

## Legal Teams... for FREE (and a LOT more)

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:

**How to use effective positioning to gain compliance, make "impossible" contacts/sales eating of the palm of your hand and completely revolutionizing how your company grows. From legality questions, gatekeeper approaches and getting competitors to share their deepest secrets - your compliance levels will forever multiply after you put this in place.**

Details:

**This is where everything we've trained you to do is going to come together -**

By now you should understand the Empire Basics (Policies, meetings, "Badassery")

The term "Badassery" may seem like a joke/immature but it is symbolic of WILLPOWER (2008)

Remember: we are forcing you to build a better company

By now you should have Policies and your meetings going - move from doing to getting done

Hiring is vital, use/steal our Policies

**It was hard determining which model to share first, so here's the order -**

This is about positioning and LEGAL questions

Then we'll cover "Web 2.0" and NO you won't be getting a website or a Twitter account

Then we'll move on to the licensing (what everybody asks about)

## **What we're about to go over, when we're done here -**

You will develop masterful positioning and get to just about anybody - yes **anybody** - even him

You will be able to have enjoyable conversations with experts on any topic you want

In any business you choose you will be able to effectively open direct dialog with ANY gatekeeper

You'll have immediate access to legal teams and professionals - ask them whatever you want - for free

Your hiring will instantly become easier and Leveraged Hires will be much easier to hire

All you'll have to do is turn the faucet on and have conversations - or have somebody else do it

Hire immediately - From now on you don't DO you interview somebody who DOES

## **Every day/week**

Generally, the more interviewing you are doing, the better

Interview for your Team

Interview gatekeepers

## **Later we'll take this model, add a few tweaks...**

One conversation can net you over \$1M

## **This model will FORCE to build smarter and hire immediately -**

## **Lastly Hiring "Objections"**

"Nobody has ever hit those numbers." Hire and hope versus hire and expect.

"I don't have the budget right now." You don't have the Policies (Financed Hires, etc.)

"What if they screw up?" They **never** do, it is always YOU - Policies, RAD, etc.

## **You don't have to anything but interview**

You don't even have to do that...

Every week/day you should be interviewing

This is how to get masterful at doing them

## **What we're doing here:**

Using Positioned Access to conduct interviews with gatekeepers and other targets of interest.

Several ways to do this, I recommend you Policize them all - ("interview" is important)

It is better to have 10 Policies in place that you don't need than 10 needs and no Policies.

**Here's exactly how to do this:**

First decide on your level of passion and how much you actually want to do

At your local library volunteer, become a member, join the board, get vote, etc.

Often you don't even need to go in to make this happen

To get on the "deciding" board is usually as easy asking, often you'll be the only one

Create your organization

Make it sound "official" (it is... or it is going to be)

Johnson County Public Library board of Real Estate Investors

Marion County Physicist Community

Hayward Public Financial Advisory Council

Words to use: public, council, organization, association, panel, committee (no "Badass")

You can do this before or after actually building it

Now you build it - start with professors, teachers, local schools, universities, etc.

Get any and all top professors (especially those with "titles" or books)

Anybody who you want talk to basically

You don't have to start with "public figures" but we do

You are going to arrange for an interview

"Hi Jack this Sunny with the Madison Public Library Real Estate Committee, right now we're scheduling interviews with (colleagues of theirs) and we'd like to confirm the best time and date for you..."

"Hi Jack this is Sunny with the Madison County Financial Advisory Board, right now we're doing interviews for upcoming article/podcast/episode on the trends in (BLANK) an Wendy thought you'd be great..."

"Hi Jack this is Sunny with the Wheaton Library Horseback Educator's Council, we are just starting out and Brenda at (the library) told me you'd be great to give us some pointers.."

As with all dialog, effective positioning can be established by being endearing - you don't have to lie, mislead or "fake it 'til you make it".

Conduct these interviews and ask genuine questions (or have them asked)

Record them all

At the of the conversation offer an honorary spot on your board (make sure they have a resume)

You are building a "board" with "names" and create an educational center online

Base this on the interests, include resources, etc. (we'll go over how to get this all done for free)

As you build this you will also be in a position to make recommendations to your library

### **If you are a seminar junkie, this'll change your life**

One way to get all real estate, business, etc. programs for free

Contact "guru" for review copy and interview

"Hi Jack this is Sunny with the Westwood County Library Internet Marketing Council, and we're thinking about stocking a copy of your (BLANK) and potentially presenting it as recommended reading (for students)..."

Get the program and interview them

Or just get the program - we've had **hundreds** of people do *just this* and say it was worth tens of thousands

### **But Azam, aren't I just making stuff up?**

Did I make it up, or am I the founder?

The difference: size.

Now this "council" has actually become one

### **Now we target professionals - but first**

As you get bigger/better grow your reach

Make it larger, because it is growing even though you may start local

As you get larger, your name changes and your compliance grows as well

### **Seven more ways to get Positioned Access**

Cops (YES, this applies, test me...)

Journalists

Attorney General

FBI

Judges

Wardens, prison guards, prisoners

Military officers

(Anybody that sounds scary)

"Hi this is Tricia with the Hampton Public Board of Real Estate Investors and right now we're doing a/an story/article/feature on investor scams.."

"Hi this is Millie with the Ohio Home Safety Council and we're..."

"Hi this is Millie with the Colorado Public Auto Safety Advisory and we're..."

"Hi this is Sunny with the Chayenne County Real Estate recorder's office and we're doing an article based on surveys and statistics of local 'for sale by owner' single family residential homes.

I will let you know of the results so when your next article covering this issue is published you will be able to use my data.

Please let me know when that article will be and also please let me know if you have any suggestions.

Thanks."

"Hi it's Max from the (BLANK) and I am calling for an upcoming article we are working on regarding the 'area' real estate market and we would like to get some of your input..."

**Why are you doing all this? We'll get to that...**

**On a side note, when we get to marketing this is killer:**

"About to invest in stocks? Five warnings from the Attorney General..."

Military POW speaks out: "This pen was the secret to my escape!."

Judge: Three reasons why real estate investors get thrown in jail.

Death Row Inmate: Here's what my lawyer go wrong...

What the FBI wants you to know about your foot odor.

**Okay so all this work (which can be done in a matter of days) and what do you have so far to work with?**

A genuine "council" or learning area about your topic

Access and open dialog with though leaders, academics, law enforcement, journalists, authors, etc.

So even if you did NOTHING else this would already be worth your time (and 100X times what you paid us!)

You an area of interest/passion and you get to talk about with the best people in the world

You learn more, share more, etc.

Now you can become a "name" or leave that to the organization and stay out of it

So it justifies the work is my point

### **Now let's this up a notch - this process is how to**

Interview competitors and find out what's working (more on this later)

Getting to ANY expert you want (PPC, Facebook, Social Media, marketing, etc.)

Other groups and organizations (like your REIA, churches, schools, medical boards, trade associations, etc.)

Have their members sent to your compound (again more on all this in the next section)

And a lot more that we'll focus on later, but for now let's talk about attorneys

### **Attorneys**

So many people think they have "legality" questions (usually just excuses)

From now on this is how to totally rid yourself of all those problems

This is how to get the best ones, answering all your questions FOR FREE

### **Begin "interviewing" attorneys**

Use your council as access

"Hi this is Max with the Midtown Library Landscaping Council, we're looking for attorneys to interview about..."

Most of the time that is all it will take

As you grow this online, you'll actually have members, but you don't need them

Remember this:

### **Seven more ways to get Positioned Access**

Cops (YES, this applies, test me...)

Journalists

Attorney General

FBI

Judges

Wardens, prison guards, prisoners

Military officers

(Anybody that sounds scary)

This:

"Hi this is Max with the Midtown Library Landscaping Council, we're looking for attorneys to interview about..."

Turns into:

"Hi this is Max with the Midtown Library Landscaping Council, we're working with the Chicago Tribune on an article and we'd like to interview you for..."

"Hi this is Max with the Midtown Library Landscaping Council, I just spoke with Army Captain Smith about a research project and we'd like you for..."

"Hi this is Max with the Midtown Library Landscaping Council, we're in touch with the FBI on the homicide/fraud/etc. and we'd like to get your opinion on..."

**This is how you get 100% compliance.**

**Make this real research items.**

**This still isn't the main reason why you want to get these "names", we'll get to that.**

**These interviews**

Can be sponsored by

Can be done you

Can be done by a TT or ToT

**How interview should go:**

Open ended questions: how, explain, what's the best way to, biggest mistakes, smartest moves...

Any response is supportive do NOT argue: you killer your family with an axe... that must've been messy

Do NOT correct

Whoever is talking is NOT control, whoever is being talked to (usually "convinced") is

Assume they have the answers or know who does

Ask them whatever you want to know, but use those guidelines.

For better ideas have Tot research questions asked online (Policize this)

If you are doing research then you can start with that but explain beforehand

## **Sample Questions:**

Obviously there are 10 ways to do that, what would you say are the top five?

What is your specialty, in other words when should somebody contact you?

It is so amazing how many attorneys don't get the basic info about (BLANK) why do you think so many are in the dark? So how would you recommend doing it?

Assume anybody who doesn't know how to do want is incompetent.

Challenge them to come up with answers.

Ask them whatever you want to know, but use those guidelines.

## **At the end, or somewhere -**

Make sure to get referrals

Ask about what "makes sense" for members to be sent to them

Get an idea at least

Be friendly, likeable and FOLLOW UP

Ecorporategifts.com, FedEx, AR - you want them to know you by NAME

## **Works great in marketing/dialog**

You know of Baker Smith right? Well here's John's direct line you have questions... John Smith

## **This is how you get the best legal help, arrangements for doing the work?**

Have docs for your group

Agree to promote for "x" amount of time

You just mention that you use them

They are "official" legal counsel (mentioned on site)

They will arrange for you to never pay out of pocket

They just do it because they are smart

You agree to another interview

You will document the process

You agree NOT to promote others

You come to them first/only for interviews

## **How to set this up from scratch:**

Policize Policize Policize

Anything you do should be recorded, captured, documented, etc.

Remember: somebody/something does it or it won't get done

You are allowed to go to your library (very subtractive)

Whatever you do you **MUST** create a governing body, a research group, an "council"

That's where you start

Immediately hire Tot to help with organization

### **Flow charts, checklist, scripts**

Name, and targets (who do you want to go after first, professors, etc.)

Build your credibility as quickly as possible

Begin interviews or hire TT to do them

You can also start them and record for training

The better your Policies the better you can do this for other groups

### **Policize**

Build contact list

How to get contact info/searches

Do interviews (search questions, etc.)

Record/Upload them

You can be totally Subtracted

### **Interview players**

Record the calls and get their best ideas

Then you Policize them and use in training

Your hire your Team and train them to put the best ideas for you first

### **FROM NOW ON...**

You conduct interviews regularly

Once you need attorneys (for example) you turn faucet on

You either provide specific questions or you use your calendar

"I need the top five licensing attorneys, here's my calendar."

All you should do is turn on the faucet

**Make money? We'll get there - a first!**