

Running Your Company Like a Genius.

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!

End of lecture.

Let's get started.

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

Isolating the differences between companies that turn into statistics and the ones that become Empires - this is how to run your company like a genius, post record numbers in EVER category and do it all in less than 10-15 hours a week.

Details:

Once you put these items in place in your company (they are ALL FREE!) you will have an actual company that runs Subtractively, with Implemented Brilliance as any desired income is deposited into your account every day, every week, every month - like clockwork... This is how to build an Empire, from scratch.

T

I don't belong here

I'm from the streets... think Alladin

This is down and dirty not ivy league

Don't wonder: yes you're richer than me... I'm just hotter

Business basics

Almost nobody gets "there"

Those that manage rarely do it twice... let alone repeatedly

We're going to fix that right now

Objectives - when we're done here:

You'll know exactly how to build ANY company

How shift focus from doing to building (not real estate investing, build a real estate company)

Instantly get your company more "saleable"

Pick ANY market, industry, business - and in 30-90 days have your Empire built - remotely, Subtractively and dramatically

You won't be using Twitter

"The big secret I learned is that if you know how to build one business, you can build ANY business." - Richard Branson

"Opportunities multiply as they are seized." - Sun Tzu

"There is nobody I know that will get your company to nine or ten figures faster than Azam Meo, put his brilliance to work for you..." - one of my stalkers (Margaret)

THANKS Margaret -

I'll do anything for her, she taught how nice rich people can be, how to get others rich and how to be better person.

If it wasn't for her I would still be getting by on my looks - she is everything people say and

MORE.

All my bad jokes and sarcasm aside; I love you.

Take the test:

Why so many people fail (some don't even

1.) I have identified at least 3-5 people who would at least double/triple by business - make me two to three times as much money as I'm making right now - if they said 'Yes!'. I know exactly who these people are and I have a concerted, proactive and highly targeted machine in place to contact them for compliance.

Yes No

2.) Hiring/interviewing or the trial phase of new employees or team members is done at my company without me having to talk to a single person - I hire/train people without talking to them - then when somebody is showing potential I spend time interviewing them. Because this machine is in place, I spend a specified chunk of time 'interviewing' top people for my team.

Yes No

3.) I have a book of Policies that can be handed to a fifth grader that explain in simple, yet highly specific terms exactly how my company is to be run - every week I evaluate current Policies and test new Policies, each week I'm testing at least one idea that can double/triple my compliance rates and my net income.

Yes No

4.) I have outlined detailed and foolproof guidelines for each member of my team so they know exactly how they can make over \$100,000 (or 10k-\$30k) a month, I regularly hold meetings with them and help them stay accountable by **Policizing** their best ideas and testing them - and I know how to start hiring them immediately without paying them a penny until they've made me money - when I do pay them it is out of the money that they've paid me.

Yes No

5.) I can/have run my entire business with a single conference call once a week, if that.

Yes No

6.) I appreciate the skill of cold calling and know the statistics, therefore everyday my company is using the phone to make new contacts, solidify/reignite relationships and grow my business - this is done with regular training, accountability and Policy-testing.

Yes No

7.) Every conceivable form of dialog, from email, phone, website, voicemails, VBs, etc. all forms of initial contact, follow up contact, etc. - any and all **marketing, communication and dialog** that my company has with anybody, is 100% scripted, Policized and tested weekly for improvements.

Yes No

8.) In one sentence I can explain exactly what needs to be done or happen for my company to be ten times the size it is now.

Yes No

9.) I know where we are in the business cycle, I have identified the largest players and have a vested interest or ownership in each of their companies, furthermore I know who the potential 'buyers' of my company are, their criteria and I exactly what needs to happen for my company to be sold, funded or taken 'public'. (this leads to immunity from potential 'Depressions')

Yes No

10.) I'm doing what I love

Yes No

End of Test.

Add your "Yes" responses together by giving yourself one point for each, then total your score from 1-10. Then you can use the scale below.

See Your Results:

3 or more

You are a genius and among the most disciplined business owners I've ever met, you should be making at least \$100,000 a month.

4-6

You have an eight figure business and make a few hundred thousand dollars (or more) a month.

7 or more

Your focus isn't on your money as much as it is how much other's in your company are making, how large your company is growing and how well you are serving others

How'd you do?

I'd love to hear about it, and hopefully we can connect on some projects.

And you know... just for being such a good sport, I want to give you...

<http://www.eAzam.com/AzamsIQTest.pdf>

The Seven Big Secrets

None of us is as smart as all of us

You don't have to be the genius to extract genius

It isn't about knowing what to do - as much as doing what you know

Money isn't the best leverage (to buy/grow companies)

Instead of learning to do it is much more fruitful to learn to hire

Passion (BIG , obvious secret)

An anesthetic to growing pains

Getting crazy attracts crazy people people and artists

Motivation: pain/pleasure

What project would FORCE you to give your best

It fixes everything - be the artist

The Last Secret

The main reason you're about to pay pay me more than you think

Yes. You will.

Even cheapskate Greg paid me a bloody fortune. (When we were done, I thought I divorced him)

Secret: The rumors are true... I'm a (fu*&!%g) genius.

... why so few ideas actually get implemented

... why brilliance is ignored

... what happens to great ideas - your best ones - in your company right now

... this is why income is sporadic and why one-man armies continue just farting along

... this is one of -of not THE - biggest challenge you face

Real secret: **RAD**

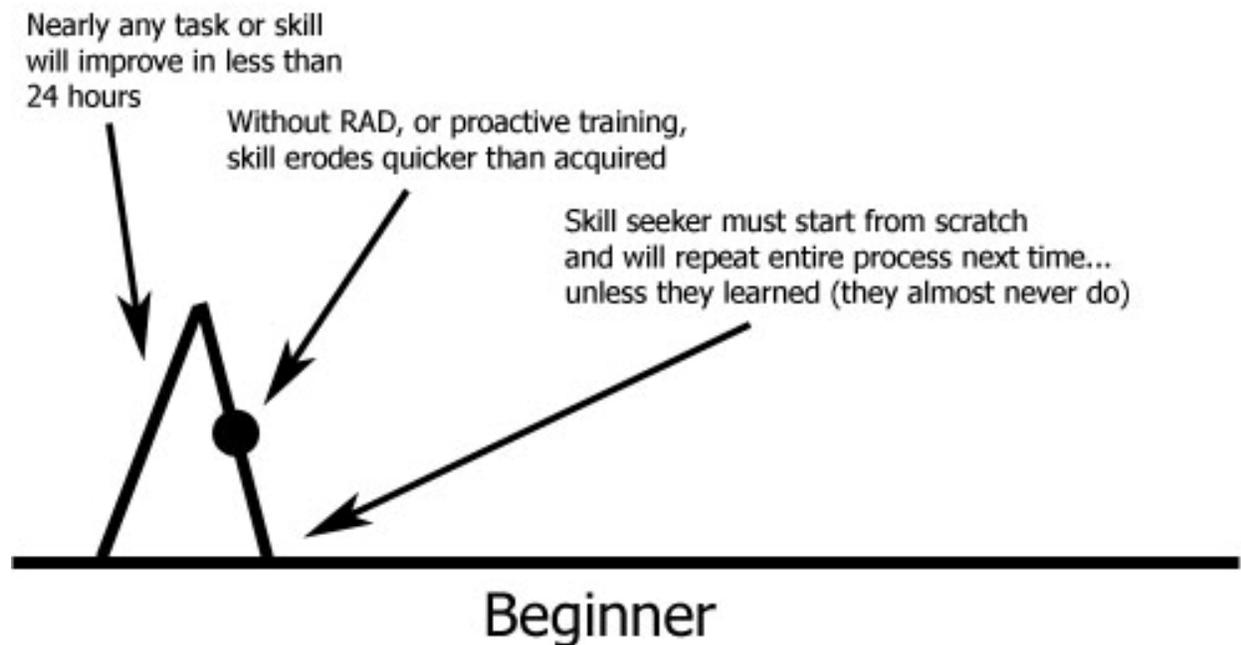
Mastery

RAD Model - mastering any skill set

Typical model/timeline for most people and companies seeking skill sets, this is why true mastery, or even skill, is so rare.

“Anything worth learning, won’t be mastered in a day.”

- Helen Keller

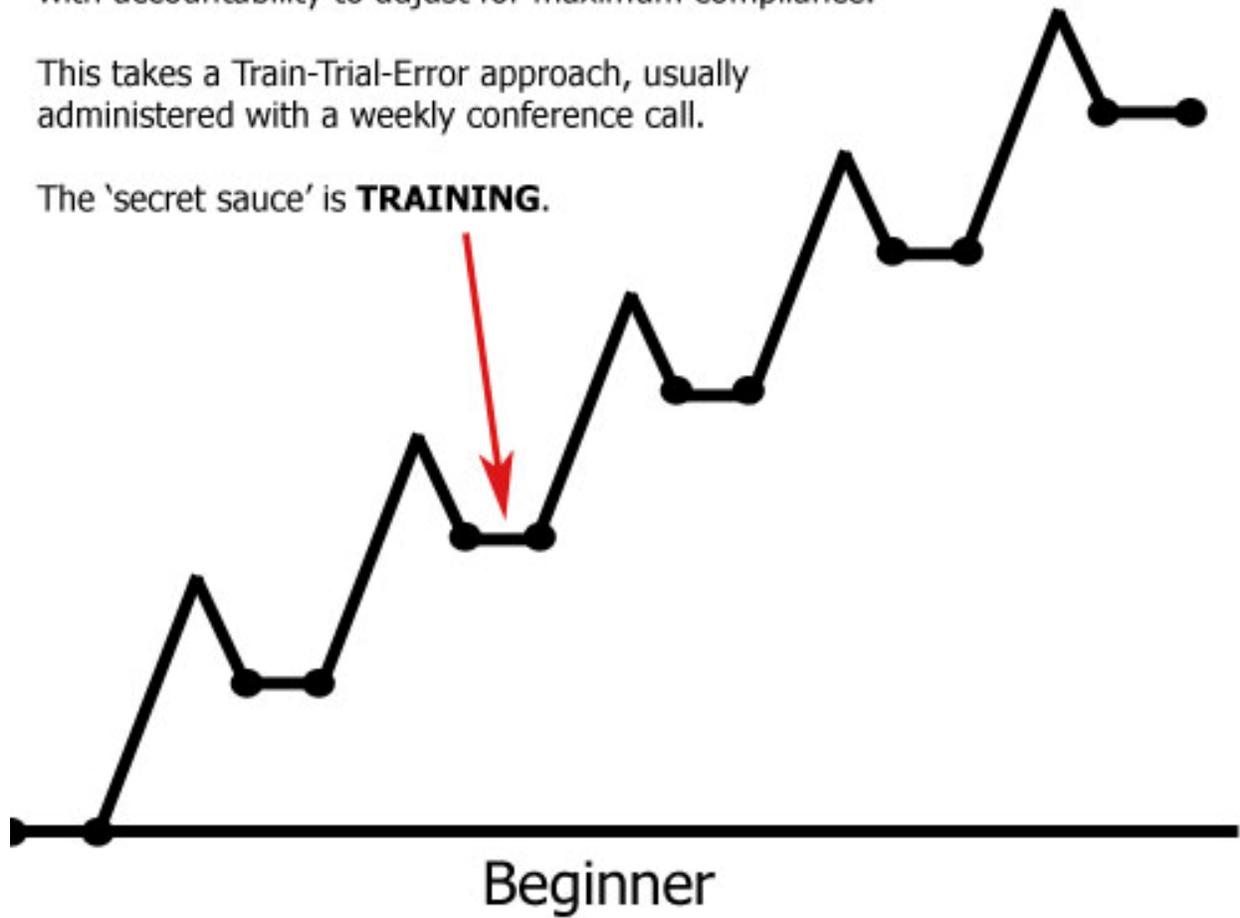


Mastery

RAD Model - mastering any skill set
Skill is gradually increased over time, with each peak surpassing the previous peak, and each low met with accountability to adjust for maximum compliance.

This takes a Train-Trial-Error approach, usually administered with a weekly conference call.

The 'secret sauce' is **TRAINING**.



Mastery

RAD Model - mastering any skill set

1.) **Repetition** - work begins and skill immediately increases

2.) **Accountability** - fall off of skill with plateau effect, training isolates problems and new policies are created

3.) **Discipline** - scheduled training to maintain growth and ensure each peak surpasses previous



Willpower:

will·pow·er (wīl'pou'ər)

The strength to carry out one's decisions; the ability to maintain pursuit of one's goal regardless of progress.

The American Heritage®

dis·ci·pline

/'dis Show Spelled [dis-uh-plin]

Activity, exercise, or a regimen that develops or improves a skill; training

A set or system of rules and consistent behavior in accordance with predetermined rules and regulations

Behavior, performance, order, etc. maintained by training

Training or conditions imposed for the improvement of physical powers, self-control, etc
The state of improved behaviour resulting from training or condition

Business Badassery

The constant exertion of willpower and discipline - and it's application to every skill set in your company.

Badass:

See Azam Meo

It doesn't matter where you start
What matters is when you start.

Working smarter NOT harder -

333 Technique

Your biggest problems aren't being solved

Your best ideas aren't being implemented

Before we discuss the solutions, here's why you won't do it

Laziness, lack of discipline and/or gratitude, no passion

Sounds like more work

You're business is different (industry, area, etc.)

You're too big/small

Sharpening the blade always seems like a waste of time to tactician

"The proactive strategist will always defeat the reactive tactician." - Sun Tzu

Rules for your company

Every challenge, model, etc. is handled with meetings

Everything is done with quantified Policies

Your day/s consist of meetings, interviews and recorded sessions

Let's fix this in a matter of minutes...

From now on SPEED is a priority for Implemented Brilliance.

Doing it wrong is better than doing it later.

Screw it up and use RAD to fix as you go.

You are fixing the plane you take off.

Not a gun, but a laser.

Remember:

It doesn't matter where you start

What matters is when you start.

Time Management

To-do lists are 3-5

Day is broken into 19 Minute Blocks at least 3-5

Use a kitchen timer

Proactive schedule NOT reactive

Speed and focus are priorities

Use a TB for emails, call, etc. and let people KNOW

From now on your TB are uninterrupted

Schedule 3-5 minute meetings and your Weekly Meeting

Use a single TB to schedule your upcoming day/week

From now on you schedule sessions to Policize sessions

Getting Your To-Do List

60 seconds list your biggest challenges

60 seconds give them priority 1-3 (ones are vital) use money as a gauge

For all your ones schedule a 3-5 minute meeting

Three minute meetings -

Your biggest challenge/s

The highest priority that will make the most when it solved

Three Policies to deal with

More on your TO-DO list and Policies

Break items into objectives and tasks

Objectives take 1-2 hours max. and have normally 2-3 tasks

Schedule tasks in 19 minute TB (push to complete)

Your days should have no more than 2-3, 3-5 max. 7 items

Proactive and complete

Meetings (I know, I know, they don't work right? You're not doing them like this...)

A meeting for every "one" issue, for every Model you're implementing

A meeting for whatever you're getting better at this week

3-5 minutes - max. 19 minutes

Almost always recorded

Proactive and highly focused on ONE item, issue, challenge, set of Policies, objective

At the end of every meeting you have a new set of Policies being tested, or maintained

The next check it set right then and there

Weekly Meeting is VITAL

Set the time and date right now

This may be longer, earlier in the week the better

Revisit priorities and your schedule
Who should you be hiring/interviewing
What are the most profitable items
What are you getting better at this week
Which of the Empire IQ items are you putting in place

How to "Policize"

Flow chart how you want things to go (can be rough, start with the end, an overview)

Create a checklist from this - what needs to be done and what should be used

Scripts

Documents made child-friendly

Words to start using (specificity is **KEY**; numbers and time frames)

From now on...

Whenever "X" happens, so does "Y..."

Here are the three ways we are going to (desired outcome)...

To deal with (CHALLENGE) I'm going to (ACTIVITY) every (DAY/WEEK)

Here's how we work (in five steps)

The better you get the closer you get to running your entire company with conference calls
(less of them)

Recordings made of conversations, screen shots, etc.

Eventually all you do is show up and extract genius

(From Now On) Every week you -

Will conduct 1-3 interviews with an expert, authority, desired target in your field

Doubler-Gatekeepers are contacted at a predetermined interval with Policized follow up

Interview an industry leader to get Policies

Interviews with anybody who want to learn more from

Interviews with potential hires

CONSTANTLY POLICIZE WITH OTHERS

Hiring Policies

At least 1-3 Doubler-Ideas are implemented, Policized or monitored

Every model you are working is monitored (proactively)

All meetings are recorded

Meetings (I know, I know, they don't work right? You're not doing them like this...)

3-5 minutes - max. 19 minutes

Always recorded

Proactive and highly focused

Positioning for Interview (schools, charities, libraries, organizations, social media, write a book, etc.)

Free Conference Calls:

<http://www.google.com/search?hl=en&source=hp&q=free+conference+call+recording&aq=9&oq=Free+conferen&aqj=g10>

<http://www.freeconferencecall.com/signin.asp>

<http://www.freeconferencecalling.com/signup.html>

<https://www.freeconference.com/Signup.aspx>

<http://www.rondee.com/rondeenow/>

Google Calendar can help with this:

From now on... your days are **proactive**.

Now you will being to tell people that **AS A POLICY** these are the times they can expect to hear (back) from you.

Google Calendar can help with this:

<https://www.google.com/accounts/ServiceLogin?service=cl&passive=true&nui=1&continue=http%3A%2F%2Fwww.google.com%2Fcalendar%2Frender&followup=http%3A%2F%2Fwww.google.com%2Fcalendar%2Frender>

www.Protus.com
www.VoiceShot.com

Audio Editors

<http://audacity.sourceforge.net/>

http://download.cnet.com/Audio-Mp3-Editor/3000-2170_4-10281195.html
http://download.cnet.com/1770-20_4-0.html?query=freeware+mp3+audio+editor&tag=srch&searchtype=downloads&filterName=platform%3DWindows%2CWebware&filter=platform%3DWindows%2CWebware

A MANUAL kitchen timer, you can get these anywhere for a few bucks. A few examples:

http://www.amazon.com/gp/search/ref=sr_kk_2?rh=i%3Aaps%2Ck%3Akitchen+timer+manual&keywords=kitchen+timer+manual&ie=UTF8&qid=1257970816

Make sure it "ticks" slightly as it counts down and it goes to at least 19 minutes.

The manual kitchen timer may be one of the biggest secrets to time management... SO GET ONE!

This is a **free flow chart program**:

<http://bubbl.us/>

Here are some **Office tutorials** on how to create flow charts in Word:

<http://office.microsoft.com/en-us/word/ha010552661033.aspx>

Here are some **Word templates** that you can bring right into Word and just type over:

<http://office.microsoft.com/en-us/templates/results.aspx?qu=flow+charts&av=TPL000>

A quick way to create scripts without typing them is to record your call and then have them **transcribed**, here are a few ways to do this - this can all be done in just one Time Block:

Use our ad and have transcribers compete against each other

A few simple searches will keep you hounded:

<http://www.google.com/>

[search?hl=en&q=cheap+transcription](http://www.google.com/search?hl=en&q=cheap+transcription)

[+services&aq=0&oq=cheap+transcription&aqi=g3](http://www.google.com/search?hl=en&q=transcription+services&aq=0&oq=cheap+transcription&aqi=g3)

<http://www.google.com/search?hl=en&q=transcription+services&aq=f&oq=&aqi=>

<http://search.yahoo.com/search?p=transcription+rates&toggle=1&cop=mss&ei=UTF-8&fr=yfp-t-701>

The bottom line:

Your days are proactively scheduled from now on

Your highest priority items are given attention

Brilliance is everywhere - you ask for it frequently and shamelessly

Your week/day is filled with meetings

You are constantly monitoring and creating Policies with your best ideas and nothing is "left behind" or forgotten

Every activity you engage in is improved weekly

You are proactively developing relationships with leaders

Your company is Policed and battle tested with your Team daily

Accountability checks are implemented and checked daily

Get closer to running entire company with a single conference call once a week.