Business Black Ops June 2021 Issue 41

CLASSIFIED: BBO EYES ONLY

From: Business Black Ops Mobile Central Command –

Time & Date: 05:30 JUNE 10, 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

Food For Thought... There's an old adage…best not to get into the origins…and I'll paraphrase it here…

"Those who sell the panic sell the pill."

1) The Monthly Message to Members: This month we consider making better choices about what happens, how we feel, and what we do once we've achieved a certain amount of wealth and security. I also share two very powerful tools for achieving more and more of what matters in the second half of 2021 and beyond. Finally, a number of reminders on OODA Loop reviews of what's actually working.

2) TRIGGER WARNING – READ CAREFULLY BEFORE PROCEEDING - Getting A More Accurate Read On Your Own Blind Spots And Learning How To Reveal The Lies & Distortions In The Media and in Our Information Sources For More Accurate Decision Making In All Aspects of Business, Marketing, and Life: Fauci, Lies, And Personal Bias. This should be thought provoking but if you're not ready for the truth then avoid it (like you do with other uncomfortable things).

3) **Rethinking Your Position, Changing Paths, And Knowing When To Stop The Madness Or To Change Routes, Methodologies or More…**
Knowing when we're acting on bad assumptions, inaccurate information, or just not getting the right results is tough. As humans, once we *decide* something, it's harder than it should be to change (even when the evidence is, or should be, obvious).

4) Actionable Leadership Lessons: How To Achieve "The Impossible" Dr. Dave Weiman on Confidence and the lack of it.

5) More Personal & Tools From The Martial Arts: I Think About Curves - A Lot: By Grand Master Somnath Sikdar - An article on the math and science of achievement and leaving our comfort zone.

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.

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™:

In a moment we'll discuss two very important tools and some action items that can transform the rest of your year and beyond.

But first, before we begin, I have a question (or two) for you. Have you ever had the experience of achieving financial success or even a big win only to find yourself facing a new challenge that "sucks away" your "hard found" financial windfall? You thought you were flush for once, only to have the universe tell you to stay in your lane?

On the flip side, have you now achieved a level of physical, financial, mental, and emotional fitness that makes you feel that you're not fighting for every mortgage payment, that you can take a vacation, and help others?

Which is better? The constant fear and worry, or the quiet confidence that you're OK and that even if real difficulty struck, you'd be able to still survive and thrive?

Notice that the answer to many of these questions is contained in the question. You don't feel fulfilled and prepared and capable just because of the money. It takes physical, financial, mental, and emotional/spiritual understanding to create success and the ability to enjoy it (without, or with, minimal anxiety or fear).

I want that for you. It's a tough thing to understand and apparently hard to achieve, but once you experience it and realize the source of that feeling, you'll wonder why you waited so long.

At the highest level we have to finally realize that achieving happiness and fulfillment isn't a function of the money. We have to learn to feel better now, for no reason at all. Once we experience that, we know, deep down that we can be happy for any reason we choose.

And then, making money, building and sharing wealth, and enjoying life all become easier and feel better. The fear never goes away (at least not completely, and not for me) but it seems to matter less.

It reminds me of the time I had to fly, then dive, and then fly again. I damaged my inner ear and became dizzy and nauseous to the point that I ended up in a hospital.

It turns out that Valium® helps vestibular problems of dizziness and balance. And while I had never taken it before, I took it to stop the room from spinning.

I returned to work at a very stressful job. The stress and irritating co-workers and bosses were still there. I could experience the stress (at one level) but it just didn't bother me...and I was, as a result, super productive (and happier – albeit chemically induced into happiness).

That's what we're going for here. We want to help you to find the path to naturally achieving happiness and satisfaction in a way that makes the work better. That gets better results that are more consistent with who you are and what you want. And, in a way that makes the work less fraught with fear, danger and anxiety.

That's a tall order but that's the ride we're on.

So this month we explore a set of tools to help you to: 1) assess where you are, right now, in 2021 (vs. where you expected to be), 2) determine what strategies to apply, given that knowledge and insight,

to help you to either catch up OR to go even further (and to achieve even more and specifically more of what matters), 3) to establish a workable plan of action where you apply tactics in alignment with your purpose, values, mission and the strategies you've selected, and finally, 4) to help you to build systems rather than just goals, to achieve (or to exceed) what you truly want.

Both Dr. Dave and I have taken you through these ideas in detail in the May and June group coaching calls. So, whether you're behind in achieving your business/personal goals, or exceeding your wildest expectations, there's still half of the year left, so make it work for you in the best possible ways.

Those two calls (available on the Business Black Ops Membership site) combined with this edition of the Intelligence Briefing, constitute a highly effective roadmap and action plan for meeting, or wildly exceeding, your plans for 2021 and beyond.

Getting Clarity and Revealing Bias For Better Decision Making

One tool, that we'll talk about at some length is the ability to have real world situational awareness (that's not clouded by bias or faulty intelligence/observations).

And that means being better about disclosing/admitting our own biases and misconceptions and trying harder than ever to detect them in others (including our trusted sources of info or, as is now often the case, "misinformation.")

So wherever you are on the Fauci spectrum, from love of Dr. Fauci to disliking him or worse, be sure to read my piece on Fauci, Lies and Bias. It will get you thinking in a way that will make you a better and more accurate/thoughtful decision maker.

Admitting That We're Wrong and Course Correcting

Another tool that we'll examine is the ability to admit when we were wrong and then to course correct. And that might be important as you assess where you are with six months to go.

For most Business Black Ops members, giving up is not an option.

But, let's reframe that and look at "surrender", or falling back to a rally point, in a new way.

Unless we hone a method for carefully reconsidering and adapting, we may waste time, money, resources and lives headed mindlessly down the wrong path (or a path that while once right, no longer is).

So it's not surrender or giving up. It's something more nuanced and a major source of the success that we all experience.

For more on that, see my article on Reconsidering Our Options.

Action Item:

A little call back to last month: Have you been noticing and even writing down "stories" that occurred in your life or that you observed? Have you dissected them 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.

Bonus Action Item:

Review the articles in this month's Intelligence Briefing with the same methodology.

What insights surface for you in each article and what action items arise based on those insights? What do you want and need more of and how do you get that? How can each thing you learned or discovered help or be applied?

Sounds simple but that process is very powerful.

Well enough for now.

Semper Paratus!

Dave Frees

Briefing Item #2

TRIGGER WARNING!

This article *sounds* like it's about Dr. Fauci, deception, carelessness, strange and unjustified levels of misinformation, censorship that prevents clear thinking/decision making and the "novel" coronavirus that caused Covid-19.

It's not.

The "stories" that serve as the basis of this article are just a convenient and timely reminder about bias, undisclosed and unconscious, as well as the importance of research, analysis and reliability of data in making the best possible decisions at any given moment.

Proceed with caution and an open mind…or just skip it and let the people who want to control you do it. Like you're a pig with a ring in its nose.

Fauci, Lies, And Personal Bias

Getting A More Accurate Read On Your Own Blind Spots And Learning How To Reveal The Lies & Distortions In The Media And In Our Information Sources For More Accurate Decision Making In All Aspects of Business, Marketing, And Life

ON THE MATTER OF DR. FAUCI –
And On The Bigger Lessons Learned

With regard to Dr. Fauci, I'd like to do something that almost no one ever does anymore.

I'd like to disclose my bias to you, the reader. I am aware of my bias (or multiple biases). And, I am willing to disclose them.

In some cases, (when you're doing marketing or advertising and in others where you lead your team) you'll ***not*** want to disclose your bias.

In others, you'll be unaware of it/them.

But, when you've achieved awareness, disclosing your bias (however overtly or discreetly) can help to build trust very quickly. When you do, your reader, listener, viewer, conversational companion knows that you're being honest and upfront. They build trust with you. And that trust can be really important, lead to faster and better transactions and higher levels of influence.

With that said, here we go…

I've never liked to Dr. Fauci.

I been aware of him for quite some time prior to Covid, as he has been around and "advising" many administrations. I first really learned about him after his controversial mishandling of both SARS-Covid 1 and HIV-AIDS. But you don't have to take my word for it (unless they've been deleted on the internet) as there are many articles and opinion pieces on those blunders.

I have another bias as well.

I am generally suspicious of governments and government employees who remained in the service of government for more than three to five decades. And Fauci is one of the highest (if not the highest) paid bureaucrats in government service.

I also think that leaders should generally be open and honest with their teams and that governmental leaders (even petty bureaucrats) have a higher duty of forthrightness to the public.

So for example, if you're Dr. Fauci and you don't want people to hoard masks, explain that they are needed for frontline medical workers (like my wife who went to work in a hospital every day – even before we knew much about the virus) and first responders, and then use governmental powers to ensure that supply. But don't lie about it and then express surprise when that creates confusion in the public.

NOTE: His recently released emails (obtained through an FOIA request) also demonstrate that he did not think that widely available surgical masks would work. And that makes his public proclamations on this issue even more suspect.

That having been said, you can now evaluate what follows knowing my general bias against government and government insiders, as well as my specific bias against Fauci and habitual liars (that disclosure or bias, or possible bias, is something again I wish that more people/journalists would do).

You see, it's hard enough to detect bias (in ourselves or others) and then to research other sources of information to determine how the bias is effecting the story or the intelligence you may be using to make decisions. And in today's world where some competing ideas/data and scientific or other opinions are actively suppressed, it's almost impossible.

NOTE: For more on suppression of science/medicine and thinking by doctors and researchers, listen to Bret Weinstein's interview (June 1) on Ivermectin®) and follow the money. YouTube took down the video but the audio was, as of June 10th still available on the Apple Podcast platform. I'm no doctor, but my research reveals that Ivermectin has been widely and successfully used for decades to cure several major diseases and conditions, and appears in quite a bit of clinical research to have positive

outcomes when administered to patients requiring hospitalization with Covid-19. That doesn't mean that it works. And perhaps more double-blind studies are needed, but in a pandemic where lives are at stake, off label use of a promising drug shouldn't be actively suppressed – especially when the signal shows effectiveness and safety. But it was. So be curious as to why.

So it seems to me that self-disclosure of bias (to some extent) is desirable. And we should look for reliable sources and then confirm their reliability and sources of bias.

The recent fall from grace of Dr. Fauci, at least in the minds of some, can be attributed to a variety of factors in addition to his waffling, lying, and apparent level of involvement in the very source of the virus he is charged with containing/responding to.

However, if you still remain strongly in the Fauci camp, I ask you to consider the following totally fictitious story.

While, on the face of it, it has nothing to do with Dr. Fauci, it may be helpful to you in thinking about informational sources, bias and better decision making based on more reliable data and analysis.

By the way, I am publishing this here (in a piece I am mailing to you that is, for the time being, uncensored) rather than on social media or even through email, because there is still a possibility that I could be banned for "attacking" Dr. Fauci (who is a public figure….well paid by you, the taxpayer), and whose actions and decisions should be the valid subject to review and analysis. Why wouldn't they be?

But many people were cancelled, banned or suspended earlier in the pandemic for asking questions about Dr. Fauci, the virus, and about differences of opinions, among experts and various bodies of science, that seemed very sensible given the magnitude of the issues.

Why?

Why was there a preferred narrative, that we now know in hindsight, wasn't always supported by a scientific consensus (and even if there was such a consensus, that doesn't mean it was "right" at any given moment).

In fact, I found the references by both the right and left (politically speaking) to "following the science" to be somewhat absurd, given that science was far from clear on what this was, what to do and how best to do it. There were thoughtful, credible, and well qualified experts on "both" sides of many of these medical positions. They weren't all going to be right in the end. And, also given that science is the process of always challenging what we know and believe, and using the scientific method to determine if we can find a more accurate explanation.

Likewise, many people were banned, and their views suppressed, when they asked the question "Did this 'novel' virus (think about that for a second) originate in a Level IV virology lab located in the very city where gain of function research was being performed on coronaviruses?" That seems like a valid question for consideration.

But questions of that type were suppressed…for over a year.

And, in case you're wondering, there is no currently available evidence that the virus was transmitted to humans through an animal vector. There is such evidence (much of it very specific) from many previous viral infections.

Why were these questions suppressed in the news and on social media?

How was that widespread suppression achieved?

What undisclosed bias/agendas were at play that caused the suppression?

Was there any positive purpose achieved through suppression? Is there ever?

Is part of your brain saying that there was no suppression and that suppression and censorship are "conspiracy theories?" Is there any evidence for that and if so how credible is that evidence?

It might have even been a positive motivation…but the motivation for suppression (the bias) was never disclosed.

So we had to think and work around the suppression if we wanted to think more clearly and to make decisions for ourselves, our businesses, and our families.

This article, of course, is not an attack.

And I firmly believe that social media should not be editing free speech in the way that it has been. [Disclosure of another view/bias]

However, in the story let's imagine that a dear friend, family member, or perhaps even your mother, is struck by a car that flees the scene. She is being treated for the emergency of her serious injuries and then for weeks after remains in the hospitalized.

Your lifelong friend arrives at the hospital the night of the accident. You're happy she's here. She is a well-known physician and highly respected in the community. You have known one another for a long time and you trust her very much.

The show of support is amazing.

She stays late that night to support you, visits your mother almost every day, and because she is famous and well-known as a physician, she even advises other physicians who listened to her, perhaps even uncritically, about the particular types of medication and care that should be given to your mother.

But here's where things get weird…

If, weeks or even months later, you discovered that your friend was actually driving (or because of some imperfect analogy) "helping to drive" the car that hit your mother that night (and then sped away rather than address the consequences) would you still view your relationship with her in the same way?

NOTE: While this story is not about Dr. Fauci, there is now substantial and credible evidence that millions of dollars of American taxpayer dollars were used to fund research in the Wuhan lab. That those dollars were routed through an intermediary (who gave media interviews about it until December of 2019) shouldn't matter. Fauci knew that.

Would you view the advice that your friend the Doctor offered to you and the other doctors in the same way that you had ***before*** you became aware of

this information. The knowledge that she was actually involved in the accident that hurt your mother? And that she never mentioned this?

If you're thinking, “Well this is an imperfect analogy and how was Dr. Fauci "helping to drive the car"?

Again, let's review a couple of facts which are no longer in dispute, but seemed to directly contradict testimony given before Congress by Dr. Fauci.

First, Dr. Fauci denied that he or the NIH “ever provided funding for gain of function research to the Wuhan Lab”. This is true in the strictest of interpretations (since it wasn’t direct) and if you say it wasn’t used for weaponized gain of function research (as far as we know….because we didn’t monitor it). But it’s patently untrue in any real world sense, and now even mainstream media is acknowledging it. Recognizing that Fauci distorted the truth.

I do not, however, rely on the mainstream media for drawing this conclusion as they are notoriously biased, lack investigative integrity, and as a result, publish many distorted or unreliable facts and conclusions (often reported as facts). They also fail to publish information that would be vital/essential to a balanced review and thoughtful consideration of many issues.

I was also able, prior to their removal from most browsers, to find a number of papers written by two scientists at the Wuhan Lab who acknowledged Dr. Fauci, NIH, and the grant money given to them and specifically used for gain of function research on coronavirus taking place in the Wuhan Lab.

So Dr. Fauci has gone from unequivocally stating that he did not support gain of function research on coronavirus in Wuhan to now suggesting that it was indirect and minimal, or that he did not know that it might have been used in support of gain of function research.

But it does seem like we should have been permitted to know (either before, but certainly after it became clear) that that our own tax dollars were being used to research the enhancement of the very type of virus that arose in a city where a lab was located that did research on this exact type of virus.

But that information was suppressed for over a year. Only now is it even acknowledged, when real investigations will be less effective because of the

passage of time. It is being acknowledged when we are less able to determine more precisely what happened.

But, remember, that this whole rant isn't really even about seeing Dr. Fauci as the duplicitous, self-centered, partisan egomaniac that he is. That's just a side benefit to me.

It's about how careless, sloppy and weak that we all are (and have been) in accepting the lies and distortions that we are fed from sources with significant undisclosed bias and agendas.

It's a reminder that we need to be more diligent in the collection, analysis and interpretation of data and information used to make decisions, and that we might want to be more open as we disclose our own thoughts and information to others.

It's about asking better questions:

What do we know?
How do we know that?
Might that source of information/data or ideas have an undisclosed bias?
If so what is/are those biases?
How else can we get information from different perspectives and how do we reconcile them?
What do you think happened? Why? And what do we do know from your perspective?

Now we can't always subject our sources of information to this level of analysis.

But, when the decisions are important, and the stakes are high, let's put in the effort to lessen the likelihood of a good decision based on bad information.

Briefing Item #3

Rethinking Your Position, Changing Paths, And Knowing When To Stop The Madness Or To Change Routes, Methodologies or More

Knowing when we're acting on bad assumptions, inaccurate information, or just not getting the right results is tough.

As humans (and the feisty subset of humans known as entrepreneurs), once we ***decide*** something, it's harder than it should be to change (even when the evidence is, or should be, obvious).

I've thought quite a bit over the years about that problem, the consequences, and how to mitigate the negatives and to enhance the positives of this engrained predisposition.

For example, if we're wrong about something or the hypothesis is not working as planned or desired, we often continue to put time, money, effort, and all manner of resources behind a project that just won't work.

This means we get to the correct answer/result later (if at all) and with more resources expended on the wrong things.

For reasons to get to better answers sooner, think time value of money and compound interest.

This biological imperative of certain entrepreneurial types (yours truly included) to keep going ***no matter what,*** made our ancestors leaders and survivors. The never say die attitude propelled homo-sapiens to the top of the food chain.

In truth, even today, in the modern world, there are times in all of our lives where the never say die attitude gives us the ability to achieve what others cannot.

But, having the ability and flexibility to make other more nuanced decisions means that we can also change, when appropriate. And, given the environment of rapidly changing circumstances and in the environment in which we each operate, **the ability to know when to change can be a true super power.**

So how do we do it and how do we know when it's right to change and that it's not just "quitting"?

It all begins with what we do, think and document…before we even get started.

More on that in a moment, (make sure to read to or skip to the end because it's powerful) but first…

This content is based, in part, on my own thoughts and "experiments" on these issues, but also an interview I heard with celebrated organizational psychologist and author Adam Grant. He's at the University of Pennsylvania (one of my many alma matters) so I think he's a pretty smart cookie.

If you care to know where this information about comes from and how reliable it may be, Grant is a Professor of Psychology at The Wharton School of the University of Pennsylvania and the author of five books, including his most recent release, the New York Times bestseller *Think Again*.

That doesn't make him right, and we don't know enough about his experiences and research without looking further, but it's a good credential as a place to start our evaluation.

In that interview I heard, he provided compelling insight into why we should spend time not just thinking, but **rethinking** our decisions, strategies and tactics.

Now you're probably thinking "Oh great! It's not enough that we have to think and plan but we have to go back and do it again…on the same topics?"

But there is real power in that process (think about Col. Boyd's OODA Loop).

And in this hyper-optimized world, we need the edge to win at higher and higher levels of competition and rapid change.

So, in this article I'll review and briefly cover (to get you thinking) how to change our own views, know when we're wrong (and be willing to change) and more.

Here are a few highlights from the interview with Dr. Grant:

1) Your identity is not about what you believe, it's about what you value.

For this reason, Grant suggests that we want to have a set of clear and identified principles to guide us (we often refer to them in BBO as PVM – Purpose, Values and Mission).

For me, much like Grant, my highest values are: generosity, personal excellence, integrity, achieving the most accurate approximation/assessment of reality and the situation, bringing value to others, and freedom. I (again like Grant) am completely flexible on the best ways to live those values (and I recognize that someone may share these values but have a very different definition of what they mean or how to achieve them.)

Grant said in the interview, "So you might come tomorrow and tell me, 'You know what, the randomized controlled experiments that you do, the longitudinal studies you do, there's a fatal flaw in them and there's a better way to be helpful and excellent at your job.' I would be skeptical because I believe in science, **but I would be open to hearing the idea."**

Another example might be that I think I can deliver the highest value to you through this Intelligence Briefing (because I can dig deeper and be more nuanced than in many other formats). But if the evidence shows (which it does not) that you, as the consumer, aren't able to digest/use the information and prefer smaller videos as the delivery system, I'd consider that.

On the other hand, I would seriously research whether or not short format dives into shallow waters of thought can really provide the support and ability to change and adapt.

2) The rethinking cycle…for me, with intellectual humility, which is about knowing what you don't know.

No matter how much of an expert you are in a given field or a given topic, you have a long list of things that you're clueless about.

In fact, genius or expertise in one area can be detrimental to understanding and acting upon others. Smart thinkers in one area are also often blind to their limitations in others.

For that reason, being open to challenge and aware of where your ignorance lies, can lead you to doubt your convictions. That shouldn't be viewed as a negative because it can make you curious about what you don't know, and that opens your mind to new discoveries.

You must be prepared to challenge even your own deepest beliefs (that are often way more context dependent and specific that we ever imagined).

3) In too many organizations, people are counted as successful if they get a good result, and as having failed if they get a bad result.

But a major problem with this success/failure classification is, it often takes years to find out what the true/real results were. It's very easy for people to persist with a failing project for a long time and convince themselves and everyone else around them that they're on the right path.

And that's why it's vitally important to decide, in advance what we'd have to see to be confident that we were right AND what we'd expect to see if we were wrong.

By deciding this in advance, we still can't be sure, but we're much less likely to ignore the evidence that we were wrong when we decided in advance what we might see.

4) Dr. Grant observed, that they got "curious" about alternative approaches to this problem that might have a more lasting effect on psychological safety.

"And the one way we tried out that worked effectively was, instead of just asking for feedback, we had leaders criticize themselves out loud."

My suggestion: Try this one out as an experiment during your OODA Loop reviews of programs, products, decision, and systems.

5) Grant also suggested that we spend a little time, "Thinking" about how much time we spend (waste) in our lives preaching.

You've already found the truth and your job is to proselytize it. Prosecuting—you find somebody who you think is wrong and your job is to prove it and win your case or come out ahead in the argument. And politicking, where you think, "Okay, I've got a base of people who I'm trying to curry favor with, and so I've got to campaign for their approval and support."

Is this a good use of time and your limited resources?

And here's one of my favorite points from the interview…

6) Just because somebody is sure of an opinion does not mean they know what they're talking about.

And in fact, anybody who's familiar with the Dunning-Kruger effect will know that the more sure/certain people are of their opinions, the more hesitant we should be to listen to them.

At the same time, there's something very intoxicating about following someone who believes they've already found the way. I think it gives us a sense of coherence, it can give us a sense of purpose, it's easy to put our trust in people who have a clear vision

So this last one cuts both ways. If we want to be truly powerful, we have to be open to challenging our own ideas and beliefs. We have to be willing to honestly review our decisions and to allow that we might have been wrong or that they can be further optimized as we learn more or conditions change.

But, remember that others want to feel the certainty of following a clear and decisive leader.

Knowing how to balance those two without hampering team members is an art. But once you get some clarity it can be very powerful.

Now back to the original point I was making. See, I said more on that in a minute.

The very best way to be open to rethinking, reviewing and modifying out plans/thoughts and hypotheses, is to ask a series of questions…

Before We Even Get Started…

When we plan on testing an ad, content, a new way of promoting something, a change to the avatar, the development of a new product, the hiring of a new position or the development of a new team, etc.

We should ask:

What SPECIFICALLY would I expect to see/hear/feel/notice in the data if my hypothesis/plan/action is right and working?

How SPECIFICALLY will I know if I am wrong and what would I expect to see, hear, feel, notice if I am wrong?

Who else might see/hear notice things from another perspective as we move forward?

Have I made it clear to that person/teams/and others that we/I value their input and perspective?

Only when we have decided, from the start to be open to accurate observation and assessment from multiple perspectives, and have a plan to deal with success and further optimization as well as "failure" and what follows, can we truly proceed with an enhanced likelihood of ultimate and higher levels of success.

Briefing Item #4

Lessons on Leadership

By: Dr. Dave Weiman

How To Achieve "The Impossible"

One of the greatest accomplishments in sports occurred when Roger Bannister, a British runner, broke the four-minute mile barrier in 1954.

He accomplished something that was previously thought to be almost physically impossible to achieve. Beyond human capacity.

Here's what's interesting and not as well-known: After he accomplished that feat, (within months) many people started running sub four-minute miles.

In fact, just two weeks after Bannister achieved that breakthrough, someone actually beat Bannister's new record-setting time.

There's another interesting aspect of this related to Bannister's strategy.

It's the psychology of "pulling away from the pack," which he thought was necessary to win races like that.

And, as he said in an interview, it's a combination of 1) confidence and 2) a lack of confidence that allows someone to make that decision to pull ahead.

The confidence is related to knowing and feeling that you can run faster than you are moving at that time, that you have more speed than you're using.

That is part of what helps you pull away from the pack.

But the second piece of it is a lack of confidence.

And he said these thoughts all occur at the same time, where the runner may believe (or fear?) that if they pull away, the rest of the pack will catch up to them.

It's really interesting to me that somebody, who accomplished something as phenomenal as he did, was dealing with a lack of self-confidence and used it to propel him forward.

I think so often when we are trying to accomplish things, we let the lack of confidence be a wall that we feel like we can't get around or we can't get over.

I hope you'll consider the idea that people who accomplish amazing things – especially things that were thought at one time to be impossible – are often using that lack of self-confidence as something that can propel them forward.

It's part of the fuel that they use to achieve these great things.

Editor's Note: We've previously discussed a very similar idea that the lack of confidence give many of us the edge. It makes us more thorough in our preparation and drives us to be better than our competition than we thought possible. Lack of confidence and confidence as a push/pull "driver" of performance is something worth thinking about.

Briefing Item #5

By: Master Somnath Sikdar

I think about curves, a lot.

A few years back, I talked about the sinusoid curves, how they appear in nature, and in many ways represent out life. Understanding this curve can aid in our creativity.

But lately, I've been thinking more about the sigmoid curve, also known as the logistic function. Perhaps, it applies more specifically to businesses and our efforts towards a specific goal. Whereas the sinusoid curve applies to our whole lives more generally.

Before I continue, there's a running joke that I always have a "nerd slide" during my talk at BBO. This month's article may feel like that. But, as there's value to flexing our muscles periodically, I think there's value in thinking differently about problems or concepts. The quadratic equation stuff may not be for you, but bear with me for a few minutes.

Editor's Note: Som is, as usual, very right. If you're feeling that this is too much or you've peaked ahead, seen the diagrams and flashed back to high school math (or in my case and Som's, later elementary school) just stop. Take a deep breath and re-read the short paragraph above. Flex those muscles that you use when thinking in new ways or leaving and expanding the comfort zone. You'll be getter of for it.

Now back to Som…

My students often query me on what they should be practicing.

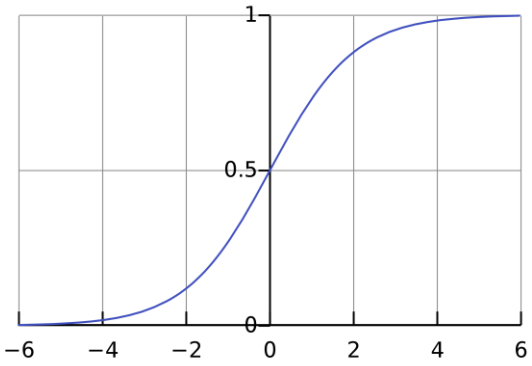
My answer is almost always the same**. What do you like to do the least?** *That* is what you need to practice first (and possibly the most). Arnold called this concept weak-point training. You're likely to work on the things you have affinity for anyway. As a result, this becomes a framework for addressing weaknesses and filling gaps as well as optimizing strengths.

At least once in a while, we need to push into the thing that puts us off. This article may not be that thing, but something is.

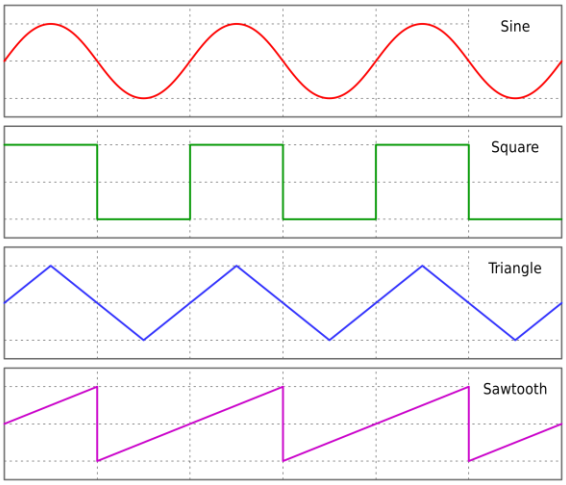
The logistic curve is expressed the following way:

$$f(x) = 1/(1+e^{-x})$$

We can adjust the parameters in order to modify the slope and amplitude of the curve, but generally, we get a picture like this:



Note, this is different than the *sinusoid* discussed a few years back.
The sine wave represents the roller coaster of life, and is a picture you may be more accustomed to seeing:

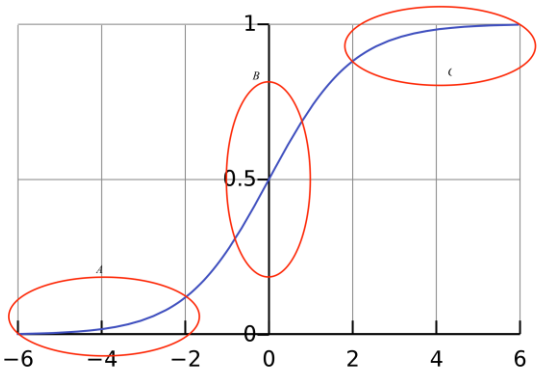


Although, all 4 of these curves are not true sine waves, the undulation looks similar. In fact, any shape of wave can be nearly simulated by using a sum of sine waves.

That's not just a throwaway mathematical fact from undergrad calculus. We live in the communication age, and the world runs on these waves. Our ability to generate specific waves is essential to modern life.

But, it's also a metaphor for modern life. As our lives get more advanced, they also become more complex and chaotic. We can assimilate and accumulate this chaos to our advantage if we understand how.

Let's get back to the logistic curve. You probably see three distinct phases of this curve. A – a flat section. B – a very steep section. C – a second flat section.



Once highlighted, we can compare these three sections to the three phases of any new endeavor: Start Up, Rapid Growth, and Plateau.

There are some important aspects to each of these phases and it's worth digging into them a little. I'll discuss them as they relate to the martial artist's journey, and you can also see how they relate to business.

Section A.

When a student first starts learning martial arts, they have high expectations of progress. They want to lose weight, gain muscle, and most significantly be able to *fight.* Yet, in most cases the foundational components for any of these things are nowhere near in place.

This lack of ability is compounded by misaligned expectations. The student doesn't yet have a clear picture of what fighting (for sport or self-defense) truly

entails, how much is involved, and how long it will really take to attain even mediocre proficiency.

There is progress at this stage, but it feels slow, frustrating, and arduous. For some, progress is so slow, it seems like nothing is happening at all. The rise that's soon to come in section B is understood to be far too distant.

As a result, most students quit during this section A, start-up, phase. They quit because it's taking too long to see real, significant progress. But, they also quit because they don't know *how long* it will take to see that progress. And, the misperception can go in either direction.

They think they should have made gains sooner, and haven't, so they quit. Or, they accept that gains will take a very long time, perceive the long ramp as futile, and also quit.

The beginner lacks perspective and the ability to zoom out and see that the "J" portion of the curve is soon to arrive. If you've been training for a year, 9 months to see progress can be an eternity. But, if you've been training for 10—or 30—years, 9 months is merely a blip from distance memory.

Of course, the challenge is to get through the ramp up phase and onto the rapid growth phase. As an instructor, it's my goal to make sure my students have a clear expectation of how much time and effort will be needed. I want my students to be able to borrow the perspective of my experience.

But, it is also my goal to move students through "Section A" as quickly as possible. The faster they get to section B, the *more likely,* they are to stick with a training program. Over the years, I've found that this can be accomplished through a combination of improved teaching methodology and elimination of what's not effective or needed. This is critical for my business, but also my legacy as an instructor.

We need to have a realistic understanding of what the curve in Section A looks like. But, instead of giving up when progress is slow, we need to do whatever it takes to accelerate our way to Section B.

Section B.

This is every student's favorite place to be. Some hit this point as a mid-level color belt and others don't until they reach their first or second level of black belt. Either way, it's one of the most enjoyable times to train and learn martial arts.

During this phase, it feels like you get better and better with every training session. Motivation and satisfaction are at all-time highs. You have the delusion that *this* is normal and that this rate of progress will last forever.

It doesn't.

Eventually you'll hit a point where the rate of returns begins to diminish. This is inevitable. But, how you interpret and react to that *inflection point* makes a great difference.

In mathematics, we look at two additional equations to tell us more about the curve we're looking at. In this case we're using the logistic curve to describe our reality.

To know more, we look at "first derivative" and "second derivative". I won't bore you with those two calculations and graphs. But they tell us two important pieces of information.

The first derivative tells us how fast we are going: speed.

The second derivative tells us if our speed is changing. Are we speeding up or slowing down?

In learning, and business, these are crucial things to know.

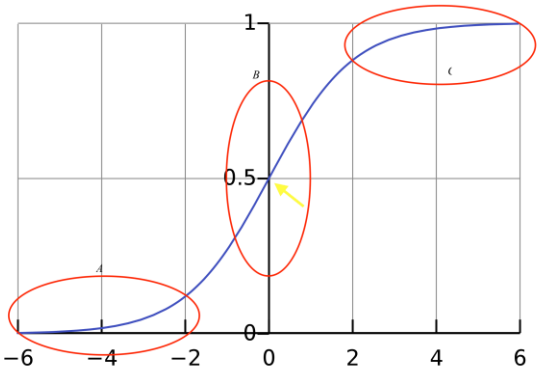
If the 2nd derivative is positive, we're speeding up. If it's negative, we're slowing down. When it's "zero" is the inflection point. That's the point we change from speeding up to slowing down, or vice-versa.

Why is this important? Once we hit this point, we know that we'll be leaving Section B soon. But, we haven't left it yet!

Cialdini writes about three buckets of water in *Influence.* There's a bucket of hot water, a bucket of cold water, and a bucket of lukewarm water. The right hand goes in the hot water; the left hand goes in the cold water. Then, simultaneously, both hands are removed and plunged into lukewarm water. The left hand perceives the new water as warm, and the right hand perceives the new bucket as cold, even though the water is the same!

It's much easier for us to perceive the delta (change in state), rather than the actual temperature.

This is what happens when we hit that inflection point, we feel the slow down, but not our current speed. Take a look at the curve again:



In this version of the logistic curve, the inflection point is at x=0, y=0.5. You can see that some of the "steep" portion of the curve still remains. But, we when feel this slow down it can feel like we're hitting a brick wall. Students give up here, well before Section C.

There were still a lot of rapid gains to be realized, but they won't be if we give up too soon. The inflection point signifies a point of diminishing *rate* of returns, but not necessarily an actual plateau.

Section C.

If we've made it this far, this is where the curve goes "asymptotic". The martial artist, or learner in general, has reached the dreaded plateau. Rapid returns have diminished and obvious leaps in ability are few and far between.

At this stage, a couple of insights are useful.

As a dedicated learner of any sort and you've made it this far, you're likely on the "path of mastery". You haven't let obstacles stop your learning, you're self-driven, have a "why", and ultimately enjoy the learning for learning sake. The process, not the outcome, has become the goal. This is a wonderful place to be. It is the pursuit of excellence over perfection. But, it must also come with the acceptance that you'll never feel the rush of Section B again.

Alternatively, this is a time to pivot or broaden your skills. In the martial arts context, a common choice is to cross-train in a new martial art. For example, a striking dominant martial artist might study grappling, or the other way around. We've recently had several former D1 and D2 wrestlers join our Muay Thai program. When you do this, you might find yourself on Section A again!

Finally, Section C can be mistaken for Section A. The slow rate of change makes these two areas of the curve feel the same. We can delude ourselves to believe that the high-growth of Section B is ahead. But, it is not, and it never will be.

Revisiting the first and second derivatives, we can verify this to be true. The first derivative in Section A and Section C is the same. They share the identical slow pace. However, in section A the 2nd derivative is positive: things are getting better! But, in Section C the 2nd derivative is negative: we are in a plateau.

In Section C, we have definitely reached an effective steady state. We may decide to enjoy the plateau, pivot to a new mode of **learning (and earning),** and although frowned upon till now, this may be an opportune time to exit.

Thanks for sticking with me! Maybe we'll get back to throat-punching next month ☺

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Briefing Item #6

New Members and Field Notes

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):

July 13 – Creativity in Business - Products, Services, Pricing

August 17 – Alchemy in Business and Marketing

(NEW DATE) September 14 – 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)

CLASSIFIED: BBO EYES ONLY

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 (Part 1)

June 15, 2021 Topic: Preparing for Q3/Q4 - Meta/Strategic/Tactical Force Multipliers (Part 2)

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 a useful lesson/distinction/skill (on better targeting of better prospects) taken from a recent question during a high level monthly War Lord coaching call. That's followed by a thought provoker on why you may be using, reading/listening and learning as an excuse for inaction. READ AND USE THESE as well as the examples in "How Do I Use That?" in Article 3 below! THIS MONTH'S CONTENT IS 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. EXCELLENT RESOURCES YOU MIGHT WANT TO LOOK INTO.

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 and From Our Monthly War Lord Coaching Calls:

Dave Frees' Business & Professional Practice Force Multipliers

This month:

1) I've reproduced an answer that I gave to one of the War Lord coaching client's monthly questions. It's a short but super powerful way of thinking about more focused marketing. This should result in better clients/customer/patients almost immediately, and

2) I've also included a thought provoker on why we need to read less and do more especially when we use reading and learning as a way of avoiding the doing.

1) A question from our monthly War Lord coaching calls:

How can I better target more affluent buyers with my marketing?

Below is my response:

Effective marketing is equally about: 1) **repelling the wrong people/prospects** (showing specifically who it's NOT intended for) and 2) **attracting the right ones** (with the right benefits and in the right place or on the right platform).

In the marketing context, the "right ones" are the people you consider to be good prospects (i.e. high-end people who are aware of the problem, are actively looking for the solution, and who have the time, money, and resources

to select one of your higher margin options). These should be people who you've already determined really resonate with the specific features and benefits that your product uniquely offers (or offers in a unique way). In a perfect world, they will also be the subset of those prospects who buy faster than others.

To better target them with your marketing message, you want to make sure the "bait" you're dangling out to attract prospects is one which appeals to your ideal audience and repels everybody else AND you want to make sure that you're offering the bait at the right spot.

Bait, in this context, being the idea and/or promise behind your marketing message. But again location matters.

For example, I'm fond of saying that if you're going after alligators, they like whole chickens. But, if you're putting a whole chicken down the drain at your local mall parking lot there's probably not going to be a "catch."

On the other hand, if you have a chicken lobbed into a small gator filled pond in Tampa, you might get a big one.

Let me give you a marketing example.

Let's take the following headline...

"How to add another million dollars in PROFIT to your professional practice."

This particular phrasing – using the word "another", is intentionally designed to attract entrepreneurs (in professional practices) who've ***already*** generated at least a million dollars.

It's also intentionally designed to gently repel the lawyers, doctors, architects and other professionals who haven't.

So try to write your headlines to attract and repel AND then make sure you're putting them in places and on platforms (or mail them to lists) where the right prospects will see them.

Let's look at another example...

"How to grow your professional practice revenue from one million in annual sales to two million and within the next 12 months."

This is, obviously, designed to attract professionals who are already at the one million-dollar a year mark, and to simultaneously repel the ones who aren't there yet.

Now, compare both of those headline examples to the following...

"How to double your business revenue in the next 12 months."

Notice, the bait isn't specific or qualifying. There's no repelling of any segment, nor is there any attracting of any specific or more specific segment (such as professional practices).

Instead, it's a general promise trying to appeal to every entrepreneur and perhaps actually deters professionals.

That’s no good.

Your job is to attract the right people with your marketing message which requires you also repel the wrong people.

It's about attracting and repelling.

So let’s go even a bit deeper.

What if we niche down even further and decide we are going to test our product or service with a specific type of professional. That might make it even easier and make it work even better.

Think about the same two headlines adapted to say:

"How to add another million dollars in PROFIT to your personal injury law practice."

"How to grow your personal injury law practice revenue from two million in annual sales to three million and within the next 18 months."

Identifying a narrower pool of prospects who we are more certain meet the requirements above helps us to customize the message, more clearly attract and repel, and makes it even easier to find the right places to advertise or market.

NOT YET A WAR LORD …but want the extra advantages of individual coaching/consulting? Dave has one annual spot open before War Lord registration reopens again in October. But if you're ready to make some real changes in how you work and get rewarded more richly for that work ? To apply for that spot call Lisa at 610-933-8069 Today. It will get grabbed. For an existing member Dave will reduce the War Lord fees from $1,000 per month to 2 payments of $5,000 each.

2) Why you may need to read/listen and watch/learn less and do more especially when you're using "learning" as a way of avoiding the doing.

Now this might sound like I am contradicting advice that I have given before. You know that I'm big fan and often tell you to think more, plan more, and pregame actions to make sure that they are strategically aligned with your purpose, value, and mission.

This of course assumes that you spent a fair amount of time thinking about and refining your purpose, value, and mission. So why am I all, all of a sudden, suggesting that we spend less time thinking and learning and more time doing?

I'm not actually changing my mind. I'm still a big fan of thoughtful consideration of many issues before acting. That's especially true when the actions involve decisions that are irreversible or that involve the enormous commitment of time money and energy.

These things deserve careful consideration.

However, once we've determined what needs to be done and that it is in alignment with our purpose, values, and mission, then it's time to act.

Multiple skillsets and talent stakes can and should be built. You should set aside specific times for personal growth. But that cannot be allowed to stop meaningful actions that are essential to achievement.

Ideas and thoughts are electrochemical reactions in our brains. But the alchemy, the real magic lies in transforming those thoughts into physical "reality" through concerted, sustained actions.

So determine, in advance, when you need to finish the thinking and planning piece and set the timer to alert you to the fact that it's time to act.

Your legacy is built on a foundation of thought and creativity. But it is built through actions.

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 brainstorm/mastermind how you might be able to use the better avatar method described above and where you'd place the advertising or marketing to reach that market segment.

Finally, consider modifying headlines or content titles to both attract and to repel.

Article 2:

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

This month I have two resources that may be useful for you. The first is a macro level thinking paper on what has and is happening to our work force in the post pandemic USA. Failure to understand what's happening and the implications for our staff/teams and our buyers is very dangerous. Read it more than once.

I hope you enjoy and use them all.

Resource 1:

The Sansdemic world and the implications for the USA and world markets. Think about this…a lot.

Specifically ask "If this is correct (or even partially correct) what are the implications for:

1) **Who I hire, can hire and how I train, compensate and retain them,**
2) **My customers and what they will want and need over the next year to ten years,**
3) **How long I will stay in my role and what are my exit plans?"**

Click here to read article or type in:
https://bit.ly/BBOEconomic

Resource 2: Noah Kagan's Content

I met Noah Kagan at a conference in Boulder, Colorado years ago. He's a really smart creator. The video below is Noah Facetiming his rich friends and asking them how they made their first million dollars.

Now I've said many times that people who are great at something are often unaware of how they actually build these skills or their success.

But, that doesn't mean that you can't get wisdom from having a conversation about it. It just means you have to understand that you're not getting the whole story unless the person you're speaking with is extremely self-aware and a great teacher.

That said, this video is smart but it's also a feature in the next article "How can I use that?" because you might consider how you'd do something like this that would appeal to YOUR own clients/patients/ customers.

It might even be you doing this with multiple friends/clients/ customers/experts etc.

CLICK HERE TO WATCH or type in: https://bit.ly/BBOJUNE

Article 3:

"How Can I Use That?"

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

By: Dave Frees

I have long been a fan and a student of the Robert Collier Letter Book. And this month, "How Can I Use That?" is inspired and fueled by just a few pages and ideas from the book.

I read it before law school and it helped me to create and to build my first "real business" (as opposed to cutting grass, delivering papers, and being a writer/photographer/stringer for a local news publication).

I also think, for what that's worth, that anyone who creates content for distribution, or who forms/operates or owns a business, should read it periodically to learn and/or get that reminder of what matters in creating, advertising and selling products and services to others.

Strangely, I have met many people (some rich and some not) who claim to have read it (perhaps even believe that they have) but who couldn't answer a single question about the contents or how the knowledge could improve their business. So if you're thinking "Oh I already read that…" then keep reading and keep an open mind.

While many things change, these fundamentals of catching attention and motivating action do not. So they are worth visiting for the first time or reviewing for the one thousandth time.

That said, let's consider a few issues/questions/skills/ and knowledge that we can adapt and use (for much greater effect and with very little effort) if we ask … "How can I use that?"

What Is It That Makes Some Copy/Content Convert At A Much Higher Rate While Other Great Content Does Not?

In the day and age that Collier's book was written the primary ways of selling to customers were through catalogs, direct mail letters and advertising. And, it's worth asking, "How can I use that?"

These days emails, videos, and to some extent, webinars and classes play the same role as letters used to, so I look at all the advice he gave through that filter of "How can I use that?" in the context of many different media..

According to Collier, first, *"It's a matter of bait."*

Ask "*What is the bait that will wildly tempt your reader/viewer/listener? And WHY?*

How can you tie up the thing you have to offer with that bait?"

Collier reduces that thought to this (my noted/additions/ideas are in parenthesis):

"The reader of this letter wants certain things. The (very strong) desire for them is, consciously or unconsciously, the dominant idea in his mind all the time. (You need to discover this by asking AND watching actual behavior/use of resources)

You want him to do a certain definite thing for you. How can you tie this up to the thing he wants, in such a way that the doing of it will bring him a step nearer to his goal (which ideally is a super powerful and well understood desired outcome of the customer/client/patient)?"

When you try to sell a prospect something, you want him to do something for you. (Don't forget this! You want to be someone, or a brand, that has earned this right).

"Why should he? Only because of the hope that the doing of it will bring him nearer his heart's desire, or the fear that his failure to do it will remove that heart's desire farther from him."

In order to succeed you have to put yourself in his place. (How can I use That?)

Well, one way is to imagine being in a discussion with a dear friend or family member.

A stranger comes, slaps you on the back and says "Hey buddy. I have a real estate/legal/medical service I want to sell you."

What is your reaction?

Do you allow him to go over all of the benefits of his service or do you tell him to get out of your face and beat it?

And, I suppose this goes without saying, but is a good reminder anyway, that much the same feeling dynamic happens when you email a person in the modern era of spam and email volume.

He (or she) is deep in thought over ways and means of getting certain things that mean a great deal to him (or her). When you interrupt and tell him/her to forget all of these things so that now they can listen to your offer instead. It doesn't take a neuro-scientist to figure out why they might get angry and quickly type up a nasty response rather than develop a genuine desire to buy as a way of fulfilling their hopes, needs, desires.

The Collier approach (and mine too) is to watch and "listen" in for a while, get the trend of the conversation and when you chime in, remark on some related subject, and from that bring the talk around logically to the point you wanted to discuss.

He states, "*There are certain prime human emotions with which the thoughts of all of us are occupied a goodly part of the time. Tune in on them, and you have your reader's attention. Tie it up to the thing you have to offer, and you are sure of his interest."*

I strongly believe he is making a case for carefully observing, listening and "talking" with your customers and figuring out what they TRULY want, how they see things and what preoccupies their minds most of the time.

Although Collier never does an in-depth analysis or how to about how he figures these prime human emotions out he does give some great insight so keep reading.

I'm going to give you access to a list and some other resources that will blast your content, copy, marketing and sales through the roof.

Here's a site that outlines all of the primary, secondary, and tertiary emotions. Master these and watch for them in your prospects and buyers and you'll change your business/practice for the better and forever.

List of Emotions (click here) (or type: https://bit.ly/BBOJUNE2)

As you read this chart always be asking…"How can I use this?

Let's dig deeper into that initial Collier/Frees hybrid approach.

A great exercise is to imagine "you see," your prospect glancing over his emails and realize, that it is much like a person driving down the highway. Something might catch his or her eye and he or she will turn to get a better look. You have his attention. But that attention alone gets you nowhere. The bait must pass closer inspection, it must perk his interest, otherwise you lose him – and once you do, it will be twice as hard to get his attention the second time. Especially if the second approach is similar to the first.

Emails are no longer objects of interest. In the old days, anytime you got mail it was a novelty.

We are very far gone from those days.

Now the bait must look a bit different from bait he has nibbled at and been fooled by before. It must have a headline that stands out or it goes into the trash. It cannot trigger the feeling of having been fooled by that before. While overcoming that feeling in a prospect or customer can be achieved, it's hard…too hard. Avoid that reaction and avoiding it takes some time, thought, preparation, and testing.

"Your problem then, is to find a point of contact with his interests, his desires, some feature that will flag his attention and make your letter stand out from all others the moment he reads the first line."

Do not yell "fire" or perform a bait-and-switch. This might get the prospect's attention but again, not the kind you want.

"Study your reader. Find out what interests him. Then study your proposition to see how it can be made to tie in with that interest. "

Yes. Getting to that nexus is the purpose of asking and observing.

Look at the following example and see how Collier was able to get under the skin of a father of a younger boy. Just ignore the strange vocabulary of the time.

"Your boy is a little shaver now. He thinks you are the most wonderful man in the world. You can fix his boat, mend his velocipede, and tell him wonderful stories.

But it will be only ten or twelve years until he goes to College. The fathers of the other boys – his chums – will go to see them. There will be a Railroad President, perhaps; a great Banker; a Governor.
And you will go; and your boy will say, "This is my father, boys."
How will he feel when he says it? Will he be proud of you?"

Be thinking, how can I use that father/mother or other role's emotions to catch and hold their attention, to build trust, to trigger action?

On a related topic where you should be thinking "How can I use that?" you should also become an expert at the title of another interesting book - How to Arouse That Prime Emotion.

This process of assessing the prospect or buyer and getting an understanding of that emotion, starts before you type the first word of your sales letter/script/ article/podcast etc..

"Decide in your own mind what effect you want to produce on your reader – what feeling you must arouse in him."

Many owners/creators/writers/speaker use catch phrases and attention grabbers to try to get the audience to think you're smart. And that's ok BUT it's better, in my opinion, to get them to forget about you (like you forget you're in a movie theater – or your living room - during a great movie) and focus on the message.

Every successful letter/piece of content and every closed sales is backed up by this feeling arousal that compels the buyer, or returning multiple buyer, to do what you want them to. It is the content's entire purpose.

How are you, from now on, going to arouse that feeling in him or her – the avatar, returning buyer?

How would you have to feel, yourself, before you said yes to this type of an offer, before you sent a payment to this company/brand/person instead of all others at a time when it is so hard to trust anyone who is sending you cold or unwanted pitches?

What would you want to know first?

What about the offer would interest you most?

What would you feel you had to gain by accepting?

What would you lose by refusing?

Who is this for? And Who is this not for and why?

Definitely figure out who you're selling to, what they want, how they get it through your product/service, and especially the why of your prospect or buyer.

Collier adds, "*When you come down to it, isn't the prime requisite arousing the feeling in your reader that he must have the thing you are offering, or that he cannot rest until he has done the thing you are urging him to?*

He shows an example of two letters selling the same product. One only moderately successful and the other one very successful.

The moderately successful one follows all the rules. It won attention, created interest, described with it had to offer, had an argument, conviction and a clincher. Yet it didn't do so well.

Why was that? What made the second letter so much better?

It is because the first letter was aimed only at the logic and intellect of the reader. While the second, although it tried to convince the reader, aimed its real appeal at the emotions!

I once did an entire program on this issue called "Selling to the Primate Brain." Most sellers mistakenly think that decisions about buying are financial and logical. But the truth is, that ALL decisions are emotional and are later confirmed through logic. So while your sales/marketing process needs both, the real work is done at the emotional level.

If you don't already own a copy of this program "Selling To The Primate Brain" you can purchase the CD set or get a custom download (after Alex's wedding) by calling Lisa at 610-933-8069 to order Selling To The Monkey Brain together with five bonus "Hypnosis/NLP" inductions/ meditations by Dave Frees. These are focused on relaxation, well-being, wealth, stress reduction and relationships! You'll be on fire with this material and Dave's voice and guidance can go anywhere with you. The price to get these materials and relaunch your persuasion skills is just $497 and includes a call with Dave To Review at your convenience.

So, when it is trust, rapport, and buying action you want, go after the emotions every time!

Now the next list from Collier's book that I use with frequency.

The 6 Rules to a Successful Robert Collier Letter Formula

There are a couple of elements that I found throughout most of the hundreds of Collier's letters included in his book as he sold everything from fragrance to briefcases to coats. And basically start using this list to build your own letter, podcasts, content, videos, etc.:

1. The opening (get reader/viewer/listener's attention with a triggering of emotion)
2. The description or explanation (to help visualization/emotion)
3. The motive or reason why your product or service will deliver a goal or desire

4. The proof or guarantee/reduction of risk (establish confidence/eliminate fear of disappointment/error)
5. The snapper or penalty (hold pain of inaction over his or her head)
6. The close (tell them **specifically** what to do and how to do it)

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.

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

1.

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5.

Are You Looking For A Quick And Easy But Highly Effective Way To Improve Your Mindset, Marketing, and Profitability Just By Listening To A "CD" or Download?

"Marketing To The Primate Brain" Is Dave Frees "Installing" some of the best persuasion, influence, and marketing skills from this edition right into your brain and your systems.

It's designed to help you to bring great value to just the right segment of your customer/client base and getting them to buy and buy more with greater satisfaction than ever before?

If you don't already own a copy of this program you can purchase the CD set or get a custom download (after Alex's wedding) by calling Lisa at 610-933-8069 to order Selling To The Primate Brain together with five bonus "Hypnosis/NLP" inductions/meditations by Dave Frees. These are focused on relaxation, wealth, stress reduction, implementation and relationships! You'll be on fire with this material and Dave's voice and guidance can go anywhere with you.

The price to get this program (and individual hypnosis "installations") and to relaunch your persuasion, influence and marketing skills is usually $997. But for subscribers to the BBO Intelligence Briefing, it's just $497 and includes the five bonus hypnosis programs on wealth, stress reduction, relationships and marketing to help you to do what needs to get done.

As an extra bonus, you'll also get a half hour follow-up call with Dave to review your questions, implementation and/or results after listening to the program.

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