Business Black Ops July 2021 Issue 42

CLASSIFIED: BBO EYES ONLY

From: Business Black Ops Mobile Central Command –

Time & Date: 05:30 JULY 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... "What gets thrown over the side when a ship is in danger of going down? Everything not absolutely essential to operation of the vessel [survival] and safety of the passengers" Earl Nightengale

"Make sure your business is viewed BY THEM as vital to the health, wealth, happiness and/or survival of your clients/customers/patients." The Old Man

1) The Monthly Message to Members: This month we consider some basics, the concept of "fire to a caveman", and why and how to achieve true mastery and "next level" success and profitability through those same simple/basic and straightforward things that we say we "already do." I also share a story of my pool guy, bad advertising, and the failure to act…coupled with astonishment at the same old lack of results. Finally, I'm including three rules to building and sustaining real wealth.

2) Want to Be a Better Leader, Grow Your Profits, Calm the Chaos, Have More Free Time? Here are 15 (or more) of the Best Meta-Level, Strategic-Level, and Tactical-Level Ways to More Successfully Profit, Lead, Grow, Expand, and to Market your Business or Professional Practice in Q3 and Q4 of 2021 and Beyond

3) A Simple But **"Next Level" Strategy For Amazing Content, Deeper Connection (Now Essential), And Copy That Kills (Everytime - Well Much More Often Than Not) …** Here's a quick way to achieve and keep deeper, more emotional, and powerful connections you're your prospects/clients/customers/patients in a world designed for quick, casual, and unrewarding "connections."

4) Actionable Leadership Lessons: The Power of Daily Rituals Dr. Dave Weiman on Why Rituals Matter.

5) More Personal & Tools From The Martial Arts: The Power of The Beer Run: By Grand Master Somnath Sikdar – **An Article on The Power of the Beer Run and A Story About Beer, The Power Of Mastermind, Perceiving What's Always There But Hard To See, Finding More Power, And A Better "Way."**

6) New Members, Member News, 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 story of how a "homeless" guy may be smarter than the rest of us with the marketing tools he uses for panhandling. Yeah. He has a notebook with different signs that work better for different segments of his audience. READ AND USE THIS as well as the examples in "How Do I Use That?" in Article 3 below and start segmenting your lists and your messaging/content/CTAs! 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 unless you love being right where you are.

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 4: Being Even More Prepared: Some old SEAL Team & military sayings that help you to get it done, be prepared, to stay resilient and "Oscar Mike" (On Mission)

Briefing Item #1

Dave's Personal Monthly Intelligence Briefing Message

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

From: Central Command and The Old Man

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

Before the end of this message, I'll share two important stories and the three clear and simple rules (that I recently distilled from a series of notes I took on ways that my family, my wealthy clients, and a series of friends who have built wealth appear to have all followed) that clear the path, and guide you on the course of building and maintaining true wealth.

We'll also discuss two very important tools and some action items that can transform the rest of your year and beyond.

Those are big promises.

But first, before we begin, I once again have a question (or two) for you.

Do you believe in (and actually develop and use) the power of systems in your business or professional practice?

What about in your life?

I'm sure that you also acknowledge that there's also a time and place to "throw out the rule book" but if you're smart, you probably also realize that there are even rules and systems for that...rules for breaking the rules, and for triggering creativity and innovation

(outside the rule book). Yes, if you're smart (and I think you are) you probably even have systems for changing and updating systems.

If you've been part of Business Black Ops and/or Three Days To Success for any time, you may also see the value of viewing the tools of success, happiness and prosperity in the three tiered model of business force multipliers:

1) **Meta Level Strategic Force Multipliers** - the models for achieving and maintaining high level mindsets and resiliency, and the very highest levels of thinking about thinking. The strategies for picking and successfully using strategies.
2) **Strategic Force Multipliers** - the principles, tools, systems, and perspectives that, when aligned with your purpose, values, and mission, allow you to get more done and to achieve success and happiness more quickly, using fewer resources, and with less friction. They allow you to carefully choose the best tactics or actions to take thoughts and to transform them into physical "reality," and
3) **Tactical/Technique Force Multipliers** - the actions we take to implement a particular strategy, and to achieve a particular result/outcome.

OH MY!

TIME SENSITIVE OFFER

You're probably now thinking "Dave! If only there was a clear, concise, condensed and powerful resource filled with an actionable description of the meta strategies, strategies and business tactics/force multipliers at each level and how to deploy each level within my business. One that could be used to help train and give value to my team and/or, where appropriate, my customers/clients."

Oh! Guess what?

There is.

It's called the Business Black Ops Field Manual and it gets updated every year…and I give you a copy…every year!

Well, in October of 2021 the new and revised BBO Field Manual is going to be better, more complete, and more powerful than ever.

It's going to have more force multipliers and more on how to implement and to use each one.

You're going to get a copy…as usual.

But if you'd like to order more for your marketers, sales team, employees, or even friends in business or clients/customers, then now is the time to do it.

We are getting ready to finish the revisions and to order a print run.

If you order 10 or more, you can have them for 50% off the retail price of $100.00 each. That's right, 10 for only $500 (that's not much more than the hard costs. We'll also include (at no additional cost) a $100.00 per person training that your team members can join and where we'll walk them though the field manual.

That's just $500 for a $2,000.00 value of books and the training.

If just one team member gets one idea from the Field Manual, or the training we offer to go with it…you could pay for the entire order and make thousands to tens of thousands of dollars.

And, team members know and love when you truly invest in their success.

So call Lisa (before you get sidetracked) and grab this limited time offer. $500 for ten books (and fifty percent off the regular price of $100.00 each for any over 10) and we'll also include access to the $100 per person virtual Field Manual Training.

Ok. Now back to the monthly message, the stories and the three steps to building and maintaining true wealth.

As I mentioned, I distilled these three "rules" or "steps" from my own experience, my own family lessons (documented and in an oral tradition over generations), the literature of creating wealth, and the processes and experiences of my very wealthy clients (including old wealth families with intergenerational wealth, and those who created it more or less "from scratch").

True Story of Marketing Basics and Fire To A Cave Man

In a minute or two I'll reveal those distilled "Rules", but first a quick story. I was talking to the guy who services my pool at The Ranch. He told me that he doesn't advertise because "Corey" (the previous owner of the business) "spent ten grand on magazine advertising and never got a thing." Of course, no research was ever done to see if this magazine was a good match and no testing before a big spend.

With a few more questions I was able to determine that he only wanted new customers in certain zip codes (because they were near his already best customer route. So good. He gets that. When you're spending time, money and effort on acquiring new customers try to do it in a way that will yield the best ones.

Next I asked where he currently gets his best customers? "Oh that's easy. They're referred to me by the landscapers. A few more questions and we know that the landscapers that refer to him are small and independently owned and who operate in the zip codes where he wants more work.

I suggest a direct mail letter from a landscaper that he can send to other landscapers explaining how he solves this problem for their homeowners, how great his work is, and how people will love them for referring them to him.

"But where would I get their addresses?" he asks. I show him this thing called Google and we find about 20 that fit his criteria.

I show him a few basics of what should be in the letter to the landscapers and a call to action to chat so he can establish a referral relationship.

This isn't rocket science. And if he does it the way I described it, he can't lose and the costs are very low. Will he? Who knows. Probably not.

But this seemed like magic to him. And many of us smile and say "so basic." But are we really thoughtfully doing these things that are so basic?

Perhaps. But it's worth taking the time to be honest and to identify one or two basics that you're not really doing or optimizing and then getting after it. Just a thought...

Now back to the rules of building wealth

I was looking through all of these sources of ideas and information about building wealth for overlaps...the things that seemed to work consistently for all of these groups.

Now of course, three rules means that there are loads of other steps and much more complexity. But, it's helpful to think about the essentials before adding in all the detail.

One last reminder: These rules will work for anyone regardless of educational level, extent of or lack of privilege, and whether or not you started with any wealth.

There's a foundation that I want to mention first, before the rules. It's fundamental, but some very smart and well-paid (and even previously wealthy) people forget this and, as a result, their wealth is lacking or can be fleeting.

So yes, while there are three rules to building true wealth, building and keeping it rely on knowing that you must live on, and spend **less and perhaps much less (at least for a while) than you earn from both work and eventually, from your "passive income" and investments.**

If you can consistently keep more than you spend, you'll have a surplus of money. But spend even slightly more than your after-tax earnings from work or investment, and your wealth begins to diminish.

Simple, right?

Sure. Easy to say, but very hard to do.

However, this is the root of all real wealth and real wealth can only begin to build and to be sustained when you practice this fundamental.

When you're young, or for one reason or another, starting to build wealth from scratch, a good start is to aim to live (for a period of five to seven years) on 40% or less of your income.

Of course, the earlier in life you can achieve this, the sooner the concept of compound begins to work for you. But, for reasons you'll soon appreciate living below your ability to earn is essential to true wealth and security in that wealth.

The less you can live on now, the more money you'll have available to fund the investments that will build your wealth or to grow and to diversify the investments that constitute your early stages of wealth.

Rule No. 1: Maximize your ability to earn and to save the most you can from your current job(s)/ business(es).

The foundation of your wealth is probably your current job or current business/professional practice. If you've chosen very poorly, then perhaps it's time to change before beginning the journey to wealth, but otherwise focus here (at least initially) as there is almost always additional wealth and cash flow in any business or practice, and it's easier and faster to unlock it than to start a totally new business with unknown risks and costs.

Also, most jobs/businesses/practices will pay you/yield you more money as your skill and experiences rise, as you work on being a better leader, and as you get to know your customer/client/patient and what really matters That's assuming you're constantly developing, learning from experience, and building better products/services/bundles.

Just to drive it home, most businesses will provide for bigger margins as you understand your clients/customers/patients, and what they need to solve their most profound problems, or to satisfy their deepest desires, and how to provide it with efficient systems.

So, the quickest way to make more money is to improve your **existing** skills/knowledge and systems. And, one of the fastest ways to do that is through some level of specialization.

Specialization (or a narrower focus on a specific type of client/customer/patient or market segment) will almost always outperform generalist.

Why?

There is a premium built in to specialization due to supply and demand, buyer perception of your high-level focused knowledge/experience creates more demand, and you have the

chance to refine systems for your specific (and narrower) audience that makes you even more efficient and effective.

No matter your age or level of current wealth/business success, put yourself or your company/product on a focused skill/system development track that will have you becoming world-class at your current job/business/profession.

You don't have to be the best in the world.

In fact, until you get into the top 1-5%, there's very little difference in earning capacity once you're in the top 20% of anything/work. But becoming great at one or two complimentary things makes a huge difference in earning capacity.

And that applies to businesses as well as to individuals.

Because of the time value of money and the compounding effect, the earlier you develop this habit the better. But it's never too late to start.

And, while you should never exceed the income or earnings that you receive, the process below need only last for a few years to give you a better foundation for building wealth.

Not sure how to do this... no problem. Here's what you do...

Is it to offer to take the most successful and wealthiest person you know (who also does what you do) to coffee, lunch, or dinner? Is it that you'll ask this person about their work habits/trade secrets, and systems? NO.

While that might work, the real process is none of those things.

Successful people (even those who like to share and mentor) don't always want to share their true "secrets" and they often aren't even fully aware of them.

They are experts at what they do, and at creating and maintaining wealth because much of what they do is unconscious but correctly based on the right principles and ideas.

But how they did it is often just a story that they've told themselves and that often leaves out a lot of relevant detail.

So, how then?

Find a coach, mastermind, accountability partner or some way to be exposed to new and to fundamental thinking...the first principles of building wealth and implementing them. Become someone who knows who they are, what they want, how to get there and then someone who does or better yet, supervises the doing (of the right things)...consistently.

For those of you in Business Black Ops you have all of this at your finger-tips. You have the briefing, group coaching, live events, in person masterminds and more.

And your source of inspirational and actionable ideas, principles and techniques doesn't need to be in your same industry or practice area (although that can help too). They need not be from a billionaire or decamillionaire. They just need to be based on things that have been proven to work, that can be adapted and tested in your business, and that can be repeatedly optimized and adapted to changes in the marketplace.

Some of my richest friends created their wealth from businesses in concrete, towing, building homes, commercial real estate, construction, plumbing/excavating and in mobile homes.

The key is to be in a job or business that will pay you well for being great at it.

And the key is to surround yourself with mentors, a mastermind, and to find accountability with those **who share your values** and

who understand and love you, but who will challenge your goals and designs. Your job is to then sort out when their criticism is right or wrong. Easy to say. Hard to do. And you don't always get it right, so start sooner rather than later.

Rule No. 2: Use Smart Leverage and Business Force multipliers to get more and better results from the same or fewer resources in order to improve efficiency and effectiveness...and to calm the chaos.

So this one is the topic of, and the foundation of, every BBO event, Intelligence Briefing, and the BBO Field Manual is the "Bible" of business leverage.

If you used the Manual to identify your highest priority business functions, and the highest priority points of contact with your prospects, clients/patients/customers, and you improved or optimized those priority items a few times each year, you'd be unstoppable.

But thinking that you're a great marketer, or great at what you do, is no longer enough. The digital world has made everyone better at those things.

It takes more...and better... and ongoing improvements of the right things.

But once you become good at this it will explode and magnify your ability to build wealth under Rule 1 above. And that means more (even if it's just a bit more) to apply under Rule 3.

Rule No. 3: Follow This Syntax – 1) minimize spending and maximizing wealth creation in your existing business, 2) then invest to create multiple streams of "safer" income that can further fund wealth development through diversified "safe" investments, then build more massive wealth, without risking

current lifestyle through **Asymmetric Investment and Business Creation.**

If you've nailed the first two rules, congratulations.

These first two behaviors put you among a very tiny percentage of people. My best guess (and some literature confirms this) is fewer than 5% of the people that live in the developed world live on less than they earn and are on a skill development track to become world class at their business/work to optimize income from that.

And, of that group, fewer yet use leverage and systems to create a path of constant improvement while consistently mitigating risks.

Following Rule No. 1 and No. 2 of acquiring wealth is the only way to get to Rule No. 3.

But Rule No. 3 is **how** you *build* your wealth and grow it through time.

Now this is a strategy...and not investment advice or income tax advice.

I'm not qualified to give you that. For that, I turn to our own Jerry Snyder, Michael Karwic, Christine Hennigan and a few other trusted investment and tax advisers (because legally minimizing both income and estate taxes can play a major role in the speed of building wealth and in the ability to pass it on).

Of course, getting great investment advice for the wealth that you diversify in an investment portfolio can make you even richer.

And the "science" of wealth confirms that asset allocation and controlling the fees charged for a certain level of result, and the ability to legally minimize taxes, all matter very much (especially in the long run).

But for now, let's just talk about something I do understand, have studied, and reviewed regularly...the strategy of building wealth...knowing that how you invest that wealth matters.

So once you've mitigated the biggest risks in your current business and optimized the growth of income that comes to you for investment, then this is where you invest in low-risk, income-producing stocks (or funds), real estate, or additional private businesses.

Once the income from your current business cash flow and "safe" low-risk investments starts accumulating, then you put about 5% to 10% of that income into well-researched high-risk, high-reward plays.

This approach magnified my own wealth very quickly, and I was getting wealthier without putting my current lifestyle at risk.

Yes, I made a good living as an attorney. But much more of my wealth came from where I invested the money that I didn't spend on lifestyle. And specifically, the largest percentage of my wealth came from a strategy called...

'asymmetric risk investing'...

Financial analyst Teeka Tiwari describes asymmetric investing this way: "Symmetrical risk is where you "bet" $1000 to make as much as $1000 – at most, a 100% return... Asymmetric risk is where you "bet" $1 to make $100, $1,000, or even more."

This type of investing allows you to take a small amount of money and greatly amplify it. While it's not appropriate if you're still building a safety net and covering your basic expenses, it is the next step once you've amassed some cash and a diversified investment portfolio that can support your lifestyle, and is on the path to building a healthy "retirement."

In asymmetric investing, you simply reinvest all your surplus capital (generated and made available by your current sources of income, controlling your expenses and your safe and diversified investments) into low-risk, income-producing investments... **then** invest some of that "safe" income into high-reward/higher risk asymmetric bets... and in about five to ten years, you should be "rich" or at least much "richer."

Also, there's an art to finding these alternative investments, evaluating them, and knowing when to get in AND to get out. A great resource to help you to evaluate these risks is Richard Koch's book Star Principle. In that book Richard, who is a very smart early stage investor, describes and adapts BCG's (Boston Consulting Group) amazing process for evaluating which companies will succeed and in what ways.

Don't go into asymmetric investing without reading this.

I did this part of the journey to greater wealth by first investing safely in my IRAs and 401(k)'s and in real estate (the economics of which I learned from my parents) and from an amazing client, who taught me more about real estate and negotiation than I learned from experts at an Ivy League law school). This produced a "safer" investment pool. Cash was harder to build, but I focused on having a six month and then a year-long emergency fund and then a cash investment fund for bets on asymmetric returns.

I then started making small ($5 to $25k) but important asymmetrical investments in other companies. I took stock in other companies rather than get paid consulting fees. And I started to serve on the boards of a number of companies in order to learn even more about how to evaluate the leadership and economics of, as well as investments in, companies.

Eventually I was also able to make some small but risker bets on cryptocurrency or commodities that I could not have made

responsibly without risking too much, once I had the system for producing the cash needed for such investments.

Did they all work out? No.

Just about fifty percent did.

But because they were asymmetric in risk, the fifty percent that did work more than paid for the losses in the others, and produced wealth that continues to mature and fund diversified and safer investments as well as other asymmetric investments.

I can't do an article about wealth though without also discussing mindset.

Many people (including clients and friends of mine) have some mental reservations and concerns about amassing wealth. They have a mindset that their own amassing of wealth means that someone else is "losing out." They have a mindset of taking from a limited pie.

Their world is one of a zero sum game.

Mine is not. I believe wealth most often rewards the creators of value and the problem solvers. It is a reward (that can and should be shared) for making a slice (however small or large) of the world a bit (or a lot) better.

I also believe that when we are at our best in the creation of wealth, we tend to make a bigger pie and that many others benefit as well.

So let's think about this wealth aversion...

If, in creating the wealth, you've acted responsibly throughout the process and have made your wealth by delivering value to others,

and taking risks that others would not or could not, then did you do anything wrong to get this wealth?

Did you tread on anybody or harm them to create this wealth?

No, no, and no.

So you can see wealth creation isn't easy, but it's also not complicated.

Difficult? Yes, for most people it's difficult. It involves mastering emotions and appetites. That's hard to do.

It's difficult because we're bombarded with sophisticated marketing including content to trigger desires and ads to buy stuff every minute of every day. This marketing and these ads, when done correctly, appeal to our deepest emotions, desires and needs.

And that makes part of Rule No. 1 – live on less than you earn – the toughest to follow.

But without that habit, you can *never* create wealth that lasts.

I have seen clients who don't understand that destroy massive reserves of wealth that took generations or decades to build in just a few years. And, I have seen clients who started with nothing (but who understood the concepts of controlling spending, investment, diversification and then asymmetric investment) go from broke to intergenerational levels of wealth.

It's up to you to choose.

BONUS 1: Reading my discussion of the Naval Ravikant twitter storm about building wealth (in the March BBO Intelligence Briefing) and listening to our coaching calls on that topic from 2021 on the BBO site and call archive, are both awesome ways

to compliment this message and to boost your wealth. So, go to your back issues and visit the BBO membership site to get access.

BONUS 2: Learning how, through a variety of legal tools and mechanisms, to mitigate downside risk and to protect the assets and legacy that you've created for yourself and for future generations (from divorce, litigation, and creditors' claims) is another massive advantage of the wealthy.

OFFER AND PRE-REGISTRATION

In future articles and trainings, I'll be sharing those systems, tools and skills. But if you'd like to be on the shortlist and save your spot for our 2022 "The BBO Wealth and Asset Protection Project: Build Wealth and Then Protect It For Yourself and Your Heirs...The Secrets Of The World's Wealthiest Families For Creating and Protecting Wealth". Then just call or email Lisa and say you want to save your spot for this amazing event. Just mention ASSET PROTECTION to save a spot (it will sell out) and to get the best pricing (this is the chance, at no risk, to lock in the lowest price for this). Lisa: 610-933-8069 or lisa@businessblackops.com.

But, the sooner you get started the better. So...

Action Item:

Set aside the time to: 1) work on the business at a very high level to mitigate your biggest risks, find one or more ways to improve profits, and to start putting more into "safe" investments that can insure your desired lifestyle. But make sure, for now, that you're spending less than you make to get more into that account.

And, if you already have optimized your practice and created it to work with minimal attention from or direct work by you), AND you have enough in that “safe” class of investments to protect your lifestyle, then start identifying other businesses, and more asymmetric investment opportunities.

Then rinse and repeat.

Well enough for now.

Semper Paratus!

Dave Frees

Briefing Item #2

Want to Be a Better Leader, Grow Your Profits, Calm the Chaos, Have More Free Time?

Here are 15 (or more) of the Best Meta-Level, Strategic-Level, and Tactical-Level Ways to More Successfully Profit, Lead, Grow, Expand, and to Market your Business or Professional Practice in Q3 and Q4 of 2021 and Beyond

Executive Summary:

In 2020 and 2021 we ran three trainings and hosted several group coaching calls specifically around the developing ways to respond to the pandemic conditions and to thrive in a business or professional practice.

This review represents a distillation of some of the best (and in hindsight, most effective) content from those programs.

Specifically, the following Briefing provides actionable insights into many meta strategies (the best mindset and big picture strategies), strategies (the tools that help to guide your techniques, actions, and tactics for the highest levels of efficiency, effectiveness, and profit/satisfaction) including some related to SEO, client/customer retention/referral, ecommerce, and video/social marketing.

It also includes new tactics related to the coming “cookieless” advertising and privacy changes, as well as some classic and some new tactical approaches to help you cater to the new and post-pandemic, COVID-weary, and social change/conscious consumer.

No matter the strategy or tactics, the idea is the same: reveal tested ways to lead more effectively, market personally and to value/bring more value to your clients/customers, in ways that save time, allow you to scale up (and/or boost profits), and keep running your day-to-day with less stress and chaos.

To help you to see what's happening in the marketplace and then to achieve those ends, this Briefing covers the following in greater detail:

Meta Level (Mindset) and Higher-Level Strategies

1. Learn how to develop your custom/personal plan for maintaining a high-level mindset and maximum resiliency (things will always go "wrong") and then turn that plan into daily rituals and habits.
2. Discover proven ways to clarify your specific (PVM) **Purpose** (why you do what you do), **Values** (those that guide your behavior and actions), and **Mission** (measurable goals over a specific period of time.
3. Regularly **align** all your actions in business and life (such as hiring/onboarding/marketing/selling/leading or travel, giving, sharing, etc.) with your business and personal PVM to reduce friction and get better results way more often.
4. Understand the reasons why building "First Party" relationships, loyalty and trust, and a community/network, matter now more than ever, and specifically how to do it.

Strategies To Optimize Success in The Post Pandemic and Beyond

5. Use systems, not just goal setting to achieve what you want sooner than you thought possible.
6. Focus on client/customer/patient retention and referral
7. Develop a highly profitable "upsell" or "continuity" purchase for more advanced and loyal clients/customers/patients that makes average value higher and that delivers amazing value to your best buyers. This also requires a clarified sales process.
8. Block the time to whiteboard and then to review all points of contact with the client/customer/patient/prospect and review/optimize each on a schedule.
9. Identify all of your essential business functions and find one or more ways to enhance each.
10. Establish one or more brand, selling, marketing "partnerships."

Tactical Action Items for Success

11. Prepare, in advance, (or have your team/providers start preparing) for the coming Google update.
12. Start thinking and brainstorming about "voice search."

13. Drive all actions, marketing, content, training and promotions on an annual calendar based on strategy.
14. Focus on retention, and on new audiences, for expensive and resource intensive high quality "evergreen" content
15. Go live, do more video and test more casual video.

So let's get started with the …

Meta Level Strategies:

1. Determine How You Optimize You and Maintain Your Top-Level Mind Set and Resiliency…Have A Plan and "Work the Plan."

Every one of us has a "way" that we maintain our highest levels of mindset and resiliency. There are days, and times when we just feel better, act with purpose, see the best possible outcomes, are motivated and are resilient in the face of "failure" or inevitable setbacks.

We even know how we do it, but may not yet realize how…consciously.

If we think about it, we'd see that during these times we sleep and eat better (in the ways that give us strength), we work in a well-constructed environment that inspires us, we have a plan for getting things done, and we have rituals such as a gratitude/mindfulness time or meditation and exercise. For some of us we dutifully write and repeat affirmations. For others, it's something else.

It's not *exactly* the same for any two people.

But there are, as we examine high performers (who are also happy at work and play) certain common themes, ideas and actions.

The trick is to take some time and to envision a perfect day at work and in your personal life. It's to notice what you do on those days when high performance and better mindset allows you to perform at high levels without tiring or burning out. What you do when you're inspired and work feels like play.

So, start by noting all of the things that you do and say to yourself as you imagine such a perfect day. Begin to notice what elements of your

environment bring out the best. And then start capturing those things, in real time, as you notice them.

Just keeping a list though is not enough.

Begin to intentionally build a daily environment and practice doing the things and thinking the things that make you happy, productive, efficient and effective. Then do them more consistently and habitually and build a better environment in which to do them. It can be transformational.

Want an example?

OK…

In my own case, I carry a "hipster PDA" (three to five small index cards held together with a small clamp clip). The first is orange and on one side it has the single thing that MUST be completed that day…the thing that if completed will make everything else better. The flip side has three more action items that are important, but not essential for that day. The more of those I get done the better.

The second card is green. I note quotes and or copy there for my marketing, leadership, or to inspire better services in my practice.
The third card is purple. On this one I note ideas for my business or life that might be important or actionable. I just capture them here and later evaluate/prioritize them. The trick is that I have a way of easily capturing them for later critical review.

Typically, I have a few more blank white cards for overflow or other notes such as books to read, things to consider buying, etc.

I carry a disposable blue ink fountain pen (by Varsity) to write on them as that creates a very soothing and cool looking effect – to me.

Every night I review the PDA for the following day and get it set up. I review and prioritize other things and notes from each day as well.

Then, before I go to sleep I do a few notes in a journal (to keep my practice of writing every day no matter what), I make notes of the things that I am

grateful for during that day, and I often (but not always) write affirmations of things for the next day and coming months, and years.

My plan for enhancing my mindset also involves a real attention to sleep hygiene too. I try to exercise more intensely three to four times each week and I try to walk 10-17k steps each day.

I take a small dose of liquid melatonin sublingually (from Onnit) and go to sleep at more or less the same time each night to build a sleep pattern. I try to sleep 6.5-7.5 hours per night, and I wear a sleep mask when I am in an environment where lights might disrupt sleep.

Finally, I limit screen time starting about an hour before sleep and I wear blue blocking glasses (when I am home).

When I wake, I walk the dogs, work out (on those days), drink plenty of water and eat a small breakfast followed by lunch at around 2 pm

I wear a necklace that says “Semper Paratus” (which reminds me to be “always prepared”) and carry a medal that’s inscribed “Momento Mori” (a reminder of death) - not because I am morbid but it reminds me that death comes to us all, time on earth is finite, and that I should be inspired each day to do my best and to make the most of it.

I also have a meta level pattern of work, writing articles, such as this, and of doing travel, art and photography several times each quarter.

I block time regularly to be with those I love and I do “charitable acts” each and every day.

Am I always successful? No.

Do I miss days? Yes.

Are there days when I don’t want to do what has to be done? Indeed.

Are there dark times? Affirmative.

But all of that is shorter lived and less disruptive than if I did not develop and hone these habits. It’s how I make myself more resilient.

And, on the whole, these patterns and habits help to keep me sharp, active, effective and providing value to myself, my family and to others.

They are in alignment with my Purpose, Values and Mission…more on that next. And often, but not always, knowing what matters also stops me from wasting time and resources doing things that are not in alignment.

Your plan will most certainly differ in many ways. But thinking about how you do you in the best possible ways and then doing that more often is likely to improve the quality of your business and life…exponentially.

2. Clarify Your Purpose, Values, and Mission

I know. I know.

I keep writing about this and reminding you ad nauseum.

But, we all trick ourselves and say that we do this when we don't. And then, even those of us who do it fail to review and align with those purposes, values and to monitor the measurables of our mission.

We fail to review and update as times, and those we serve, change.

However, when we genuinely take the time to write down our PURPOSE (the reasons that we do each business or practice and the purpose of our lives) then we instantly become more powerful, efficient and effective.

When we know what drives us, we do more of that and we have even more drive. The friction fades away (or becomes less).

So, for each practice or business take the time to determine and to write out the reason… the why you do it. The rinse and repeat for your life in general.

Only when we know and understand and articulate this can we then act more intentionally to build a life more in alignment with it.

Next, write out your values. The things that should and will guide your actions. The values that you never want to violate…no matter what.

Finally, construct a mission that has a beginning and an end. This might be who or what you want your practice or business to achieve within the next year to five years. It should include what you'll measure and how you'll know if you are on track.

Next, clarify the systems that you'll need to achieve these "goals" and benchmarks/results.

3. Commit To Alignment And Consistently Act In Alignment With PVM

Once you've clarified PVM you have the basis for a genuine superpower.

Why and how?

Well, we are all lured by the shiny new objects that we encounter. The new marketing process or trick. The new software solution. The new and untested technique.

We are drawn to, purchase and deploy these things without ever thinking about how they align with our true purposes, what we are trying to achieve, and our values. We start using them without regard to how they relate to our plans, goals and the systems that we determined to use to achieve them.

That doesn't mean that new and improved has no place. It does.

But, we are way more likely to avoid friction, achieve results and remain motivated and happier when we are checking to see (each time we make a decision) if the proposed action is consistent and in alignment with PVM.

Hiring? Do we have a plan, hiring criteria, and onboarding/training processes that are all in alignment?

When we test our decisions against this standard, we make fewer missteps, and accordingly save on resources that might otherwise be wasted.

We are more motivated to act and to follow through. Cumulatively, these savings matter…very much.

Start trying it. It works dramatically well.

So if you're ready for more calm, higher motivation, and better profits and results get to it.

4. Foster First-party Relationships & Build A Loyal Community/Network Based on Trust

In 2021, having **direct relationships** with clients/customers/patients and prospects (as opposed to relationships through other platforms and services) will be more important than ever as the online landscape becomes even more cluttered with brands and professional practices trying to reach clients/customers/patients and prospects digitally.

But it will also be important because one-to-one relationships mean brands can personalize and customize/segmented lists for better user experiences based on data that they ethically collect by giving value. Because, by direct relationship, we mean you have the means to reach the client/customer/patient directly rather than through a social media platform.

You collect and use their data through opt ins, various surveys and intake processes rather than relying on another platform. That's data that you'll own and can use without fear of being cut off from a platform like Facebook. The relationship is YOURS and is not dependent upon others. It can be lost (if you don't give value and build it) but it cannot be arbitrarily taken away by others.

An example of a company doing this well in recent times is CarParts.com.

Houman Akhavan, CMO of CarParts.com, said a first-party data strategy yielded "incredible results" in 2020, including "record conversions."

"Thus far, leveraging our customer data platform has allowed us to generate over a quarter billion personalized one-to-one messages. We've seen our click-through rates increase by as much as 400% and our email revenue has doubled."

Now I know that, if you're reading this, you're probably not selling car parts online. But the concept holds true for all businesses and professional practices. A better and more direct relationship based on trust and infused with loyalty will have massive power and value.

So think about how quickly you can get more prospects to opt in, get more and deeper value to your clients, and then ethically get the information you need to be the most helpful to your prospects/clients/patients and customers. But it doesn't end there…

Grow a LOYAL community/network that you own

In addition to demonstrating they are trustworthy, brands and professional practices should foster communities of loyal customers from this point on.

Here's a great short piece on building customer/client/patient loyalty.

(https://www.wordstream.com/blog/ws/2016/11/10/customer-loyalty)

"The notion of community building isn't novel, but brands in 2021 need to understand that loyalty is coming back and brands that know what it is their customers want, as well as how to engage them through transparency and humility, is what will become the difference maker," said SEO consultant Itamar Blauer.

Olga Petrik, CMO of Gmail CRM firm NetHunt CRM, agreed brands (and practices) should invest more in retention and in building a community.

Find natural and organic ways for your clients/patients/customers to interact (or not), to get more value from you and one another, and to connect directly, socially or at deeper levels with one another (your partners/contacts/ connections) and with you.

We've done this, at my firm, in part through on going video AND live trainings that involve the clients and their children or grandchildren. At these events, they can also meet other resources that we have vetted and developed within our network.

We also have a social media group and a hard-mailed newsletter where clients can and do find out more about us and our team and where they can share charitable activities, more about the community, and vacation pics, photos of grandchildren etc.

Use that Community to Build Trust

Meanwhile, the pandemic accelerated a trend in which clients/patients/customers are looking to spend money with brands that not only share their values, but brands/practices and businesses that they trust.

"As consumers have become even more selective of where they spend their money, they want to know the businesses they support have their best interests in mind," said Colin Palfrey, CMO of espresso equipment retailer Majesty Coffee. "Building trust doesn't require a big budget. All you have to do is make a promise to your customers and keep it."

Mark Wood, CEO of glass fence manufacturer National Pool Fences, agreed brands have to focus their messaging on giving consumers peace of mind—even after the vaccine.

Now, on to strategies for the post pandemic world…

Strategies For Success in 2021 and Beyond

5. Use systems, not just goal setting to achieve what you want sooner than you thought possible.

There's little doubt that thinking about goals and the future plays an important role in motivating actions. But thinking alone is often not enough to optimize the likelihood of successfully moving from where we are to where we desire to be.

Having a process to think about, document, review and to refine goals and desired states/outcomes makes planning and action easier, more likely, and more effective.

But, there is another step that sets high performers apart from their goal setting and high achieving peers.

That is, to go beyond goals to systems.

In short, just setting a goal is better than not…because it gets you thinking and planning. But, it's the nature of goals that you need to be at peace with,

the fact that from day to day you may not yet have achieved the goal, and in many cases, that feels like failure. It can be demotivating.

Instead, if we move beyond the goal itself and ask, "what systems or actions can I take that will make the achievement of my goals faster and more likely?", then success will be based on a repeatable/improvable set of goals and habits. Every day that we follow the system seems like more of a success not a failure.

This idea of creating systems to achieve desired outcomes is way more compatible with our human nature and way more likely to achieve success.

Want an example?

I wanted to be able to travel every year with my kids as they grew up. That was a vague goal. But I knew that thinking about it in vague terms was unlikely to make it happen.

So, I wrote out that I wanted to travel with my children for four to six weeks every year. I then refined that to be alternating years of travel domestically and internationally.

Then I reverse engineered how I could make enough in the rest of the year to accomplish that, savings, and investment. What kind of practice did I need? What level of staff, training and team performance? What other leadership within the team? How did I need to train them for while I was away?

I also needed to do this in a way that did not imperil my other goals and lifestyle ideals, retirement or my ability to pay tuition for my kids at what turned out to be very expensive small liberal arts colleges.

Finally, I created a system to achieve those desired outcomes and to regularly measure my progress toward them.

In the end, I was able to organize my practice, work, investment, savings and travel to do 7 trips in the US and 5 international trips before everyone started to leave for college (and for a few years after that – I did individual trips with Jamie, Josh and Alex to Iceland, Thailand, Cambodia, England, Scotland etc.).

And, to this day, the kids love to travel with us. That was a gift to them and to ourselves that will last for our entire lives and theirs as well.

Try thinking about achieving what you want through enhanced goal setting (see earlier articles on that specific topic) and through systems designed to achieve or to exceed those goals.

6. Focus On Customer/Client/Patient Retention & Referral

The old adage that reselling to an existing client/patient or customer is a lot cheaper than finding a new one is quantitatively provable. It's true. And remember it.

As you develop ways to attract clients always be thinking about and noticing which ones are more likely to return as a client and/or to make one or more referrals.

Then start marketing to that specific subset of your clients.

Always be thinking about ways to make the experience better and more likely to trigger referral.

Experiment with things that you can do to make staying with you stickier, and referring to you more rewarding and less risky.

And, make sure that you find ways to add value to those super clients and make them even more valuable with other things to sell/upsell (see below).

7. Develop a highly profitable "upsell" or "continuity" purchase for more advanced and loyal clients/customers/ patients that makes average value higher and that delivers amazing value to your best buyers. This also requires a clarified sales process.

Do you have a single product or service to sell? If so, you're missing out on the amazing profits and higher client/patient/customer satisfaction of having various "bundles" of products and/or services and higher value/margin "upsells" or continuity programs.

Let's face it, you spend enormous amounts of time, resources, money and energy attracting and converting new customers/clients.

But, if you have only one thing to sell, you miss out on so much. For that reason, it's a very powerful strategy to find or to develop other products or services that solve specific problems, fill specific needs and/or serve those clients in more and better ways.

Note, once you've developed or identified others supplemental products and services, you can also create, and favorably price, "bundles" of such complimentary products or services that make every sale worth more.

And, as I have been saying, most of our most satisfied clients are those who spend more and for whom we are able to provide a much greater depth of service, and better, more comprehensive solutions.

How to go about building better bundles, upsells and continuity programs could be a book or week long seminar. But here are a few very important points that should help:

1) Don't create products or services that you think that your better or best clients/customer/patients want. Find out what they truly value, their most pressing problems and the "other things" that they can't find elsewhere. Then work around and test those.
2) Don't build a super expensive product, bundle, or service that is so expensive or complicated that it takes you away from core fundamentals for lower margins. It's easy to do. Be vigilante that you're developing solutions and benefits that have high value to the buyer and high margins for you.
3) You don't have to develop everything yourself. Find "partners" or providers who serve your market but aren't competitors and find ways to offer their products or services as part of a bundle, or as a compliment to your own. Again, watch those margins.

8. Block the time to whiteboard and then to review all points of contact with the client/customer/patient/prospect and review/optimize each on a schedule

Every point of contact with the client/customer/patient is a marketing opportunity.

Every such point is an opportunity to build the relationship or to damage it.

We have a process "Business Success & Profits WhiteBoard"™. Where we walk you through literally every point of contact (from where prospects first see/hear of you, to what they see and hear after buying).

Then, we go through every aspect of each point. Is there a phone call? What's said on that call?

Is there a follow up email or sequence? What do those emails say and do?

Is there a physical mailing or visit? What do they see, do, experience?

Then we analyze and prioritize the most important ones and start testing and optimizing to make them even better.

It can take a day or two to do this process well. And then it can take more time to implement the changes.

But if we are able to improve one or more steps by even a few percent, the combined effect on the bottom line, referral, retention, and client satisfaction can be amazing.

If you're interested in this one or two day service or any of our programs, including our live events, reach out to Lisa at 610-933-8069. If you're with BBO or GLM you are entitled to preferred pricing.

But you can do a simplified version of this to test, and to discover if it works as well for you as it has for us, and for many other professional practices and businesses who have done this process with us.

Below we'll also do this same process with essential business functions within the business or practice…

9. Identify all of your essential business functions and find one or more ways to enhance each.

Just as each point of contact represents an amazing marketing opportunity, identifying the essential business processes within your organization and then finding one or more ways to optimize the most important functions can be transformational.

So what are essential business functions?

Well, for many businesses many are the same. They'd include:

Finance and record keeping
Hiring/onboarding/training
Marketing/Sales
Intake
Processing and fulfilling services or products
Client/customer/patient retention and referral
Content Production and education
Leadership/Management development
Product and service development and enhancement

Of course, there may be many more. And the importance of each one can vary significantly from one firm to another.

The key here is to do a detailed survey of your own essential business functions and then to review the systems/staffing within each one. How are they performing? Can they be enhanced? Which enhancements, if successful, would have the most profound effects?

This is one of those things that sounds easy. It seems like you're already doing it. But you're probably not…at least not in a meaningful way.

So schedule some time and make this happen. You'll be glad you did.

Again, if you need help with this, call Lisa at 610-933-8069. If you're with BBO or GLM you can attend our programs or get direct custom help with this.

10. Establish one or more brand, selling, marketing "partnerships."

At the higher "brand level" 2020 brought us successful brand collaborations like McDonald's and Travis Scott, Adidas and Allbirds and Adidas and Lego, which means more brand collaborations are likely on the horizon.

"Unexpected partnerships between corporate brands capture media attention, generate social buzz and allow for cross-marketing to customer

bases—without celebrity endorsement fees, all of which plays well in an era of hard-to-capture consumer attention and tightened budgets," Toby said.

But brands, businesses and professional practices that don't have the resources to partner with a major brand, can instead team up with another business/practice or smaller/local brand(s) that offer complementary products or services.

For example, I have long been a proponent of cross brand email or direct mail marketing with compatible partners.

Is there another business/practice of some kind that sells to your customers/clients and/or patients? Do they ship or mail? Can they send an offer of yours without boosting costs when they do communicate?

Wordstream quotes CEO Julien Raby on this very issue:

"Email marketing is one of the most cost-efficient marketing channels, but it's only as powerful as the quality and size of your list," said CEO Julien Raby. "One approach that is working well for us right now is co-branded emails. In short, we approach companies with an audience similar to ours to craft a deal involving both offerings. We then send this offer to both our email lists."

One such company was a brand that produces hunting clothes.

"By sending a deal to our respective lists, we got access to a new audience without investing media dollars," Raby added.

Now, the brand plans to double down on the tactic in 2021.

Setting aside the time to research, brainstorm and test/implement one or more such projects can create massive leverage and massive profits.

Tactical Action Items for Success

11. Prepare in advance (or have your team/providers start preparing), and start now to optimize for the coming Google update and loss of cookies.

Now this probably isn't something that you'll do on your own. But if you work with Foster Web Marketing or another provider, coordinate with them about these changes.

FWM was a presenter for us on these issues and they were excellent. But whoever you're working with, consider the following and then start meeting with the provider on diagnostics, actions and a timeline.

What are we talking about? Well, with Google's Page Experience that just launched, new metrics called Core Web Vitals will be used by Google to measure site load time, interactivity and content stability, and sooner or later, will start to impact overall search rankings.

According to our sources at FWM (Molly and Gretchen) basically, anything that could "annoy a user of the page" may negatively impact the Core Web Vitals metrics and lead to a lower ranking in search results for that page.

That means you will have to start optimizing for Core Web Vitals by being more user-friendly than ever before.

Pages and elements must load fast and not leave users waiting. The delay before a first input must be very short (allowing users to interact with pages as fast as possible), and there cannot be any unexpected changes in layout while users load and scroll the page. Not addressing these elements could lead to your site dropping fast.

2021 will also be the year marketers prepare for two big changes to come in 2022: the end of third-party cookies and new privacy regulations in California.

You must, as we emphasized earlier, become less reliant on third party data!

To thrive in the new digital world, you'll have to get comfortable with privacy-first data collection practices. That means focusing on list-building and developing one-to-one relationships with customers.

Harry Maugans, CEO of consumer privacy service Privacy Bee. "Make sure that your campaigns in 2021 help you build your first-party data so you rely less on Other People's Data."

In addition to getting comfortable with privacy-first data collection practices, brands will also have to build their own data collection infrastructure to comply with coming regulations in 2021.

Fines in California start at $2,500 per occurrence, so it's financially prudent to prepare and to discuss this again with your provider.

12. Start thinking and brainstorming about “voice search.”

While voice search (originating in a host of new and increasingly common devices) may be less urgent than the SEO action items above, it’s not too soon to be reviewing and discussing voice search with your SEO and/or internet providers.

This will become more and more important over the next few years and having a strategy and timeline will help you from falling behind.

Remember the Red Queen Hypothesis in business. Standing still is falling behind as the environment changes and your competition adapts (perhaps faster than you).

13. Drive all actions, marketing, content, training and promotions on an annual calendar based on strategy.

This is another one where we engage in massive self-deception.

When I consult with practices and companies, or principals, coach high end leaders, marketers and content mangers they always say that they have systems in place and that actions are driven by strategies that are thought out and regularly reviewed.

But, like most of us they are constantly in reactive mode. They’re trying to get things done and they “have no time to put together a master schedule.”

However, this is one of the best examples of slowing down to speed up and to get way better results.

Of course, it takes time to schedule for the year. And by scheduling I mean, 1) leadership (like hiring, training and onboarding), 2) marketing including but not limited to social media, content, and sales/promotions, 3) product enhancement and development, 4) PR and media, 5) financial and data review and optimization etc.

And by scheduling, I mean for the entire year and based on preapproved strategies, and in alignment with your purpose, values, and mission.

I also mean scheduling the time to review the results of actions and to optimize those that work or abandon those that don’t work.

So start blocking time now in Q3 and Q4 to schedule the next calendar year and drive actions that are likely to work and to optimize them while killing off those that don't.

14. Focus on retention, reactivation, referral and on new audiences for expensive and resource intensive high quality "evergreen" content

It's not just businesses, practices and brands struggling to recover from the events of 2020, where focusing on existing customers (and finding the right new audiences for existing resources) may be wise.

Developing and using a web of client/customer/patient retention and reactivation tactics can be extremely valuable to surviving the recovery from the pandemic and effectively and inexpensively growing profits for years to come (which means better margins).

Keeping existing customers happy is cheaper than acquiring new ones because brands have bypassed the early stages of the customer journey and have more data to work with for personalized messaging/content and product enhancements/upsell offers with value.

And, if you're very smart you'll find your client's preferred communications channels and use more than one.

For example, mobile interactions like SMS (and direct mail, newsletters, briefings and even email) are a direct link between brand and customer—and bypass third parties.

> "The pandemic has been catastrophic for small firms…but this simply further heightens the need for small firms to own their audience and have a stellar brand reputation because those are the only things they can leverage against the tech giants," said Jake Meador, director of content strategy at marketing tech company Mobile Text Alerts.

So take action to retain existing clients, but also find ways to trigger new purchases and referral. These can include new product/service bundles based on their reported needs and actual buying patterns with you.

Make additional offers more often, and earn the right to do that by making communications direct, natural, fun and informative.

Make referrals easy and take any risk out of the referral.

Finally, if you've developed a really good product, service, marketing process, sales funnel and upsell process then you've invested a large amount of time, money and resources.

But, it may be easier than you think to find other audiences who are motivated by the same problems/desires/underlying (and pressing) needs. Researching and finding new audiences that are responsive to existing resources is way less expensive than developing new products etc.

ACTION ITEM:

Brainstorm 20 new audiences for a proven product/service or bundle. Then start testing.

15. Go live, do more video, and test more casual video

We started seriously doing video about 10 years ago. We developed a system for doing content that mattered, appealed to and triggered action in our prospects and audiences and then implemented with a fury.

Many of those videos still sit on our highest performing pages.

But less and less formal video makes up more and more of the most effective content on the web. And that's our experience as well. We tested casual and live streaming video content in our In Top Form live sessions on Facebook. And these videos still get massive views.

Lawyers always want post production, and high production values. But the truth is that much more casual video and live streaming are outperforming high production value in many markets.

Per Wordstream, Reuben Yonatan, CEO of VOIP guide site GetVOIP, noted a sharp uptick in brands going live during the pandemic to interact with consumers in real time.

"In 2021, going live will continue to be a rising marketing trend," Yonatan said. "Going live leverages the fact that people working from home are spending more time on social media."

"At the start of quarantine, we started seeing it done in a lot of unexpected businesses like shuttered restaurants teaching free cooking classes and yoga studios running free live sessions in order to keep consumers engaged while they can't visit," he added.

You now have 15 or More Meta Level, Strategic, and Tactical ways to grow in 2021and beyond the pandemic.

Will you be able to try them all?

Maybe (Almost Certainly) **not**.

For some, you'll pick a few and give them a shot. For others, it will be more worthwhile to pick just one and really focus on it. It all depends on your industry, your audience, your personal style, and your business goals specifically.

Take a look at what your competitors are doing and what your audience is saying, and refer back to this list so you can start building a plan.

Briefing Item #3

A Simple But "Next Level" Strategy (And How To Implement It) For Amazing Content, Deeper Connection (Now Essential), And Copy That Kills (Everytime - Well Much More Often Than Not) …

Here's a quick way to achieve and keep deeper, more emotional,
and powerful connections with your
team/prospects/clients/customers/patients
in a world designed for quick, casual, and unrewarding "connections."

This one is short. But don't be deceived. It's actually a super powerful strategy and technique for building deeper and better relationships with your team and with prospects/clients/customers/patients.

First, the strategy: If you want deeper more lasting, and more trust based relationships (and trust me you do) then stop communicating exclusively on platforms and through media that foster short term, low attention, and superficial levels of communication, trust and interaction.

Facebook®, TicTok®, Instagram®, and SMS (text based messaging) are all designed to get the recipient of that communication in a short attention span modality.

They know not to truly trust what they see and hear there (and that problem is growing every day).

Instead, successful businesses and professional practices know that they MUST find ways to communicate in formats that create deeper attention, engagement and thought. They know to use formats such as direct mail (think letters/newsletters/books you give/share), long form interactions such as live (and maybe) virtual trainings, video calls and seminars/live appointments/charity events such as the movie sponsorships that Brenda Geiger taught us to use and where the firm, team and clients got together for a whole night and supported a charity that mattered. We were all involved in a cause that was greater than that one event (or even a business transaction).

Train your clients/customers/patients/and even prospects to meet you in these new and better places, and to interact with you in these deeper more profound and thoughtful ways. That takes a much higher level of entertainment, value creation, and benefits than a quick but ineffective Tweet.

You have to be better than that.

You have to be more fun, engaging and/or deeply informative.

You have to master storytelling and find out what matters to your team and to your buyers…and then to give them more and better versions of that.

Notice also, that I am mentioning your team.

Why would we go to all of this trouble with our prospects and clients and ignore how we build a relationship and deeper trust and engagement with our teams. We shouldn't. We should use these same techniques with them.

So, that goes to the strategy of communicating at a deeper level, building more trust and being more engaging and entertaining.

But that sounds like it takes time.

So what's the trick I mentioned to make this all easier?

Well, when I had to do direct mail copy for consulting clients, back in the day, the best stuff I ever did came from thorough research into the market, the product and the avatar AND from recorded interviews that I did with clients/customers/patients and the principles of the businesses/practices.

So here's an idea:

Do that with your own business, your own team, your own prospects, clients and patients and have someone interview you too on the topics that matter.

Let's take a look at a quick example:

I first interviewed (and recorded with their permission) a series of clients on elder law issues.

What worried them? How worried were they about issues of losing all their assets to a nursing home? Did they even understand that if they just gave away their home to the kids it might be even worse than losing it to the "nursing home?" How did they talk about these things? What were the words and expressions that they used?

What were their main objections to the solutions that we had to offer? What would eliminate these objections for them?

Then, I interviewed the team.

What were the hardest parts of our system? How could we do them better? What did clients keep raising…even later in the process? What questions did they seem confused about?

Finally, I sat down and dictated my own story, examples and case studies, including how I came to do that work and the benefits and reasons to do it. I focused on answering the clients' concerns, solving their problems and using the language that they used…rather than pure legalese.

With those three sets of recordings and notes I had some of the best copy ever. That was 15 years ago and we still use some of that copy to this day.

These interviews and recording can then be transcribed and converted into sales letters, trainings, content for websites, scripts for webinars and/or livestreaming etc.

Like I said, this Briefing is short but very very sweet. Apply it. Test it. Make it part of your systems…and you'll prosper.

Briefing Item #4

Lessons on Leadership

By: Dr. Dave Weiman

The Power of Daily Rituals

When I was 19 years old, I had the great fortune of being trained and mentored in sales by legendary South Jersey salesman Sam Kligerman.

Sam was an old-school gentleman who wore a suit every day and didn't take that jacket off no matter how hot it was outside.

When we were going out on a sales call together, Sam had a ritual: At the front door of the office, Sam would stop, put his hand on the knob, turn to me and say, "Hey, son!"

I'd say," Yes Sam?"

And he'd say, "Let's get one!"

Then he'd open the door and out into the world we would march.

This ritual was so many things – a battle cry, a prediction, and an order.

It was also Sam's way of turning this ordinary event – just opening the door – into something special that prepared and focused us.

I think rituals in our lives are so important. They give us that focus, and turn the ordinary into something extraordinary.

They can prepare us mentally to go out into the world and do great things.

If you have such a battle cry or ritual you do yourself or with another person or something you say or do, you understand what I mean, and you might focus on that today, in terms of making the ordinary a little bit more special.

If you don't have such a battle cry or ritual, please borrow Sam's.

I think he would like that very much.

Dave Frees' Note: Dave's article is again, deceptively short and simple. But having and developing great rituals that empower and drive us, even in the

face of change and adversity can be very powerful and can make an enormous difference in the levels of our personal performance.

But note, that Dave's boss didn't just create a ritual for himself. He devised a ritual that empowered Dave.

And while I strongly encourage creating your own great rituals in your personal life I, like Dave, want to get you thinking about developing business rituals (or adopting/encouraging other team members') that are inspiring (or even amusing) to the team. They matter and they help to build and to reinforce the great culture that you're evolving and leading.

Briefing Item #5

By: Master Somnath Sikdar

The Power of the Beer Run

A Story About Beer, The Power Of Mastermind, Perceiving What's Always There But Hard To See, Finding More Power, And "A Better Way"

Before a BBO several years back, Dave, Ty, and I went on a "beer run" for the planned activities at the ranch. This is not to be confused with the late-night "in-n-out-burger run". That's a story for another time, and definitely not one for print.

A common theme at BBO events is the need to delegate and decentralize command.

Our ability to push responsibilities down the pyramid enables us to focus on higher value work and top-level thinking.

While driving around, Dave asked, what would we do--specifically--with that newfound time?

Ty's answer was interesting and enlightening. Quite powerful really.

He said that he would find a place to sit, alone and free from interruptions and do nothing. Of course, we can never do-nothing. Our minds and bodies are always doing something. The question is whether it's a background or foreground process.

The stars that appear at night are always there, but not always visible.

At times they are blocked out by the brightness of the sun or perhaps some sort of pollution. By removing the foreground purpose (or distractions), it allows our background thoughts and ideas to come to the surface. This step back and idleness yields opportunity for both more creativity and productivity.

This revelation was a happy outcome, a side effect, of our beer-run. But, the real power was what took place to facilitate this outcome. During the ride, we had an informal and impromptu mastermind.

Napoleon Hill famously describes the mastermind as:

“The coordination of knowledge and effort between two or more people who work towards a definite purpose in a spirit of harmony…no two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind”.

Rewards of the Mastermind that we've all experienced:

1. Becoming part of a community
2. Receiving Advisory Support
3. Growing your connections and network
4. Partaking on Joint ventures
5. Gaining New Knowledge and Information
6. Increasing Alignment with partners and team members
7. Expanding the sphere of what's possible

When the right elements are in place, the whole is greater than the sum of the parts.

Those elements aren't just the people, but also the time, place, and experience. These elements won't always (or ever) be perfect. However, there are some things we can do to help increase our chances of a fruitful outcome. Although it happens, seemingly more and more frequently, we can't rely on these insights occurring serendipitously.

Here are some of the ways that my team and I seek out the power of the mastermind effect.

1. **Formal events and masterminds.** The prime example of this is the annual BBO live event. For Lonnie and I, this is a must attend event every year. Events like this typically have 25-35 attendees and a combination of didactic and Socratic learning. The BBO brings together folks from a variety of different industries, and there's value to

understanding those different perspectives.

We also attend one industry-specific event per year.

This is a group that niched in either the martial arts (sometimes a specific style of martial art) or fitness business. This brings insights from folks that are experiencing the same or similar problems. They are having the same problems, but may have arrived at a different or better solution. So, 1 to 2 to 3 formal events per year. Often, we already know a lot of people at these events. And, just as often we make new connections. Inevitably, the post-itinerary "networking" occurs as well.

2. **A weekly or bi-monthly advisory group**. Lonnie and I participate in two separate groups on a weekly basis. Each of these groups has 4-5 people in it. We are all from different organizations. The group members enjoy a good rapport. This smaller group that meets frequently offers a few advantages.

   The high level familiarity with each other's businesses enables us to dig deeper into the issues we are facing, explore new business ideas, and offer that all important reality check from an outsider when something is not a good idea. Be careful, because it can be easy to get off track or skip meetings since another one will be coming up soon. I think it's worthwhile to carve out the time.

3. **Regular Principal meeting.** Lonnie and I meet once a week for the purpose of discussing strategy and bigger picture issues. Pre-Covid we made sure to always do this offsite. During the lockdowns we reverted to onsite since there was nowhere to go. Now that things are opened back up, we will move back offsite. This is a time that we discuss business targets and goals for developing new lines of business.

   It's also a critical time for us to make sure down chain decisions align with our vision. Because of our different roles, we will see different frustrations and gaps among the team members. We help each other fill those gaps and ensure the rest of the team has a better understanding of the company's goals.

4. **Dedicated solo time.** As Ty recommended, I set aside some time for my own deeper thinking. This can be and has been especially difficult to do over the last year. Our minds fill up with clutter, especially when we're under stress. Although this is not the same as meditation it has a similar quality. If you try to "force" yourself into a meditative state, the harder it is to get there. Similarly, if you try to force yourself into your next big idea, you won't be successful.

   If the stressors are polluting your brain, follow Jocko's advice: Prioritize and execute. Do what you can to knock them away one at a time. That will eventually leave room for the stars to appear. Occasionally, this solo time is also a group mastermind.

   When I'm stuck or in a rut (this could be physical or mental), I go back to old notes and journals. It gives me insight on what I was doing and what I was thinking at that time. What was the mindset that I had when I was a different version of myself? What has changed from then till today to create my current mindset? What will transpire from now to another time in the future when there is a 3rd version? How will these three people perceive the problem at hand?

Dan Pink refers to "20% time" in *Drive.* It's now an older book, but still holds up.

"An initiative in place at a few companies in which employees can spend 20% of their time working on any project they choose."

If you and your team are working 50-60+ hours a week to get it all done, it seems crazy to allocate 10-12 hours to non-deadline and non-revenue driven tasks. But, as you know, I'm a big proponent of the increment, the intermediate step that gets us closer to our needs and desires. What about 10%? How about 5%?

1-3 hours a week can be a great beginning to start yielding the power of "the beer run".

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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 2022 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.

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2021 BBO CALLS:

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

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)

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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)

July 13, 2021 Topic: Creativity in Business - Products, Services, Pricing

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 story of how a "homeless" guy may be smarter than the rest of us with the marketing tools he uses for panhandling. Yeah. He has a notebook with different signs that work better for different segments of his audience. READ AND USE THIS as well as the examples in "How Do I Use That?" in Article 3 below and start segmenting your lists and your messaging/content/CTAs! 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 unless you love being right where you are.

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 4: Being Even More Prepared: Some old Seal Team sayings that help you to get it done, be prepared, and to stay resilient and "Oscar Mike" (On Mission)

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 share a story that fascinated me and has direct application to all of our business journeys, and

2) I share my coaching from another War Lord level private coaching call. All sharing is made anonymous or is shared with permission of the War Lord.

1) The story of the savviest "hobo." Now look, I know that hobo isn't politically correct or appropriate. I used it here to grab your attention.

But seriously, when I saw this, it blew me away and made me think about something that we all need to do a better job of.

And that my friends, Business Black Ops operators, and War Lords, is list segmentation, messaging, content, and CTAs (calls to action).

Two weeks ago I was leaving the parking lot of a small mall near Chestertown, MD. I notice (because it was truly strange) a guy resting against a tree with a sign that said: "homeless – Please help if you can." The other odd thing was that he had this sign in a page protector and that was in an opened notebook so that the sign faced out to traffic.

I remember thinking what's on those other pages? And I wanted to give him something and to have a conversation with him. I didn't, and I regret that because, as we all know, the "road to hell is paved with good intentions."

Hopefully, I'll get to do it. And I think I might, because I saw him later at another location holding the same notebook, but exhibiting a different sign (he was near a McDonalds) that said… "Homeless… I need food or money if you can help."

This time I was unable to stop. And, while I'm not sure that any of this was conscious and intentional, he appears to have different signs that he uses (perhaps after testing but definitely by design) at different locations, where his audience or the circumstances are different.

This is both brilliant and an example to all of us.

How many of us have different products, services and/or bundles that we sell to different audiences/avatars?

And how many of us have segmented our lists so that we can show different content, bullets, ads, messages, offers and various CTAs to these different audiences?

Very few of us.

But it's vitally important.

For example, we offer sophisticated estate planning to very wealthy people.

We also offer services to individual executors and trustees, as well as to banks and trust companies (and those two buyers have virtually nothing in common when it comes to motivations for buying these services or their needs).

Finally, we offer elder law services to a totally different audience with very different needs.

These audiences don't relate to, or want to hear messaging, or to get content and offers aimed at the others.

But, unless you're carefully segmenting your lists in your CRM you're not able to separate them.

Again, to be candid, we do some serious segmenting. But we recently realize that we cannot separate from our general list all of those clients who did a certain type of planning. If we could, then we could make a fantastic offer to them. An offer that has no meaning to the rest of our list.

A mistake? Yes. Hard to fix? Yes. Should we fix it going forward? Emphatically yes.

This guy inspired me, and I have to find him and thank him.

But before then, I hope you've studied his message and start segmenting in more and better ways starting now.

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

How can I build a better mailing/email list (and in a perfect world do it quickly)?

Below is my response (Tom Foster and others may disagree, but if this helps the client to get better results, I think it's worth thinking about it this way):

First, we should be using techniques to build this list constantly and consistently **(slow and steady).**

But, we should also take actions, from time to time, to quickly boost our list building **(fast and furious**).

Finally, in either case, we should be segmenting people who join our list right from the start (based on where they came from), for example, which opt in page or which list from a partner (as described below).

This knowledge/tagging/segmentation (where they came from) will be vital information later. We should also tag and segment based on subsequent actions that they take (remember my failure to tag and segment clients who needed a certain kind of trust). Had I done that, I could easily reach out to them now that the law has changed. That segmentation would have made a

profitable promotion and valuable service easy instead of hard and less effective.

So more on slow and steady, and then we'll talk about fast and furious.

Slow and steady means creating events, landing pages, and content that appeals to certain avatars and prospects for certain buyers. Knowing where they came from allows us to do more of what's been proven to work best for our best/high margin and high value products/services and bundles for various audiences.

Also, as we get to know them, and what they need next, we can build upsells and other offers into their particular email sequences etc. We can produce and offer custom content to them without boring and pissing off others who have no interest in those particular offerings but who may be in our bigger general list.

This means (and here's where experts might strongly disagree – which I also told the War Lord) that we should be thinking of the primary purpose of a modern small business/professional practice website as being a list building tool.

Of course, many other purposes are served. And in many cases, websites function to help with fulfillment, to aid in customer service etc.

There can be many functions. But in the case of most Business Black Ops Operators and War Lords, the primary purpose should be viewed as attracting the right kind of prospects (see attraction and repulsion from last month) and capturing them to start building a first party and direct relationship (see avoiding third party platforms from last month).

If we view the site that way and stay "Oscar Mike" (on mission), we can always be asking ourselves if what we are doing on the site (or even in content driving to the site and to particular landing pages/opt ins) ADVANCES LIST CAPTURE AND RELATIONSHIP BUILDING THAT LEADS TO SALES OF THE RIGHT PRODUCTS/SERVICES/BUNDLES TO THE RIGHT PEOPLE TO GENERATE THE MOST VALUE AND TYPICALLY THEREFORE THE MOST PROFIT.

Now more on fast and furious.

A great way to rapidly (and often very effectively) boost an email or contact list is to find a person/company/business/practice that isn't a competitor but who sells to your same avatar for a particular product/service/bundle.

Negotiate with them to make an offer of a product or service, or for even faster list building, he or she can make an offer to his or her list for you to give their audience/customer base a valuable resource as a benefit to their list.

You could also pay or do some kind of exchange for them plugging an opt in page for something that you offer and their audience might highly value.

Easy to do. Super effective. Not done very often.

ACTION ITEM: Read this article more than once. Make notes on it. Ask yourself if there's anything here you could use and then, if there is design an action plan to implement.

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.

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:

Coinbase – I am both an investor in and a user of this resource. Some time ago, I decided to learn more about blockchain and cryptocurrency. And I'm glad I did because many clients are now investing (and this raises estate planning issues that are easier to solve because I did my homework). But, I also invested modestly in various cryptos just to get exposure and further understand what they were and how they performed.

That modest investment remains a modest part of my portfolio, but it has grown (but may shrink) substantially.

Coinbase is an easy and simple way for me to invest in and to use (which I've never done) crypto.

So again, this isn't investment advice (there are a million reasons NOT to own Bitcoin or other currencies) but a suggestion of a tool to use if you do.

Resource 2:

Breakfast Is Served - Breakfast and Brunch Recipes From Around The World.

If you're a breakfast or brunch person (especially on weekends when there's time to cook, then this book is for you.

I've made over nine of the recipes from it and they're fantastic and pretty simply/straight forward. The ones I've used include, baked porridge, ANZAC Biscuits (from New Zealand), pumpkin tarts, Bibinka from the Philippines, and homemade English muffins.

The book is easy to read, follow and use.

Try it out or search online but start upgrading your weekend meals.

You'll be glad you did.

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

This month I'm sharing a cover letter to a report that I received from Bessemer Trust. I loved it because it's an installment of a regular mailing, the letter was great (but could have been better – more on that later) and the title of the report is easy to modify and to use in your own business or practice.

What was it…well it was the Future of money, currency, and monetary policy.

So read the letter and then think about a mailing, email or online delivery of a report on the FUTURE of something that's changing in your world AND that already matters (or worries) your existing best clients/customers/patients.

So that's easy to think of ways that you could use it.

ACTION ITEMS:

1) Decide on a topic and do a report, blog or other content on the future of something going on in your world,
2) Deliver that to clients or prospects with a clear CTA (call to action), and
3) Review the letter and email me one or two ways that the letter could have been made WAAAAAY more effective!

BESSEMER TRUST

DAN CAPPELLO
VICE PRESIDENT
WEALTH ADVISOR

April 5, 2021

David M. Frees, III
Unruh Turner Burke & Frees
P.O. Box 289
Phoenixville, PA 19460

Dear David:

We hope this letter finds you and your loved ones well.

While the role of money in society has been evolving since before written history, it has become ever more complex in recent decades, and the past year's pandemic and economic shutdowns have only accelerated money's evolution.

Our latest Quarterly Investment Perspective considers the future of money — the future of currency, the future of monetary policy, and the future of payments systems. Also provided is an update on our economic and market views and Bessemer's portfolio positioning.

Thank you for your trust in us.

Sincerely,

630 Fifth Avenue, New York, NY 10111 212 [illegible]

Now the usual exercise…

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

1.

2.

3.

4.

5.

Article 4:

Being Even More Prepared – Some old SEAL Team & Military "sayings" that help you to get it done, be prepared, stay resilient and "Oscar Mike" (On Mission).

This is the first in a multi part article on military, SEAL team, and stoic mottos and sayings that can inspire and lead us to a better life and to better performance…in any situation.

As you all know, I have always been a civilian.

But I have had the honor and privilege of knowing and working with many members of our armed forces.

I'm told, and feel that it's true, that while I have the "soul of a warrior" I'd probably have been a very bad soldier, sailor, Marine, or airman. And no offense to the Coast Guard (who I'm a big fan of) but I might have been able to pull that off but for a fear of the water (not really).

I mention all of this because I had the good luck of being around military culture and as a result, along with my love and study of history, I have picked up some great wisdom in the form of military, and in particular, SEAL adages or sayings.

These sayings are like mantras and affirmations that keep the brain focused, resilient and on mission.

For those reasons, they can instructive and useful to those of us in business. Let's face it, preparedness, focus on the right things, and resiliency are vitally important to us as well.

So hopefully, you'll be inspired and perhaps, like me, you'll print a few out, look and them, and repeat them regularly to ingrain their meaning and purpose.

Slow is smooth. Smooth is fast – As entrepreneurs, we have a tendency to move super-fast. In fact, first mover is often rewarded. But, in most situations we need to slow down, think, confirm and then act. We need to make sure that we take the time to really know where we are doing, what we're trying to accomplish and verify that the actions (and the team) are in alignment and likely to work (not waste time, money, assets, and resources).

No plan survives first contact with the enemy - This is from Helmuth von Moltke, a WWI German field marshal brilliantly paraphrased by Mike Tyson: "Everyone has a plan until they get punched in the face." It reminds us why preparation and training (as well as planning) are critical. It also reminds us that doing creates experience that informs action when the plan breaks down.

The ability of our teams and our team members to adapt and perform when the unexpected happens, requires careful selection and hiring as well as ongoing training and development.

Get comfortable being uncomfortable (Embrace the suck) - One exercise in SEAL training is "surf torture" during which you stand, sit, or lie in the frigid Pacific Ocean off of Coronado until your body reaches the early stages of hypothermia. For a while, they do this every day. Then covered from head to toe in sand these candidates run the obstacle course, do weapons training, or classroom time. The idea is to develop the muscle of pushing discomfort aside while being able to focus on the task at hand.

All business owners face stress, discomfort, and difficulties. And then in many forms. But, as we have discussed many times over many years, the more you're able to actually embrace that as a reality, the wider your comfort zone becomes. The more times and places where you can be comfortable then boosts confidence and provides the tools for facing even larger challenges down the road.

Two is one and one is none – Well you've heard this one around the BBO campus many times. I was amused recently at the SEAL Team Six event when a BBO member asked Steve B if they "really say that in the SEALs?"

Yes. They do.

This holds vital importance for business and professional practice owners as well. Having only one product or service, one advertising platform, one credit card processor or person that knows a software. One internet provider (for wireless access), or one large client that makes up a huge portion of your revenue. This all involve heightened risk.

So there's an immediate action item here: Review your business for these vulnerabilities and commit to building in some redundancy to reduce those risks.

Live Event (it will sell out):

Building, Growing, and Protecting Wealth For Yourself, Your Spouse/Partner and Heirs – Asset Protection That's Practical and Effective.

So much of what we do at Business Black Ops is about building and growing wealth.

But…

Have you ever wondered what would happen if you got sued? What if you didn't have insurance for the suit OR it just wasn't enough?

If you're leaving assets to your spouse, children, or grandchildren are you worried that they might lose them in a divorce, lawsuit or to business or personal creditors?

Do you have an heir with special needs or a drug or alcohol dependency?

Can you protect your own assets or those you inherit from the host of risks that being a business or professional practice owner faces every day, week, month and year…for your whole career?

If you answered "yes." To any one or more of those questions, sign up now to save a spot in our live ASSET and WEALTH PROTECTION SYSTEM Program coming soon.

But all hope is not lost….there are some very powerful and effective things that you CAN do about the risks.

In just one day and for a few thousand dollars **(there's no cost to save your spot),** you'll learn how, through a variety of proven legal tools and mechanisms, to mitigate downside risk and to protect the assets and legacy that you've created for yourself and for future generations (from divorce, litigation, and creditors' claims). You can and will be able to use the thousand-year-old technique…modernized for today's laws that the uber wealthy have used to protect themselves and their family wealth from enemies, taxes, and lawsuits.

OFFER AND PRE-REGISTRATION

So if you'd like to be on the short list and save your spot for our 2022 "The BBO Wealth and Asset Protection Project: Build Wealth and Then Protect It For Yourself and Your Heirs...The Secrets Of The World's Wealthiest Families For Creating and Protecting Wealth". Then just call or email Lisa and say you want to save your spot for this amazing event. Just mention ASSET PROTECTION to save a spot (it will sell out) and to get the best pricing (this is the chance, at no risk, to lock in the lowest price for this). Lisa: 610-933-8069 or lisa@businessblackops.com

Dave is well known as an instructor of lawyers' programs on these very topics and has practiced estate and trust law for over thirty years, representing some very wealthy individuals, executives, business owners and families that have passed wealth across generations.

He is, himself, an investor and serial entrepreneur who, because he owned/owns commercial and residential rental real estate, multiple businesses and a professional practice has faced many of the risks he will teach you to mitigate and defend.

While no one technique of asset protection and estate planning is right for everyone, creating a custom "stack" of the right systems and techniques can make the difference between ruin and ongoing wealth building.

And knowing exactly how much freedom and protection you want to leave to a surviving spouse/partner and/or heirs can mean the difference between a life of comfort or devastating loss of family wealth.

You get to decide. You've worked long and hard, sacrificed and taken enormous risks to be where you are now. Make the

decision to protect that legacy…not just for yourself but for your family.

While this is not legal representation (Dave is licensed in PA and NJ) it is teaching you some little known but highly effective strategies that can be implemented with the right team of legal and accounting advisers. Knowing what this course will teach and having access to the right advisers (hand-picked by Dave …or use your own) can make this otherwise complicated process easy to deploy and customized to your particular needs and situation.

Call Lisa today at 610-933-8069. There is also an affiliate fee paid for anyone you refer who comes as a paid attendee.

Are You Searching For A Quick And Easy But Highly Effective Way To Improve Your Mindset, Marketing, and Profitability Just By Listening To A Few "CDs" or Downloads?

"Marketing To The Primate Brain" and the bonus hypnotic business CDs are 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 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, creativity, 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 bonus hypnosis "installations") and to relaunch your persuasion, influence and marketing skills with a private coaching call with Dave is usually $697. But for subscribers to the BBO Intelligence Briefing, it's just $397 and includes the five 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.

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

Selling to other businesses?...

Are You Ready To Make More Through 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.

Business or professional practice owner…

Every point of contact with the client/customer/patient or prospect is a marketing opportunity. Are you optimizing those that really matter?

Find out and have a plan…it can transform any business or practice.

Every such point is an opportunity to build the relationship or to damage it.

Every point of contact with the client can encourage a referral or repurchase/upsell OR can discourage them.

We have a process "Business Success & Profits WhiteBoard"™, where we walk you through the discovery of literally every point of contact (from where prospects first see/hear of you, to what they see and hear after buying).

Then, we go through every aspect of each point. Is there a phone call? What's said on that call?

Is there a follow up email or sequence? What do those emails say and do? What offers do they make, content and value do they provide?

Is there a physical mailing or visit? What do they see, do, experience at each phase?

Then we work with you through the 80/20 rule and process to analyze and prioritize the most important ones and to start testing and optimizing to make each of the most important ones even better.

It can take a day or two to do this process well. And then it can take more time to implement the changes.

But, if we are able to improve one or more of the right steps and points of contact, by even a few percent, the combined effect on the bottom line, referral, retention, and client satisfaction can be amazing.

If you're interested in this private and custom one, or two day, service or any of our WhiteBoard Elite™ programs (a group mastermind version of the process) including our live events, reach out to Lisa at 610-933-8069. If you're with BBO or GLM you are entitled to preferred pricing.