

Builders: Hit the ground running, get your Empire going - the smart way - starting TODAY... Love - Share - Money

This Episode is DIFFERENT than any other:

Tattoos and Willpower - Stopping before you get what you want

Bumper Stickers - without Policies this hasn't "worked", has it?

Success - Passion, sharing (exercise) and THEN money

Getting better at getting better

This will MAKE you (build a machine) MAKE YOURSELF do things better

As with each and every module presented any of them can revolutionize **everything** in your company, dramatically rocket your income and change your *life* - regardless of your situation right now - if you don't **take action**, don't give yourself credit for the reasons... fix them!

Take part in the **community** - don't be passive, get yourself out there, make friends, share, partner, ask questions, support - follow through on the promises that you made to be here.

I really mean that, I appreciate all the great feedback and I know everybody's has committed to keep up with your payments - which I appreciate (Thank You) - but **please** don't think that's all that is expected of you; there is a community relying on **YOU** for input.

Help... and be helped.

End of lecture.

Let's get started.

Rundown - in one sentence here's what we'll be covering:

What to say, think and do to get the most out of the community and resources in the WBE Community. (Getting better and Giving better)

Details:

People have been doing great things within our community, so this should get you even further and also deal with issues of feeling overwhelmed or not knowing where to start - we'll isolate the real challenges you're facing and how to get lifetimes ahead of all your "competition" put together.

Go as far as you see, when you get there you'll see farther...

... but you won't see anything with your eyes closed.

Whatever you focus on, enlarges.

Don't just do... finish.

Do we find what our eyes see, or do our eyes find what we're looking for?

Knowing what to do is one thing, doing what you know is more impressive.

This was the most challenging section to put together, why?

A paradigm shift, not what to believe but how to think

A workout for your brain

When we're doing here you'll be forced to be smarter, with a better company and make more money

Most people stop (justified quitting) before they get what they want (willpower)

Not you... not anymore - this will fix nearly everything

This is the process we'll be going through:

First we'll determine which Phase you're in

Second we'll develop your game plan

Third you'll have/implement Policies

Let's define success - NOT just money

Passion - living your life and giving back and knowing you're helping

Contribution and sharing

Money

We're going to focus on the disease NOT the symptoms

Most average business owners (and people in general) are looking for "Twitter Answers"

They have no skill... but instead of fixing that skill they look for things to do that don't require skill to perform - then they'll ironically complain that "everybody is doing that"

It's NOT the arrow, it's the archer - it's not the car, it's the driver - it's not the brush, it's the artist

When we are done here you'll have the exact infrastructure to become the artist

Become the artist - this is NOT passive

This is about getting your company set up so you implement BETTER

You get things done - no more ignoring brilliance - this Model Diagram

Instead of looking for brilliant ideas to(possibly?) implement get better at implementing ideas brilliantly - think about signs...

"Where should I advertise?"

It's not what you do... it's how you do it (This is how the best are doing it now)

Practice your dialog, set Policies and stay away from Twitter Questions/Answers

Sharing with the WBE Community

Every REAL level of success is peaked with helping others

The more you commit to sharing with your blog, messages, VIDEO - the better

Think of this is as your journal, documentary, future book, reality show, movie

Business Builder Phases:

These categories are broken down based on the phase that your company is in right now. The main areas of evaluation are whether or not you have a job, a company (or a "job" for yourself) and your level of passion.

Passion really is the driving force with ALL our training, more on this later.

Builder Phase One: Beginner

Company: No

Income: No

Passion: No

In this phase Builders are starting from Ground Zero. Your time management and motivation skills are going to be instrumental - these areas are often ignored. This is the category that most of the employed population are in and few ever grow out of.

I have a job but if I replaced my income I would leave today.

My current passion/business is producing little to no income.

I'm starting my company from scratch.

Nearly all of my "work" time is spent solely to make money.

I am an entrepreneur but I don't know where to start.

Builder Phase Two: Intermediate (amateur or slightly better)

Company: Yes (maybe...)

Income: Yes

Passion: No (not entirely at least)

In this phase Builders have a company, but it is NOT Subtractive and it may or may not be based on a core passion. Profits are usually sporadic and you may need a job to supplement income. Policies are loose or nonexistent and if you are doing "this" full time you most likely have a job and not a business; if you stop working, you stop making.

I have a business with decent income, but I want to do "something else".

I'm splitting time between my job and my business until my company makes more money.

My business income is enough to quit my job, but I like the benefits... like insurance.

This is also a dangerous area and where many "gurus" remain stuck, success can be a terrible teacher and there is no excuse for sub-optimizing -

There are no secrets in (BLANK)...

That doesn't work in (BLANK)...

There's nothing new in (BLANK)...

I'm rich... (others benefit is secondary)

ME ME ME (more focus on personal desires/needs)

Builder Phase Three: Empire

Company: Yes

Income: Yes

Passion: Yes

In this phase Builders enjoy the perfect story; you have a company, you're making money and you're doing what you love. Nearly every billionaire, famous story or Empire fortune is established by somebody in this phase. Your life is just better.

I'm doing what I love, people are impacted by my passion and money is an afterthought.

I'm Thankful for every day, every "challenge" and I GET to "work".

I have an expanding Empire, following my passion - my financial needs are met (and exceeded) and I'm focused on helping others.

A quick word about motivation and positive thinking...

You want to go through the first two Business Builder Audios FIRST

Now that we've established these goals it is time for an active exercise

This will help set the stage for everything we'll do from now on

You'll put this in your blog

Don't want to do this? (Yale study)

You're paying \$100,000+ with the FRIENDLIEST most GENEROUS and PROFITABLE payment plan known to man... build your skill set.

EXERCISES:

Originally this project was going to be "all about money" but I've realized (later than most would) that there is a much deeper reach - and a higher moral obligation - that our community demands.

This isn't about making more money...

... This is about changing your life.

Too bold?

Consider the following... (this has already changed my life)

Do your thoughts control how you feel?

Does how you feel effect what you do?

Does what you do effect your results/life?

Obviously yes - with that logic -

Change how you think and you change your life.

In fact... you could argue the following;

Nothing that happens will impact your life at all - *unless* it changes **how you think**.

So here are the exercises we are going to do:

Your Profile - what you really want/need

Your Empire Physical - we'll find out what category you're in right now

Your Action Items, Checklists and Policies - this'll be your action guide and help you get going TODAY

This is NOT passive - it IS ACTIVE

Don't just listen, I suggest you follow along and post this on your blog/wall

You can use this as an accountability check in the future

Impress yourself

EXERCISE ONE: Developing Your Profile

You want to set up your page with music, pictures, etc.

Studies on sharing and likeability (Yale study 1953 3%)

Community resources and partnering, accountability, etc.

What to do first -

Answer the follow questions (you should use this on your blog) take your time be as specific as possible. What you write/record is PROVEN to dramatically increase your accomplishments.

1.) Define your passion - What do you love? What do you want your life to be about? What would you do if you knew you would (or would not) fail? Be specific.

This is important, don't do this half-assed. Describe an ideal day, week, month, etc.

Spend time thinking, reflecting, quantifying... I'll wait.

2.) What specifically do you need to get better at? - Is it confidence? What fears, concerns or self-imposed handicaps (we've all had them) do you feel have stood in your way in the past or right now? If you could magically get masterful at anything what would it be? What would allow you to spend more time doing what you love? What needs to be fixed? The more specific you are, the better.

Most people commit to "trying" NOT to mastering - what is worth the pain to master?

Isolate your biggest 2-3 areas of focus.

3.) Your income - Is it coming from a job, a business, both, neither? Do you "have" to work or do you get to work? Passion?

EXERCISE TWO: Your Empire Profile

Now we know what you WANT, let's look at what you've got...

1.) Which Builder Phase are you in? - Is your sole income a job that you hate or from a company based on your passion - or in between in Phase Two?

The Empire Phase (and beyond) is our main goal, if you're there go to Exercise Three now.

If not, continue here -

2.) What is your Replacement Level? - What is the exact amount of income (NOT lump sum, but income) you want to comfortably walk away from everything you're doing just for the money? We generally use \$10,000 - \$30,000 a month, but for most people the actual number is much, much lower - what's yours?

3.) List 1-3 ways for you to hit your RL with your new/current/old company?

- You want to have specific numbers here, 30 calls/day for example, the shorter and more specific, the better - NOT a "deal" a month, quantify that down to how many leads, clients, closings, transactions, etc. need to occur and narrow that down to a single sentence. You should have at least three solid ways to hit your RL.

EXERCISE THREE: Your Action Items, Checklists and Policies

Your Passion comes first -

Regardless of your situation, you want to set up interviews based on your love

For right now, make a list of "names", companies and individuals that you want to know better, become friends and share with, have influence with, etc.

Soon you'll use a PA and a Tot to arrange interviews at least twice a week

Now with your current/new company -

Set your weekly meeting and RECORD IT

Commit at least 10-15 hours a week (FIND IT!)

Use your blog and the community to share and partner

Questions? From now on - this is how you "ask" questions (and get them answered) -

First decide what you think the answer is

List who may have a better answer

Policize your ideas and interviews

How to start being STRATEGICE (Empire-like) right now

Ask better questions -

If nothing else these questions will help get your mind working and change your train of thought, any of these items can double a company and then some - so getting better at asking and finding the answers to these questions will force you to become smarter.

Remember the main ways to grow any company:

More number of (or profit per) Transactions

More volume of transactions

It is that simple

Your challenges are equally as simple - to fix ANY challenge at ANY given time ALL you need to is -

Get better at following your Policies

Or...

Get better Polices to follow

That's it

Phase One -

Start with your job (or any target company)

Determine Transaction Approach

Determine decision makers and open dialog

Phase Two -

Same as Phase One activity for your job/target

Focus on your current company as well

Commit to 10-15 hours a week

Phase Three -

Use the same material but focus on your company

Start HIRING (and partnering!) immediately

Set accountability checks (Policizing!)

Sample Questions...

Don't just apply this to your (developing or fresh) company but explore how you can introduce these items to any (or your current/previous) companies and employers and get paid OUTSIDE of your "job" duties or how much time you "put in".

Just start asking yourself these questions will work your brain and make you smarter -

Brain Power: Use it or lose it...

How much actual work am I getting done in an average day? How much is wasted? Look at your staff and/or counterparts and see how much time is being wasted here & there how can you hire or Reverse Hire to increase profitability? Can/should people be replaced?

Who are the gatekeepers they should be contacting? How much would that be worth? Who should I speak with about quantifying that? Where/how should I get lists?

What are the simplest and most obvious (but completely ignored) ways to increase transaction volume/size? Who are the best clients, what do they have in common and who has their trust? What's the fastest way to get more?

What competitors are doing better/worse and why? How can I bring the better techniques into my company and get paid on that? Who should I be interviewing or discussing this with?

What groups specialize in cost-cutting, bulk purchases, discounts, etc. in this industry or others?

Go through the yellow pages and search online and find competitors with better/worse ads - how can you partner with them?

Find seemingly unrelated companies through similar searches and explore how you can partner with them, what overlapping consumer segments are there? Even if you don't come up with any how else could you work with them?

Note: I have never picked two companies where there was no partnering potential - sometimes it just takes more brain power... this will make you smarter.

Checklist - RIGHT NOW:

___ I have isolated my passion projects (and will be using the Passion Policies) and what I want to do with my life.

___ I have determined which Builder Phase I'm in, I know whether to replace or supplement my income and exactly how to move to the next level.

___ I have scheduled my weekly meetings (same day/time every week) and Policizing sessions - including practice of dialog.

___ I have updated my page with music, audio, pictures, an "bio" or intro and started making friend requests with potential partners and random Builders in general - I'm sharing via my blog, uploaded (very short) videos with a flip, etc.

___ Bottom Line: I have determined what I want less of and exactly what I want more of in my business, with my income and with my life - and the exact Policies to start making it happen.

NEXT -

___ I have made a specific blog post about my Builder Phase, where I am, where I want to be and how I'm **GOING** to get there (initial policies, the WBE Community, etc. - I have tagged my WBE friends as well so they can comment, offer feedback and potentially partner with me so we can help each other.

___ I have gone out my way to support at least five other Builders by leaving feedback, sharing my ideas and offering genuine help.

___ I have taken my initial steps and questions and I'm creating POLICIES to address them (I'm NOT looking for "Twitter Answers") so FROM NOW ON I have a Policized model with what is done with ideas and questions in/for my company

LASTLY

___ Based on my Builder Phase I've identified the Transaction approach that is going to be my main focus (volume, size, profit) and I'm using the Empire Exercise (below) to share and partner with other Builders.

Weekly Empire Check-Up; What you did this week:

You can use your blog, your VIDEO and/or the forum area for this for the best results.

Remember the research regarding sharing and helping...

Notice these are all YES or NO questions so they're not only easy to answer but even easier to answer **honestly** - either these things got done (YES) or they did not (NO) there is no middle ground.

Now let's look at -

- 1.) I developed at least three new Policies. **YES/NO**
- 2.) I got better at following current Policies. **YES/NO**
- 3.) I recorded my weekly meeting, even it was "just me". **YES/NO**
- 4.) I conducted my PA interview (Alert Blast) within a field of my passion. **YES/NO**
- 5.) I proactively worked on at least one area in the Empire IQ and I sent an email (at least) to ALL my contacts/list. **YES/NO**
- 6.) I created training(flow chart, scripting, recording, etc.) for at least one new hire and/or I reviewed my recent hires. **YES/NO**
- 7.) I have shared **daily** feedback, support and help and made more friends with Builders here in the community - using my blog/audio/video. **YES/NO**
- 8.) I have isolated my biggest challenges and questions and they are being proactively answered with Policies - and I practiced my Compliance Dialog with at least five strangers. **YES/NO**
- 9.) I have used the Model Diagram and my Builder Phase and know what to implement, who to hire, partner with, interview and who the Gatekeepers are to contact/interview. **YES/NO**
- 10.) I've shared these answers (on your blog/video for example). **YES/NO**