Business Black Ops September/October 2021 Issue 44

CLASSIFIED: BBO EYES ONLY

From: Business Black Ops Central Command Maryland USA–

Time & Date: 05:30 SEPTEMBER 15, 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...

"Alchemy is the art that separates what is useful from what is not by transforming it into its ultimate matter and essence." Philipus Areolusus Paracelusus

1) The Monthly Message to Members: Getting ready for the live event (and then getting the most out of it, whether or not you're going). In this edition of the Intelligence Briefing I'll go even further in discussing ways to trigger better, more intentional and sustainable results…even sooner, using the tools and principles of Alchemy to boost the three levels of force multiplication. Plus, I'll update last month's Alchemy diagram and add a new one. Both promise to take you to new levels of though, impact and achievement. Finally, we'll talk about the Alchemical power of Col. Boyd's OODA Loop (he was a master practitioner of the power of alchemy)

2) How A Very Rich (And Smart) Old Man, A Better Question, And The Force Multiplier of Subtraction Can Make You Healthier, Happier, and Wealthier. Seriously…All Three. PLUS: Free access to a bonus video that walks you through a very actionable exercise and alchemical process.

3) An Updated Simple Diagram And Some Notes **To Achieve Deeper Understanding Of How The Universe Works, How To Make It Work For You, and Where To Get The Right Skills For That Journey.**

I originally published this a few months back and it will be a central driver of the live event. But, as I looked at it and started researching and preparing to teach from its many lessons, I realized that it wasn't the very best and most accurate version of this diagram/chart that I could use. So I've radically improved it to do and to convey more and more accurately.

As before, don't be deceived by its apparent simplicity.

This diagram is even MORE packed than the original with deep level and transformational knowledge, reveals several unusually powerful strategies and techniques for building a better and more impactful life and business and might also help you to create deeper and better relationships with your team/ prospects/clients/customers/patients.

So I'll review my original notes, observations and lessons and will add some highlighted new and powerful thoughts and lessons from it.

4) Actionable Leadership Lessons From Dr. David Weiman: The Question You Don't Ask Can't Be Answered – **A quick but powerful story that transforms your ability to build trust, make people smile and discover more information…almost like it's based on Alchemy.**

5) New Members, Member News, and Field Notes: Announcements, call schedule and a reminder to visit 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 I share a powerful analysis of the strategy and amplifying power of "message to market match" as I analyze all of the ads appearing in History – "Britain's Bestselling History Magazine." Are you fishing in the right "pond" and "using the right bait?" If not, you're harming your profitability and minimizing your impact and value.
THIS MONTH'S CONTENT IS HIGHLY ACTIONABLE AND CONTAINS SOME BRILLIANT AND ADAPTABLE STRTEGIES and TACTICS!

Article 2: What Dave Is Currently Doing, Reading & Using To Calm The Chaos, Build Margins, Increase Business Entity Value, Stay Happier, Healthier, and Fitter. A bunch of NEW & EXCELLENT RESOURCES YOU MIGHT WANT TO LOOK INTO unless you love being right where you are – A new list of books (some off the beaten path) that promise to unlock the power of Alchemy…but only for those actively looking for it.

Article 3: SWIPE "How Can I Use That?" In this recurring monthly column, Dave shares examples of great leadership, marketing, sales, and management/training, ideas that will inspire you to act and get results. **THIS MONTH HE WEAPONIZES A DIRECT MAIL PIECE AND A PROJECT MANAGEMENT TOOL THAT CAN CHANGE THE WAY YOU GET THINGS DONE.**

Article 4: Are You Using Sponsorships? This short thought piece tickles an idea we're testing and that we'll explore in much more detail after the live event

Briefing Item #1

Dave's Personal Monthly Intelligence Briefing Message

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

From: Central Command and The Old Man

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

Did you ever work on a project that came out pretty well and while you knew it could be better, it seemed "good enough" in the moment so you went with it?

Has it ever then dawned on you that you missed a few vital things and that with a bit more work, you could radically improve it and make it way more valuable to the end user?

Well, that happened me last month.

I created a chart for you that I intended use during the live event to illustrate some truly powerful and transformational realities that most people and business/practice owners never discover.

They therefore never enjoy the fruits of the thoughts, strategies and realities that were disclosed by the chart (with a little extra explanation).

Even at the time, I felt like something was missing but it was "pretty good" and the deadline for publishing the Business Black Ops Intelligence Briefing was coming up. So I thought "good is good enough" and I went with the version you saw last month in Article 3.

It wasn't wrong. It just wasn't the best version.

So I went back to it and now I've included a few nuances that were missing in the first version but that matter very very much…to you and specifically to your growth, profitability and happiness.

And God knows I want you to be richer and happier at the same time.

However, the situation meant that I had to come back to you, in this issue, and explain to you that I'd made a mistake and that I had a better version. Well at first blush this may make me sound silly or careless but the underlying message might sound like I didn't care enough in the moment (or more likely, had not left myself enough time) to keep thinking about it and to keep working on it.

But I long ago stopped worrying about seeming silly and we're all guilty of not leaving enough time (and thinking that every task is simpler than it really is). For all of those reasons, I went back to the drawing board and built a new and better diagram for you because I thought it would be so much more valuable.

So take some time, read Article 3, look at the diagram that I updated and revised as well as the new diagram. Contrasting the two articles and charts will also help you to bring an even greater level of transformation to the work you're already doing.

There's also another lesson here.

When you can improve the value that you've delivered, find ways to get it to your clients, customers, or patients.

Admitting that you missed something, that you made a mistake and have more value for them, and then going even further will help to build the relationship and trust.

However, further research and development, dedication to bringing more value or ease of use, can also all be reasons to charge more for an "upgraded" version of something that's already proven valuable.

In this case, I'm coming to you weeks later with some thoughts that I should have delivered to you in the first place. I hope that you'll view this as a genuine concern for you and as a bonus from me.

However, don't be shy when your experience, expenditure of resources, money and time inform your product or services in a way that makes them way more valuable to others. Instead, offer them as a premium version or as a bonus for early action, higher levels of spending or even referral.

Now for more about this edition.

We're continuing to write about, to think about, and to explore the uses of the concept of alchemy (the transformation of self, state, or things of lesser value into something of much greater value).

And in this edition, I have included some great resources for you to start using the concept of Alchemy to drive bigger, better, and more intentional results from Business Black Ops, the live events, the three tiers of force multipliers, the monthly coaching calls and from the Intelligence Briefing itself.

There are exercises, book lists, and articles all designed to help you to rediscover the magic in what you do and to achieve results that defy easy scientific explanation.

Enjoy your new found power, resiliency, wealth, success and happiness…starting right now!

Well enough for now.

Semper Paratus!

Dave Frees

Alchemy Action Items:

Set aside the time to:

1) work on clarifying what matters the most to you, what you enjoy in the business and in life, what makes a perfect day, what allows you to be more creative, a better leader, and to achieve more - at a very high level - and then to find ways of filling your business & life, your days, and your habits, patterns, and even your systems with more of the very best and most magical things/experiences.

   Notes:

2) Identify five ways that you'll know that your life (on any given day) and the trajectory of your life (into the future) is better than ever and start searching for that evidence (it's there).

1.
2.
3.
4.
5.

3) Schedule a "vacation" (at least one day) from work and your day to day patterns, activities and thoughts, to do nothing but work on/think about what you want the next few days, weeks, months and years to look and feel like (knowing that you might change your mind) as you conceive of even better things, feelings, and activities.

Alchemical Exercise:

Nights and mornings are magical times because our brains are shifting from one pattern to another. So, each night (or morning) as you prepare a schedule for the next day (or some time in the future), ask out loud…

"If I knew then what I know now my life will be better in all of the following ways(sic)."

Then, list at least ten ways in which your business or life can be better, richer, and happier based on things you now know…

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

OFFER AND PRE-REGISTRATION

In future articles and trainings, I'll be sharing the mindsets, strategies, tactics, systems, tools, techniques, and skills not just to build wealth and value in your business (while maintaining balance and enjoying life) but to protect it for yourself and your heirs.

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.

Briefing Item #2

How A Very Rich (And Smart) Old Man, A Better Question, And The Force Multiplier of Subtraction Can Make You Healthier, Happier, and Wealthier. Seriously…All Three

PLUS: Free Access To A Bonus Video That Walks You Through A Very Actionable Exercise and Process

By: Dave Frees

We've talked here before about the idea of "Inversion Thinking" as a way of solving problems, discovering bias and assumptions, and/or doing deeper, nuanced and more thoughtful work. We've also separately explored the power of being able to say "No." or to refuse the limiting things more often (subtraction rather than addition as everything you say "Yes" to limits your ability to accept other better work, offers, ideas).

Both strategies are powerful on their own, but combining inversion thinking **and** the strategy of subtraction (less not more) is a powerful synergy/force multiplier – and if we are more open to the magic of results that seem magical (through Alchemy as a lens) then they can be even more powerful than if we're acting through a mindset of limitation and pure rationality.

So this time we'll talk about **combining** them in an Alchemical way to give you better results in your business and your life with less complexity, chaos, and pain. Better yet, if we also add the Dave Frees "Goal Enhancement to System" process we may end up getting more than we even thought possible.

And we'll show you how to apply Inversion through the essential functions within your business, innovation, decluttering (digitally and in the real world), risk mitigation (through failure PreMortum", marketing, relationships, wealth building, leadership, productivity, and even project project-management.

But that sounds like a lot so where to begin?...

Let's start with a quick definition.

"**Inversion Thinking" or the "Inversion Process"** is the way of looking at the opposite of what's been articulated (or of what you want) as a way to reveal bias, danger and actions/strategies to be avoided on the path to the desired result.

It's "problem solving" in reverse.

Instead of focusing on the elements of success in pursuing your desired outcome, ask yourself: "If I want X (or more by Y or sooner) then what do I want to avoid that could stop me or cause failure?" "What would give me pain or friction in that process?" "What slows down my progress toward the desired result without offering an equal or better benefit?" "What could cause this to fail?"

All of these inversion questions can alert us to the major barriers we'd face. Inversion works so well because avoiding all of these things is an underappreciated path to improvement and more intentional success. Discovering dangers, problems, and our assumptions and biases is powerful. It allows us to avoid them, mitigate them or to use them to our advantage.

But inversion (like subtraction) is counterintuitive. It is not obvious to spend time thinking about the **opposite** of what you want.

And yet inversion is a key tool of many great thinkers.

Stoic practitioners visualize negative outcomes.

Groundbreaking artists invert the status quo.

Scientists and engineers (particularly physicists, chemists, biologists and designers of space travel/exploration tools) use inversion and other mental models to crack seemingly intractable problems and to see into the structure of things.

Effective leaders avoid the mistakes that prevent success just as much as they chase the skills that accelerate it.

Inversion can be particularly useful for challenging your own beliefs, assumptions, and cognitive biases. It forces you to treat your decisions like a

court of law. In court, the jury has to listen to both sides of the argument before making up their mind. Inversion helps you do something similar.

What if the evidence fails to confirm what you believe? What if you tried to destroy the very views that you cherish? Inversion prevents you from making up your mind after your first conclusion. It is a way to counteract the gravitational pull of confirmation bias.

Inversion is an essential skill for business and to leading a logical and rational life. It allows you to step outside your normal patterns of thought and see situations from one (or more) different angle(s). As a master of inversion, whatever problem you are facing, you'll always consider the opposite side of things.

I used to, even as a young kid, do this type of inversion thinking (without knowing what to call it or why it worked so well). That was, in part, due to the fact that I was a contrarian. If you said "Black!" I immediately and instinctively started thinking white. I would often also give voice to these thoughts to those around me (which made me a less than popular child).

Now that process and confrontation didn't earn me any extra points with the adults/teachers in the room but I noticed that it had the effect of giving me more (and sometimes better) ideas AND, after doing inversion thinking, I was always still free to choose the original idea/solution/color.

Later in life, I started to use the process consciously to generate more ideas and solutions and/or to dig deeper and to have a more full and complete view of the situation. It served me well. And as I noticed how well it worked, I intentionally chose to use it more and more often, and in more and more contexts…where it also seemed to work very powerfully.

Then, I came across Charley Munger (the lesser known but brilliant partner of Berkshire Hathaway's Warren Buffet). Munger is a lawyer and brilliant business analyst/strategist. But what interested me was that he had a name for the process – "inversion thinking."

Now that was before I knew the value and power of naming things and the power/utility of claiming my own articulation and view of the thing.

But giving it a name made it even more available to me.

I used it in business to think about new products, pricing, corporate structures, marketing, and leadership.

Once I understood the majority/conventional view, the latest articulation, or how people currently viewed the problem, situation, system, or solution, I'd stand it on its head and look at it from different (and often polar opposite) perspectives.

But this process, like so many things in business and in life revolves around or yields addition and more. It gives us more ideas and additional choices.

But we can't do everything we think of and not every problem is best solved by adding things.

So I started using inversion thinking on the idea of inversion thinking.

As a result, I realized that **fewer** of the right things, ideas and simplification or subtraction may be the better solution to many problems.

But subtraction (as a strategy for optimizing/solving/creating) is not obvious to our human brains. We almost always ask "What else can I bring to this issue or situation?" "What if I added this or that?"

Yet, once I started looking for ways to subtract or to remove/simplify as a solution, I found that it often worked. I called this (see I'm a fast learner) "Informed Simplification™". That's the ability to simplify and to remove what no longer works once we've learned the lessons of testing and adding so often.

So where am I going with this? And how does it help you to be healthier, happier, and wealthier? I mean that was a big bold promise in the headline.

So let's cut to the chase, you should be using "Inversion Thinking" every chance you get (to build it as a skill and a habit) and especially, when the problem seems complicated. But, as you do inversion thinking, you should also be thinking about subtraction/elimination/and Informed Simplification™ and then enjoying the riches of time, calm, and opportunity that flow to you.

Here are a few specific workplace/life examples and applications of Inversion Thinking/Process:

Leadership

Leaders can ask themselves: “What would someone do each day if they were a terrible leader/manager?” “What are the communications errors that plague bad leaders/managers?” “How do generally good leaders fail and what are their most common mistakes?” “How do my team members and others within and outside the company (whose opinions matter) think bad leaders perform?

That thought exercise makes you aware of risks, issues, problems you might otherwise never of thought have. And, as a good leader you’d be much more likely avoid those things.

Innovation

Similarly, if innovation is a core piece of your business model you can ask, “How could we make this company less innovative?” Eliminating those barriers and obstacles might help creative ideas arise more quickly. Or, you might ask “What makes companies wait too long to innovate?” or “How is innovation thwarted in companies?” These insights help both innovation and to avoid the possible pitfalls.

Marketing

And every marketing department wants to attract new business, but in inversion thinking, it might be useful to ask, “What would alienate our core customer for each product/service/bundle?” or “What repulses the best prospects early in the funnel?”

A different point of view can reveal surprising insights which can (without care) result in addition and greater complexity.

But, in general, you can learn just as much from identifying what doesn't work as you can from spotting what does.

What are the mistakes, errors, and flaws that you want to avoid?

Inversion is not about finding good advice, but rather about finding anti-advice.

It teaches you what to avoid.

Here are some more specific ways to utilize inversion in work and life:

Project Management

A favorite application of inversion is known as a “Failure Premortem.”

It works like this:

Imagine the most important goal or project you are working on right now and then fast forward six months and *assume the project or goal has failed*.

Tell the story of how the failure happened. What went wrong? What mistakes did you make? In other words, think of your main goal and ask yourself, “What could cause this to go horribly wrong?”

The idea is to identify challenges and points of failure so you can develop a plan to prevent or to mitigate them ahead of time.

Productivity

Most people (almost certainly you as well) want to get more done in less time. But most people are also doing too much already AND many people who report very high levels of success note that the success came when they learned to do less.

That said, applying inversion to productivity you could ask, “What if I wanted to decrease my focus? How do I end up being distracted?”

The answers to those questions may help you discover interruptions you can eliminate to free up more time and energy each day.

In the video I prepared (see the link below), I give you an easy strategy and exercise to achieve this.

Meanwhile, there is very little danger in leaving your phone in another room, blocking social media websites, or unplugging your television. Both strategies deal with the same problem, but inversion allows you to attack it from a different angle and with less risk.

This insight reveals a more general principle: Blindly chasing success can have severe consequences, but preventing failure usually carries very little risk.

Decluttering/Physical Simplification

All clutter (physical and digital) carries a price. There are resources expended and time wasted (often huge expenditures of time) when we acquire/retain more – no matter how well organized. So bringing simplicity, clarity, and calm to clutter has value.

It's alien to me. I'm Scottish and I grew up as the fifth generation in a row from the same family to live in the same home. So retention and accumulation are part of my make-up. But even I (intellectually) recognize the value of simplifying AND eliminating.

So how do we use inversion in this context?

Marie Kondo, author of the blockbuster best-seller **The Life-Changing Magic of Tidying Up,** uses inversion to help people declutter their homes.
I also personally think she's an agent of Satan but that's a story for another day…and not helpful to those who want to simplify and subtract from the clutter.

Her famous line is, "We should be choosing what we want to keep, not what we want to get rid of."

In Kondo's words, the default should be to sell, or to give away anything that does not "spark joy" in your life. This inversion-based shift in mindset inverts decluttering by focusing on what you want to **keep** rather than what you want to discard.

Relationships

If you want a better marriage or relationship then inversion thinking starts by examining the behaviors might ruin a marriage:1) Lack of trust, 2) Not respecting the other person, 3) Not letting each person have time to be an individual, 4) Spending all of your time on your kids and not investing in your relationship together, 5) Not having open communication about money and spending habits, etc.. Recognize, that there may be more and that each person may value or worry about them at different levels of priority.

Inverting a good marriage (or any relationship) can show you how to avoid a bad one. It raises them into conscious awareness. It can allow you to both adopt better practices and eliminate the destructive ones.

Personal Finance

Everyone wants to make more money (but should really be thinking about how to build more wealth). But what if you inverted the problem?

To use inversion, you'd ask: "How can I destroy my financial health/wealth?" "How do people prevent the buildup of wealth in their lives?" "How do they fail to earn or to dissipate cash flow before they build wealth?"

Spending more than you earn is a proven path to financial failure. It doesn't matter how much money you have (or make), the math will never work out for you over time.

Similarly, accumulating debt is a hair-on-fire emergency to be resolved as quickly as possible. And gradually creeping into unchecked shopping and spending habits can lead to self-inflicted financial stress.

Before you worry too much about how to make more money make sure you have figured out how to not lose money.

If you can manage to avoid these problems, you'll be far ahead of many folks and save yourself a lot of pain and anguish along the way.

So now you know what to do from an inversion thinking standpoint, but I know that you'd like a quick walk down the lane of HOW and WHEN to combine it with the force multiplier of subtraction.

Empowering and Multiplying Inversion Thinking With Subtraction

For me, a quick reminder/methodology came from listening to the Tim Ferriss Podcast and reading his blog. Tim is the author of *The 4-Hour Work Week* posed an interesting question in one of his old articles…

"What if I could only subtract to solve problems?"

I've always loved this idea. It is itself a simplification of the idea of subtraction and simplification (that we already know is hard for humans).

Remember, most of us mistakenly think that the solution to all of our pain, problems, challenges and pain is to add MORE and to do MORE.

More workouts. More hours in the office. More books. More podcasts. More clients. More marketing. More products. More money.

In fact, subtraction and removing things as a strategy for problem solving or creating/improving a system, product, service or bundle, is almost always invisible to us. We have been biologically programed by evolution (and constant want) that we don't even have the capacity to see subtraction.

But I've found that most of the time…

… The "secret" to achieving your big goals and getting MORE out of your business/practice and life is to do less (and thoughtfully, simply, and intentionally do more of the most important and truly impactful things in each realm).

When you subtract and say "no" to all of the temptations, habits, distractions, mediocre ideas and suboptimal opportunities, that pull away your resources, push you off track and sabotage your success – you make room for more of the most powerful, energizing and profitable/rewarding and valuable things, activities, and achievements.

With thoughtful and intentional subtraction, everything else becomes easier and more powerful – in the ways that are most helpful to you.

And that's what this month's video lesson is all about.

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I'm going to teach you how to achieve MORE through subtraction.

First, you'll learn how to identify all of the habits, commitments, and opportunities that seem "good" on the surface…

… But are actually preventing you from achieving GREAT things in your life.

And then I'll show you how to eliminate them from your life, almost automatically.

Click Here To Watch This Special Training On The Combined Force Multipliers Of Inversion Thinking And Simplification/Subtraction
(or type in https://bit.ly/BBOVideo921)

Semper Paratus!

Be Prepared and Make A Better Life…

Dave Frees

P.S. If these ideas appeal to you and you see the opportunity to achieve more in ways that make life better, a great resource is the book Subtract – The Untapped science of Less by Leidy Klotz.

P.P.S Resources

Ferriss, Timothy. Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers. HMH Books. Kindle Edition.

Munger, C. T., & Kaufman, P. D. (2008). *Poor Charlie's Almanack: The wit and wisdom of Charles T. Munger*. Virginia Beach, Va: Donning Co. Pub.

2019 Daily Journal Corp Annual Meeting: https://www.wealest.com/articles/charlie-munger-talk-djco

Briefing Item #3

An Updated But Simple Diagram And Some Notes **To Achieve Deeper Understanding Of How The Universe Works, How To Make It Work For You, and Where To Get The Right Skills For That Journey**

I originally published an earlier version of this article and the first diagram last month. As I said at the time, it will be a central driver of the live event content and will help to explore the ideas of Alchemy and Force Multipliers in action.

But, as I looked at it and started researching and preparing to teach from its many lessons, I realized that it wasn't the very best and most accurate version of this diagram/chart that I could use. So I've radically improved it to do and to convey more and more accurately.

As before, don't be deceived by its apparent simplicity.

This diagram is even MORE packed than the original with deep level and transformational knowledge, reveals several unusually powerful strategies and techniques for building a better and more impactful life and business and might also help you to create deeper and better relationships with your team/prospects/ clients/customers/patients.

So I'll review my original notes, observations and lessons and will add some highlighted new and powerful thoughts and lessons from it.

In addition, I've added a second chart/diagram from the ideas in the book Effortless (a very alchemical work) to make the lessons of the first diagram even more powerful.

These two diagrams are almost "invisibly" packed with deep level and transformational knowledge and reveals several unusually powerful strategies and techniques for building a better and more impactful life and business.

With a little explanation, thoughtfulness and exploration, they might help you to achieve and to sustain much more intentional growth and transformation and

might also help you to create deeper and better relationships with your team/prospects/clients/customers/patients.

Would that be good? Useful?

First, the meta level strategies conveyed by the two charts:

Diagram One: What matters is how quickly and massively you're able to create (and sustain) the intentional and positive changes/transformations (in any aspect of your business or life) that you desire.

Diagram Two: Finding the right ones to implement, in the right order, and with the least burn of assets and resources (necessary to achieve the magnitude of the desired outcomes) means that we can do even more with less.

Why?

Think about the time value of money.

$1000 dollars earned (received) and invested today is worth much more than the same amount earned (received) ten years from now. This same concept is true of skills, positive change, and building non-monetary value.

The sooner you achieve more of what you want and need to operate at a higher level, the longer you're able to enjoy that better and more intentional life.

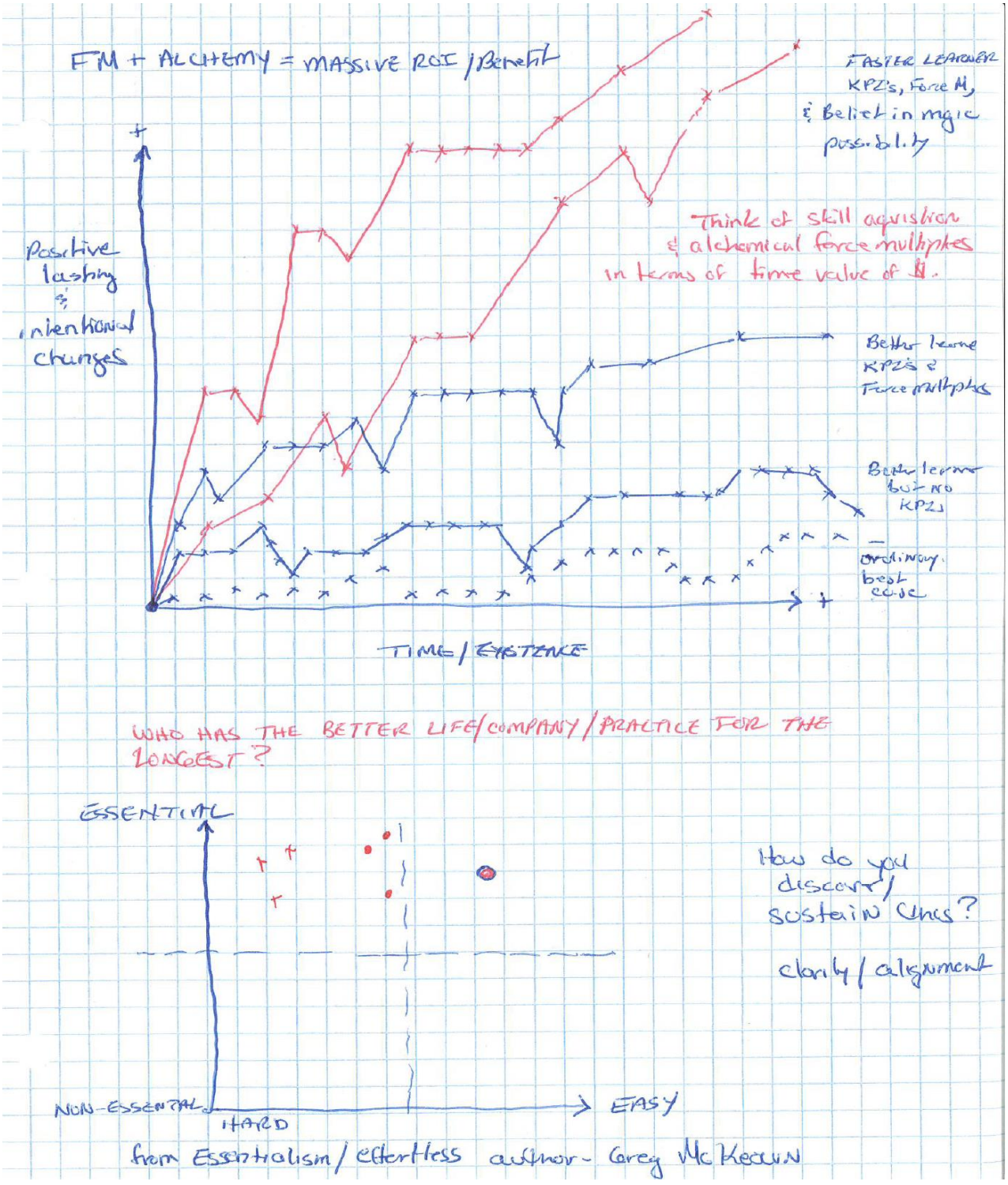
But, we are socialized to believe in hard work and that everything of value costs more. And while that may be true in some situations, that's an over generalization that often causes us to spend or expend more resources than needed to achieve a certain desired change.

The second diagram helps us to think about the "work" and resource cost of creating a transformation in a new and potentially powerful way. It forces us to consider whether or not there are better and less work intensive ways to get the same result (or perhaps even a better result).

So in the diagram we plot positive and intentional change over passage of time.

In the second we consider the difficulty or costs.

Next, the two new diagrams…



The commentary/notes and resources:

Essentially, we want to seek ways to learn faster how to generate clarity of desired outcomes, and then to acquire the knowledge and experience to generate the right changes (in alignment with those outcome and your intent) more quickly and effectively.

Notice that the higher performing lines reflect a faster rise and a faster period of learning to application. They also reflect that companies and individuals who use the OODA Loop, KPI's and measurement/testing are faster to detect the down turns and then to arrest their negative effects on the growth or improvement of the situation/entity.

This means that you can not only have those positive and intentional changes in your life sooner – so they are more valuable to you, and arriving there means that you can see even better "vistas" than were visible to you in the earlier state of being, BUT you can also mitigate any negatives, breakage, and the effects of ever present entropy.

When you see this in action, it looks like magic.

And, in some ways it is.

It's based in science and rational thought, but rational thought that is open to the magic of human capacity and resiliency that exceeds what our first beliefs allow as possible.

That's part of why we're now thinking about both Force Multipliers AND the use of Alchemy (a predecessor of modern science that was still open to metaphysical experiences and change).

This may explain why, for some people, well designed affirmations work so well. And we will discuss that in more detail in future issues. But not every technique of change and improvement works for everyone (or all the time).

But keep your focus on the essentials – 1) Achieving Clarity (of the PVM, Avatars, and what you will and will not do), 2) Maintaining Alignment (with the new

clarity in each area), 3) Rapid Learning (acquiring actionable knowledge, skill sets and mental models) to generate sustained, positive, and intentional change(s) sooner), 4) a bias toward THOUGHTFULLY implementing those changes, adapting to them, and enjoying the benefits of massive change sooner than otherwise possible, and 5) cultivating resiliency when barriers need to be overcome, and 6) extensive use of the OODA Loop to adapt to the changing environment and how we change it with our actions/tests.

Each and every one of these steps are present in each and every issue of the Briefing, the monthly coaching calls, our War Lord calls, and in every live event. Now that you know, you can look for them.

But, here's a hint: We've been driving toward more and greater clarity of your personal and business PVM and clarity and knowledge of your Avatar(s). We've been showing you example after example of how alignment with your Purpose, Core Value, and your Mission (coupled with clarity and alignment with your specific Avatar for each product, service and/or bundle) creates greater success, minimizes waste etc...

And, most recently we have shared @Hubermanlabs rapid learning/ mastery techniques of 1) multiple 10 second pauses during learning (that can cause a massive increase in mastery/memory of the topics being learned), 2) two twenty minute sessions of meditation on learning days (proven to have similar effects,) and, 3) use of white noise during learning sessions.

Couple these Business Black Ops tools with the practice of a bias to implementation and building resiliency (both topics of live events in the last three years) and you have an actionable roadmap to achieving the results and benefits that the chart above reveals and that seem magical or beyond easy rational explanation. Like most things related to humans.

So stay with us and let the results improve, the magic begin and the fun continue!

Briefing Item #4

Lessons on Leadership

By: Dr. Dave Weiman

The Question You Don't Ask Can't Be Answered

There's a joke about a man who calls a house and a little kid answers and says," Hello."

The man says," Is your mother there?"

The kid says," Yes."

The man says," Can I talk to her?"

The kid says," No, she's busy."

The man says," Is your father there?"

The kid says," Yes."

The man says," Can I talk to your dad?"

The kid says," No, he's busy."

The man says," Are there any other adults in the house?"

The kid says," Yes, a fireman."

The man says," A fireman? Well can I talk to the firemen?"

The kid says," No, he's busy."

The man says," Is there anybody else in the house?"

The kid says," Yes, a policeman."

The man says," Could I talk to the cop?"

The kid says," No, he's busy."

The man says," What are they all doing?"

And the kid says," They're looking for me!"

The joke reminds me of some advice that a colleague once gave to a seminar group that we were presenting to and that is," The question that is not asked, cannot be answered."

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I think a lot of times in life we don't ask a question we're curious about because in some cases, we're afraid to get an answer we won't like and perhaps in other cases, we're concerned about the reaction of the person that we're asking, we have some fear or concern about that.

If that describes you and there's a question that you have on your mind that you want to get answered, consider breaking a bigger question down into smaller ones and deciding what risk you're willing to take.

Trying out even a small question sometimes can give us the trust that we have in the other person that we can ask some of the bigger questions, too, and those can reveal some answers that might actually make you feel a lot better than not asking at all.

This technique/joke/story is just one Way That Dr. Dave Applies The Business Black Ops - Alchemical Solution™. You'll receive so many more at the live event.

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Briefing Item #5

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 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.

2021 BBO CALLS:

TUESDAY 12:30 PM (EASTERN):

NO CALL OCT – LIVE EVENT
November 16 – Preparing for 2022 – Your Best Year Yet
December 14 – Turning Personal Goals and Aspirations into Reality

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2022 BBO CALLS:

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

January 18
February 15
March 15
April 19
May 10
June 21
July 19
August 16
September 20
NO CALL OCT – LIVE EVENT
November 15
December 13

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.

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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 Dr. 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

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

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

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

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

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

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

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

August 17, 2021 Topic: Alchemy in Business and Marketing

September 14, 2021 More Alchemical Preparation for the Live Event – Getting the Most and Best Results

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 I share a powerful analysis of the strategy and amplifying power of "message to market match" as I analyze all of the ads appearing in "History: Britain's Bestselling History Magazine." Are you fishing in the right "pond" and "using the right bait?" If not, you're harming your profitability and minimizing your impact and value.
THIS MONTH'S CONTENT IS HIGHLY ACTIONABLE AND CONTAINS SOME BRILLIANT AND ADAPTABLE STRTEGIES and TACTICS!

Article 2: What Dave Is Currently Doing, Reading & Using To Calm The Chaos, Build Margins, Increase Business Entity Value, Stay Happier, Healthier, and Fitter. A bunch of NEW & EXCELLENT RESOURCES YOU MIGHT WANT TO LOOK INTO unless you love being right where you are – A new list of books (some off the beaten path) that promise to unlock the power of Alchemy…but only for those actively looking for it. And a new product and sponsorship test.

Article 3: SWIPE "How Can I Use That?" In this recurring monthly column, Dave shares examples of great leadership, marketing, sales, and management/training, ideas that will inspire you to act and get results. THIS MONTH HE WEAPONIZES A DIRECT MAIL PIECE AND A PROJECT MANAGEMENT TOOL THAT CAN CHANGE THE WAY YOU GET THINGS DONE.

Article 4: Are You Using Sponsorships? This short thought piece tickles an idea we're testing and that we'll explore in much more detail after the live event

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Article 1

The Monthly Dave Frees SWIPE and Deploy Marketing Force Multipliers.

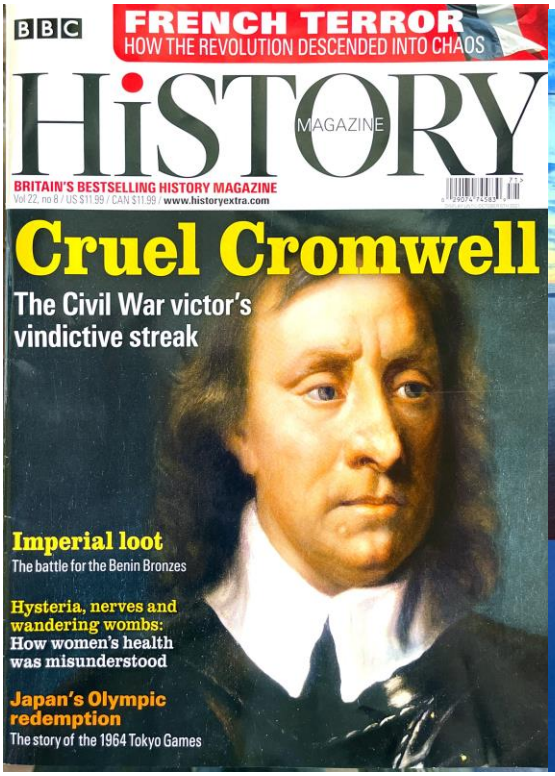
Examples From My Personal and Ethical SWIPE and DEPLOY File and From Our Monthly War Lord Coaching Calls:

Dave Frees' Business & Professional Practice Force Multipliers

This month:

I share and comment on <u>every</u> ad appearing in the British magazine by the BBC - HISTORY as we explore the idea and power of the message to market match. The ads in this publication are clearly sighted on the exact readership of the magazine but there are some great lessons and a few surprises in how and why everything that you do and every piece of advertising and content that you create should be directed at your best avatar. You can, and should, easily and ethically adapt the approach, and boost your revenues, client/customer/patient value and your impact (if that's something that matters to you).

Cover



Ad 1



So the cover tells you a great deal about who probably reads this publication. And this is the print version so that tells you even more about their average age, wealth, etc. But, you don't have to guess, the data about the subscriber list is available to anyone who is considering advertising in the publication.

So there's a very big hint…find out where your very best audience of buyers goes for their information, news, hobbies and what they read, listen to and watch.

That's how you find the right pond (the best place to reach them…a source that they already love and trust).

The idea that your message must be crafted for the right audience and that you find that audience in the right place. This idea is true with respect to content, PR, and advertising.

Now for communists (or at least devout socialists (I mean come on…it's the BBC)) they do a really good job of understanding their readership and then creating ads that appeal to the right audience in the right way.

So question 1, before we even get to the advertising part, is do you really know your best avatar inside and out and specifically where you can find them and appear to them in the best possible way? If not, go back and work hard on your Purpose Values and Mission as well as your Avatar.

Assuming that you've done that, there's quite a bit to learn here and a number of strategies and tactics that can and should boost the effectiveness of your content, branding, and advertising/marketing.

Let's look at, review and learn from the ads one at a time.

Ad 1 appears just to the right of the cover.

It's an ad for a cruise company. But, ask yourself, "Does this ad match with the probable readership of this magazine?" The answer is an unqualified yes! **So the main strategy of message to market match is present**.

But there're a couple more interesting strategies here. And they're all worth considering.

First, notice that the ad is for a chance to win a valuable cruise.

It's not to overtly sell a 5000 Pound Sterling Cruise. However, the ad sets the value of the cruise quite high. **(Are you creating the right level of value perception with your audience? Are you periodically testing price increases – especially in these times of inflating costs/costs of goods?)**

It's also a lead generator in that the "magnet" designed to attract the leads should be a pretty good filter for buyers of high-priced goods, services, and in particular, cruises. **The lead magnet is designed to be a fantastic filter.**

The cruise company therefore, has an incredible pool of leads to work and leads that are likely to be strong potential buyers of high-end cruises.

While we don't know for sure, it's likely that they have a downsell of less expensive versions of this cruise (which has a price tag of over $10,000.00 US).

Which again raises the question…**When you discover a great lead-magnet also have both upsells and downsells?**

So, the strategy is for you to **create a contest or other mechanism that could be advertised or presented in a publication or place where your best avatar gathers and that triggers prospects to provide contact information to you so that you may further market to them.**

Next, be sure to consider a lead magnet that **attracts not only the best avatars but those willing to spend on some of your highest profit margin products services or bundles.**

Tactically, there are a few interesting features here as well.

For example, ask yourself if the image used is attractive to the avatar prospect. Next, note their use of both the bit.ly link and a QR code.

This should be a reminder to you to allow multiple ways for prospects to respond or to make connection to you. Interestingly, they do not have a phone number. That's probably a mistake given their demographic. I'd certainly start with one.

However, only testing will tell whether the bit.ly code, the QR code, or phone number, or whether all three were required to maximize the harvest of prospects.

Believe it or not, there's quite a bit more to talk about here but let's turn our attention now to the two ads below.

The ad on the left appears, at first blush, to be an ad for the same magazine. It's not. Rather, it's ad for a similar magazine called History Revealed. **It obviously has a similar readership but it has a slightly different value proposition.**

Strategically this raises the issue for you of whether or not you are advertising compatible and complementary products to the audiences you've already spent quite a bit of time money and energy building.

Notice here, that they do have a way to purchase online and by calling. That's probably because the **BBC knows its audience better than the cruise company does and they realize that their audiences going to like and use that telephone number.**

Note, as well, they have included a code to track the source of the buyers.

Action Items:

Are you in the right place with the right message? Are you advertising to your own list? Creating additional offers that will appeal to your list and best prospects? Allowing them to respond you in multiple ways? Tracking where they come from? And advertising your own products within your own content as well as on platforms known, liked and trusted by your Avatars?

If not, these ads give you a powerful series of strategies and tactics to deploy.

Don't wait, remember that chart in Volume 1. Start testing sooner rather than later.

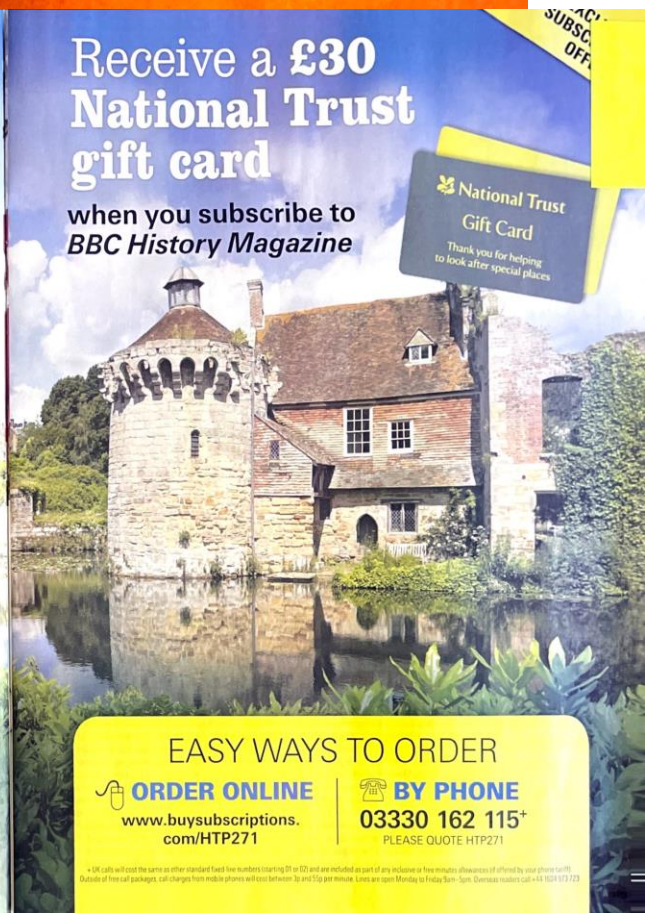
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Now a bit about the ad above.

This is a two page ad for a subscription to the publication that the reader is already reading. So, it's an attempt to take a transactional buyer of the publication and then to turn them into a subscriber…who pays the BBC money every year.

That, in turn makes the publication better able to sell advertising for even higher prices.

So the strategy for you is to find ways to turn transactional buyers into long term members of a community and repeat or subscription buyers AND to then find ways to make your enterprise even more valuable.

This can be done in many ways but here are a few:

1) Ad in a publication of your own for a bundle, subscription, upsell
2) Ad in another's publication/platform
3) Upsell or subscription offer at time of purchase and/or at shipping
4) Offer shipped with a joint venture partner's product or services

Tactically there are many things to note here.

1) The ethical bribe of a National Trust gift card. For those of you savages who are unfamiliar with the UK and the National Trust, believe me when I tell you that this is probably a very well tested premium that's highly desirable to a casual reader of this magazine.
2) Note the order form and multiple ways to respond
3) There is a mechanism for tracking where the subscription orders came from
4) There is a reward for fast action and there is use of time pressure as the offer ends on a specific date.

   Under the theory that it's better to teach a person to fish, there are quite a few more in all of the ads. Try finding at least five more.

5.
6.
7.
8.
9.

Now, for the surprise…the ad below sells ladies dresses. Is that a good message to market match? I'll let you be the judge but here's a hint: this ad has appeared in this magazine many times.

So what can we learn? Find things that you produce and that some segment of the audience will want and sell them.

Another example of this is that survival websites found that they could sell their customer contact information as leads for $5 to $15. But, that these same people were also great leads for financial newsletters and for the sale of precious metal and that those leads were worth many many times more.

These two thoughts bear your consideration and they can make you much more money while making your customers happier AND delivering to them much more value.

Finally, we have an ad for loads of other compatible magazine subscription offers. What are the odds that a magazine reader has or wants more than one subscription? Very high. And notice, that the offer is so low that it's designed to buy a buyer and then turn them into a long term and valuable customer.

So the strategy for you is to create more compatible offers, upsells, downsells, and to buy a customer, and make them worth more rather than trying to make all your money on the first transaction – which is especially hard (but not impossible) with affluent buyers and higher priced products.

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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 quite a list of book resources that may be useful for you.

I hope you enjoy and use them.

The list is essentially a short list of books that have the power to create more Alchemy and a bigger set of the tools of Alchemy in your journey to apply, use, and to maximize Business Black Ops' system of Force Multipliers to build and grow your business, skills and the quality of your life.

And that's especially true if you're reading them for that purpose and with that intent. Read that last sentence again.

Better yet also say, out loud, what you'd like to have more of (or to do better) through that alchemy.

Alchemy tool/strategy: When reading any of these books do so with a specific intent. For example, that could be **"I'm reading this book with the intent to find and then to use new and better ways of triggering positive changes in my business and life that seem almost magical."**

Dave Frees' Abridged Alchemy Book List

Subtract – The Untapped Science of Less

The Choice Factory – 25 Behavioral Biases That Influence What We Buy.

How To Change: The Science of Getting from Where You Are To Where You Want To Be

Designing The Mind: The Principles of Psychitecture

Winning Now, Winning Later: How Companies Can Succeed in the Short Term While Investing For The Long Term

How Legendary Leaders Speak: 451 Proven Communication Strategies of The World's Top Leaders

Alchemy: The Dark Art and Curious Science of Creating Magic In Brands, Business, and Life

Rule For A Knight

Ultra Learning: Accelerate Your Career, Master Hard Skills and Outsmart the Competition

Limitless: Upgrade Your Brain, Learn Anything Faster, and Unlock Your Exceptional Life

The Obstacle is the Way

The Business Black Ops Monthly Intelligence Briefing: Monthly Ideas, Information, Business and Life Intelligence With Strategies and Tactical Action Items To Build Business, Life and Leadership Success

So this list of books and content/ideas represents quite a cross section of thoughts, strategies, skill sets, and tactics that will apply in business and in life. The idea is, that if you're reading with the intent to trigger alchemical and almost magical results using Business Black Ops and the Force Multipliers, you're likely to find change, "magic" and inexplicable positive results …. Almost everywhere and in many if not every aspect of business and life.

Enjoy. You can thank me later.

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 we have two examples of things I've recently been inspired to use (successfully) in multiple ways. In both cases, when I saw them I asked:

"How can I use that in any of my businesses (or in life) to create improved results, greater value, and more profit, happiness, and value for myself and others?"

Read the sentence above again and (there is science for this) actually write it down (even if you modify it for your own purposes).

Having this process and asking these types of questions gives you a super power of finding, adapting and in some cases finding new ways to use ideas, strategies, tools, and techniques you observe.

This doesn't mean that every idea you see should be adapted and used. But it creates an adaptable and creative mindset, that when coupled with clarity of PVM & Avatar and a healthy use of the OODA Loop, can be a constant source of adaptive and optimized approaches to systems, business, leadership, product development, project management, hiring, onboarding and training, pricing and more.

Example One: The Project Action Pad by Best Self™

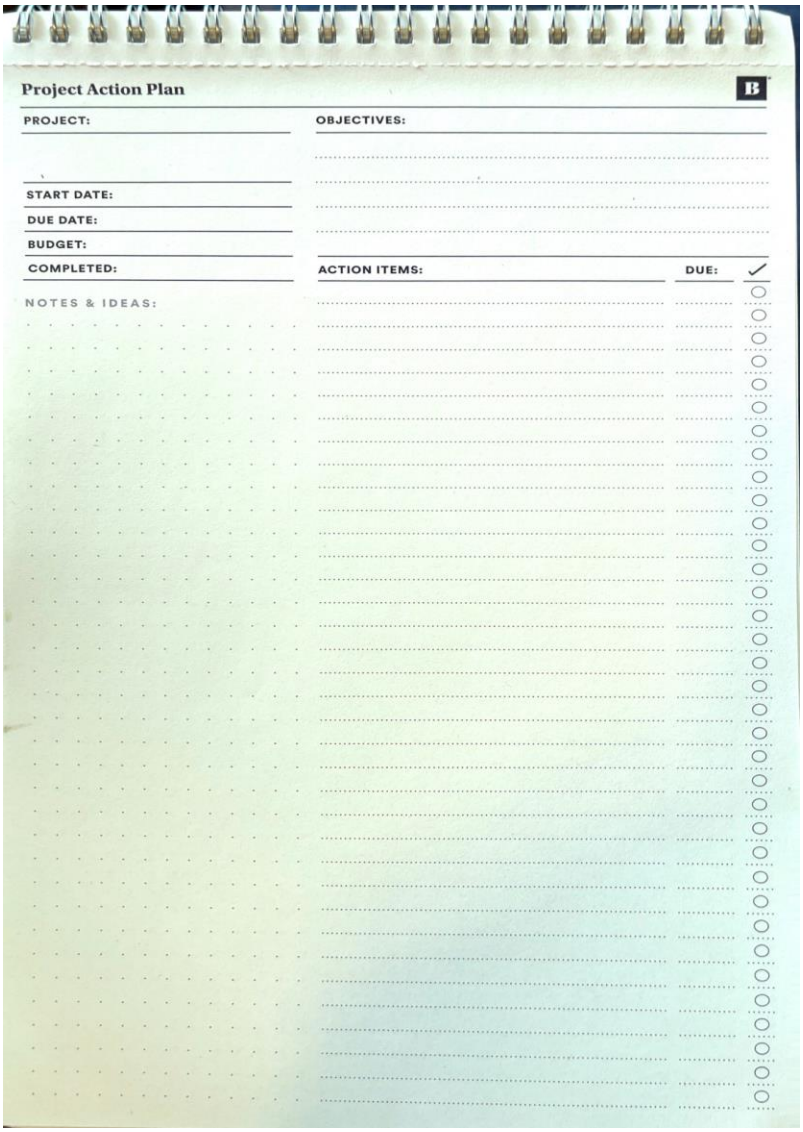
This is a great product. At the top you identify the project (or the part of the project for which you're responsible). It asks for a start and completion date, budget, objectives and action items. There is also space for note and the back of each page is perfect for mind maps and charts.

Obviously, when you ask how can I use that you could intend to identify projects where you could apply the Action Pad but you could also ask yourself:

1) **what else it inspires,**
2) **What other tools could be created on paper or digitally,**
3) **where and how else you could create a tool like this to help with various aspects of business and life,**
4) **if this type of tool or resource could be part of a product, or**
5) **set of tools that you could/should teach to your teams, or**
6) **if you should build this type of tool into a product or service to assist/add value for clients/patients or customers?**

Here's a page from the pad. After you look at it do the exercise.

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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.

Example Two:

In this example, there's a great headline that can be adapted to a formula and applied in many ways.

But, there is also an interesting strategy. This slip of paper was inserted into a mailing I was already receiving as part of my Altucher subscription.

This slip was designed to get me, a proven subscriber to financial and business materials and publications, to search for the new one, to find value there, and then to subscribe.

It's a content driven ad that could be sent with existing products and services/ newsletters/bills etc., to interest existing clients/patients/customers in other products, services, bundles.

But, it could also be included in mailings/shipments from other companies/ service providers selling to your same avatar.

Think about this one. There are many many uses.

But, before you do the exercise, look at the piece and my analysis:



So let's take the headline first. This has loads of applications:

X is Just The Beginning
And Get the full story right here at…

Finally, I love the use of Altucher giving you access to George Gilder (a super high level expert known to most readers of this ad).

So think about how you can use this to position yourself as a gatekeeper to even higher level ("celebrity") or for you to be the celebrity with the "secret or specialized" knowledge.

Do the exercise but first…

Some examples of adapting the headline…

Your Will Is Just The Beginning of Your Estate Planning

Your Estate Plan Is Just The Beginning of Building Your Legacy

Your Revocable Trust Is Just The Beginning…

Understanding Estate Tax Is Just The Beginning of Protecting Your Heirs

This headline can be adapted to many areas, many avatars, and for avatars at many points in the journey.

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:

Are You Using "Sponsorships?"

This short thought piece tickles an idea we're currently making more systematic and testing, and that we'll explore in much more detail after the live event and throughout 2022.

There are many ways that you should consider using "sponsorships."

We're going to brainstorm this (as well as how to identify, recruit, negotiate with and maximize the sponsorship possibilities for all parties) at the event and we'll go even deeper at the Birthday bash in November.

But I wanted to get everyone thinking about this.

Why?

Well, once you've spent all of the time, effort, resources and money getting and maintaining clarity of your Purpose, Values, Mission, Avatars, and the value of your product and services to them, then you also, by default, or with very little extra work, know who else sells to these same avatars and might value and pay for access or even brand exposure to them.

Why is that important? Well, sponsorship compensation can, for some businesses, influencers, and individuals equal or exceed the other sources of income that they produce. And it can be a huge supplement to your own sources of revenue that will either boost margins and/or allow the development and testing of new, better, and more valuable products, services and bundles.

And, not all sponsorships need to lead directly to the bottom line to be valuable. They can be a way to reward exceptional third parties that help to make you better and or to develop and distribute your products. Have a supplier or service supplier that goes above and beyond? Are your customers possibly valuable to them? Give them a sponsorship (with a high perceived value) as a way of saying thank you and recognizing what they do for you.

Any way you cut it, those ideas could give you an edge. But remember, that in some cases, disclosure of the relationship and paid sponsorship might be required or ethically essential.

How can you use sponsorship?

Here are a few but this should just be the start of collecting, evaluating, prioritizing and then implementing one or more of them:

1) **sponsors listed in event guides**
2) **sponsors that exhibit at live events**
3) **sponsors that speak and present**
4) **sponsors listed in event materials**
5) **sponsors of podcasts and your other media platforms**
6) **sponsors may provide you with products and services to test and then share with your audience**
7) **sponsors might allow you to speak more often by covering costs of speaking and travel in exchange for exposure to your audiences**
8) **sponsors might take ads or pay for exposure in books**

Take a crack at it. How else might sponsors make sense for you?

More notes on how to use sponsors:

This year we're considering a 2022 Live Event …

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

Help us to decide if this is as valuable as we think…

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", 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 families, individuals, executives, and business owners 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.