**Business Black Ops May 2021 Issue 40**

**CLASSIFIED: BBO EYES ONLY**

**From: Business Black Ops Mobile Central Command –**

**Time & Date: 05:30 May 5, 2021 UP BEFORE THE ENEMY!**

# Business Black Ops™ Monthly Mission & Intelligence Briefing

**Ideas and Information To Make Sure That You and Your Business/Practice Thrive And Improve Every Day, Month and Year™**

## What's Inside (MINDSET/STRATEGY) - Volume 1

**NEW: Look below for another new column from Credit Suite's "Marketing Master" Alex Frees!!!**

1) The Monthly Message to Members: This was another crazy month of weird events and life/business lessons/force multipliers. These are worth the read and fall into the wild and yet "hard to believe" category. I also share my decision to build a new "barn", repair several old outbuildings, and to buy the house behind mine where Jamie, Craig and Bodhi will live (thus nailing the compound concept).

2) How To Make Money, Become Wealthy, and Attain More Freedom In The Material World - 39 (Wow!) more force multipliers, mindsets, principles, strategies and actions/techniques/tactics based on Naval Ravikant's 2018 wealth building twitter storm. Any one of these could trigger your mind and get you moving in the right direction for way better wealth building results.

3) Actionable Leadership Lessons: Five Ideas for Helping People Solve their Own Problems - By Dr. Dave Weiman – A series of simple but highly effective ways to build better leaders within any organization, association or family.

**4) More Personal & Tools From The Martial Arts: The Opposite of Happiness Isn't Sadness - By Grand Master Somnath Sikdar -** An article on meditation, futility and finding/harnessing HAPPINESS.

**5) Marketing Insights: What Your Marketing Plan Says About You – Some Insights That Matter - By Alex Frees, Ty Crandall's Secret Weapon & Credit Suite Marketing Master -** In this short but powerful article Alex takes on a quick journey of how to go even deeper in understanding our Avatars and what to do with that new found knowledge!

**6) New Members and Field Notes:** Announcements, call schedule and a reminder to ACCESS membership.businessblackops.com for way more optional free and paid courses, trainings and resources.

# Volume 2

**Making Higher Profits & Margins Starting Right Now…**

## What's Inside Volume 2 (TACTICAL FORCE MULTIPLIERS)

**The Monthly Tactical, Step-By-Step Business Black Ops Guide To Actionable Force Multipliers, Covert and New Business Growth Skills, Plus Easy To Adapt SWIPE Files.**

**Article 1: SWIPE and DEPLOY File: This month there's a superb example of an email to sales page campaign to unconverted prospects selling, in this case, an online program for $795. This guides you through a powerful process for any email campaign.** READ AND USE THESE as well as the examples in "How Do I Use That?" in Article 3 below! THIS MONTH'S EXAMPLES ARE HIGHLY ACTIONABLE!

**Article 2: What Dave Is Currently Doing, Reading & Using To Calm The Chaos, Build Margins, Increase Business Entity Value, Stay Happier, Healthier, and Fitter.** THREE EXCELLENT RESOURCES YOU MIGHT WANT TO LOOK INTO INCLUDING HOW WE FEEL ABOUT CLOWNS.

**Article 3: SWIPE "How Can I Use That?" In this recurring monthly column, Dave shares examples of great marketing, sales and management/training, ideas that will inspire you to act and get results.** THIS MONTH THERE'S AN AWESOME EXAMPLE OF A THANK YOU FOR BUYING UPSELL OFFER.

**Briefing Item #1**

## Dave's Personal Monthly Intelligence Briefing Message

**To: Business Black Ops Agents, Operators, Founders, War Lords and Our Newest Level OverLords™**

**From: Central Command and The Old Man**

### Dear Friends, Intelligence Agents, Founders, Business Special Forces Operators, War Lords and OverLords™:

At the upcoming Business Black Ops Elite Event™, tier one operator and Seal Team Six sniper Steve Babylon and I will spend a day with some of our members telling stories and teaching skills that will serve as the fodder for us to mastermind together. In these stories and techniques, we will, with the help of our own Dr. Dave Weiman, uncover and discover many many lessons for application in our businesses, practices and in life.

You don't get access to many people like Steve in your life. So I hope that we're able to make the most of this time together.

Steve served in the teams from 1990 to 2002 and *then* moved over to the CIA for another 8 years of service. Following that he worked for Blackwater. He operated in Somalia, Iraq, *and* in Afghanistan. He later became a private contractor for Northrup Grumman and finally, ran four surveillance teams for a billionaire and got fired for reasons that you'll have to hear at the event (because they're amazing).

In prepping for the event, Steve confessed that he was worried that a lot of the stories he'd tell (many I know and many I don't) are dark, involve failure, death, and raise questions about many things that we take for granted or that have been romanticized about America, the Seals, Special Forces etc.

But I've assured him that he can share the unvarnished truth...the funny stuff, the sad stuff, the provocative things. All of it. And I told him it was our job to take those stories, to digest them, to mastermind around them, to find the strategies, lessons, and techniques. To think about them and to decide how they can inform and improve our lives and our work.

I know he'll complete his part of the mission.

There just aren't that many people in the world that have operated at such a level for so many years. And he's a master story teller.

And I know that we'll do our part.

**We will listen to those stories and help one another to find better strategies, lessons, principles and techniques.**

And that's something (whether you can attend this particular event - or not) that can give you true super powers.

It's something I do for you every month.

I note stories, situations, and dilemmas that occur in my life/ businesses, or in one of your businesses or practices, and then I find the gems. I find the lessons – powerful lessons, strategies, processes and skills – "hidden" in plain sight. I often don't write about them for a few more months because I want to test out what I've discovered – to see if I'm right about what the thing tells me. I want to know if what I've learned actually works as well as I thought (or perhaps even better).

**But it's that practice of picking an event, a story, and incident, no matter how seemingly important, or unimportant, it may have seemed in the moment. And then taking it apart. Thinking about it at deeper levels and asking new and better questions about what happened, why something worked or failed, how it applies to my**

**life, the insights that I can get from it, and how that lesson can guide us in the future.**

What ideas come from it? What creativity does it inspire? What systems could have changed things or caused them to work better, and how and where else can we use those systems (or better versions)?

There's an amazing power that comes from noting incidents, events, stories (whether mundane or exciting, sad or joyous, inspirational or the opposite). And the super power is even more magnified when we practice it on a daily basis (or at some regular interval).

When you notice stories and make it a habit to dissect them and to learn from them, you gain insights that others just leave on the table and at the meta level, that process makes you feel that you can learn and profit from all kinds of events – whether they appear to be positive or negative (at first blush).

So I'll give an example or two of how I have done it and then encourage you to use this same methodology.

From last month (April 2021) I told the story of the guy who wanted to sell me bee hives but then didn't (I couldn't give him money) and the story of "sales suppression" or "deoptimization" by the well intentioned ACME employee.

I could easily have been put off by, or simply ignored those stories. But then I would have gotten no benefit. Nor would you. Those events would have been nothing more than another annoyance or source of amusement in my day.

But instead I took note of them. I actually wrote them down. And then I went through a series of questions to help me to extract the learnings.

Finally, by writing the article for you I gained even greater insight as I had to refine and to clarify my thoughts. [Admittedly, readers may

beg to differ as to whether or not I achieved clarification from their perspective but it certainly helped me].

As I wrote about them, it triggered a list of things that I should do (or not do) such as revisiting my team training, listening to calls to note how they're doing, making sure that I don't leave value on the table, etc.

But these things happen all the time. A chance encounter with a friend or stranger. A bitter or hilarious email. A package we get in the mail. It's not the thing itself so much as taking the time to find and to consider meaning and to engage in creative thought followed by action.

And it's good to make the habit work for you. Need more proof? Here are a few things that happened this month.

First, there was the "turkey hunter" series of incidents. As some of you may recall, I enjoy spring turkey season in Maryland. As turkeys have great vision, it's the rare type of hunting where you don't wear florescent orange. You wear camo. It's dangerous because not all hunters are careful about identifying the target very clearly. But that's not relevant for today (or is it?).

What **is** relevant, is that I wear camo and set up a blind in the woods around 4 am. In a moment or two I'll tell a second story about what happened as a turkey approached me but first, let me say that after hunting, I went into a small local town for a cup of coffee and to stop by a hardware store for some things I needed to fix an outdoor spigot. Note: If that sounds like a recipe for disaster, it was not. With the help of YouTube® and some pvc fittings (the parts weren't in stock I managed to fix what appeared to be the real trouble). That, for example, might be a story to think about as it inspires the realization that we are more resourceful than we think.

Anyway…

Let's start with the coffee shop situation. I wandered in, bought a coffee and headed outside. There I was greeted by a local man in his forties who, upon seeing my camo turkey hunting "uniform," approached and immediately engaged me in conversations and questions about turkey hunting.

Had I gotten one? What's my favorite thing about hunting turkeys? At this point he told me that he was a deer hunter but was told not to take up turkey hunting or he'd become "addicted." Do wild turkeys taste different? And on and on.

So that's a nice story right? It's easy to gloss over it. But what does that story tell us that might matter to you? I chose to take a moment and to reflect on it and to run my story process on it.

Well, first the turkey hunting camo "uniform" triggered an immediate bond. This guy that didn't know me from Adam and engaged me immediately and sincerely. And he stayed engaged. He was truly interested and it made the introduction easy for him (and that's not something -as he told me- that's usually easy for him) It's a quiet little town where people are nice but don't usually open conversations so willingly with people that they don't know.

So how can we discover our business version of the "turkey camo?"

What can we do that eliminates friction and causes or allows people on our teams or prospects to approach us and engage with an honest and profound curiosity? Is that even desirable?

What signals can we send, or emblems can we use, to let people know we are there for them and have the value that they've been looking for?

Don't give up if nothing leaps to mind immediately. Cracking this attraction and engagement code is worth amazing results.

The next story?

It's another turkey hunting story. The reason I was in town getting a cup of coffee is that the hunt was over for a while. How do I know?

Well, this was a very promising morning. I knew (from preparation and scouting in advance) that there were turkeys roosting on the farm where I was hunting. For several weeks that wasn't true. They were on adjacent farms and wouldn't come to the turkey calls I was making.

But today was different.

Before dawn I could hear them and they would respond to my calls. And, for the first time in a few weeks they were coming in and getting closer and closer. But...no sooner had I said to myself "O.K. today you're gonna get one," then a coyote or fox attacked its prey just a short distance from me.

Without going into the gruesome detail (nature can be rough) suffice it to say that the horror and noise went on for quite a few minutes. And, when it was over, nothing was moving in that forest. Everything and every turkey was hunkered down to avoid being the next meal.

This may sound disappointing. I was so close. But this was an exciting story so I chose it to run through the process. And here's what came out.

I was able to control only certain things. I could select where I'd hunt. I could scout in advance and find a better spot. The time I got to the woods, how I was prepared, the gun I'd use and the particular ammo. I could control practicing turkey calling and or the turkey decoys.

And the fact is all of that (what I could control) was working.

But a predator/prey attack at exactly the wrong time was beyond my control. And focusing/fretting about it, or allowing it to hold me back, or to put me in a less than optimal state served no purpose. So having written some notes about it for this article, I literally "closed the book on it."

I'd gotten my lesson – keep doing more of what you can control in better and more efficient/effective ways and don't allow the things you cannot control to ruin your work or fun.

It was a great reminder of where to keep our attention for a better life or better work results.

But because my mother was a control maven, I had to go a tiny bit deeper. You see, sometimes we adopt this universal truth of focusing and working on what we "can control" but then we deceive ourselves by thinking that x, y, or z is outside of our control.

Are they? Really?

Many times they are. Or, even if we could "control them" it would take massive resources.

For example, I could trap all of the foxes and coyotes so that my hunting would be uninterrupted. But that's impractical and might have numerous unforeseen consequences.

There are many things I ***could*** do.

But this second question: "Is that really beyond my control?" is worth considering. If only to be sure that we're not using that as an excuse for a result we don't like.

In any case, try this process.

**Action Item:**

Note a few stories each day or week or month (like anything else, the more you use the muscle – short of total exhaustion- the stronger it gets). It's best to capture them right after they occur so that details are fresh in your mind.

Then pick one that seems to have the most power for you.

Dissect it for lessons, tools, strategies and actions. Just when you think you're finished also ask yourself "And what else did this situation have to offer or share? What other lessons/strategies or action items are triggered for me?" Then rinse and repeat.

And, once you have captured all of them decide to act upon those messages/lessons that you think have the most power/benefits and test your hypothesis. Remember (because you're busy) to schedule the time to go back and to see if the lessons you learned or insights you discovered produced actionable work/doing that mattered.

**Bonus Action Item:**

Review the stories above, or one of your own from the last day or week, and make a list of how you could use a lesson from each to improve your product development, marketing, sales, hiring, onboarding, training, ongoing monitoring and performance reviews, offers, bundles, upsells, or systems. Pay particular attention to where your profit bucket might have leaks that could be plugged so that get more from what you're already doing.

Well enough for now. There are some great articles, action items, and SWIPE materials in here. Go get 'em and make 2021 an exceptional year that gets you more and better change than you thought possible...up until now!

**Dave Frees**

## Briefing Item #2

# How To Make Money, Become Wealthy, and Attain More Freedom In The Material World

## 39 Money Making/Wealth Building Principles, Strategies, and Tactics Based on Naval Ravikant's 2018 Twitter Storm

## With New Commentary and Analysis By Dave Frees

Back in 2018, tech investor, creator of the AngelList and modern philosopher, Naval Ravikant launched a Twitter storm (approximately 40 Tweets) about wealth, money, and business. That's a topic that he knows well, despite his very poor and humble beginnings.

It is one of the most dense and powerful collections of advice, principles, and techniques, on a vitally important topic, that I have ever encountered.

Ravikant (who became wealthy and is introspective – which doesn't always mean right – about how to achieve wealth) was determined to provide a free and open source resource for people who want to know more about the fundamentals of building wealth, creating success, and to become a "money making machine."

So, if you're a business owner or professional practice owner looking to achieve more of what matters to you, **and** to have more financial success, then these ideas are a must read. In fact, he specifically addresses the problem of professional and service businesses and selling your time. So it's right on point.

He also did a one-hour video on the topic and the Tweets, but it's essential that you read the principles and concepts below. I have included the video link, but no cheating.

**The video will have way more meaning if you do the homework/brainwork. You'll approach it and understand the nuances in a much better way.**

And, I'll also give you a head start.

These concepts including, "productize yourself," will make more sense as you go through the Tweet storm and then watch/listen to the video.

You'll also be thinking much more creatively and effectively about what can you uniquely do/provide and how can you leverage that knowledge so that it's working for you, even when you're not?

Before we dive in, read these with the following thought in mind…and remember, it's never too late to get started doing more of the right things…

## "Confucius says that you have two lives, and the second one begins when you realize you only have one. When and how did your second life begin?"

With that said, here are the summaries of the knowledge storm that Naval released…

**How to Get Rich (without getting lucky):**

**1) Seek wealth, not money or status. Wealth is having assets that earn while you sleep. Money is how we transfer time and wealth. Status is your place in the social hierarchy.**

Dave's Note: It's timely to note that we can build large amounts of money, but that these "dollars" or currency can be devalued by central banks and governments actions (Think about spending, in one year, 3x to 6x more than the entire government of the United States has ever spent before and telling people that "higher taxes will pay for it" when all rational monetary theorists and economists believe that the proposed tax hikes will pay for only a small percentage of that massive spending. OR think about printing unlimited amounts of cash to pay people to stay home and not work. Or think about raising capital gains taxes from 15% to 20% to a proposed rate of 40%. Finally, if you thought you were going to leave your investments to children or grandchildren, then realize that eliminating the step up in basis upon death will subject those assets to a massive reduction through higher capital gains taxes. What do those actions do the value/buying power of a 2019 dollar that you made, paid taxes on and then saved or invested? More importantly, how does understanding wealth prevent this insidious process of devaluing money from destroying wealth?

And by the way, those are just a few actions by governments that will devalue your buying power. There are many more. Like what?

Oh you are a brute for punishment. But there are proposed massive increases in estate taxes. And, if you live in a country with a fiat currency whose central bank creates negative interest rates, you can pull your cash out to try to preserve it. Just keep it in cash. But if that same country has a digital currency that may not be possible. You can watch inflation reduce buying power or negative interest rates destroy your cash value.

So is all despair? No. But that's why understanding the difference between creating wealth and having money matters! It's also why you need to learn how to diversify your wealth to maintain and grow it in a variety of circumstances and inevitable (but predictable) challenges.

Make sure to think about your answers to both questions and the answers we propose here. Learn how to truly diversify wealth and to protect wealth and the value of money in inflation, negative interest rate, and deflationary environments. And spend some serious time getting the desire for status under control. Your future and the use/legacy of your wealth may depend upon it.

**2) Understand that ethical wealth creation is possible. If you secretly despise wealth, it will elude you.**

Dave's Note: This goes to one of our BBO first principles, that mindset matters more than strategy, and that strategy matters more than tactics. Only by reaching a meta state of belief in ethical wealth can you ever hope to build AND grow/ maintain true wealth. All strategies and tactics for building and preserving a legacy of wealth depend upon that foundation.

**3) Ignore people playing status games. They gain status by attacking people playing wealth creation games.**

Dave's Note: There are two deep reasons embedded in one point. Playing status games are destructive of wealth building and the very people who crave status are those most willing to attack you or to sacrifice you when their status aims are not met or are not met fast enough for the voracious and insatiable appetites.

**4) You're not going to get rich renting out your time. You must own equity – a piece of a business – to gain your financial freedom.**

Dave's Note: Ask me about how I built wealth when many lawyers and professionals who made more than me each year have way less wealth.

Here's a hint: I know humans and the monkey brain so I was able to spend less than I made and then invest it in long term "games" where compounding interest helped and the growing wealth was not easily available for me to spend (but only to re-invest). It also helped that Robin and I reached a shared reality and were both willing to live the best life we could while deferring earnings as we grew them into true wealth.

**5) You will get rich by giving society what it wants but does not yet know how to get. At scale.**

**Dave's Note: This is a central belief instilled in me from the time I can first remember my parents teaching me. It is truly the basis of all real, lasting, and ethical wealth. Understanding and accepting this matters almost more than anything else.**

**6) Pick an industry where you can play long term games with long term people.**

Dave's Note: In the parlance of Business Black Ops, this is a major force multiplier at several levels.

**7) The Internet has massively broadened the possible space of careers. Most people haven't figured this out yet.**

Dave's Note: Most people believe that we've done everything that can be done and learned from the internet about business or optimizing business results (for you and your customers/patients/clients. But in the late 1800's people thought that they'd soon be able to close the patent office as everything has been invented already.

**8) Play iterated games. All the returns in life, whether in wealth, relationships, or knowledge, come from compound interest.**

Dave's Note: Another major force multiplier. Start thinking about the effects of compounding across many more areas of your business and life.

And, remember to use the concept of "Inversion Thinking". Typically what works one way will also work, when used correctly, in the opposite way. This is true of the 80/20 rule. Use it to select and then "duplicate" your best clients/customers/ patients or to give them more value and to grow your margins.

But if you use inversion thinking, you'd also use it to identify and then to repel or ignore your worst clients. You'd stop attracting them by mistake.

Same with compounding. It can work for you (when you save/invest or against you when you borrow.

Here's a brief section of a piece by Forbes (and adapted by me) on this very issue:

**Making Compound Interest Work for You & Stop It From Working Against You**

- Give yourself time. With compound interest, the power of time is everything. The sooner you start saving or investing, the longer you give that money to grow. This is why it's important to start investing for retirement as soon as possible. The earlier you start, the less of your own money you have to save. The bulk of your retirement funds can be grown through compounding. But, it's never too late to get started…even if it's to help or to build a legacy for others or the next generation.
- Pay down debt aggressively. Compound interest works against you when you borrow money, whether that's via student loans, credit cards or other forms of borrowing. The faster you can pay those down, the less you'll owe over time.
- Compare APYs. The annual percentage yield, or APY, will give you a better idea of what you'll earn or be charged in interest than the annual percentage rate, or APR. That's because the APY accounts for compounding, while the APR is the simple interest rate.
- Check the rate of compounding. The more frequently an account compounds interest, the more you'll earn. (Or the more you'll owe.) Ideally, you want your savings products to compound as frequently as possible and your debts to compound as infrequently as they can.

### The Bottom Line

Compound interest and compounding can supercharge your savings and retirement potential. Successful compounding lets you use less of your own money to reach your goals. However, compounding can also work against you, like when high-interest credit card debt builds on itself over time. That's why compounding is a powerful motivator to pay off your debts as soon as you can and start investing and saving your money early.

**9) Pick business partners with high intelligence, energy, and, above all, integrity.**

Dave's note: Think of this as a strategic force multiplier. Finding a team that compliments one another's skill sets and capabilities makes them all more powerful. Have a great leader running a marketing team who is great at hiring copy and content writers, social media marketers, and who works well with developers and the SEO and sales teams…you get the picture.

**10) Don't partner with cynics and pessimists. Their beliefs are self-fulfilling.**

Dave Note: And don't underestimate how poisonous this can be. On the other hand, you need people who are adept at finding the risks, errors, and dangers. In fact, you might need to make sure that they know that this is an essential skill. But finding the right critics (who can do it in a productive way and at the right times/stages of a project is hard). If it were easy, we'd all be billionaires. But it's a skill worth thinking about and acting upon.

**11) Learn to sell. Learn to build. If you can do both, you will be unstoppable.**

Dave's note: I love to find people at almost every level/skill set who also know how to sell. It creates amazing synergies.

**12) Arm yourself with specific knowledge, accountability, and leverage.**

Dave's note: Again, this takes a real focus and dedication. But leverage, in all essential business functions is a meta level force multiplier. See number 13 below.

**13) Specific knowledge is knowledge that you cannot be trained for. If society can train you, it can train someone else, and replace you.**

Dave's note: Thinking about this also gets you focused on what is unique to your specific mix of skills (skill stack) and your unique mix of team level skills and talents. Try to get at this through your USP exercises coupled with a focus on these unique levels of "specific knowledge."

**14) Specific knowledge is found by pursuing your genuine curiosity and passion rather than whatever is hot right now.**

Dave's note: It's worth blocking and spending some high level time thinking about your own curiosity and your partners, and team members as well.

**15) Building specific knowledge will feel like play to you but will look like work to others.**

Dave's note: Enough said.

**16) When specific knowledge is taught, it's through apprenticeships, not schools.**

Dave's note: Have you incorporated apprentice level practical training and documentation into your hiring, onboarding and ongoing training at all levels?

**17) Specific knowledge is often highly technical or creative. It cannot be outsourced or automated.**

Dave's note: Keep your eye on this ball. It's very powerful in helping to create unique value and power that can justify higher margins with higher levels of customer/patient/client/team satisfaction.

**18) Embrace accountability, and take business risks under your own name. Society will reward you with responsibility, equity, and leverage.**

Dave's note: I like his take on thinking about the reward of responsibility, equity and leverage. Most of us focus too exclusively on the reward of money and margin without consideration of the real value we deliver and how we achieve the value.

**19) The most accountable people have singular, public, and risky brands: Oprah, Trump, Kanye, Elon.**

Dave's note: So how do you hold yourself accountable and against what measures. For me, meeting the many writing and publishing deadlines as well as client plan deadlines each month forces me to be accountable and to develop process.

**20) "Give me a lever long enough, and a place to stand, and I will move the earth." – Archimedes**

Dave's note: BBO stands for using the amazing power of leverage and I personally spend a few sessions each year asking where else we can achieve leverage in all of the aspects of essential business functions across all of my businesses. BUT time and resources are (at least in the short term) limited so I prioritize where I *want to apply the new opportunity for leverage to achieve maximum benefit. All uses of leverage are NOT created equal.*

For example, if I borrow money to buy an investment property that is hard to rehab in a slow growth environment, the leverage may not be as effective leverage deployed to buy a piece of real estate in a faster growth, high demand neighborhood where zoning is less restrictive.

**21) Fortunes require leverage. Business leverage comes from capital, people, and products with no marginal cost of replication (code and media).**

Dave's note: Again, not all leverage is created equal and it can come from different sources. Brainstorm it…regularly.

**22) Capital means money. To raise money, apply your specific knowledge, with accountability, and show resulting good judgment.**

Dave's note: Capture examples of your good judgement to share with people to build trust and to make it easier to get more capital. Capital is attracted to past successes. And do an after action report when your judgement fails or is less than optimal. Make it a habit to learn from those errors.

**23) Labor means people working for you. It's the oldest and most fought-over form of leverage. Labor leverage will impress your parents, but don't waste your life chasing it.**

Dave's note: Read that again. We know how powerful team can be. But, become aware of the other sources of capital as well. See below on the distinction of permissioned leverage and permissionless leverage.

**24) Capital and labor are permissioned leverage. Everyone is chasing capital, but someone has to give it to you. Everyone is trying to lead, but someone has to follow you.**

Dave's note: Think about this in conjunction with number 25 below.

**25) Code and media are permissionless leverage. They're the leverage behind the newly rich. You can create software and media that works for you while you sleep.**

Dave's note: How could you develop this type of leverage in your business? Cite some specific ways and think about putting them on the schedule for development.

**26) An army of robots is freely available – it's just packed in data centers for heat and space efficiency. Use it.**

Dave's note: It's much harder to use this abundant data if you don't truly know and understand who buys from you and where/how you deliver value.

**27) If you can't code, write books and blogs, record videos and podcasts.**

Dave's note: And focus on developing evergreen content that serves your audience and can be used with new audiences as well (or adapted for them). Creating exceptional content that delivers amazing and sought after value is hard and expensive. So try to use data to find other audiences for the same content.

**28) Leverage is a force multiplier for your judgement.**

Dave's note: So hone your judgment through experience before you apply significant leverage. Or, you could be magnifying undeveloped or even bad judgement.

**29) Judgement requires experience, but can be built faster by learning foundational skills.**

Dave's note: This one is another focus of BBO. Identify your key business functions and then search for high level knowledge and foundational skills that produce proven results through time. Even a casual reading of the stoics, Buddhism, the sacred texts of Hinduism, some sects of Islam and the Christian and

Jewish Bibles reveal some foundational skills that have proven efficacy through time.

And, we are now beginning, thanks to advances in neuroscience, to understand how we are built and why they work. Become a student of foundational skills, first principles, and the scientific method (as a way of finding the best approximations).

**30) There is no skill called "business." Avoid business magazines and business classes.**

Dave's note: My own skill stack was built on training in science (including geology, computer science, and biology), psychology, communications skills, the study of linguistics, travel, martial arts, mathematics and photography. My reading list does include business resources (such as the Harvard Business Review and the Wall Street Journal – which I read skeptically) but my own successes (and those where I have meaningfully coached others) have often sprung from a unique insight arising from these other bodies of knowledge and experience.

**31) Study microeconomics, game theory, psychology, persuasion, ethics, mathematics, and computers.**

Dave's note: See above.

**32) Reading is faster than listening. Doing is faster than watching.**

Dave's note: Dr. Dave was quick to point out that this may not be true for everyone but it's a powerful and thought provoking pronouncement. Many coaching clients that think that they're getting real knowledge from listening to podcasts at 2x speed, but they are way behind my coaching clients that read selectively and then act/optimize based on insights and doing.

**33) You should be too busy to "do coffee," while still keeping an uncluttered calendar.**

Dave's note: Again, this is not so much a prohibition on networking as it is a cautionary tale about keeping time for real opportunities. I've written about this in other articles in the Briefing. Say yes to something is saying no…possibly to other more valuable and important things. Be cautious and make time for the highest-level thinking and doing that matters the most.

**34) Set and enforce an aspirational personal hourly rate. If fixing a problem will save less than your hourly rate, ignore it. If outsourcing a task will cost less than your hourly rate, outsource it.**

Dave's note: This aspirational rate makes you think about your own time in new and potentially very valuable ways. When I started speaking, my aspirational rate for that work was the same rate as I would have gotten practicing law. But that was a joke. I had to prepare, travel, etc. So if I got $1,000 to speak I was making waaaay less than my hourly rate.

It was only when I set an aspirational rate that was way outside of what I thought possible or comfortable, that I had to think about creating products etc., to sell in conjunction with my speaking and ways to convince organizations hiring me to buy these (often from educational budgets not just speaker budgets) or to allow me to sell them.

**35) Work as hard as you can. Even though who you work with and what you work on are more important than how hard you work.**

Dave's note: There is a weird view among many people that hard work means you're not succeeding. And contrast this with his earlier caution to keep an open schedule. But these two things are NOT in conflict. And very few people who are able to use the hard work muscle (coupled with these other strategies and tactics) have ever gone unrewarded by society or their market. Train the hard work muscle and don't let it atrophy.

**36) Become the best in the world at what you do. Keep redefining what you do until this is true.**

Dave's note: See my earlier writings on Richard Koch and the BCG (Boston Consulting Group)'s Star Principal. Read the book of the same name.

**37) There are no get rich quick schemes. That's just someone else getting rich off you.**

Dave's note: Read that again and resist each time the monkey brain shouts at you to get rich quick.

**38) Apply specific knowledge, with leverage, and eventually you will get what you deserve.**

Dave's note: But have clarity about what you want and why you deserve it. Revisit that often as we cannot usually see what comes next until we crest the hill just before us. Then, and only then can see new vistas, opportunities and the aspirations that they trigger.

**39) When you're finally wealthy, you'll realize that it wasn't what you were seeking in the first place. But that's for another day.**

Dave's note: Indeed, it is for another day. But here's a major hint. Most of us are chasing happiness. And strangely, we could have that right now (or at least way more often). So discover how you experience happiness right now and within yourself. The rest gets easier and the happiness becomes greater and more inspiring to others as well. Here's another hint: take a breath…a deep one. The exhale and relax. Rinse and repeat.

**Resources:**

As promised, here's the link to Naval's video on the topic. If you want to think more about these topics, additional resources, and additional thought experiments then watch/listen to it.

https://dumbwealth.com/39-wealth-building-hacks-by-naval-ravikant/

**Bonus:**

As a bonus, you can see the entire transcript of Naval's podcast appearance where he talks about these topics for three hours. This is an amazing resource with loads of additional thoughts and expansion of the concepts. https://nav.al/rich

**Super Bonus: Three hours of expanded Naval on Wealth.**
**https://www.youtube.com/watch?v=1-TZqOsVCNM**

# Briefing Item #3

## Lessons on Leadership

**By: Dr. Dave Weiman**

### Five Ideas for Helping People Solve their Own Problems

If you're like most leaders, you've noticed that people often bring ***their*** problems to you. They want you to solve them. Because you're good at it. And, if they've established a long-standing pattern of doing this, then they've also established, in their minds, a very strong connection between coming to see you, and the problem going away.

Because you start solving it for them and – right away.

But what you really want, as a leader, is a staff of people who solve their own problems. So how do you get them to start solving them BEFORE they come to you? Here are five ideas:

1. Hand the problem back. Instead of solving it for the person who brought it to you, ask them if they've thought of any ways to solve the problem. If they say, "no," just ask them to go back to their desk and see if they can come up with three ideas for resolving it. Be very specific about the number you ask for … they will begin to problem solve more effectively if you ask for a specific number. Even if they have what seems like a humorous or way-out idea, ask them to include it – this encourages creative thinking.

Dave Frees' Note: I actually require that anyone who comes to me with a problem has to have three proposed solutions even before they come in.

2. Have them put it in writing. The best way to learn how someone thinks is to look at their thought process in writing. When they're ready for you to look at their ideas, ask them to put it in the form of a memo.

3. Ask them to weigh the pros and cons of each option. Good problem solving involves weighing the pros and cons of each option. Ask them to include in

their problem-solving memo an analysis of the pros and cons of each option they suggest.

4. Put them together with a partner/team. Although not always true, two heads often are better than one. If there's someone you think is particularly good at problem solving, ask the person who's bringing their problem to you to work on solutions with the "good" problem solver. Be open about why you're doing it: So that they can have a model for excellent problem solving.

5. Ask them to enact the chosen solution. Taking action is the final part of any problem-solving process. Whether you make the choice from the options they present, or they do, give responsibility for taking the action to them. It will give them closure on the process and allow them the experience of DOING something about their own problems.

It takes a little time to get someone onto the track of solving their own problems. But when you succeed at helping them do that, you're developing a critical leadership skill that everyone in management must have to succeed.

NOTE: Dr. Dave's five simple steps have real power to improve the quality of your days and to build a better and higher functioning team. When applied in a family situation they can help to build better problem solving and confidence in your children. Again, Dr. Dave proves that there are things that you can do to change your reality for the better AND to improve the lives of those who share your world.

# Briefing Item #4

**By: Master Somnath Sikdar**

**Are you on the path of mastery?**

**"The bridge between knowledge and skills is practice, the bridge between skill and mastery is time." -Jim Bouchard**

A few weeks back, Lonnie taught a self-defense seminar for a local group of hikers, mostly women. During the course, it became evident that some of the participants had some martial arts experience. Great! This would be a good way to get some more engagement from the group.

So, he asked, fully expecting a reasonable answer, one of these *martial artists*: What's the worst position to be in during a self-defense situation?

Her response was, "when they get in your face." Now look, we've all been put on the spot like that and blurted out a less than optimal answer. However, the discussion that ensued afterward indicated that this particular 3rd degree black belt in Taekwondo had little idea on how to deal with physical violence.

A 3rd degree black belt is no small feat. I'm sure she dedicated significant practice and time to attain that rank. Taekwondo is actually a quite disparate art. The focus of training from school to school varies greatly. Her skills were likely proficient, just not for the purpose of self-defense.

*Was she on the path of mastery? Is she now?*

Here's a similar example, but in the reverse. One of my youngish (27) students is a police officer. Although young, he has some experience with violence: four years as a marine, a couple of years in corrections, and now on the force. He would often lament to me about the use of force training and the (lack of) knowledge of the instructor.

Of course, he would show me some of the techniques they were using. The techniques weren't bad or ineffective. Well, in some cases they might as well have

been pulled out of a 1983 issue of Black Belt Magazine. But, the techniques were not optimal. We now know there are much better ways of controlling a non-compliant opponent.

But, this use of force instructor had *25 years of martial arts experience*. My student, being low in rank and years, didn't have much influence to change the curriculum at that time.

*Was the use of force instructor on the path of mastery?*

It's often easy to rest on experience as justification for our abilities and the path we're following. But, I question if this is the right thing to do.

If you find yourself basing your thinking on "because I have X years of experience", some introspection may be in order. Do you have X years of experience? Or, do you have 1 year of experience, repeated X times?

*Amongst martial artists, the latter is painfully true. Are they on the path of mastery?*

**George Leonard famously defines the following as the five keys to the path of mastery.**

1. Instruction
2. Practice
3. Surrender
4. Intentionality
5. The Edge

**My view on Leonard's 5 Keys:**

**Instruction.**

I don't know if the saying comes from the martial arts culture, but it's something we say, a lot. "When one person teaches, two people learn." Embedded is the idea that one has to teach to master the craft of martial arts. When teaching, it's critical to break a technique or concept into its most fundamental and digestible components. This is especially true when the students are beginners.

First time teachers are often quite shocked to find they cannot reconstruct the building blocks of even a basic technique. While they have the ability to execute a technique, they don't yet have a deeper understanding of it. Teaching helps to expose those gaps. And, once those gaps are visible, they can begin to seal them.

To be on the path of mastery, one must seek instruction in new and better information. But, one must also seek opportunities for instruction to solidify their current knowledge and capabilities.

In business, we're more inclined to seek out new information. It's easier to make a connection between the "latest and greatest" and improving the top line.

Defining and refining processes isn't as interesting or glamorous. But, delivering them to the team offers an "opportunity for instruction." It potentially exposes gaps in the process, and it helps reinforce understanding of the processes within the team. If team members are executing the training, even better!

**Practice.**

Practice makes perfect. Right? Wrong. Practice makes permanent. Practicing the wrongs things or the wrong way will only serve to ingrain bad habits. But, purposeful practice makes progress. And, this is really the thing we're looking for.

Perfection is an impossibility. And, since we know decay is inevitable, so too is permanence.

At a certain point in a martial artist's journey, these two realities sink in. Progress is slow, maybe even imperceptible. Maintaining "status quo" becomes its own endeavor. Some will quit due to the frustration. Others will find fulfillment not from the outcome of practice, but from the practice itself. The latter are on the path of mastery.

We've all felt the frustration of "re-training". They've been through the training before, but still aren't *getting it.* The road to competence can be long. And, even when we get there, it's impossible to stay there without effort.

Train, course-correct, re-train.

**Surrender.**

Bad habits are hard to break. Often, it's harder to break an old habit than it is to form a new one. I get new students all the time. Most are total beginners. Some come in with prior martial arts experience. These experienced folks are usually harder to teach. They have a way of doing things that can conflict with mine. They have physical and mental habits that need to be broken. (Fear not, we do break them).

When these students are open to change, they surrender to a new way of doing things. They trust the process and reap the rewards of following it. They are *much* easier to teach. They are coachable.

Sometimes you have to set the ego aside and be open to a new or different way of doing things. You may not understand the mechanism of how the new thing works. That's OK, as long as you have a system of deciphering good info from bad.

**Intentionality.**

We practice these things call "forms" in the martial arts. Depending on style, they have different names: poomsae, hyung, kata, etc... They are a preset sequence of martial arts movements. Forms allow for a large group of students to practice in a small or limited space. When everyone's moving in unison, you can fit more bodies in the room.

A student can get a lot out of forms practice, or not much at all. It's one of those you get out what you put in types of things. It comes down to what we call *intent.* When practicing forms you can literally, just go through the motions. If you do this you won't get much benefit at all. You won't even get a good workout. Or, you can practice with *intent.*

In this case, intent is the combination of visualization and effort. Every movement in a form has a purpose. When I practice forms, I imagine the attacks I'm defending against and the counter strikes I'm deploying. And, all of this done with a high level of effort. The same set of moves will yield a completely different result depending

upon the intent behind them.

In business, intent is operating with mission, vision, and purpose in mind. Dave often reminds us of these elements. They need to be consistently revisited and refined as well. They provide us with rubric that informs what we do and what we need to eliminate. This clarity enables us to maximize efforts in the correct direction.

**The Edge.**

The edge is my favorite of the 5 keys. Much of being on the path to mastery is enjoying the plateau. At times, it's important--even necessary--to surge and push one's limits.

It's optimal to operate somewhere between 40-80% of your physical capacity. If you try to work at 100% all the time, you will break. But, everyone once in a while you need to push yourself to the edge, test your limits, and see where you *could* break.

How will you really know what you are capable of? How will you know if your implementation of keys 1, 2, 3, and 4 has worked?

Under high strain, certain systems will begin to fail. For example, when you are calm and rested it's much easier to recall a plethora of fighting techniques. However, under duress it can be very difficult to call upon many of these techniques, or even any at all.

It's something we ponder all the time. Has our training been sufficient to inoculate us against the stress of a "real-life" situation? Has all the training made us stronger, faster, better? Or, has it just made us tired?

Going to the edge, like instruction, exposes gaps in our abilities. These are not necessarily gaps of understanding, but gaps of resilience or effectiveness.

Push to the limit, and we see where we break (or might break). Then we can re-evaluate and reinforce to make sure we won't break there the next time.

# CLASSIFIED: BBO EYES ONLY

How do we stress-test our teams and our operations? How do we push the limits and go beyond what we previously thought possible? The covid crisis forced us all to do this in many ways. But, can we periodically simulate the same level of urgency without the external crisis?

Periodically you have to push yourself to the edge to be stronger, faster, better.

## Briefing Item #5

By: Alex Frees

# What Your Marketing Plan (or lack of one) Says About You…And Why You Care Part One of Three

OK I will be totally honest…

I didn't have a set marketing plan at Credit Suite that was formally written out, like what I am about to show you, for the first couple years…And there is only a little bit of shame in that.

First of all before you say anything like "Alex, every business is different and we all have different marketing plans"



I would like to say that I know every business is different but every single marketing plan I have ever made has contained every element that I am about to show you in it.

Your business might have multiple versions of a plan for multiple product lines, or it could have one that you make every year and stick to it. But they should all have all of these essential elements.

And a missing marketing plan or one that lacks these elements probably says you don't care as much about your buyers as you think AND it almost certainly means you're leaving lots of money on the table.  So what's up with that?

Sound right? Good.

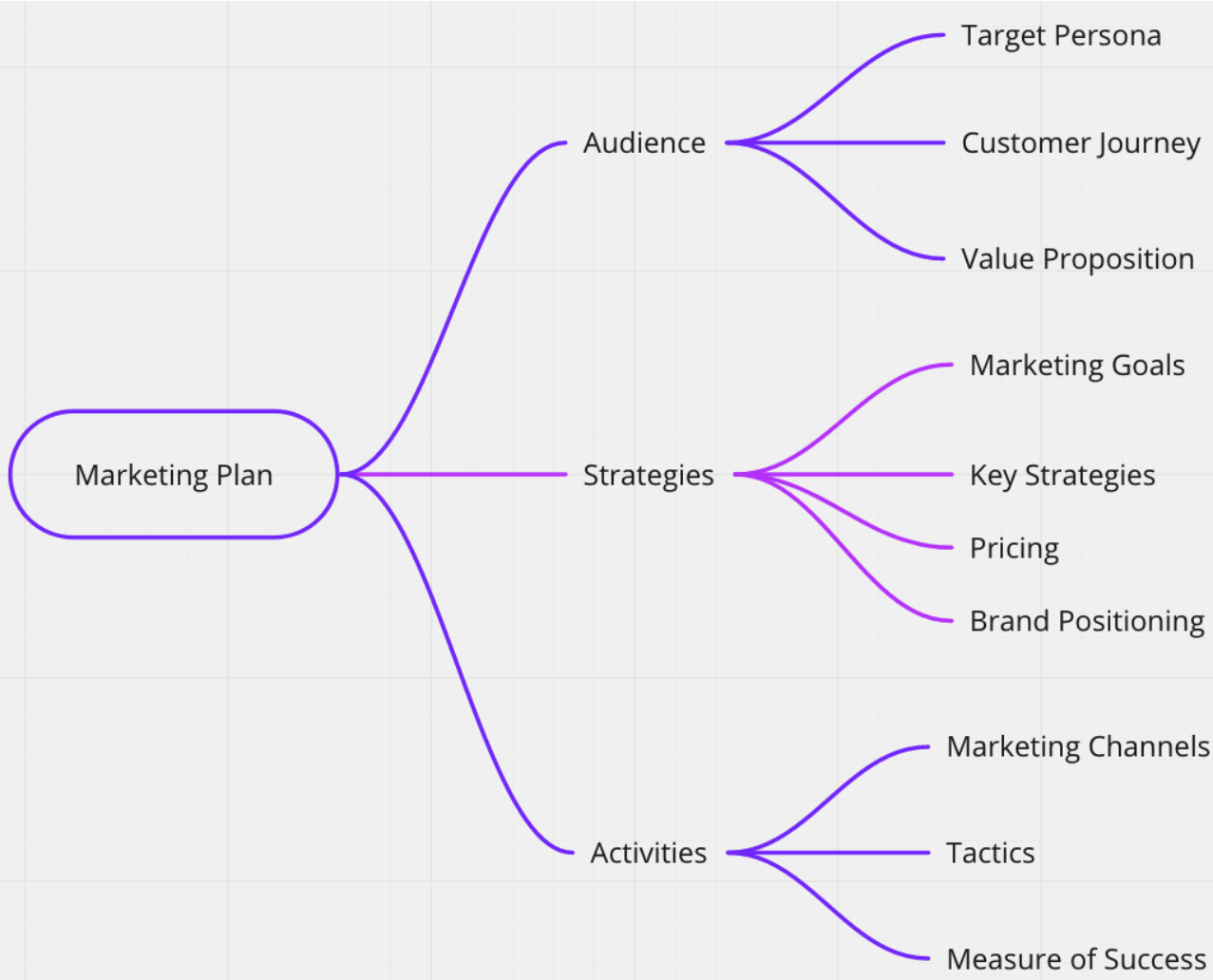
We have a place to start and then to build.

Every single marketing plan (that will really keep you focused on the right things and that's designed to build sales and profits) needs three main groups:

1) Audience,
2) Strategies, and
3) Activities.

Each of these main groups will, in turn, have three (or 4) subgroups.

Here is how I break them down:




It's ok to not have all these things totally mapped out in your business right from the start. But eventually (and the sooner the better) you should be creating a plan that considers all of them.

Let's begin with AUDIENCE. In a few later articles we will consider strategy and activities.

AUDIENCE:

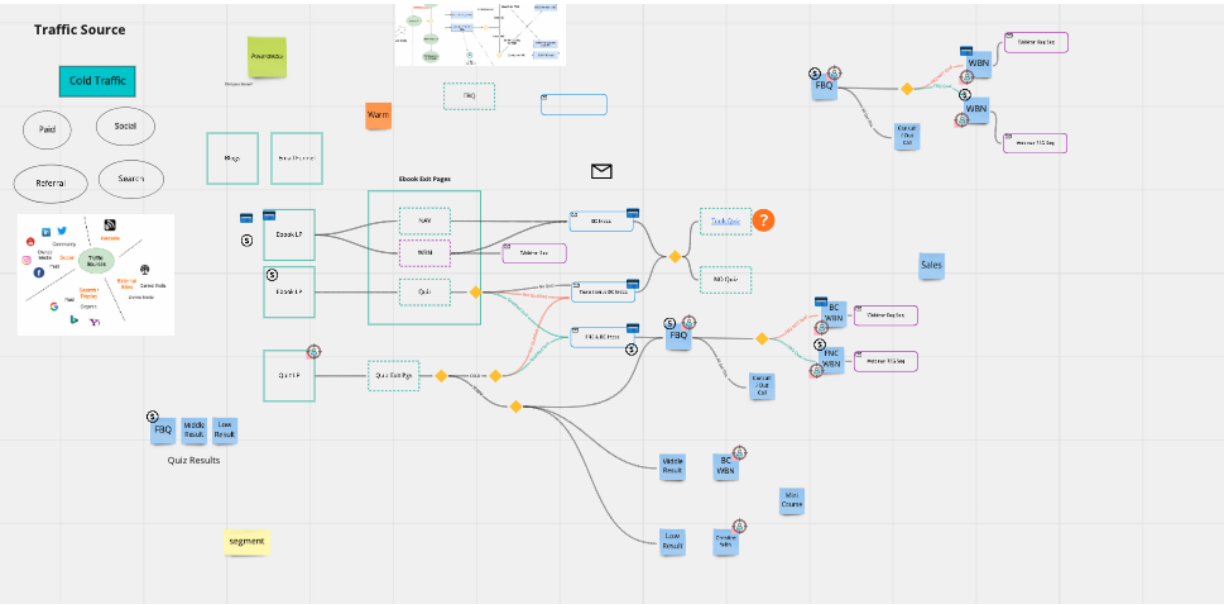
Start the process of building your marketing plan with work on your persona or "avatar" (or the particular avatar for each product or business line).

Then move on to work on the customer journey.

If this is hard for you then reach out to Business Black Ops and we might have some coaching time. Because getting this working is like rocket fuel to most businesses and professional practices.

And, while a few years back this might have been all that you needed to compete, now, more than ever, more and more competitors are becoming sophisticated and you no longer just need to do this, you now need to do this **better than they do,** in order to survive and to thrive.

But I suggest starting your process by breaking things down in a general buyer cycle when first mapping your customer journey.  Here is a tiny snippet of what one might look like as you're working through it.




At this point, you want to start thinking of and capturing your various value proposition(s).

I think this is where you can really think through your products and services and start mapping out the practical **and** intrinsic value that each brings to your avatar.

In this stage you might also come up with a USP or Value Statement to help people understand your value, but it should be more in depth. Really connect the value of what you do back to the empathy map and avatar exercise (what they want, expect, and need).

There are a few things that might help you work through this exercise.

One is a formula from Frank Kern:

**Practical Value + Intrinsic Value = Total Perceived Value.**

Perceived Value is why someone is going to hire you/your service or your product to do the job they are looking to get done.

Intrinsic Value is the anticipated or calculated **value** of a **product** or service as determined through fundamental analysis. It includes tangible and intangible factors. **Intrinsic value** is also called the real **value** and may or may not be the same as the current market **value**.

The second thing that helps during this phase is what I introduced a few times at Business Black Ops Masterminds.

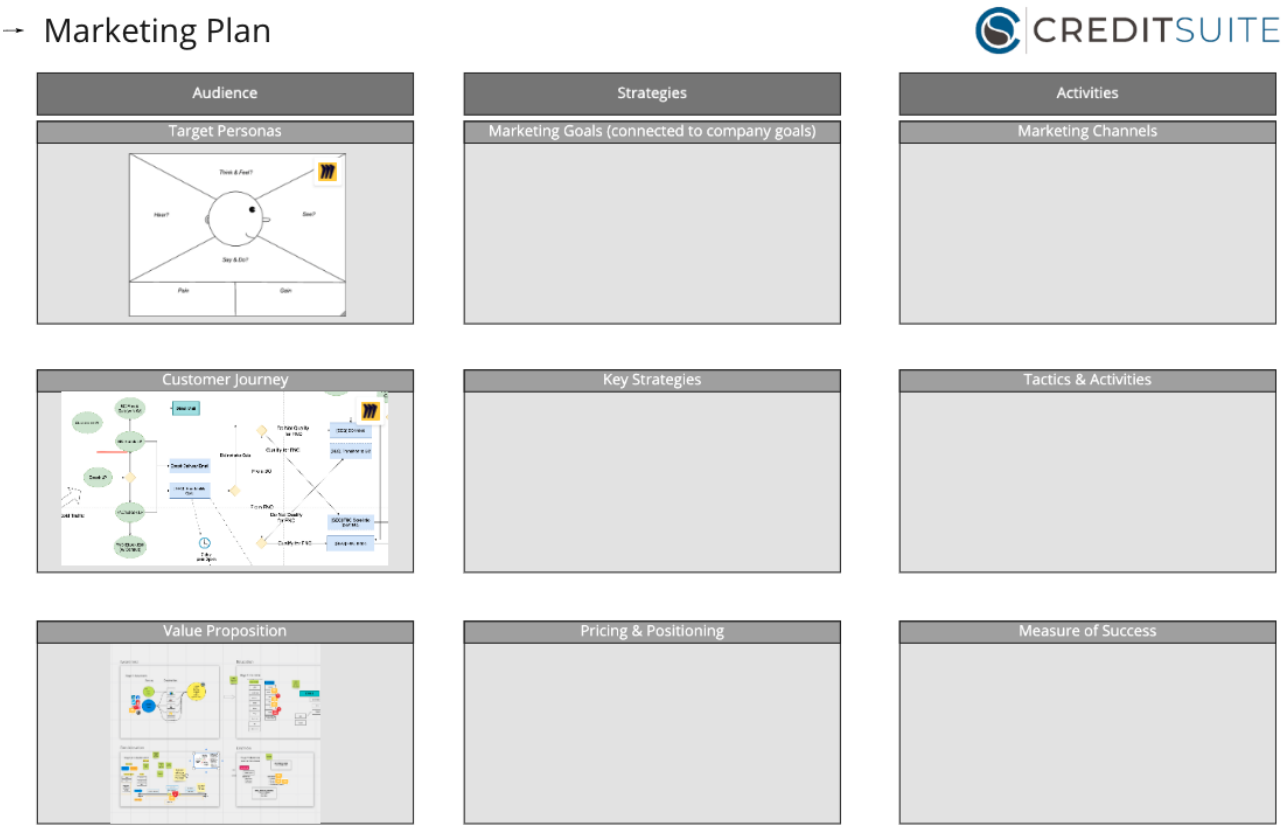
I call it the USP Venn diagram:




This will also help later in the process when you get to Brand Positioning.

Now you can see that while my marketing plan might look like a simple chart each box gets filled in an order that forces me to think about the rest of the marketing that I am going to do ***from the view of my avatar***.

Here is what one of my marketing plans looks like in my mind map tool called Miro.




From each box I link to each mind map where each item lives.

While Miro works great for my marketing team and Credit Suite's systems and processes you might have another way you like to work on a project like this.

No matter how you decide to format your plan, I encourage you to follow along with this process, especially if you have never created a formal marketing plan before.

I also encourage using a collaboration tool like Miro if you have a team. It makes it easy for anyone to access your plan and stay updated on each step and when it comes time to make a change everyone knows where to go…

In next month's installment, we will continue reviewing strategies.

Until then get the process started!

- Alex Frees

## Briefing Item #6

### New Members and Field Notes

### Dr. David Weiman



From Lisa: BBO is lucky to have the expertise of Dr. David Weiman throughout the year and at the live events. He is a long-time friend of Dave's and it's amazing to watch them at work on our monthly zoom coaching calls, and at live events.

If you have not yet found his weekly "Rise and Whine" musing, check it out on Facebook (https://www.facebook.com/watch/WeimanConsulting/), and on LinkedIn (https://www.linkedin.com/in/davidweiman/).

David is a psychologist and president of Weiman Consulting, a leadership development firm in Wynnewood, PA. Main service areas are Talent Assessment, Executive Coaching, and Leadership Development.

He is also a certified Performance Coach through Johnson & Johnson's Human Performance Institute (HPI) and he is certified in clinical hypnosis, as well. David is an adjunct assistant professor at Widener University's School of Human Service Professions and previously served on the faculty of the University of Pennsylvania Medical School. Interviews with David have appeared in Businessweek, Entrepreneur, Men's Health, and others. Industries served include accounting/finance, construction, consumer products, real estate, and law enforcement. Clients are across the US and around the world.

***What is on your night stand?***

A lamp, an Echo Dot, a cordless phone, a cell phone charging pad, a pad of paper, and a pen.

***What is the first app you use in the morning?***

The "Pocket Casts" podcast app. I usually listen to an episode of the Dave Ramsey show in the morning.

***What would you do if you won the lottery?***

The first thing I'd do is use some of that windfall to anonymously pay off the medical debts of parents who have been unable to pay for their child's medical treatment. The second thing I'd do is ask a financial advisor for help using the rest wisely. The third thing I'd do is have some chocolate.




***What was/is your favorite vacation destination?***

Bellagio on Lake Como in Italy is the most magical place I've ever been.

***What was the last gift you gave someone?***

A Weiman Consulting mug, pen, and PostIt® note booklet with my company name on it. ☺

***What's the last thing you watched on TV and why did you choose to watch it?***

Mad Men Season 1, Episode 1 – I chose to watch it because I forgot how the show started.

***What is the funniest thing that has happened to you recently?***

I had my dictation software on and it started dictating the lyrics from a song I was listening to.

***What do you want to be when you grow up?***

Owning a bar at an island resort. Or something where you get a cool uniform.

***What inspires you?***

Helping other people. The smallest thing I can do for someone else always seems to make a difference, sometimes much more than I even hoped.

***What are you known for?***

I'm known for being a very empathic listener and someone with whom others find it easy to talk. I'm also known for being a good writer.

***What do you do in your free time?***

I walk, read, write, and play the sax. I'm also a part-time beach bum.

***What's the most interesting thing about you that we wouldn't learn from your resume alone?***

I've never been drunk.

***If you woke up and had 2,000 unread emails and could only answer 300 of them, how would you choose which ones to answer?***

I'd sort them by sender and respond to family and friends first.

***If you had to be shipwrecked on a deserted island, but all your human needs—such as food and water—were taken care of, what two items would you want to have with you?***

An iPad and a tenor saxophone.

***Are you a hunter or a gatherer?***

Depends on how long it's been since my last meal.

## Monthly Business Black Ops Coaching Calls
## Updated Schedule and Tentative Topics

**NOTES, COACHING CALLS & ACTION ITEMS:**

**For best results and to get the most for your business or practice out of the monthly coaching calls *join us live or make sure that a trusted leader from your company/team joins!***

**Also remember to *schedule the Elite Events you want to attend in 2021 and let Lisa know so she can save your spot. They're small, powerful, and effective BUT…they always sell out early!!!!***

**The calls are a great break in your day and you'll be more productive and better informed! And the Elite events are laser focused on systems and resources that we'll show you how to use to explode sales, profits and value in your business or professional practice.**

**NOTE: In addition to free access to the monthly coaching calls and free access to Elite Events, War Lord and OverLord™ Level Members get all of these calls plus their own individual/private monthly coaching AND**

**significant discounts on our other consulting and training events and programs.**

## 2021 BBO CALLS:

**SAVE THE FOLLOWING DATES FOR TUESDAY 12:30 PM (EASTERN):**

June 15 – Creativity in Business - Products, Services, Pricing

July 13 – Alchemy in Business and Marketing

August 17 – Sharing Books and Resources

September 21 – Preparing for the Live Event – Getting the Most and Best Results

NO CALL OCT – LIVE EVENT

November 16 – Preparing for 2022 – Your Best Year Yet

December 14 – Turning Personal Goals and Aspirations into Reality

**If you missed a call look for it in the Archives below. The archive is currently available at no extra charge for Founders, Special Operators and War Lords.**
**Membership.businessblackops.com/coaching-calls**

**All other member levels can purchase previous calls a la cart or upgrade to get unlimited access. Call Lisa for upgrade or to buy access to archived calls.**

# Call Archive for Review and Action:

**Just a quick reminder that you should take the time to review the calls you missed. Alex has set them up for easy access on the site and you can listen to them on the phone or in the car if you can't find the time to do it in the office.**

**ARCHIVED CALLS**

**Here's the link to the resources page to access the calls:**

**Membership.businessblackops.com/coaching-calls**

**January 2018: Force Multiplier Topic: Using Systems To Build Better Cash Flow and Entity Value:** How & Why To Get Your Team To Build Them For Marketing, Sales, Customer Service Management, Hiring, On-Boarding, Training, Retention, and Referral

**February 2018 Force Multiplier Topic: A Fountain of Youth and Wealth: How Upsells Help You To Maximize Profits, Improve Cash Flow & Client/Customer/ Patient Experience & Build Elusive Entity Value**

**March 2018 Force Multiplier Topic: "Marketing" To Your Staff and Team: Hiring, Training, Building and Managing An Optimal Team Using Your Marketing Prowess**

**April 2018 Force Multiplier Topic: The Agora Marketing Models:** Look over Dave Frees' shoulder as he takes apart some of Agora's most effective marketing and shows you step-by-step how to get these strategies and tactics working for you… right away.

**May 2018 Force Multiplier Topic: "Rosetta Stone Intelligence Briefing."** Dave and Alex are returning from 3 full days with Dave's friend, Perry Marshall's first major event since Dave met Richard Koch (or the 80/20 Rule). This one will focus on building equity in your business. They will share everything that matters to them and what they're doing at the highest level.

**June 2018 Force Multiplier Topic: Dave Frees and Dr. Dave Weiman - Delegation On Steroids**: Creating More Time To Be More Of Who You Really Are Without Sacrificing Profits and Client, Patient, or Customer Experience.

**July 2018 Force Multiplier Topic: Reactivation Campaigns: Getting Existing Clients/Customers/Patients To Repurchase, Buy Up or Refer.** In this webinar Dave Frees and Dr. Weiman will review a step-by-step direct mail and email campaign (with a retargeting ad and on line options) for getting existing customers to buy, buy more, or to refer more and better customers/clients and patients.

**August 2018 Force Multiplier Topic: Dave Frees and Dr. Dave Weiman - Applied PsyOps and Implanted "Marketing Messages," "Offers," "Conditioning/ Indoctrination,"** and profit boosters in your social media, books, infographics, blogs, reports, podcasts, and videos. Never stop your PsyOps!

**September 2018 Force Multiplier Topic: This call will be focused on last minute preparation for the Fall Event in Tempe.** We'll review the "mission prep assignment," specific wants and desires for things to be covered, arrival times and structure of the event.

**No Call in October due to live event!**

**November 13, 2018 Topic: So Where Do We Go From Here?** Applying Force Multipliers for The End of The Year and Beyond. This month we'll do a recap of the event, with specific QA on follow up actions, ideas and early results from members. We'll also cover the 2019 agenda of live events so you can get them on your calendar.

**December 11, 2018 Topic: Strategic Planning For 2019 and Implementing a Marketing/Content/Sales/and Finance Calendar.**

**January 22, 2019 Force Multiplier Topic: The Secret Strategy To Maximizing your business practice value and improving cash flow and profitability.** There is one major strategy that, when deployed, can add tens of thousands to millions of dollars to the bottom line and to the ultimate value. We'll reveal the strategy and the steps to implementing it.

**February 12, 2019 Force Multiplier Topic: Selling, Presenting and Marketing One To Many Through Presentations, Webinars and More.**

Specific strategies and tactics for greater leverage, higher margins and better results.

**March 2019 Force Multiplier Topic Part 2 of 2: Selling, Presenting and Marketing One To Many Through Presentations, Webinars and More.** Specific strategies and tactics for greater leverage, higher margins and better results. Focus on the marketing of events and making small events more profitable.

**April 2019 Force Multiplier Topic: Understanding and Using Dave Frees' Business Black Ops Matrix/Model for creating ads, headlines, reports and blog/content titles that draw in and convert the very best clients/patients/ customers.** Whether or not you're creating ads, content, videos or other marketing tools and tactics, you'll want to understand one of the most powerful tools for creating great topics, ads, headlines and bullets that sell.

**May 2019 Topic: Couldn't Make It To The Business and Practice Building Summit?** Well, while there's nothing quite like the real time mastermind experience, get a briefing as Dr. Dave Weiman, interrogates (we mean interviews) Dave Frees his newest creations, the value matrix and more with quick skills suggestions from attendees on the strategies and tactics they learned and have been testing/applying to drive profits and revenue.

**June 2019 Force Multiplier Topic: Couldn't Make Traffic and Conversion? 17 (Or More) Quick Tips -** Get a Briefing from Dave Weiman, Dave Frees and Alex Frees on the strategies and tactics they learned and have been testing/applying to drive profits and revenue. Get your marketing director on this call if you can't make it.

**July 2019 Force Multiplier Topic: Frameworks for Business and Life – If They're Good Enough For Charlie Munger (Warren Buffet's Partner) Then You Should Be Using Them Too.**

**August 2019 Force Multiplier Topic: Pricing – A Quick Guide To When And How To Increase Pricing and Margins.** This one will be filled with strategies and tactics. We got rave reviews about this call and a request for more on the topic! If you missed it go to the membership portal and listen in ASAP!

**September 2019 Force Multiplier Topic: Preparing To Get The Most From The 2019 Live event.** Get the secrets used by past top performers to get the best results from the event and get a jump start!

**October 2019 NO CALL - Live event in Phoenix.**

**November 2019 Force Multiplier Topic: Reviewing and Implementing The Tools and Strategies From The 2019 Event.**

**December 10, 2019 Topic: The call will be dedicated to preparing for 2020 with a specific emphasis on better marketing, management, training, and KPIs…the things that really move the needle on happiness and profitability.**

**January 6, 2020 Topic: Using FAQ's and case studies to optimize marketing to the best client avatar.**

**February 11, 2020 Topic: High Performance and Million Dollar Habits, Systems and Mindsets**

**March 10, 2020 Topic: I'm Stuck - Identifying and getting past what's holding you back (in leadership, management, marketing, or growth)**

**April 14, 2020 Topic: Work the Problem: Staying Focused On What You Can Do And What's Actually Working And Resources For Surviving This Crisis And Beyond.** Ideas and powerful information from Dave Frees and Dave Weiman

**May 12, 2020 Topic: Cognitive Bias (Part 1 of 2)** - Two sides of the coin in building and protecting your business or professional practice.

**June 9, 2020 Topic: Cognitive Bias (Part 2 of 2)** - Two sides of the coin in building and protecting your business or professional practice

**July 14, 2020 Topic:** The Difference Between Building a Business and Selling Through Promotions - There's no one right answer but you must avoid this one terrible mistake.

**August 11, 2020 Topic:** 7 Ways To Feel Better And Stay In Charge Of Your Business Or Practice While Remaining Healthy And Super Productive

**September 8, 2020 Topic:** Preparing for the BBO Live Event in October

**October - no call - live event**

**November 10, 2020 Topic:** Preparing for 2021 with a specific emphasis on better leadership, efficiency, marketing, management, training and KPIs…the things that really move the needle on happiness and profitability. (Part one of two)

**December 15, 2020 Topic:** Preparing for 2021 with a specific emphasis on better leadership, efficiency, marketing, management, training and KPIs…the things that really move the needle on happiness and profitability. (Part two of two)

**January 19, 2021 Topic:** From Goals to Systems: Improving the Likelihood of Success

**February 16, 2021 Topic:** Marketing Strategies and Tactics for the Rest of the Year

**March 16, 2021 Topic:** Actionable Fundamentals of Success and Wealth - Volume I

**April 20, 2021 Topic:** Actionable Fundamentals of Success and Wealth Volume II

**May 18, 2021 Topic:** Preparing for Q3/Q4 - Meta/Strategic/Tactical Force Multipliers

**If you missed these please remember that War Lords, Special Operators and Founders do have access to the archive of calls and can catch up by going to the membership site.**

# Volume 2

**Making Higher Profits & Margins Starting Right Now…**

## What's Inside Volume 2
## (TACTICAL FORCE MULTIPLIERS)

**The Monthly Tactical, Step-By-Step Business Black Ops Guide To Actionable Force Multipliers, Covert and New Business Growth Skills, Plus Easy To Adapt SWIPE Files.**

**Article 1: SWIPE and DEPLOY File: This month there's a superb example of an email to sales page campaign to unconverted prospects selling, in this case, an on line program for $795. This guides you through a powerful process for any email campaign.** READ AND USE THESE as well as the examples in "How Do I Use That?" in Article 3 below! THIS MONTH'S EXAMPLES ARE HIGHLY ACTIONABLE!

**Article 2: What Dave Is Currently Doing, Reading & Using To Calm The Chaos, Build Margins, Increase Business Entity Value, Stay Happier, Healthier, and Fitter.** THREE EXCELLENT RESOURCES YOU MIGHT WANT TO LOOK INTO INCLUDING HOW WE FEEL ABOUT CLOWNS.

**Article 3: SWIPE "How Can I Use That?" In this recurring monthly column, Dave shares examples of great marketing, sales and management/training, ideas that will inspire you to act and get results.** THIS MONTH THERE'S AN AWESOME EXAMPLE OF A THANK YOU FOR BUYING UPSELL OFFER.

# Article 1

## The Monthly Dave Frees SWIPE and Deploy Marketing Force Multipliers.

### Examples From My Personal and Ethical SWIPE and DEPLOY File:

### Dave Frees' Business & Professional Practice Force Multipliers

This month, I have an email that we'll review from the subject line through all of the links and the sales page. It's loaded with very powerful strategies and tactical ideas/applications of these strategies that you (or your team) can quickly adapt to your own business or practice and to deploy and test for better marketing, better margins, and noticeable revenue growth.

I have inserted some notes and observations in GREEN.

### Step One: Email Subject Line – The first thing you see...

**Your burning questions answered...**

### Step Two : Once you open the email this is what you see

**Mindvalley Masterclass: Vishen Lakhiani** (info@mindvalleyacademy.com)

Hi David FREES,

Our Masterclass with Vishen really opened our community's eyes on just how outdated conventional SMART goal-setting really is.

**This is brilliant. He's using something that this audience knows and probably uses/respects and suggests that it's really outdated…not his view but his community's view. This use of community presupposes quite a bit too.**

And how, by merging the science and spirituality of goal-achievement, you can attain a state where you are almost 'pulled' towards your goals with ease.

**Think about this language and whether or not you can use language that's this overt and motivating with your audience.**

Now, if you're new to these ideas, you likely have some questions.

**Almost everyone will have questions so this seems like the copy is "reading" the reader's mind.**

So make things easier for you, we've listed the answers to the most common questions you've asked about Vishen's signature program: **Be Extraordinary**.

**The highlighting is mine. This is great. List answers to the objections here and he also offers the link to read more and to opt in at this point. See also the sale/ discount language below.**

Oh, and by the way, if you're interested in enrolling for this at a very generous 72% discount, make sure you enroll using this special link.

**What follows is a video link which is really the full VSL (video sales letter) and order page and below that the list of questions and answers with links to purchase.**



**Here's the link to the sales page that this video takes them to:**
**https://www.mindvalley.com/be-extraordinary/special?utm_source=blink-broadcast&utm_medium=launch_been_feb_2021&utm_campaign=email_06&utm_content=email-nc-5day**

**Follow this pattern below with questions about both programs and/or services or products/bundles. Make sure that you answer these in ways proven to overcome the fears/concerns/objections you've learned that the prospect has.**

**Notice also that the order link appears after each question so that when they're ready to buy we don't force them to keep reading objections**

**How Does The Be Extraordinary Program Work?**

The Be Extraordinary Quest is a framework for ascending through the three levels of mastery in all 7 dimensions of achievement and transformation. It is designed to acknowledge the level you're now operating at, and take you up the ladder towards higher levels.

As you ascend, you'll notice exciting new abilities and epiphanies appearing in you - like a crystal-clear sense of purpose. Limitless creation power. Heightened intuition. A sense of connection to the essence of life itself. And so much more.

Learn more >>>

**How do I know if this Quest is right for me?**

Be Extraordinary is an advanced roadmap for peak performance and rapid achievement that takes you far beyond the average personal growth course or book.

If you're a student of personal growth but are not fully satisfied with your self-evolution, or if you can feel there's a certain sense of purpose, fulfillment, achievement, or joy missing from your life - then the Be Extraordinary Quest will finally reveal what you've been missing.

We recommend having some experience in the pursuit of personal growth before studying Be Extraordinary - although with the right focus and commitment, anyone can still learn and benefit from the framework.

Learn more >>>

**What is the difference between Consciousness Engineering and Be Extraordinary?**
The Consciousness Engineering program is designed to elevate you into a Level 2 Reality Hacker, and continuously expose you to new ways of understanding and operating in the world.
Some elements of ascending levels of spirituality are there - but the Be Extraordinary Quest takes this material even deeper and outlines a step-by-step process to get you to peak performance and rapid achievement. It's a deep dive program to accelerate your personal mastery and evolution.

Learn more >>>

**I'm not an entrepreneur or manager, is this program still for me?**
Absolutely. Serving your highest calling and living a mission-oriented life doesn't mean you have to be an entrepreneur, or even do things at a large scale.
Contributing and serving your purpose may mean doing something locally, volunteering, working for a non-profit, or anything else that lets you serve your highest purpose.

Learn more >>>

If you're still skeptical or unsure, we recommend you just try the program anyway - and take advantage of the unconditional 15-day guarantee.

So if for any reason whatsoever you're not blown away by Vishen's teachings, you can ask for a full refund – no questions asked.

And remember, you're entitled to a 72% enrollment discount for a limited time:

**Here's the link to enroll and lock in your special price >>>**

**Be Extraordinary,**

## Dave's Suggested Action Items:

**ACTION ITEM:** Take a few moments, right now, before you're interrupted, and schedule/block some time on your calendar (or with your marketing team) to consider how you might be able to use the email as part of a campaign to sell to your email prospect list.

Don't have a big email prospect list? That's a separate problem. Start feeding prospects into a segmented list and run email campaigns to them. Also consider giving them "Insider" access to webinars/livestreams/ emailed lists of top blogs etc.

**ACTION ITEM:** Schedule the time for you (or a marketing person on your team) to not ONLY use the long form sales copy (modeled in the email above) to sell an opt in, a product, service or subscription or membership and then add an upsell. In this session, use the letter to guide you through identifying all of the potential buyers' concerns and the answers to those concerns.

**Article 2:**

# What Dave's Currently Reading & Resources He's Either Using Or Has Found For You

This month I have three really good ones for you. The first is a website that helps to parse through some really valuable data on a host of high level business topics. The second is a section of the awesome materials we produced for the Seal Team Six BBO Elite Event. Finally, there's an amazing tool to help you to do blogs, emails, marketing campaigns and other fun, time sensitive and highly relevant marketing/materials/content throughout the year.

I hope you enjoy and use them all.

## Resource 1: Social Media Influencer Data from Visualcapitalist.com

**In this installment, the amazing tool examines and presents high level and age-related data on the world's top social media influencers. Thinking about social media? Look at this before going any further. It's sure to inspire better thinking and strategy.**

**https://www.visualcapitalist.com/worlds-top-50-influencers-across-social-media-platforms/**

# Resource 2: Partial VIP Negotiator Materials From The Seal Team Six BBO Elite Event – Learn These Meta Level Mindset Skills Used By High Level Negotiators and SPY/Asset Recruiters –

## Using Five Mindset Enhancers – Problem-solving Frames and ReFrames

Whether you're leading a team (on a daily basis or on a unique project), building a business or personal relationship, or negotiating a vital deal or resolution, if you want the best odds of success, you will require enhanced problem-solving abilities.

Here are five "frames" (ways of viewing and acting upon conditions, events, and players) used by experts to solve human communication problems and to enhance trust, persuasion, and influence.

But before that, why are frames so powerful? Well, the way ***you CHOOSE*** to look at a problem/situation/behavior, can make it easier or harder to solve problems, find solutions and to achieve the best outcomes and in the best possible ways. Look at them through a sub-optimal frame and you may experience fear or anxiety, become disempowered, less resourceful or less creative.

Practice viewing facts, problems, situations, and behavior(s) through more proven and productive frames and you may experience greater flexibility, higher motivation (of yourself and others) and inspiration (without fear/anxiety). You may also experience a truly more resourceful and creative flow/sense of accomplishment. And, in all likelihood, you'll be viewed very differently by others (in a positive and productive way).

**What follows are five problem-solving frames that enhance your ability to achieve greater results in any leadership role or situation requiring persuasion influence teaching and in negotiation.**

**After that we can examine the skill of re-framing…the ability to discover or notice (become aware) of your less resourceful frames and to then intentionally change the way we review and react/anticipate any situation.**

## A. Outcomes rather than Blame:

In order to make any meaningful change you will need to know: (1) where you are now– your present state, (2) where you want to be– your desired state, (3) the resources you need to move from one to the other, and for your particular plan of action to narrow the gap between the present state and the desired state.

Outcome frame questions include: "Where am I now?" What do I really want?" "How can I get from where I am to where I want to be?" "What additional resources, if any do I require or want to get from where I am to where I want to be?"

## B. How rather than Why:

To fully understand the problem you need to see how it is being maintained or perpetuated in the present. Why, for example, has it not simply already dissolved or disappeared?

"How" questions are generally more useful in achieving this insight than "why" questions because they help to uncover the structure of the problem. And that can be very helpful with the process of solution/optimization.

Conversely, "why" questions may only get to reasons or justifications for the problem(s)/situations without changing anything at all. They may help the person to get insight into their role but rarely lead directly to solutions.

**Questions to get the structure of the problem include:**
"How has this problem been maintained up until now?"
"How and when did the problem or situation arise?"
"How do you see the problem or situation?"
"How do other key stakeholders also view/potentially view the problem?"
"How can I/We start to solve this problem/improve this situation?" and "How would we know we were on the right path or that we are pursuing the best solution?"

**Why questions would include:**
"Why is this a problem for me/for you/for of us?"
Why is it a problem *right now?*
"Why haven't I/you/we been able to solve it yet?"

## C. Possibilities rather than Necessities:

Determine and set your outcomes based upon what ***you can do*** in a situation (together with how you can think more creatively) rather than what you cannot do or what you merely must do.

This avoids or limits the feelings of being trapped that often minimize the sense of flexibility and the creative function.

**Questions that uncover possibilities are:**
"What is possible in this situation?"
"What would we do if money was no object?"
"What additional resources would we need to get from where we are to the desired/possible outcomes?"
"What else would have to happen for this to be possible?"
"What else is possible now that we see multiple solutions/outcomes?"

**Necessity questions would be:**
"What do I have to do?"
"What am I required to do?"
"What is not possible here?"

## D. Feedback rather than Failure:

Your actions (if thoughtful) should narrow the difference between your present state/situation and your desired outcome/state. But, your plan/hypothesis about change and improvement might be wrong or less than optimal.

You therefore need to monitor continuously where you are (and where you're headed) in order to make sure that you're on track for your desired outcome. These methodical observations give you feedback. But you must allow for time to make them and to consider what they are telling you.

**The quality of your feedback depends upon:**
What do you measure?
How you accurately and precisely measure the factors selected?
What is your process for interpreting the measurements and data?

In this frame, all results (if properly noticed/measured/recorded and interpreted) are useful. Everything means something and everything you observe, record, and even your own reflections on those things is "grist for the mill."

Feedback that lets you know you're off-track is just as useful for navigation as feedback that lets you know you are on track. When you are focused on what you want and that desired outcome is in alignment with your purpose, values, and mission, all results are helpful to direct your efforts.

In this frame so called "failures" are simply short-term results you did not specifically desire. They are nevertheless helpful. But they are only helpful if we detach from them emotionally and see them as "data," learn from them, calibrate, and change.

**Questions about feedback include:**
"What are my results so far?"
"What have I learned/can I learn from these results?" (insights)
"What specifically am I going to do differently as a result of that feedback?"
"What feedback let me know that I am succeeding/have succeeded?"
Use the Dave Frees process "What's Working" and "What's Not Working?" to gather insights and to align solutions for optimal outcomes.

Bonus: I also like, once I am on the right track to ask "Where else could I apply/benefit from this knowledge?"

## E. Curiosity/Self-Awareness rather than Assumptions/ Unquestioned Cognitive Bias:

Develop and maintain a state of curiosity throughout any teaching, training, leadership, exercise in persuasion/influence, or negotiation. The state of curiosity allows you to stay open to the choice and possibility. The more you assume about a problem initially, the more you limit your range of solutions.

Likewise, while assumptions and cognitive bias are hard to detect in ourselves, there are ways that we can review our behaviors and decisions (or subject them to scrutiny by others) that can minimize the harm they sometimes cause.

**Questions that uncover assumptions/cognitive bias are:**
"What are you/I/we assuming about the problem?"
"What are you/I/we assuming about the people and roles involved?"
"What has to be true for this to continue to be a problem?"
"What factors such as recency, primacy, or political/other beliefs may be causing me to skew my interpretation of this?
"What do we *not know,* and how could we find that out?"

Ferreting out our own assumptions and biases is very very difficult for a number of evolutionary reasons. However, it is essential skill to achieve.

Why? Because, when you assume you do not ask questions, because you think you already know the answers.

## Resource 3: Days Of The Year

**I've mentioned this one before but if you're still not using this amazing tool to produce blogs, campaigns, and seductive time relevant content, you're missing out and no doubt leaving money on the table.**

**https://www.daysoftheyear.com/**

**We have used this to help us to set up our campaigns, offers and editorial calendar each and every year. It's got days, festivals, months of the year and more!**

**ACTION ITEM: Make sure to put each of these three resources through the "How can I use this?" analysis and ask that question over and over again about how each could be used in leadership, hiring, onboarding, training, marketing, customer service, retention and in all essential business functions!**

**Article 3:**

# "How Can I Use That?"

## The Ultimate Guide and "App" For Problem Solving, Triggering Creativity, Designing New, Better and More Profitable Products and Services And Then Getting People To Take Action Sooner and With More Gusto

**By: Dave Frees**

**Before we get a more detailed example, let's do two quick but highly powerful tidbits!**

**Tactical Tip:** Typewriter fonts out pull all other fonts in printed sales letters (Courier, American Typewriter, etc.)

**ACTION: Ask "How Can I Use That/" in… ___ Marketing ___Hiring ___ On Boarding ___ Training ___ Sales _____Advertising Elsewhere in a critical business function?**

**Strategy Tip: I**n the WSJ's Weekend Edition, there's a business/personal Q/A column AskAriely@WSJ.com. This weekend, there was a letter that read as follows:

**Dear Dan,**

Four years I've been organizing a charity event for an animal rescue organization. And it's starting to feel like an expectation that the next event will offer more than the last. Now I'm struggling to come up with new ideas, and I'm worried about disappointing the committee.
What can I do? – Alice

Dan the columnist for WSJ answered as follows:

There is an interesting study where participants were asked to modify a structure built with Legos. Those participants added more bricks but a quicker and better strategy was to remove a few.

With this in mind consider whether you could improve the event by subtracting instead of adding.

We have a tendency to think that the way to make things better is to do more. Often we overlook the value of new removing something to increase the appreciation of the rest.

Dan

So how could you use this elegant trick of subtraction/removal in a critical business function, system etc.?

Now, for the main example…

**Notes: If you're sending a thank you email and/or hard-mail letter after order and you're not making one or more upsell or complimentary offers you're seriously leaving money on the table.**

**That's true whether you're selling digital, hard product services or bundles.**

**WHAT FOLLOWS IS A MASTERFUL EXAMPLE OF HOW TO DO THIS. IGNORE THE PARTICULARS…THAT MAY NOT FIT YOU OR YOUR MARKET BUT WATCH WHAT HE DOES…**

**How can I use, optimize, and benefit from the following thank you email following a purchase and/or that delivers links to information or to the content itself if its digital? Specifically,**

## how could you adapt or use something like it to offer upsells etc. and to enhanced profitability:

## Note: The highlights are my emphasis…

Dear (First Name):

I am writing you this email because I just received your order for your Fast Cash Now audio plans and I wanted to say "Thank you personally!"

Fact is... the sales letter you read actually "under" promises what you're about to get.

There are tips, techniques, and ideas in these recordings that can change your life.

In other words...the best is yet to come!

***BUT FIRST . . .***

++++++++++++++++++++++

**HERE'S A ONE TIME OFFER** for another training that is the perfect complement to your Emergency Fast Cash Now Audio Interview Series.

You DON'T Want To Miss This . . .

It's Called "The Easiest and Most Universal Business Known To Man!"

It has been a three-year work in the making.

And it's backed by my 365 days no BS money-back guarantee.

This exclusive training will become especially crucial if you want to make money fast doing something FUN and exciting where you are out and away from your computer screen.

This will be your ONLY time to grab this training at this ridiculously low price one time offer.

# CLASSIFIED: BBO EYES ONLY

You owe it to yourself and to your family to investigate what I've put together for you.

Go to

http://www.themoneyshot.info

++++++++++++++++++++++

**Dave's Note: The email goes on to describe what you just bought and to deliver each product with copy that sells the use of the product… consumption by the buyer really matters!!**

**I've only included a few examples but notice what he's doing to encourage USE. Do more of that…**

## Here are your downloads and your Ben Settle Bonuses to your . . . Emergency Fast Cash Now Audio Interview Series

## Dave's Note and an OFFER: He's using bonuses that have high perceived and intrinsic value from a business friend. He didn't produce them.

## Interested in doing a deal with Business Black Ops where you can make an upsell or complimentary offer to your prospects and/or buyers? Call Lisa for an appointment with me.

**Now the exercises…**

**HOW COULD I USE THIS FOR ONE OR MORE OF THE FOLLOWING: PRODUCT /SERVICE CREATION/OFFERS/MANAGEMENT/TRAINING?**

**1.**

**2.**

**3.**

**4.**

**5.**

**HOW COULD I USE THIS FOR ONE OR MORE OF THE FOLLOWING: PRODUCT /SERVICE/ CREATION/OFFERS/LEADERSHIP/ MANAGEMENT/TRAINING?**

**1.**

**2.**

**3.**

**4.**

**5.**

**HOW COULD I USE THIS FOR ONE OR MORE OF THE FOLLOWING: PRODUCT /SERVICE/ CREATION/OFFERS/LEADERSHIP/ MANAGEMENT/TRAINING?**

**1.**

**2.**

**3.**

**4.**

**5.**

Special "**Additional Profits & Margin**" Offer
For Business Owners & Marketers
With A Client/Customer/Prospect List of 500 or More Buyers and Potential Buyers

# Are You Looking For A Complimentary Offer/Bonus/Upsell That's Profitable and Brings Great Value to Just The Right Segment of Your Customer/Client Base?

**The Business Black Ops Team is constantly developing great content for the Monthly Intelligence Briefing and our live/virtual trainings and events.**

**And if you sell products or services to small business owners, self-styled marketers, or other business leaders that are looking for an edge then partnering with us to provide subscriptions or event access can make you a lot of money and give your clients and customers one or more high value experiences.**

**So if you're interested in offering a free month of the Intelligence Briefing followed by a paid subscription as a bonus for buying, an incentive to opt in, to create a product bundle, or you need a subscription as an upsell, part of a bundle or as additional source of revenue and margin, then call about the economics and the best solution. Call 610-933-8069**

**Interested in doing a deal with Business Black Ops where you can make an upsell or complimentary offer to your prospects and/or buyers? Call Lisa for an appointment with me to define the terms and benefits.**

# IT'S A GO! READ THIS NOW.

## Do You Want To Join Dave For His Birthday Bash In New Orleans on Friday, November 5, 2021?

As they say during the wedding ceremony… "Speak Now Or Forever Hold Your Peace."

~~You Are Invited But…You Must Act NOW –~~ **SOLD OUT!**

Yes, the time has come. Given the strict travel situation internationally, and the uncertainty of travel before 2022, Dave has made the call and is holding his 60th birthday bash in one America's most interesting cities…New Orleans.

**I look forward to everyone who registered joining me in New Orleans and to you getting all the great birthday gifts I'll have for you there.**

**If you missed out and want to get first dibs on the next elite Event and to make sure your spot is secured, call Lisa at 610-933-8069 and register for the 2022 events (Your $250 deposit for any or all Elite Events is fully refundable as the dates are released!)**

**Come and spend time with the team and start getting more benefits from your Business Black Ops resources:**

**https://www.facebook.com/groups/businessblackops/**