or delivery system that causes the demand to fluctuate, but also causes the sales to fluctuate.

So for instance, maybe certain salespeople have a very unique way of selling, and one of those salespeople leave, and now all of a sudden they change the selling model or the sales presentation. Or maybe they have a follow up strategy that sometimes gets implemented, sometimes does not.

But more importantly, if you can help a business, whether it be your business, your employer’s, or another business, really identify what they key contact points, selling points, and question points are that are involved in any type of either selling, marketing, or servicing relationship, and eliminate those fluctuations, and don’t leave them to chance, and make sure there’s consistency there --- a lot of that erratic-ness of the selling and revenue volume will go away.

JAY: Now, a point of very important reference: If you own the business, work for the business, if you want to use this for other purposes and you’re thinking, “Wow, that’s above me,” please don’t get intimidated. If you understand this and you can harness all the skill set you need, all you have to do is be able to communicate it. And if you can’t even communicate it, you just need a buffer who’s a Tom Sawyer to communicate it.

And this knowledge we’re giving you --- So we’re clear, no B.S. My deployment of this mindset, these principles, this form of thinking has generated billions of dollars of profit increases, more often in recessionary times than good ones. I’m not purporting you’re going to make a billion. I don’t know what you’ll do with it. It depends on how you apply it. But I want everybody here to know that you’re getting an education that can be harnessed directly or indirectly in so many ways that, don’t get intimidated. Get excited.

We will take each of your situations, as long as you collaborate with us over the 13 months, and we’ll work through the highest and best way for you to use it. If you own the business but you’re not comfortable expanding because you don’t know how to deal with people, we’ll tell you who to get to do it, and how it won’t cost you a cent unless it pays off, and then you’ll only pay for it after, and then you’ll only pay a little bit. If

you're going to do it for your employer and you're too, let's say, timid to do it, we'll tell you to get a third party to advocate. There's just lots of ways to do it. If you go outside, we'll tell you all the ways to do it.

The next way businesses get stuck (and we're using notes, so I'm turning my page) is they fail to be strategic. 90% of the small/medium businesses are tactical, not strategic. Just by putting an integrated strategy in place that is moving all the activities to an end result will change everything. I'll give you a quick story.

I had two friends years ago. They both wanted to be in the simulated diamond business, the cubic zirconium. One of them was totally tactical. He ran full-page ads that were very well written trying to sell a loose, one-carat simulated diamond, and he spent \$30,000 for the ad. It brought in about \$35,000 worth of sales. He got frustrated, because he was just trying to sell loose simulated diamonds, and he quit.

My second friend was not as good of a copywriter, advertiser, or marketer, but he was super-strategic. He watched the first friend do it and walk away because it was a tactical focus, and my friend wrote his own full-page ad, ran it in the same paper, offering the same kind of a one-carat loose stone. And instead of selling \$35,000 with his \$30,000 investment, he only sold \$27,000.

However, instead of stopping like the first friend did who was tactical, the second friend who was strategic, when he sent out the loose stone, it included... The first friend sent it in a piece of lousy cardboard box, and it looked like heck. The second friend sent his in a jeweler's case with a letter that told people that he appreciated their business, and when they opened the box and saw how brilliant and fiery it was, they were going to have two impressions: 1) It was even better than described; and 2) It looked smaller. And it wasn't smaller because he'd cheated.

It was smaller because cubic zirconium, the way he had done it, was more dense. It weighed more per millimeter, and that so many people when they got their stone were so excited, but wanted to trade it in for larger stones, and so many people didn't know how to set them that he had taken the liberty of setting five- and ten-carat stones in beautiful 14-, 18-carat necklaces, bracelets, earrings... And then he had a catalog enclosed, and for their inconvenience he would give them double credit sending them back.

And the long story short, because he was strategic, even though he lost \$5,000 on his first ad, he made \$25 million a year off the business. The difference between being strategic and being tactical is creating wealth or struggling. Spike?

SPIKE: OK. You know, the next one --- and again, some of these may seem extremely obvious. But knowing the problem is not where the value is. Knowing the solution, or knowing how to source the solution is really where the opportunity to create income streams comes from.

So the next one is that a lot of businesses get stuck with their costs eating up all their profits. Now obviously, if a company goes too long and their costs exceed their profits, eventually they go out of business, they get sold, or they end up being liquidated, or they just disappear.

But there are certain things that as a recessionary income creator or master that you could be aware of in a business, and you could help, whether it be your own business or someone else's, or between two businesses, is really being able to identify where people are spending their money on their marketing and their selling.

Now obviously, most businesses, when things get slow they may cut back on staff, certain office supplies, or other types of expenditures that are kind of one-time things, and they cut them, and they really can't get a bigger return. They just get a cost reduction.

But at the same time, if you can help someone adjust their selling or marketing process, or even sometimes as simple as getting them to recognize how to measure their return on investment for marketing or sales, that in itself in many cases can shift the business from being unprofitable to being profitable regardless of what the economy is. Because if you can get more sales for the same amount of money, or if you get a gigantic increase in sales off of an increase in marketing, the return on investment not only is something that they can see an immediate impact on, but it's something that they can sustain provided they measure, systemize and monitor it on an ongoing basis.

JAY: And Spike just fed me the entre and the bridge to the next one. Some businesses are stuck still doing activities or approaches that aren't working, and they don't know it because no one's ever taught them how to measure, quantify, and analyze. And there are processes, and they are simple, we will be teaching you, depending on whether it's revenue, or the value of a prospect, or the value of a certain kind of a buyer...

But there are remarkably simple processes that you can learn to impose on your own business, to help your employer, or to use on any business you look at to almost instantly examine what's working and what isn't. And if you want a little introduction, I believe on your vault there's an 87-question questionnaire. Is it there? If not --

SPIKE: If not, we'll get it posted.

JAY: If not, we'll put it up. And every time we come up with a component we don't have, I hope you can see we're not holding back. I've got so many wonderful elements and resources from my \$25,000 programs. We're trying to give very generously to you guys, because we know this is a real critical time for you, whether you're a business owner or transitioning.

So we'll put this up, and when you read it, it'll identify for you almost immediately these 87 ways that you can look at a business and see what's not performing.

We've got, actually, a 200-page one that we'll get you involved with later, but it's more sophisticated.

So doing things that aren't working --- I was working with a client a couple years ago that was the biggest multi-variable testing organization in the world. They tested every possible activity, result, the impact of everything from selling, to manufacturing, to customer service. And they found out that half of the things people do either don't really produce any result, or are actually negative.

And if you can get things that aren't working at all to start working, and things that are dragging people's performance down and just stop them from doing it, the opposite is it'll just increase results. Increasing results increases sales. Increasing sales increases profits. If it's your business, it's more money into your pocket. If it's your employer's, it's more money into yours or more security. If it's anybody else's you help, it's a lot of money if you set up the right deal. Spike?

SPIKE: OK. The next one is businesses getting stuck being marginalized in their marketplace. And Jay talked a lot about the Strategy of Preeminence, but there are a couple of things with the Strategy of Preeminence that stand out, and also a number of things that you can implement right away.

First and foremost, the Strategy of Preeminence begins with an understanding of the value that you create, and also the value and understanding that your business brings to the marketplace, and your unique standing and position in the marketplace. And I have to tell you, in a recession, it's always important to have an attitude that's based on the Strategy of Preeminence. It's also vitally important to have an attitude of value creation in any economy.

But what happens in many cases when the economy slows down or a recession comes about, businesses start to compete on price, and they start cutting price, start cutting price, start cutting price. And I can tell you, after 25 years of experience, most businesses are better at cutting prices than they are at cutting costs. So eventually what happens is those price reductions come out of their price margins. And eventually they cut their prices and themselves right out of business.

But by being able to recognize the value and unique position and proposition that you bring to the marketplace, but also the unique value that you bring to your clients, prospects, employees, partners, and the people that you're doing business with is not only good business, it's a strategic advantage that can bring immediate rewards in terms of profits, sustainability, new business, and new markets.

JAY: And the Strategy of Preeminence will be the over-arching strategic distinction that will get you, your company, your employer, and every company you ever work to greater distinction. It'll give not only preeminence, but preemptive and proprietary. And we'll give you lots of examples, but if you want a quick sort of a way to learn it, again, tonight we're going to give you the advanced document to read, and then

you're also welcome to read as many of the case studies as you want after you do your regular homework. And there's about 15% of those stories that their big transition was just embracing and applying it, and they tell you how they did it, and what difference it made. So it'll be very comforting.

The next way people are stuck is with mediocre marketing.

There's only four big levers in business. If you look at all the companies that thrive, and don't just survive in good or bad times, they're the ones that engineer the maximum number, quantity, quality of breakthroughs in marketing, strategy, innovation, and management --- not just management of people, but management of their opportunities, time, focus... And marketing is the key. It gives you the chance to leverage the performance of people, activities, access, effort, by as much as literally 2100%. And that's what you're learning subliminally through all we're doing, and you'll learn a lot more as we go on. So I don't want to get deep in it, because I want a little time for insights. Spike?

SPIKE: OK. The last one we're going to share with you today is that some businesses get stuck just by saying, "I can do it all by myself." And a couple of quick points: 1) I commend each and every one of you for recognizing that there's a lot of value and opportunity that gets created by being part of a group like this, and by being associated with someone like Jay, and hopefully, myself.

But every business has certain things that they're good at. And unfortunately, sometimes those things aren't necessarily good when the economy shifts, or when the competition shifts. But also, every business that's good at something also has things that they need to and have to improve, and sometimes they choose to improve them because they have enough foresight to see that that improvement has to occur. Sometimes they're forced to improve because they can no longer compete in the way that they're doing business.

So one of the things that we will share with you and you will learn as part of this process, but also you will get to share with your colleagues, partners, employers, and yourself, is that there are certain things that you can be extraordinary at, but you don't have to do everything by yourself. And in fact, I would encourage you to recognize (and we'll give you some exercises on how to do this) what your great strengths are, where you have the biggest impact and opportunity for yourself and other people, because that's where your value proposition and creation will come as a recessionary income builder, a business owner, a consultant, or as somebody who happens to be trying to create more value for the person that they work for.

JAY: And a very good friend of mine who's one of the preeminent executive coaches in the world --- he gets a quarter million dollars a client --- made a statement right at the turn of this century, right after Y2K. And he said, "The defining trait of entrepreneurs in the 21st Century is going to be your ability to creatively collaborate," because with the body of knowledge doubling every six months, and the expertise getting

so “niche-ified,” you’ve got to basically learn to tap in, and plug in, and leverage off of people who have different parts of the puzzle.

OK. What we’re going to do, because we’re running a little later, I’m going to extend it tonight a little bit --- five, seven minutes. We want to get impressions tonight of what you got out of today’s session for two reasons: 1) Hopefully it’ll confirm that Spike and I added value; 2) If there are 200 people listening, there would have been 199 different interpretations, and not right or wrong, because each of you come at it differently --- experiential base, your employment base, your educational base... And when you get to see all the different ways people interpret it, it broadens your understanding, your paradigm, and thus, your ability to leverage it, profit from it, and employ it.

So I’d like you to think for a moment of the one --- not two or three, because I don’t have time for that, and I’m going to be quick. And if I seem curt, it’s not disrespectful. It’s respectful. I want to do as many as I can quickly. Push “1” one time and tell us what the one biggest value you got out of tonight’s session was, please, and try to do it in a minute or so. Push “1”.

CARRIE: OK, first we’re going to hear from Ian. Ian, your line is open.

JAY: Hi. Is it I-an, or Ian?

IAN: Ian.

JAY: Hi, Ian. Where are you calling from?

IAN: New Zealand.

JAY: OK. What was the biggest impression you got tonight?

IAN: To be strategic, and not tactical.

JAY: That’s very good, and it’s very powerful, and thank you. Next?

SPIKE: Thanks, Ian.

CARRIE: OK, next we’re going to hear from Brandon. Brandon, your line is open.

JAY: Hi, Brandon.

SPIKE: Hi, Brandon.

BRANDON: Good evening gentlemen. Good evening, everybody else on the line. Probably the most important thing is just a bit of reinforcement. I’ve been doing a

lot of the kind of stuff that we read through over the last two weeks by going back through old customer bases, and we've enjoyed a 42% increase in both February and January. January's about 40%. And just reinforcing the thing to know what we're doing is on the right track, and knowing that there's an opportunity to take these ideas and move them on to other opportunities for other people, and make a new business for ourself. So I'm enjoying the reinforcement.

JAY: That's great, and we're enjoying you confirming, because everything we're telling people is true, but a lot of people have not experienced it, and they're really beleaguered right now in their business, job, or prospects for their future and don't realize how powerful... And it's not hard to do, is it, really, Brandon?

BRANDON: No, not at all. It's a matter of having a system in place, having a plan, and working the plan. I think one of the biggest problems is a lot of people will sit down and come up with a plan, and then they don't work it.

JAY: Yeah, that's the biggest problem in life. That's why most people are stuck where they're at. Thank you. Next?

BRANDON: Absolutely.

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

JAY: Hi, Earl.

SPIKE: Hi, Earl.

EARL: Hi. I would say your Strategy of Preeminence is certainly the thing that is impacting me the most, and I'm implementing that. Also the ideas of having systems in place, developing systems... I'm a doctor, so I never thought about systematizing the way I see a patient, or something like that.

JAY: Well --- I'm sorry. Go ahead.

SPIKE: No, I was just going to say, you're going to get a lot out of this program because we're going to talk a lot about system structures, and how to create sustainable methods, that once you do something, that you can get paid for it over and over again, whether it be in your own business or someone else's.

JAY: Besides referral systems and patient, sort of first time, embracing systems that are disciplined and consistent. I've actually had doctors --- this is going to sound silly to you, but I have doctors put certain signage in their examination rooms when it was flu season, and do an extra \$4,000 a month just because they brought it to people's attention with benefit-based commentary. So this is going to be fun for you. But thank you for that.

EARL: Thank you.

JAY: Next?

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

JAY: Hi, Colin.

COLIN: Yeah, hi. How are you doing?

JAY: OK. What was your biggest insight, impression, realization...?

COLIN: Well, the Tom Sawyer School of Business is... everything that you say now has a completely different meaning.

JAY: It liberates you, doesn't it?

COLIN: It's amazing. I keep on going over my notes, and every single thing that you say explodes. It just explodes.

JAY: That's good. Well, see, we've had a lot of experience with people who really wanted to apply this, and when the rubber met the road they didn't --- they were fearful. They didn't feel they had the skill. Like, half of the population has a phobia to public contact, and that was a deterrent. And they felt like, "Oh, this won't work for me."

Well, maybe it won't work for you in its current form, but all you have to do is put a Tom Sawyer between you and the transaction it does. And if you're uncomfortable getting the Tom Sawyer yourself, you put another Tom Sawyer that's coupled with it, and all of a sudden you can do as many as you want, as many places as you want, as long as you have a system and a process. Very good, thank you. Next?

CARRIE: Next is Rob. Rob, your line is open.

JAY: Rob. A lot of people have their phone on mute. Rob? One more. Hello, Rob. OK, sorry, we'll have to move on. Sorry, Rob. Next?

CARRIE: OK, next is Charles. Charles, your line is open.

JAY: Charles, you again.

SPIKE: Hi, Charles.

CHARLES: Hey, can you guys hear me this time?

JAY: Absolutely. What was your big insight?

CHARLES: The Tom Sawyer School of Business is something that I really want to master. I think it'll be really helpful for me to get started quickly.

JAY: We have a session a couple of sessions from now that will get real deep in it, but we wanted to liberate you because we've had some people write and say, "I love what you're saying, but I can never see myself doing that." But no.

I have another --- and I'll give you the introduction. I've got a lot of these that over the years... One's called "The Indiana Jones School of Business," and the analogy, Charles, is if you remember it... I'm old enough to remember the first Indiana Jones. Some of the people on this call are a little younger. But I think it was "Raiders of the Lost Ark." And in there, Indy was being chased down a bazaar by a bunch of bad-looking guys, and he went down a blind alley, and then there was that 7 ½ foot giant with the swords, spinning them, and we thought Indy was a goner. And after about three minutes he pulled his gun and went, "Screw that," and shot him, and changed the whole game.

It's in your ability, the power and right to change the game anytime it doesn't work for you, as long as what you do is ethical, equitable, honorable, and manageable, and that's very liberating. Thank you. Next?

CARRIE: We're going to hear from Elliot. Elliot, your line is open.

JAY: Hi, Elliot.

SPIKE: Hi, Elliot.

ELLIOT: Hi, hi, it's me again. You know what? Revisiting the value that once existed in a previous relationship may actually be a lifesaving thing for me. I appreciate that deeply.

JAY: Well, you're welcome, and that's what we're here for, man. But thank you. One more?

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

JAY: Hi, Reginald.

SPIKE: Hi, Reginald.

REGINALD: Hi everybody.

JAY: How are you?

REGINALD: I'm fantastic. The Tom Sawyer School of Business --- that's for me. I need that in my business.

JAY: That's good, well, and now you've got it, and you'll get more of it as we go on. Let's do one more, and then we've got to basically get to the next element, because it's critical. Go ahead.

CARRIE: OK, next is Larry. Larry, your line is open.

JAY: Larry. And everybody else who didn't get on, please, we want to hear from all of you, and we'll rotate. But you can see the power, because if you interviewed 15 people tonight, you had 13 different insights. None are right or wrong, but see how powerful the combination is for you to grasp and expand your sense of possibility. Larry, what was yours?

LARRY: Oh, along the same lines. Strategic alliances, and using the power of other people's talents, that's powerful.

JAY: Thank you. I agree.

All right. What we're going to do now is give you your homework because of time, don't you think?

SPIKE: Yeah.

JAY: OK. But we want to make a comment to all of you. Because as we get into the regular part of this, it'll be a little more rich, and a little more deep. But what we want to do now is we want you to send us --- we want you to think about the first session and the second session --- today --- and the homework that we gave you last time, and the homework we're going to give you now. And after you've read it, we want you to think about what the one biggest question we can answer for you from just the homework you have read, the homework you're going to read between now and the next call, and the sessions we've done is. And I want you to send it to us at, what?

SPIKE: mri@abraham.com

JAY: And there's a statement: The quality of your results are in direct proportion to the quality and clarity of your questions. Try to give us very clear questions that are very specific, and one each, what the most important is, and what we will do is before the next call, we will organize them two ways: the most universal, and the most unique. And we will address those in the first quarter of the next call, so it'll be really enlightening for you. And we'll do that about every other call.

And again, we have formats, but we also shift. Sometimes there'll be interactions. Sometimes there'll be Q&A. Sometimes there'll be hot seats.

SPIKE: Yeah. There's a point that I want to make as a follow up. And that process that Jay just described is absolutely critical for the program. Now, I'll let you know that when you send something to mri, it goes to a couple of our staff members that can answer a lot of the logistical questions with the forum and that type of stuff. But I also get them.

But one of the things that I want to set as a framework is that in setting up the program, we're not always in a position to answer every single question on an individual basis. What we do do is that we read every single question, comment and assessment that's submitted, and we make adjustments to the program, the flow and depth of the content, and even sometimes the availability of the content to make sure that the questions that are being asked are being answered through the process of the calls, but also through the information that we're giving you so that any question that you could ever have can be made available to you, not only, as Jay mentioned at the beginning of the call, as part of the call and program, but really to be a lifetime resource for you.

JAY: Yeah, and this is not meant to be callous: I do \$50,000 a day consults, and I'll gladly make myself available for anybody. But this program was designed to allow economies of scale to work for people who are in a very, very limited financial condition, and not be terribly expensive. But it's not set up for us to give individual consulting. But we'll do so much, and we'll do cartwheels on the calls to try to address different people and answer your questions, or the most heartfelt, or most frequent, and direct people to resources. But it'll be done on the calls, not privately unless --- And we're not asking you to, we're not expecting --- we don't even want you to. We want to preserve your capital. But if you want to retain us privately, we're always here for you, but it's not the intention of this call.

We have enjoyed this first couple of experiences. It really does --- it builds, it layers, it connects, it fortifies, it geometrically expands, as long as you do it. And again, it'll take all of about 35 or 40 minutes a night, the equivalent, or a couple hours on the weekend, and you'll be fine. If you got behind last night, you're so early in the program it's not a problem. The homework is exciting, stimulating, educational, and it starts connecting the dots for you. Please trust us. We really have your best efforts at heart. Spike, you were great today.

SPIKE: You need to give them the homework.

JAY: Oh, the homework! OK. You've got to give them the homework. You know what it is?

SPIKE: No, actually, you wrote it down.

JAY: OK, I wrote it down. OK. Hold on. I'm sorry. I have the homework. Forgive me. OK.

The first homework... pardon me. I'm also a poster boy for Adult Attention Deficit, so bear with me.

SPIKE: That's part of the reason why I'm here.

JAY: That's Spike as your advocate. OK.

Homework #1: There is an entire \$5,000 program we did live called "Power Partnering" that is either up, or will be up.

SPIKE: It won't be up until tomorrow, Friday at the latest.

JAY: We want you to listen to the first two sessions, and it may be evident. It may be up in a different form, but when they break for a break, that's a session, so two sessions.

There is or will be this brand new additional program we just did that are three sessions on bartering. What's it called? I can't remember what we called it. But it'll be new. It'll say "new" when they put it up.

SPIKE: And we'll have it detailed and listed in your homework that'll be on the forum. But they're three 90-minute calls on barter.

JAY: And we want you to listen to two of them, because it'll engage us, with Spike, me, and my mentor who we call "The Barter Baron," Dave Waggenvord.

We put up, or it's going to be up --- and again, I just don't know.

SPIKE: It's up.

JAY: The MPI?

SPIKE: Yes, it's up.

JAY: We have the executive summary of this entire course on Mastering Passive Income, including summaries of the most important questions and scenarios, and we want you to read that. It'll take like an hour and a half, and it's very interesting reading. And it's a little abstract, but it's very interesting. Hold on... I can't read that one.

Oh --- Spike did an audio session called "Consciously Creating Your Future," and it gets you in alignment, gets your mind in gear, gets you to look at yourself and take stock. It gets you to really get clear on what you're trying to do and why you're trying to do it, and how you're going to most successfully, easily, and rapidly do it. And we want you to listen to "Consciously Creating Your Future."

SPIKE: Yeah. One of the things that that program will do is it will help you create a framework in terms of what you're trying to accomplish with this program. But it also will help you get very clear about your motivations, your motives, your values, and the things that are most important to you about why you want to see this program through, and why you want to do the things that are necessary in order to create the recessionary income that you so desire.

JAY: And we also want you to read at least 30, and no more than 50 pages of the JV Manual if it's come. If it doesn't come to you by Friday, let us know. Those of you overseas, it's been shipped a couple weeks ago, but it may take longer just because of where you are.

And we hope this call was better than the next, because the next one will be better and better, and it's an integrated process, and we know ----

END