

My Wish For You: Never Give In, Never Give Up!

(Originally sent on January 4th 2012)

So, ok... 2012 is here. What--if anything, are you... *will you* be doing differently this year (than last year), to propel your business to more success, achievement and greatness?

If you have a great answer, then--stop reading. If NOT, here are some thoughts to---*maybe* inspire you to seek more breakthrough thinking in the areas of marketing, strategy, innovation and self-management.

Winston Churchill is famed for delivering the shortest commencement speech ever recorded in college history:

"Never give in. Never, never, never--in nothing great or small, large or petty--never give in, except to convictions of honor and good sense. Never yield to force. Never yield to the apparently overwhelming might of the enemy. "

What's the implication? Well (I think) there are many. If you're small and struggling---take a deep breath, draw in your second wind, dust yourself off and jump back into the ring -but fighting not against mere competition.

Rather, fight against mediocrity and commoditization--by making yourself and your business unique, desirable, valuable--far more valuable than your competition can possibly equal.

How? Don't allow us to be mere intellectual entertainment. Make my resources your propellant towards greater achievement.

Focus on your marketplace, not on your own self interests.

In everything you do online or off--sell leadership. Demonstrate to people that you feel their pain or hopes or dreams or fears or needs. Don't patronize or pander. Definitely don't self-serve! Provide people with ideas, advice information that have (and hold) true value or entertainment or purpose for THEM--not you.

Make your market, your client, your prospect, your recipient of whatever

communication you're sending--make THEM the center of attention. It's not about you. It's all about them.

This may sound awkward--but--most people fall in love with their product, service, company or industry. Try--instead--falling in love with the people you serve, the people you're communicating and connecting with.

Show people that THEY matter. *Their* lives, *their* interests and *their* situation truly matters to you and your business.

In life and in business, we are rewarded in direct proportion to the value, contribution and benefit we bring to others. Conduct a quick reality check. Do you bring meaningful value to others--in what your business does, certainly.

But do your communications, conversations, interactions, all bring people value?

Are they (and you) authentic, purposeful? Remember that the entire concept of value, benefit and contribution are all--totally subjective. What YOU think may be appealing, exciting, worthwhile--your market may find worthless. So let THEM always decide with their response, their sharing, their positive--or negative feedback.

Always stop and ask yourself, your team, your marketing--do they and what you are doing and saying-- *really* add value?

I was reading a staggering article from legendary business guru--Peter Drucker over the holidays. It focused on the misperception most people have about entrepreneurs.

Drucker says most small business owners are NOT entrepreneurs. They are merely proprietors--who add no true value to the world other than perhaps diverting some of the commerce that their industry would normally generate over to themselves.

Stated differently, the vast majority of businesses are mere commodities, marginalized, non-distinguishable vendors of *stuff*--providing nothing unique, nothing superior, no greater experience, no distinctive benefit or advantage to the consumer.

True entrepreneurs--on the other hand strive to create something new or

better for their marketplace in what they do. They create true value for the consumer. They engineer it or execute it...or present it...or purvey it differently than the maddening crowd of generic competitors do.

In small or larger ways, true entrepreneurs are the driving forces of positive upheaval in their industries, markets and business worlds.

They have passion, purpose--a keen sense of possibility. They are anything but ambivalent. They are anything but apathetic. True entrepreneurs love change. They live for the opportunity to flex their cerebral, creative juices.

Mere business proprietors are in it only for an income. All they do is what has been done and is being done before them a thousand or a million times, over. It's almost a job. But true entrepreneurs--true entrepreneurs create new satisfaction, new demand, new experiences, new levels of dimension and possibility to (and through) whatever they do.

So here we are--at the forefront of the New Year, contemplating our fates, our futures. My question to YOU is this: are you content with mediocrity? Or are you game to create something (or some things) new, something different, something better for your market?

Do you have the willingness to transform your business and relationship with your market? Can you...will you transmute values (as Drucker says). Will your marketing/selling strategy trigger a positive upheaval that will transform the way your marketplace sees you, connects with you, relates to you, respects you, remains loyal and a fan of you?

Some final points to consider as we begin our 2012 adventure into marketing down the path of being preeminent.

True entrepreneurs relish the chance to surmount obstacles that their other competitors find daunting. An enterprise that does NOT commit itself to constantly innovate inevitably ages, dries up and declines, then dies.

INNOVATION, by the way does NOT necessarily refer to anything high tech--though it can be done that way.

It merely refers to anything tangible or intangible that brings greater value, benefit, contribution, advantage, enjoyment, understanding,

protection or enrichment to a marketplace. That gives you an enormous array of ways to become an agent of change, a creator of value--through your marketing strategy and actions.

Finally--you must be willing to perceive change as an opportunity, not a threat! Stop holding onto what already exists. Breakthroughs only occur when you are pursuing something better. Drucker says true entrepreneurs are awash with "rerum novarum cupidus." That's Latin for being "greedy for new things."

One more point. It's important: entrepreneurship, innovation, breakthrough thinking---none of it comes automatically.

It's not necessarily natural. And YES, it is work to accomplish that which your herd-based competitors won't/don't. But the rarified satisfaction and fulfillment that comes with wanting to innovate, reaching for innovation--for the benefit of your marketplace, working for it--is unimaginably rewarding. Happy New Year!

Jay

P.S. More to come on Entrepreneur vs. Proprietor.

The Real Meaning of Business Life in 2012

(Originally sent on January 6th 2012)

NOTE: More on becoming a "Born-Again" entrepreneur...It's long, but sells NOTHING!

Can we talk candidly for a few minutes? This could alter/redefine your business future. But it may be painful to hear.

The New Year that's upon us could...possibly...be THE toughest, most challenging, stress-inducing, mentally buffeting year you've ever lived in your business.

Why? The reasons are many. But the point I want to make is NOT how competitive the marketplace is becoming. It's NOT how different consumer buying patterns are changing. It's NOT even a lecture about anything I

teach, like the Strategy of Preeminence or the Nine Drivers of Geometric Growth.

No - there's only one vital/critical/pivotal realization I want you to make as we start the clock ticking loudly away on this year of dramatic volatility we're calling 2012.

As a business owner - you're either a proprietor or an entrepreneur. Tragically, shockingly, but truthfully - something like 95% of all small business owners function as proprietors - **not entrepreneurs**.

Why is this fact so bad? Because your days as a proprietor - operating a "me too," commodity-type enterprise are all but numbered. Stated less tactfully - unless you dramatically change who and what you are - your business could become "The Walking Dead" - possibly sooner than later.

I'm not even trying to scare you.

I'm writing this "red alert" to save you, pressure you, reset your belief system. I'm not doing this to sell you a thing - except, hopefully (if the shoe fits) to sell you on shifting yourself out of the doomed world of business proprietor and into the dynamic, vibrant, possibility-based world of an entrepreneurship.

An example is appropriate.

So, as I examined my own goals for 2012, I realized that I ONLY wanted to work with true entrepreneurs --- as opposed to business owners who function more as proprietors. Wondering what's the difference? It's huge.

A proprietor (as described by Peter Drucker) is a business owner who pretty much adds nothing meaningful to the business category they address.

A Mexican restaurant or a deli that does pretty much the same thing much the same way every other one does it---adds little (if any) real value to the marketplace - other than (maybe) convenience of location.

Certainly the owner is banking on the market expanding to embrace his or her offerings, but they don't make the experience any better. They don't redefine the concept. They don't innovate the model or the

product/service offering. It's just another deli or Mexican restaurant.

On the other hand, a true entrepreneur is a business owner committed to continuously innovating - innovating how they conduct business, and what they offer, innovating the experience people encounter, innovating the way the product/service gets delivered/presented, innovating the product/service itself.

Drucker didn't say it - but I see a proprietor as someone who sets up a generic business that's non-distinctive, one that takes oxygen out of the air and cash out of commerce, but frankly, contributes back very little exceptional value to the market beyond the "mere" self-serving commodity aspect of their product/service offer.

Drucker - squarely sized up the difference between a proprietor and an entrepreneur. The proprietor (he says) merely does what has been done by thousands before them. They don't try to create a new satisfaction, experience or consumer demand. All the proprietor does is hope they can tap into existing demand.

An entrepreneur creates something new, creates new experiences, new satisfaction, new definition of what they do. Entrepreneurs create something different - more exciting, more satisfying, more desirable or valuable to the market.

They change, transform or transmute values. Entrepreneurs focus on changing reference models. They find ways to improve, redefine products/service experience, the process. Perhaps, MOST importantly, entrepreneurs make truly positive impacts on their market.

They are committed to being "game changers" - true innovators who renew, shift, alter, redefine their marketplace position and product. They multiply the benefits, magnify the experience, maximize the advantage--FOR the consumer. It's ALL about benefitting the consumer!

When you look at the year ahead, ask yourself a sobering question. It's this: Am I merely siphoning cash out of my market's momentum - or am I truly adding innovative value? Am I a multiplier---or a diminisher?

Am I making a huge positive impact--or no worthwhile/significant effect, whatsoever? Can't answer? If that's the case, you probably AREN'T innovating and/or adding anything meaningful, purposeful to your

marketplace or their experience. You probably AREN'T making any true, positive impact!

True entrepreneurs require no certainty, instead they "feed on" opportunity. Problems are their fuel of achievement. Challenges are their competitive advantages.

Probably the biggest differentiation between being a value creator or a "commerce siphon" - is whether or not your business is based on purposeful/impactful innovation vs. pure profit motivation. Profit today, more than any time in the past is a by-product of contribution and the amount of value that your business adds to the consumer.

Obstacles in an industry are motivators for the entrepreneur to figure how to surmount inventively/advantageously.

Why? Because businesses are not static. Yours either grows or it dies. But growth can be illusory. A business can increase sales and even improve profits (short-term) while actually losing market meaning. The entrepreneur that does NOT innovate inevitably ages, declines, struggles, stagnates, suffocates or dies.

But don't think that entrepreneurship is natural, automatic and just naturally flows to some lucky people. It does not! It's hard, continuous work - but what isn't?

If you're a proprietor - you need to convert and become a "Born Again" entrepreneur. How? Try this:

- * Become supremely receptive to seeing change in marketing, change in consumer buying habits, change in competitive offering as an opportunity rather than a threat.

- * Continuously evaluate your business and its performance as an innovator/value creator in as many critical categories as possible, i.e. product development, value added, buyer experience, performance dynamic of product, service people.

- * Become obsessed (almost) for discovery, development, perfecting new things - new ways of marketing, new ways of delivering your products/service, new ways of improving the transactional experience. See your world differently than your competition.

* Learn to overcome resistance to innovate, by wanting/craving continuous breakthroughs in marketing, strategy, innovation, your business model, your competitive positioning..

Any business owner who tries to hold on to the "status quo" will lose ground, rapidly. Recognize the importance of innovation and the fact that it takes time and resource allocation/investment to bloom.

You can't merely wish for your business to become a true value creator to the marketplace. You need to plan and execute, nurture (and nourish) specific, progressive steps.

Nothing good or great comes without effort and hard work. But if you crave new ways to reach your market, new product/service offerings or impact, new markets to serve, new methods for doing business, new technologies to produce a better outcome, new ways to successfully compete - your business CAN thrive!

Final lesson in your reality check: Everything has a limited...oftentimes shorter life and profit expectancy--than we think. So, if you aren't committed to making your current approaches (and current thinking) obsolete and continuously replacing them with innovative new ways - rest assured, your competition will do it to you and for you.

Bottom line?

Are you an entrepreneur who innovates and adds constant value and positive impact to the market---or only a proprietor taking cash out of commerce?

Whichever you HAVE been - there's only one thing to BE today - a **"full-on" entrepreneur**. Remember, too, that innovation and breakthroughs may need to be started small, but their returns, pay-offs and rewards should be huge.

I'm selling nothing here--except selling YOU on performing this self-reality check. I hope you passed!

Jay Abraham

P.S. In a few days, I'll send out an expanded essay a good friend has

written, titled "Are You a Multiplier or Diminisher?" It explores a dimension of entrepreneurship --- from a very fresh perspective that I think you'll find worthwhile.

Wanted: 200 REAL Entrepreneurs. Size Doesn't Matter. Are You One?

(Originally sent on January 9th 2012)

You probably won't like this - but I came to a huge realization over New Year's about business. Large or small - simple or complex. It really doesn't matter. There are three kinds: Proprietors, entrepreneurs and large corporations.

Most of you - and most every business owner may (sadly) unintentionally be a mere proprietor. You're taking oxygen out of the air; your diverting capital out of the economy -- but you're NOT really adding a lot (if any) true contribution/benefit --- beyond the commodity value of whatever goods or service you sell.

Peter Drucker - the mammoth business genius said it better than I ever could - the husband and wife who open a delicatessen or Mexican restaurant are surely taking a risk. But are they entrepreneurs? No! All they do is what has been done many times before them. They gamble on the increasing popularity of eating out in an area - but they create NEITHER a new satisfaction, nor a new consumer demand.

The true entrepreneur has to have special characteristics over and above being new and small. In fact, Drucker believed that true entrepreneurs are a minority among most small businesses.

I agree!

True entrepreneurs are a rare and elite breed.

They create something new, something different. They change, innovate or transmute values. In short, real entrepreneurs don't need to be small or large. It's more about your focus and purpose, AND COMMITMENT to transforming the industry/business model, value proposition, buying experience and overall benefit delivered to the consumer.

People who need certainty are NOT likely to be or become true entrepreneurs. They are destined to be mere proprietors. Where's the big difference? Drucker says it's more about your business concept and theory...than current ability.

The big key (he says), that differentiates the wheat from the chaff - the entrepreneurs from the proprietors is their commitment (or lack thereof) to purposeful innovation. The true entrepreneur is willing, eager to perceive change as a huge opportunity, rather than a threat or deterrent. He/she must have built-in commitment, to constantly improve their performance - on many different "fronts."

While the proprietor cowers from change, fears change, grovels and steep themselves deep in the status quo... the true entrepreneur is ALWAYS excited, committed, continuously searching for new innovation. He/she wants innovation, they're receptive to things that challenge their current beliefs, business structure or business model. Real entrepreneurs REACH for innovation. They work hard to discover, uncover, define, refine and initiate innovation.

Mere proprietors try to hold on (desperately) to the past and what already exists. True entrepreneurs know that change and innovative thinking is the perpetual path to decisive advantage and profitable, sustainable growth. They find innovation an attractive concept to invest in, educate themselves on...and master.

True entrepreneurs start their enterprises recognizing the constant need for innovation and factor into that need -- the critical time frames required to stimulate the never-ending changes that propel their continued, purposeful existence. They've got continuous innovation plans laid out along with specific objectives/purposes for doing them.

Now, I'm going to make this concept MORE complicated. Because, the direction of innovation your entrepreneurial business takes MUST focus where the business can make the maximum contribution to the market.

How does someone who realizes themselves to be a mere proprietor "transform" into a true entrepreneur? You need a systematic commitment to abandon whatever in your business is outworn, obsolete, no longer productive as well as mistakes, failures, underperforming or misdirected efforts, actions or opportunities.

Innovating requires a major effort that (frankly) most people reading this WON'T be willing to make. You have to be able to free your mind -- to see your challenges as "benefits," plus devote the financial resources and time/effort to make meaningful innovation occur.

Do you know, for example, how desirable (or irrelevant) your value proposition, business approaches, marketing message, purchasing experience really is to the marketplace? Do you know how appealing (or unappealing) your current products/services are? Do you understand the changing attitudes, beliefs, behavior and buying dynamic of your market?

Do you have a clue what additional/alternative channels and avenues of approach are available and how to best access/exploit them? Do you sense how much larger your business niche, product category will continue to grow or even remain relevant? Do you understand what product/service alternative might take their place and why and how - and when? Do you have a plan for compensating or exploiting this outcome?

Do you know IF or where/when your current business and its marketing/selling/product/value proposition will become obsolete? And if you answer "yes" to any/every question, do you have a proactive/entrepreneurial strategy in place -- to address these issues?

Again, change is certain. Businesses grow or die. But growth connotes much more than merely multiplying current revenue and even profits. Do you understand that "opportunity" means constant innovation, not just finding more sources of current buyers? If opportunities to innovate die from neglect, your business can die along with them.

If you are a true entrepreneur, you understand the need to stay deeply focused on both the problems, and on the emerging opportunities.

Finally, true entrepreneurs recognize that innovations almost always start out small. But if nourished and respected - should end up producing BIG payoffs.

To be continued....

A Monster-Sized "Gift Basket" From Me!

(Originally sent on January 26th 2012)

I really don't know if you open--or read many (or any) of my e-mails.

But last week I sent one out that had...at the very tail end---a disarmingly "mysterious" link to a landing page that I encouraged you to opt-into.

You may have read it. Or you may not have.

Doesn't matter. I'm moving from implicit--to explicit. From "ethically covert" to "humanely overt."

Here's the scoop:

A few months ago, a famous financial advisor wanted to source some wonderful, potential new client companies for me. So he made a bold deal with me. If I'd agree to "gift" all his business-owner readers with an outrageously extensive collection of my "stuff," he'd tell the bigger companies on his list that *they* needed to talk directly with *me* about doing a ***profit-on-performance***, long-term consulting deal, together!

His premise (which I liked) was that MOST of his readers were NOT big enough to work with me directly. But ALL of his readers were deserving enough (and would be appreciative enough) to be benefitted by my body of work---AND that good things would definitely come back to *me*...long-term, for making the gesture.

We did it and the response was thrilling to me--particularly thrilling to read the letters of appreciation from those smaller, deserving enterprises that gained more understanding, clarity, and a greater sense of certainty (about their prospects for a successful future) by reading, listening and watching all the valuable resources I'd gifted them.

So, in the spirit of contribution---and with the assumption that many of you DID NOT see the subtle link I placed at the very end of last week's long e-mail...I'm offering you *a second chance* to receive all these

goodies-**gratis**.

You do have to opt-in...only because I didn't have time to eliminate that function when I decided to gift it to my readers last week. But--think about it--I already have your e-mail address. So, it's no big deal.

What's there waiting for you? You can see everything spelled-out, fully-described, and extensively-explained and discussed in surprising detail--on the landing page---well BEFORE you ever have to decide to opt-in.

Then--because this treasure trove/bounty of my materials IS so huge---I decided to leave the access open and valid for you---for 60 days---So you don't feel rushed or pressured to download everything immediately.

Two final points, both are important:

1) I originally did this landing page as a gesture of appreciation to a very good friend--who trusted me--enough--to recommend my private advisory services to those companies on his list that were large enough/suitable. Obviously if YOUR business is large enough/suitable WE should talk, too! (In fact I'm sending an e-mail tomorrow inviting qualified companies to contact me.)

2) Nothing on the landing page you are about to visit sells a thing. Also the materials I'm gifting are complete, unedited, full-length versions. THESE ARE NOT TEASER ITEMS! They are richly revealing, full-on versions of some of my very finest resources---that should vastly expand your business performance.

Here's the link: <http://www.abraham.com/gifts/thankyou.html>

Enjoy,

Jay

FIVE INSIGHTS. Each a Game Changer.

(Originally sent on January 27th 2012)

Here are five insights. Each, if applied properly, could become the foundation for more profits than ever and breakthroughs that can "game" change your business...

Few entrepreneurs think this way. There are almost always... deeper, richer veins of marketing gold to mine; faster, greater profit sources to tap into. You just need to know how to *see/seize* them.

Let's start with an obvious one:

Why are things like joint ventures so important?

I've done three billion dollars' worth of them for past clients/partners.

Things like joint ventures and alliance deals let you penetrate new markets and acquire high quality clients with NO risk or fixed investment. You can instantly create unprecedented, upside leverage, slash the sales cycle in half, and achieve mammoth, instant credibility/trust.

"Leveraged Marketing" lets you create almost unlimited profit power, at will -- by multiplying and magnifying the performance yield of *everything* you do.

Ancillary marketing lets you create multiple, new income streams, profit sources by repurposing your brand, distribution channels, old buyers or even unsold prospects. Together, these two strategies can help almost ANY business multiply their profits meaningfully, both on the front and back-end and---from obvious (and overlooked) markets.

Changing headlines or shifting the opening in a sales proposition (email, brochures, radio scripts, websites, etc.) can (often) increase sales response--by orders of magnitude.

That means that, the same time, the same effort, the same people, the same opportunity, the same market, can NOW deliver multiplied performance -- ***with no extra investment, staff or risk.***

Take 60 seconds *right now* and write down five, non-competitive companies who have direct access to the same market you're targeting. Then list

five current selling activities/processes you may be able to leverage-up!

Ask yourself who (company, organization, media or key influence) ALREADY *has* strong, credible access to the same type of buyer you're trying to sell. What do *your* prospective buyers purchase before, during, after they buy what you sell? Who commands their trust and respect, right now? Who has credible influence/direct, respected access? What activities seem weak, low-yielding?

Preemptive Marketing and Referral Programs:

Preemptive marketing can often let you "block" ALL your other competition from being compared to you (turns you from a commodity into a proprietary, and thus: The only viable choice someone can make).

You then tower defiantly above the maddening crowd. Irresistible propositions can produce far more people saying "*yes*" to your sales people, website or email offer than saying "*no*." Adding a high-profit, back-end to your current sales offering can multiply the profitability of a buyer--sometimes by many times, over.

Coming up with a lower-cost, less threatening, entry-level product/service can make it easier for more people to start doing business with you--and do it faster!

Systematic referral-generating processes can increase your company's business, sometimes exponentially, while *slashing* marketing and acquisition costs down to almost zero! There are 93 ways to do it. How many (if any) does YOUR company currently apply?

If your business is NOT doing as well as you want -- it's not necessarily your fault. If you have long suspected that you're working much harder than you should--- you're probably right. You may see no better strategy to use--right now. Yet, while the answer can seem elusive -- it may be far easier to solve than you imagine.

... Be it advertising, selling propositions, email offerings... each activity can frequently/rapidly be made to produce far more sales and profit growth - from the same effort... the same expense... and the same marketplace opportunity. Your business could multiply your profit performance by a huge margin - IF you learn what to do differently.

We're talking about "*upping-the-ante*" on your strategy performance, your business model impact, your competitive positioning clout. It may just be a matter of looking at things from a different strategic angle --- or

perhaps by tapping into one or more different (and better) sources of buyers, or rethinking your current advertising or selling approach.

It's about getting the *highest and best* sales/profit performance-possible --- for/from the same advertising expenditure, the same sales force effect, the same marketplace opportunity, the same product or service offering, the same effort or expense, the same buyer/prospect and sales interaction.

The key here is to replace - or sometimes, just adjust --- under-performing ads, sales approaches, marketing activities with higher performing, superior marketing "*powerhouses*." It's also finding a better strategy to follow, a better business model to apply.

The key is to know how much MORE is *REALLY* possible... where highest impact change is most optimally (easily/rapidly) applied...and how (and when) to implement, based on YOUR particular business, market, competitive situation and history.

This is NOT a one-size-fits-all "fix," and it's certainly not throwing "performance improvement darts" at the wall to blindly see what sticks.

It's all based on understanding "Optimization" - meaning, getting the highest and best performance-possible. I created a strategy long ago called the **PERFORMANCE ENHANCEMENT QUOTIENT**. Simply put, it lets you identify the hidden opportunities, overlooked revenue streams, underperforming activities you can most quickly/meaningfully improve.

Everything from joint ventures, to preeminence, to leverage marketing to preemptive positioning, to back-ending, to making irresistible offers, to making unbeatable packaging propositions, to using "*high-credibility*" endorsements, to mining ancillary income streams, to maximizing back-end, front-end selling opportunities, to referral selling.

Or merely changing headlines, switching selling propositions, adding great bonus offers, risk reversals - they can EACH skyrocket more performance.

Am I absolutely, positively, 100% personally guaranteeing that YOUR profits will explode through the roof? No, of course not. No one in their right mind would do that.

But I AM attesting that it's highly probable that your current selling/marketing/advertising/positioning efforts do NOT maximize your opportunities -- in whatever forms of selling or marketing or competitive business dealings you currently do, NOW.

Multiplying your company's profit picture is the goal, here. Preferably, many times over.

Most business activities actually "underperform" their potential, unknowingly. In fact, you may even feel like you're doing quite well. But unless you've tapped into the multiple numbers of better marketing strategies, profit sources and income streams available... You're under-performing your fullest profit potential.

To be continued...

If A Tree Falls In The Forest--What's The Lesson?

(Originally sent on January 28th 2012)

If A Tree Falls In The Forest and There's Nobody Around Does It Make A Sound?

(OR--Is There ANYBODY Out There Listening/Hearing Me/You/YOUR CLIENT?)

So ok, when a tree falls in the forest it still DOES vibrate, right? Well when a prospect or client, fan, follower evokes the need to be heard---do you feel their vibrations?

Still too abstract? Ok, how about this.... Nearly twenty years ago I started showing people how to "feel and hear" their market's pain. Those that put their marketing ear to the ground (figuratively) and listened---connected at unimaginably deep levels with their prospects---who rapidly transformed themselves into loyal, passionate buyers/clients.

It worked "majestically" in every other form of marketing; So, why then is it so terribly hard to comprehend that a market--in any form, be it online or offline, be it social or insular--every human being merely wants to be understood, appreciated, acknowledged, respected, recognized and made to feel important (as they are.) we are all relevant, important, significant pieces of this amazing puzzle we all call life.

So today--without purporting to be THE greatest social media maven in the cosmos--I'd like to offer up some universal truths that should serve each and every one of you as a set of ideals, distinctions, guidelines and ideological/purpose-driven standards for communicating, connecting, interacting with your fellow man and woman.

Be it via Google+, Twitter, Facebook, Linked-in, and every other form of human contact, communication and direct verbal, written or visual interaction you and your business ever shares--consider **these** thoughts:.

By the way, this short-course primer is NOT specific. It's up to YOU, personally----to translate it specifically to your various applications. My intention today is to shift your paradigm, animate your thinking and teach you function over form, quality over quantity--and purpose over profit.

Buckle-up, 'cause I'm going to do this quickly and simply:

You may be too young to remember the movie, "What's It All about Alfie?"...But here's what the meaning of business life is ALL about in any/every form of positive impact you ever express--no matter the media form...

Show people authentic empathy for their situation, Make them know they have relevance. Recognize THEIR perspectives and situation, too! Always sell one thing: Authentic, purposeful leadership. Demonstrate truly, clearly that YOU genuinely feel what they are feeling. Show people you clearly understand their problems, challenges, frustrations, goals, hopes/dreams.

Don't give people information,. Render well-reasoned ideas/advice/perspectives they can believe in/trust. Help provide people with true focus. Focus is clarity. Clarity gives people power. Power gives people understanding. Understanding gives people confidence and certainty. Certainty gives them the ability to trust.

Without trust people will never take meaningful action--or believe. So always, always give them viewpoints they can trust. (See Stephen M. R. Covey/Greg Link and their wonderful books on trust building). Since most people don't have total focus, when YOU help provide it to them--that leads to true/authentic "connectivity". Connectivity is the fuel that allows people to take the next step-forward.

You need to cultivate the ability to put into words what people want and don't want. Show them you understand them so well, you can clearly/crisply/dimensionally verbalize what's been gnawing at them so long.

Always sell a point of view -but selling does not mean manipulating, Machiavellian-like. It means strongly, passionately, emotionally advocating your beliefs, viewpoints, thinking.

THIS is a "biggie"... ALWAYS make YOU--the prospect, you the fan, you the follower, you the member of the community--THEY are who is REALLY important. You the vendor-- are NOT the center of their universe. Make them the center of yours and you'll have a raving...no, make that near-rabid fans for life!

Demonstrate real hopefulness for your marketplace.. the hope that they understand, the hope they have a better day, the hope that they gain benefit and value from what you are saying, writing, posting, tweeting etc.

Think--how can you have the most positive impact in those few moments or sentences when you are in their life, today? Remember too--no message, communication or interaction has any value to the other side--UNLESS it has an impact.

People need to recognize your communication as a solution, elixir, to a problem, void, uncertainty, gap they feel--emotionally, not merely rationally. Provide people with reassurance, motivation that you truly DO care about them, their life, their issues, their relevance.

You can communicate result-inducing ideas--or merely provide them with a better feeling about themselves and what they either are already doing--or should start doing.

Always question your purpose/intention for doing anything and everything communication-wise! Ask yourself--If I were on the receiving end of this communication--would I be positively impacted? Would I be eager to either anticipate the next communication--or better still, take the next step you are after from me?

Most people, when trying to communicate with another-- fall in love with their message, or themselves or their product/service. Try falling in love with the person your communicating to/with, instead--not romantic love, but appreciative, empathic, respectful love for who/what/where/why they are **where they are** in their lives/business.

Your goal here is to interact with people in a meaningful way that enhances their lives **because** you--and your message were in it. Every time you communicate/connect--make people better off because of what you did, said, shared. Better off can mean happier, more stress-free, laughing Etc.

A mistaken belief in communication is to ask, "What do I have to do or say to get people to buy into my proposition?" WRONG QUESTION TO ASK!

The right question is merely... "**What value, contribution, benefit, or fulfillment do I have to give them?**"

That's enough for now... I'll provide lesson two/installment two in one of my next e-mails.

Think deeply, meaningfully, reflectively about what you've just read.

Jay

Celebrity Deaths in 2011. What's YOUR Legacy Going 2 B?

(Originally sent on February 4th 2012)

This email is a serious one. It deals with legacy, purpose, possibility...and passion: Your Legacy. Your business' (or life's) purpose. The possibilities for your business' future. And, finally, the passion, emotional conviction and "grit" to make outrageously wonderful things REALLY happen for yourself or business.

Confused? That's OK - work with me, here, for a minute.

So, I'm reading last week's Huffington Post "Celebrity" section on AOL, right? (Right!) It features a story about an actor who'd just died. That story was interesting. But MORE interesting was the story that followed. It was a listing (and description) of 121 other celebrities who had died in 2011.

Now in case you think I'm trying to take this discussion down some dark, macabre road - I really am NOT. (Stay with me here...) My purpose is actually uplifting, inspiring, energizing to both your heart and soul!

So, I'm reading all 121 listings and I got to thinking that --- each one of these men and women dedicated their lives, their careers, their sense of possibility, passion and purpose to their various business, sports, political, medical, and/or arts/entertainment and academic careers - AND they achieved mammoth accomplishments.

They each changed people's lives with their work, efforts, vision, convictions and passionate purpose. Let's quickly scan a few dozen of these impressive icons -- so your emotional juices will get "goose bumps," too (like mine did).

Dick King-Smith, children's book author; Peter Yates, director; Don Kirshner, music promoter; Sargent Shriver, former Peace Corp Director/Vice Presidential nominee; Major Richard Winters, decorated WWII veteran and leader of the "Band of Brothers;" Jack LaLanne, fitness pioneer; Tura Satana, actor/exotic dancer; George Shearing, jazz piano legend; Duke Snider, baseball player; Mikhail Simonov, Russian Sukhoi fighter jet designer; Geraldine Ferraro, first female Vice Presidential candidate; Betty Ford, former First Lady/founder of the Betty Ford Clinic; Sidney Lumet, director; William Nunn-Lipscomb, Jr., Nobel

Prize-winning chemist; Pietro Ferrero, Jr., CEO of Ferrero Chocolate.

Let's continue the list: Chris Hondros, photojournalist; Phoebe Snow, singer; Orlando Bosch, anti-Castro freedom fighter; Sir Henry Cooper, boxing legend's Jackie Cooper, actor; Arthur Laurents, playwright/director; Lidia Gueiler, first female president of Bolivia; Burt Reinhardt, CNN President; Derek Boogaard, professional hockey player; Severino "Steve" Ballesteros, professional golfer; Harmon Killebrew, Hall of Fame baseball player; Joseph Brooks, composer, Xavier Tondo, cyclist; M.F. Husain, artist; Lucien Freud, painter; Elliott Handler, co-founder of Mattel; Ralph Marvin Steinman, Nobel Peace Prize recipient/immunologist; Stephen Paul Jobs, co-founder of Apple; Norman Ramsey, physicist and Nobel Prize winner; Bill Keane, cartoonist; Ted Forstman, businessman/philanthropist; Joe Simon, comic book writer; Christopher Hitchens, author journalist; Boris Chertok, Russian rocket designer; Michael S. Hart, inventor of the e-book.

Do I really need to continue?

Bottom line? Lesson? Implications? Moral?

IT'S THIS:

None of us are victims. No one needs to be constrained in their pursuit of possibility, purpose, passion. Doing is NOT thinking. Or restated, thinking about something is NOT doing it! "Doing" is all about taking passionate, meaningful, committed Herculean action.

Purpose is having an "ideal" that's infinitely more auspicious and transcendent than merely making money. It's about doing things that are meaningful, transformative and impact the marketplace or society in some positively evocative way.

Passion is the joy, vision, hope for others and animated reality -- you focus all your efforts on manifesting.

Soooo...my concluding thought is THIS:

Have you really, truly, honestly put EVERYTHING you could, EVERYTHING you should, EVERYTHING possible into making your business/career pursuit the most successful, impactful, distinctive, value-based contribution of benefit it could truly be to your market?

Remember that...reading things like this, attending seminars/conferences, purchasing courses, books, videos, CD's - that's all mere "preparation."

The key to achieving anything/everything is what Einstein said - "Nothing happens until something/someone moves forward." Action, forward, purpose-driven action is what makes great people great!

You can probably do a lot more with who you are, what you've got and the possibilities before you. Think about it.

Regards,

Jay

Watch This. Read This. Listen to This. Knowledge Transfer.

(Originally sent on April 27th 2012)

Short / Sweet

If you want your business to be more preeminent, you can watch me here doing a keynote that teaches specific implications/applications that dimensionalize what it means, how it's done, what it feels like on the receiving end or dispensing side: <http://abraham.com/fbs2012-videos/>

If you want to learn some "street smart" ways to think more resourcefully, impressively - [read the transcripts](#) of a fast-paced interview I did with Kevin Harrington, one of the original "sharks" on "Shark Tank" - and the "Godfather" of infomercials (he also owns "As Seen On TV").

If you want to create near-infinite business "buying power," capital equivalent and almost unlimited business resources -- at will, watch (and read) the rough transcript of my two, 90-minute sessions on Relational Capital leveraging and maximizing.

Watch both videos at: <http://abraham.com/mega-partnering-videos/> . Read

the (Unedited) rough transcripts here: <http://abraham-pop.s3.amazonaws.com/WatchThisEmailInfo/MegaPartneringTranscriptPt1.pdf> and here: <http://abraham-pop.s3.amazonaws.com/WatchThisEmailInfo/MegaPartneringTranscriptPt2.pdf>

If you want to adopt a monster-sized, non-linear, unlimited "Business Performance Paradigm," re-read my document called [The Abraham Mind Shift Challenge here](#).

If you want to buy an info product or program, go somewhere else! Because, THIS email sells nothing but "more possibility and performance potential" for your business. Seriously, they're my gift, to you.

If you'd like to hear the audio interviews from my KABC Radio special I conducted with Mark Cuban, Tony Robbins, Daymond John, and Rieva Lesonsky - go here: <http://abraham.com/jay-abraham-on-kabc-radio/>

If you tend to be a fatalistic, defeatist, negativist or procrastinator go here and re-read "[Victor or Victim](#)" and "[To Be or Not To Be Relevant.](#)"

If your business is stuck, re-read the Executive Summary of "The Sticking Point Solution" [here](#) to see the nine ways companies can get stuck, stall, stagnate or suffocate.

If you're still at a loss for how to move yourself and business forward - [re-read](#) or [listen](#) to my classic interview of business icon/sports legend Fran Tarkenton.

If you need "context" go back and download my full-length interviews (transcripts) of "Super Star Game Changers." [Shaq, Magic's business partner, Josh Linkner, Daymond John, Harvey Mackay, etc.] <http://www.abraham.com/superstars/interviews.html>

If doing ALL this doesn't help - perhaps it's time to find someone new to follow - because I can't want greater performance for you (and your business) MORE than you want it for yourself.

Epilogue: These contributions are made to benefit every/any entrepreneur who needs a champion who's not after your wallet. I want to see you be more, do more, contribute more, out-market, out-perform, out-sell, out-innovate all those you compete against in business -- on the assumption you are truly committed to becoming a "Creator of Value" and contributor to your marketplace.

Hope these contributions help move you there.

Respectfully,



Jay Abraham

P.S. If you only watch one thing... make it the video of me teaching "Contextual Understanding" of Preeminence to personal trainers from around the world. <http://abraham.com/fbs2012-videos/>

Stephen R. Covey Died Monday. The World Lost a Mammoth Friend.

(Originally sent on July 17th 2012)

Stephen R. Covey, author of "The Seven Habits of Highly Effective People," died unexpectedly on Monday. The world is saddened by his passing, but has been blessed these 79 years by his life.

He was a friend, but even more, he was a true benefactor to the betterment of our entire world. An obituary in USA Today started out by calling him "A force of human nature..."

They talked about how his "seven habits" have been woven into the emotional wellbeing of multimillions of people's lives - in almost every walk of life - from self-help to the corporate boardrooms of big businesses.

Bill Clinton said Stephen's book was one of three that every worker should read to "dramatically" boost the nation's prosperity. Chief Executive Magazine said the Seven Habits was THE most influential book of the 20th Century.

One of his most powerful - yet elegantly simple messages: "Seek first to understand, then to be understood." He coined the concept of "Win-Win." He taught people (including me) to be proactive. He stimulated people to think differently, more respectfully, empathically, externally.

He stimulated you to examine your situation and circumstances from perspectives you never considered doing before. And, invariably they'd discover an innovative breakthrough. One that far surpassed the status quo.

Stephen R. Covey wrote his book for business people; but its message and influence crossed over into their personal lives.

Families became stronger, values rose higher, relationships became more meaningful - ALL because of one man's willingness to dedicate two decades of studying hundreds of books, thousands of essays, legions of different philosophies, ideologies, methodologies - looking for the simple, universal truths.

Interesting -- in a world where many people are looking for a short-cut or trying to "game the system," Stephen's message was based on an immutable bedrock: Focus on your character, values, conduct, respect for others, operate with unflinching integrity. Have the courage to be extraordinary - not just of yourself, but in your ability to grow, develop, improve and enrich and seed greatness into countless others. He also urged us to have patience.

Stephen loved entrepreneurs like you. He'd "always" make time from his busy schedule and high-paid (we're talking six figures to speak for 60 minutes) activities, to contribute to me - for you!

If that meant coming to Las Vegas the same day he'd landed from Tokyo just to talk to one of my seminar groups for an hour - he'd do that, too. If that meant stepping out of an important board meeting with some Fortune 500 corporation just to do a 90-minute conference call discussion with my group - he'd willingly/enthusiastically do it.

I'd always get an admonishment from his assistant, saying Stephen can only do it for 60 minutes, and then he'd continue --- sharing/inspiring/transforming my audience for 60 minutes more. He was just an extraordinary man, a monumental mind, a mammoth influence for all that's good. Stephen R. Covey was someone who changed every life he touched, myself included.

If you haven't read the Seven Habits book - do it, now! If you have, but it's been awhile, do it again and have everyone in your world - business and personal - read it, too!

I was blessed to have Stephen R. Covey not only as a friend, but as a true benefactor of the entrepreneur.

I feel privileged, honored and blessed to have had him and his influence in my life.

I feel more blessed to have had someone transcribe some of the wonderful discussions and interviews he generously did with me - about, and for - you, the passionate entrepreneur.

It is my honor, and privilege - to share two of those documents with you today.

It will mean a lot to me to have you read them or re-read them if you have them already (but it's been a long time). But it will mean far more to you in the shifts you will make.

One is the full transcript of a nearly two-hour interview I conducted with Stephen on the topic of igniting more passion, possibility and purpose into the hearts and souls of entrepreneurs.

The other is a distilled, "abstract" of a short interview we did of him right before the economy came crashing down. They're yours-gratis. No opt-in required. No purchase necessary.

Just click this link to download instantly:

[**Download the Steven Covey Interviews by Clicking Here**](#)

(Note: If you have problems, just right click the link and choose "Save As")

In fact, I urge you to pass them around to everyone you possibly can. They don't benefit me one iota. But they do enrich and illuminate everyone who reads them.

Anyhow, here are both the long and short documents. One we did in 2005, and the other in 2008.

Also, since Stephen's son, Stephen M.R. Covey is also a precious friend and personifies in his professional life all his father stood for - I'd like you to ALSO have a profound interview I was equally privileged to conduct with him on the concept of trust's role in our business and personal life's success.

Again, I felt enormously lucky to have had Stephen R. Covey befriend me and my work. You will be equally blessed if you follow his teachings.

Again just [Download the Steven Covey Interviews by Clicking Here.](#)
This is a direct download - No opt-in required.

Stephen R. Covey truly was a force of human nature. You'll understand why when you read his perspectives on life.

Respectfully but sadly,

Jay Abraham