

MY NOTE TAKING NERD

“Giving You The Edge”



**What My Note Taking Nerd Learned From
Ultimate Business Mastery**

Ultimate Business Mastery System

Invincible Leadership: The Secret to Explosive Growth

Peter Drucker, a business icon, believed that all business boiled down to innovation and marketing.

Bringing the best service to the market does no good for you if no one ever hears about it because your marketing sucks.

Tony believes that the primary reason a business declines after years, decades of crushing it is when the leadership falters. If you've got the right product and the WRONG people; people who don't know how to meet customers needs, people who aren't hungry and driven and if nothing shifts for the better you can destroy a great product and company with the wrong leader.

On the other hand, there are plenty examples of business who started out by kids who had almost no background or leadership training who through their passion, found a way to make the impossible, possible.

Individuals are how companies change.



The company changes when individuals find more ways to add value. Breakthroughs only come with a change in psychology. A change in someone's beliefs, their emotions.

Exercise:

At this time Tony asks that you stop the DVD, take 5-10 minutes and make a list of every change that you'd ideally like to make in your business; every improvement, every transformation, anything you'd like to master, ANYTHING. Sales, marketing, management, time management.

Write down any challenges that you're having with the business that need to be solved, any goals you want to achieve and specific things that need to be changed. Also note what it'd be worth to you emotionally, financially.

Tony asks you to get involved with this program and learn it the level like you were gonna teach it to a loved one.

Almost 50% of businesses die within their first year of existence. After 5 years it's 80% who've died off. In 10 years it's 96%. 500,000 businesses are started every year. At the end of 10 years there's only 20,000 of them left. And these are the numbers from the good times.

If leadership affects the business, what affects the leader?

Your ability to master yourself is the first level of you being to impact your business. Then what influences you tends to influence whoever you're leading which then tends to influence the business.

People don't execute because of state. If fear takes over, ALL your decisions change. If greed takes over and you think you can do no wrong and you just start coasting this will lead to challenges too.

If you want to influence someone as a leader, you have to know what's already influencing them. Business is a game of influence. If you can't influence your people they can't influence people who report to them or people they're supposed to be selling to.

2 Forces That Influence Our Decisions:



1. State – Moment to Moment

You've gotta learn how to manage your state of mind if you're ever gonna manage others.

2. Your Blueprint – Long Term

Your beliefs and your values and your rules of how life is supposed to be.

If your blueprint says you can't do something, you won't find a way. A faulty blueprint causes you to "Should" all over yourself because circumstances or people don't match your blueprint. You have to be able to affect people's state and help them change their blueprint.

What Creates a Business Breakthrough?

Decision making.

Decision making is the force that shifts destiny, personal or professional. Most people don't have the guts to make the tough decisions because they want to make the right decision.

There's 3 decisions that making in your life and in your business moment to moment...

#1. What should I focus on... ^{1st}

Whatever you focus on, you're gonna feel. If someone focuses on their needs over the needs of the customer is that gonna affect the business? Completely.

Some people focus on what they CAN'T control everyday. This leads to being overwhelmed, depressed, frustrated.

There's a pattern of focus. Focus on increasing sales doesn't always lead to increasing profits. At different stages of business you have to change your focus. There's a life cycle of a business. **If you're gonna make effective decisions, you've gotta know where you are on that cycle.** Leaders make

decisions. That what makes a leader; they have the guts to make the difficult decisions no one else has the guts to make. And they know they're gonna make wrong decisions. Then what?

They know what they want, they see it's not working and they make another decision to change what they're doing and keep cycling through this process UNTIL they get their desired result.

Focusing on you what you want, instead of what the customers want gives you a job. Not having an exit strategy means you have a job. This has to be a part of your focus from the start.

The Second You Make a Decision, You're Gonna Feel It: Focus = Feeling

So if you focus on, "Oh my god, people aren't buying from me and my industry is going away because the economy's gone to shit because people aren't spending money," this will affect your state which will affect your decisions.

Now should you lie to yourself and pretend there aren't challenges? No. What you need to focus on instead is What You're Gonna Do.

In any marketplace there's ALWAYS people buying.

#2. What Does This Mean?

2nd

When the market hits bottom, is this the end... or the beginning?

If you think this is the end of your business, the end of opportunity, the end of our economy, are you gonna feel differently and act differently than if you thought it was the beginning?

The difference between Joe Kennedy with \$4 million bucks in 1929, and Joe Kennedy with \$180+ millions of dollars in 1932... that big of jump... different focus, different meaning. When everyone else was throwing in the towel, he was focused on the opportunity and taking market share and the meaning for him was that this was the greatest opportunity of a lifetime and there'd never be another like this for him. In just those 3 years, he made enough to take care of all his heirs for decades to come. Different focus, different meaning.

Think about an intimate relationship. If you think it's the end instead of the beginning, are you gonna treat that person differently? In the beginning of a relationship you'll do ANYTHING for that person you love. In the beginning someone asks you to take out the trash and you do it with glee. In the end, they ask you to take out the trash and you almost bite their head off for thinking you're their janitor.

Treat people at the end of the relationship like it's the beginning and there won't be an end.

What if you fell more in love with your customers/clients more than your product? More than your company? If you're entire purpose for being in business is about meeting their needs you would do ANYTHING for them.

Guess what? They're gonna love you. Most people love their customers as long as they're buying from them or doing what they want or respond to them. If you want clients/customers for life, fall in love with them. This is a different focus. Different meaning which leads to different decisions being made.

Is your business being punished by god? Or, are you being challenged? Or, is this actually a gift, what I'm facing right now?

Whatever meaning you give controls what you feel and what you feel controls your 3rd decision...

#3. What Are You Gonna Do?

3rd

The whole economy is driven by this, "Oh shit, this depression is gonna go on forever, I better not spend my money, better not take chances.

Decision making is your power. If you want to change your business, think about what's changed your business in the past. I guarantee you what changed it was some decisions you've made. Decisions about people, product, marketing, location, etc.



80% of success is Why-To, 20% is How-To

If you're gonna become a great business person, you've gotta become a great practical psychologist. You've gotta know people. How to influence yourself and others.

What was one of the worst decisions you ever made, one of the biggest failures of your business career? What did you learn from it?

When Tony asked the room if their wrong decision had to do with a partner/person, most of the room raised their hand. Next most, was a decision people made within themselves. So this is why Tony emphasizes so much the fact of becoming a practical psychologist.

What was one of the best decisions you've ever made, one of the greatest successes of your career so far in your business career? What did you learn from it?

When asked if a breakthrough, learning something they'd never known before, maybe even after doing something wrong and seeing the right way to do it was responsible for this, most of the room raised their hand.

This means it's our mission as a leader to extract value out of every problem. Every problem truly becomes a gift.

If you don't do this, you start wishing for less problems.

What's the purpose of a business? It's a mission to answer the question of "How Do We Add More Value to other people's lives that they've never received before from anyone else?"

Whoever can add the most value in the eyes of the customer, wins. The most successful companies engender some values. They get people to think a different way.

There's only force that allows for this... LEADERSHIP

Leaders make decisions that either add value or take it away.

Great leaders add value AND profit. You can add lots of value and still go broke. Even a non-profit has to bring in profit to stay alive.

What's the Leader's Job? It's 2 things...

1. They solve problems

The only reason a business isn't going anywhere is because something's stopping. The leader solves problems. And...

2. They maximize resources

All Businesses Have Problems. Some Just Have a Higher Quality Problems.

Right now write down one or two decisions that you could make right now before we do anything else, that would change your business immediately.

A decision that you know you should make, maybe something that you're no longer gonna do, something you've been thinking about for a long time, something that you're gonna begin doing, a change in personnel, change in the way you run your time or yourself.

Pick one that's small that you know would have a big impact. For the second one, what's a tough decision you could make that you know would make a sizable shift in your business.

Write down what the decision is specifically, what you do to act on it and how it will affect your business.

You can completely shift your business with a decision.

What will affect the decision you make is your state. Whether you follow through on your decision or not doesn't matter if the decision is viable or not, whether or not the company or you needs it. It's come down to your psychology as a leader.

None of the strategies and tactics to come won't matter unless you master you.

YES YOU CAN!

Your state, your blueprint, your ability to make decisions, your ability to manage resources, but tot get here you've gotta understand the training effect.

The Path of the Dabbler:



When most people have taken *training or trained others* you have a period of time where results go up for a while and then they drop back down.

Results skyrocket at first and then you hit a plateau. People who dabble in life can go from learning nothing about a subject to achieving 30% mastery very quickly. Then they hit the plateau where they're putting forth the same amount of effort and not getting the same amount of reward, not making the same amount of progress.

People don't like this.

If you discontinue training, results drop off after time. This is where dabblers quit. They come to a conclusion that this the wrong _____ for me. Plug in whatever endeavor they've taken on.

If we used a sports example, this is where a person might drop tennis and pick up racket ball. Then the cycle repeats itself and they start at zero and rapidly make progress which feels really good.

Dabblers by their nature are unhappy.

Think about this... Even with all the economic challenges that exist, most people in North America for sure, have a better quality of life than 95% of the planet. 95% of the planet is living on \$2.00 a day. Your worst nightmare is most of the planet's greatest dream. That's the truth.

We have more opportunity, more freedom, more choices at any other time in history. And most people aren't happy. Dabblers are people you want to stay away from and keep off of your team because they're gonna quit anyway.

It takes the same time and energy to train a dabbler as it does to train a platinum player.

Here's another path: The Stressor



Stressors never quit. The just stress the fuck out telling themselves they're gonna find a way to over come their plateau when they eventually do hit it and eventually they break through.

These people continue breaking through plateaus that show up but by the time they get to where they want to be, they're so stressed out that they can't enjoy it.

The majority of people who achieve are stressors.

Stressors don't like problems. They want all achievements. This is never possible so it always leads to disappointment.

The Third Path: The Path of The Master



The only difference between the person who's a master and the person who's a dabbler or the stressor is this person expects the problems to show up. They're not surprised when it happens. They go, "Oh, plateau, Daniel Son, to be expected."

Why would you stress out about something you could expect?

Masters don't quit or fight. They seek the secrets or the pathway that takes them to the next level most efficiently so that I can enjoy the experience and help others enjoy it too. They look for someone who's already achieved the result that they want. They know these people have a pathway to power.

They learn from these people rather than trying to learn by trial and error.

Modeling

Success leaves clues.

If someone is successful at something consistently they have a strategy. If you take the same steps, the same actions, you plant the same seeds, you can reap the same rewards.

The brilliant metaphor used in the seminar is asking the crowd if they've ever had the humiliating experience of having their ass whipped by a kid on a video game. There's a huge response of yeses' from the audience.

Why does this happen? Is it because the kid's smarter? Faster? No. **It's because they've played this game before. They know the road ahead.**

If you know the road ahead, you have the power of anticipation; not reaction. Anticipation is one of the ultimate powers in life and business. Reaction will kill your business.

Kids who've played a video game a thousand times know where all the problems are gonna be and they can solve the problem before it arrives.

Then, you find a master and have them look at what you're doing and they spot a flaw and show you how to correct it and then what happens? You get worse. This is where a dabbler bails. A stressor goes back to what they feel in control of.

The master keeps painting the fence and washing on, washing off because some part of them trusts that they know what their mentor is talking about. So they try and try and try and it doesn't work, doesn't work and out nowhere you start crushing it and your game explodes.

As it rises and rises, you eventually hit another plateau. This happens in every business, every relationship, every new skill set you take on. Then you find a master that's beyond that level and the cycle starts over and you get worse and then surge.

This means that when you're training someone else in your company you realize that an initial training's gonna get someone to 30% competency and then after awhile, they'll drop to 20%.

Now when you start again, you're at 20% and you can grow to 60-70% then the plateau, they drop to 50%, then more training, more repetition. What results from this is that their bottoms are higher than most people's peak.

This is important because when your business is small you can almost do everything. As it grows you need to start depending on people who you don't know to well who might not have the same skill sets you have. If you're gonna take things to the next level, you've gotta know what causes things to fail.

Have you ever failed to achieve a goal? Have you ever had someone that worked for you fail to achieve a goal?

When people fail to achieve their goal, what's the reason that they give?



Not enough time is usually the first answer given. Here's the paradox: Work always expands to meet the time you have for it. Sometimes people will say they have lousy employees. And if can be flipped around by employees into... we have lousy management. Markets gone bad. No money. We don't know the right people.

If you want to succeed you have to become a student of patterns, recognition and utilization. The reoccurring theme in excuses people give for failing to reach their goals is a lack of resources.

How many times have you seen someone who didn't have all the resources beat someone who had all the resources?

If you look at history, resources were never the problem. These leaders didn't have the resources but they got them. They were RESOURCEFUL. That's how they got the resources they didn't have.

The Ultimate Resource is Resourcefulness

Every human being has this within themselves. It's only a matter of whether you access it or not.

The King Daddy of All Resources is Human Emotion

You can know what to do and not do it because you're not accessing empowering emotions.

If you're committed and determined enough can you find the people to help you? Yes. It doesn't matter what it is that you want, you can get it if you're resourceful. If you want to become a master of business, you've got to become a master of human emotion, your own first.

There is no limitation outside of the one you're creating in yourself!!!

The Only 3 Ways to Grow Your Bidniz – How to Create Geometric Growth

Trying to have a 5 year business plan in these days is a joke. Everything is shifting more rapidly than any other time in history. All of the information that we've ever accumulated in the history of mankind over thousands of years now gets doubled every three years. Now it's happening faster and faster.

So today to think you know what it's gonna be like five years from now is ridiculous. What we need is a map. A map that can answer questions for you that will lead to you growing my business by the only 3 ways possible...no matter what business you're in.

BUT FIRST...

Have ever not taken action on a skill that you wanted to but didn't because you were overwhelmed?

You have? Ok. You're normal.

Learning one simple skill can help you overcome this. It's a skill you already have but that you might not be using to it's maximum capability.

This skill is called **CHUNKING**.

Chunking is the understanding that when you're first learning something, that something feels like many things. Think about if you had to learn how to drive... on a stick shift. Today, years down the road, driving is one chunk of information... drive. All the complexities of driving have been repeated so much that it's all just boiled down to "Driving".

The first time you drive though it ends up being all kinds of activities you're focusing intently on. You're supposed to have a feel for the gas, the brake, watch to your back, to your front, both sides, steer AND then work the clutch and gear shifter simultaneously! SCARY SHIT!!!

But after a while, it all just becomes "Driving". Haven't you ever had the experience of coasting along in the car and your mind starts wandering for a bit and after you've traveled a ways you snap back to an wonder, "Who the hells been driving?"

Who's been driving is your subconscious mind. The part of you that pumps your heart perfectly, that breaks your food down, operates the cellular miracles that keep you alive despite you trying to kill yourself with cigarettes, whiskey, cheeseburgers and diet coke.

Most people when they get past 3 chunks, they get overwhelmed.

So when we put together a to-do list that's just flooded with individual items we have to do, your conscious mind says, "DOES NOT COMPUTE" and self sabotages.

When you clump activities together that achieve a similar outcome, you can a list of 12 individual items and break them down to 3 groups. Marketing, Sales, Personal Influence.

As your business grows, it only becomes more complex. But when you chunk things down, you can make the complex, simple.

Here's How To Grow Your Business by 33%

If you're gonna grow a business of any sort, there's really only 3 things you can do to grow a business...

The first thing you do to grow your business is get more customers (Clients)...

The Second thing you can do is get those same clients to buy more each time they buy from you (Increase the average transaction value)...

If you're innovating you should be looking for more ways to meet your clients needs which inevitably leads to you having more to sell them.

The third thing you can do it get them to buy more often (Increase the frequency of repurchase)

THESE ARE THE ONLY 3 WAYS TO GROW A BUSINESS. NO MATTER WHAT INDUSTRY YOU'RE IN.

Let's say you have a 1,000 customers and the average transaction is \$100. and they repurchase from you twice. This equals - \$200,000

Let's say you have a 10% increase in customers (1100), 10% increase in average dollars per sale (\$110) 10% increase in frequency (2.2). This would equal 33.1% growth and would equal \$266, 000

The formula here is simply increasing each segment by 10% can help you grow your business by 1/3.

How many clients do you currently have? X

What's the average value per sale? X

How often do they buy back from you? X

= What's the size of your business?

You've gotta know the answers to these questions. They're the core foundation of your business. Apply this formula to your business.

(10% increase in your customers) x (10% increase in average dollars per sale) X (10% increase in Repurchase Frequency) = YOUR TOTAL

REMEMBER THAT YOUR PRODUCT IS NOT WHAT YOU FALL IN LOVE WITH. RESOURCEFULNESS IS. YOUR PRODUCT IS GOING TO GROW STALE AND NEED TO