**Business Black Ops August 2020 Issue 33**
**CLASSIFIED: BBO EYES ONLY**

**From: Business Black Ops Central Command**

**Time & Date: 05:30 August 15, 2020 UP BEFORE THE ENEMY!**

# Business Black Ops™ Monthly Mission & Intelligence Briefing

## What's Inside - Volume 1:

1) **The Strategic Guide and Monthly Message to Members:** There's good news and bad news. First the bad…as entrepreneurial business and professional practice owners you face the very real fact that friends, family, your team, clients, customers and patients all expect things from you that seem mutually incompatible. They don't always (if ever) understand you, and the unique pressures that you face. But wait, there's more bad news. To at least a small group of loud Maoists/Socialists/ANTIFA, you and your inventiveness are no longer part of the solution even as you seek to enrich your society, team and the lives of your customers. To them, you aren't part of the solution but rather part of an evil capitalist system that means that if you create and build wealth you're stealing from others. But entitlement never built anything. It's a hungry succubus that endlessly devours – it never creates anything but loss and chaos. So "cowboy up" (sorry for the binary gender references) and find out why **you ARE the answer NOT the problem and how to turn your weaknesses, stress, anxiety and problems into power and strength.** (In fact, the entire issue is all about the mindset and tactical solutions to surviving and thriving in this time of social upheaval)

2) **Overcoming Professional/Entrepreneurial Stress And Anxiety -** Seven Ways To Overcome Stress And Anxiety, Feel Better & Stay In Charge Of Your Business Or Practice, While Remaining Healthy, Successful, And Super Productive

3) **The Falling Blade Has No Handle:** More thoughts, mindset, and real world solutions to entrepreneurial anxiety from Master Somnath Sikdar

4) **5 Things to Help You Succeed in Tough Times** A Lesson On Leadership by: Dr. David Weiman

## 5) Updated Schedule, Business Black Ops Elite Events, The Live Event in Arizona, and Field Notes:

The live event is, subject to something serious, a go!

**But if you're coming, use all precautions possible to stay healthy and to return to work after your travel.**

**If You Can't Get To Phoenix, Then Come and Spend Time with the Team on the Resource Packed Membership Site and in the Facebook Members' Only Group!**

**Also, call Lisa to get registered for the Noon to 3 pm (Eastern Time) Zoom sessions for many speakers and content on Thursday, Friday and Saturday.**

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

**BENEFIT NOTICE: Our Elite Events have, during the coronavirus situation, been converted to a series of zoom mastermind and lecture programs and the coaching calls occurring at least 2x each month. Make sure you're getting notice (by email, Facebook messenger and other ways including the Facebook group) and make sure you join us. These have been highly valuable with great content, and they're our gift to you as a member. Call Lisa if you're not already attending at 610-933-8069**

# What's Inside - Volume 2:

## Harvesting Higher Profits and Margins, Starting Right Now!
## The Monthly Tactical, Step-By-Step Business Black Ops Guide To Actionable Force Multipliers,
## New Business Growth Skills, and Easy To Adapt SWIPE Files.

**Article 1: SWIPE and DEPLOY File:** **Actionable samples and a glimpse inside Dave's Notebook and TO DO/DELEGATE List. Featuring some of Dave's Notes from events he's attended or where he's presented. NEW - an example each month from my historical SWIPE file from the past.**

**Article 2: What Dave Is Currently Doing, Reading & Using To Calm The Chaos, Build Margins, Increase Business Entity Value, Stay Happier, Healthier, and Profitable/Wealthier [Especially this Summer]. In this case he wrote an article that's going to change how to communicate, persuade, sell, and negotiate….all for the better.**

**Article 3: "How Can I Use That?" In this recurring monthly column, Dave shares additional examples of great marketing, sales and management/training ideas that he developed and used in various campaigns.**

**Article 4: Learn from Spies, Interrogators and Hostage Negotiators–**
**A Lesson in Tradecraft that can make your business bigger (if you want), stronger, better, and more profitable/valuable.**

**Briefing Item #1**

# Dave's Personal Monthly Message

**To: Business Black Ops Agents, Operators, Founders, and War Lords**

**From: Central Command**

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

This month, there's good news and some bad news. And sometimes, when things go bad we can't control it. All we can control is our reaction to the problem.

But, you're capable of doing something about this problem, you're your mindset, and your reaction to the problem.

In fact, this entire issue is filled with resources, thought pieces and tactical tools to help with the mindset of entrepreneurialism and to let you transform problems, stress, anxiety, weaknesses and concerns into powerful drivers of success. Stay strong and hang in there.

**NOTE:** Before we get started, this isn't about mainstream politics. This isn't about one political party or another, and it's not about the very real issues of race, opportunity and problems in our nation. I'm sure that you're thinking about all of those things. But that's not this.

This is about a **PsyOp** being run on you, your kids, and soon (if not already) on your grandchildren to discredit the promise of America and the value of hard work, capitalism (with all of it's good points and bad), and the country where we have all grown and thrived by trying to do what's right.

But a PsyOp it is,and if you don't understand that you're gonna be worse off and possibly in some element of danger. Certainly your way of life might be endangered.

It's also about specific strategies, tools, and tactics for transforming the anxiety, stress, and pressures of being an entrepreneur from damaging to beneficial.

It's a one two punch to the what the enemy is serving up.

So read on...

# First the bad news.

Yes.  It's bad. But, don't let it depress you.  That will do nothing, or will cause you and others around you, harm or dismay.

But it IS ok to let it make you mad (or motivated to act) if that leads to action, clarity about who you are, what's right, what's true and what good you actually do and happiness and value you create! Anger can create clarity AND movement toward solutions and escape from what created the anger. So, to paraphrase in the immortal words of Emperor Palpatine, let the anger flow and give you strength.

Here's the thing(s).

As entrepreneurial business and professional practice owners you face the very real fact that friends, family, your team, clients, customers and patients all expect things from you that seem mutually incompatible. Those same people, who are very important to you don't always (if ever) understand you. Worse yet, there's more.

You see, that to at least a small group of loud angry Maoists (who call themselves ANTIFA or go by other names which shall not be

spoken here), now fervently believe that they are ***entitled*** to the fruits of your thinking, hard work and creativity.

They shout at people at night (through megaphones) who are living in previously peaceful (and often integrated/diverse but wealthy neighborhoods) to "give us your house." When those neighbors threaten to call the police, they threaten to burn those houses down and there is some evidence to say that they might.

They also believe that you and your success, focus on value, and inventiveness are no longer part of the solution as you also seek to enrich your society, team and the lives of your customers.

To them (and sometimes, according to the news, it seems like everyone) you aren't part of the solution but rather part of an evil capitalist system that means that if you create and build wealth you're stealing from others.

To them, it's a zero-sum game.

You're not creating wealth and value; you're not a giver - you're a TAKER.

They believe that they are entitled to everything directly from a utopian government and they're entitled to it without work. Oh, and by the way....you're also evil and selfish. And the entire history of your nation is evil, flawed and must be destroyed.

They cannot say how (or by whom) all of this wealth they'll be given is to be produced, but when it is, they want it and are entitled to it.

**But entitlement never built anything valuable.**

It's a hungry succubus that endlessly devours – it never creates anything but loss and chaos.

And our youth are being taught (in schools and in youth-oriented publications), that of these antidemocratic and anticapitalistic

fantasies true. That capitalism and democracy (as we know it) are inherently nothing but evil.

**Let's be clear. That's a lie (or at least a gross distortion).**

**Are America and capitalism perfect? No.**

**Have they always reached their promise and potential? No.**

**Are they the best system that the world and that humans have ever produced to reduce suffering, to create wealth and innovation? Yes.**

And if you think I am kidding that there is a PsyOp and a system created years ago to change the curriculum in schools to teach this and is now rearing its head to teach our youth that nothing you believe is true and that the lie of entitlement and socialism are the ultimate truth, then just consider these tweets from Teen Vogue...a fashion, makeup, and lifestyle magazine whose readers are 14 to 22 years of age with the marketing targeted at 14-17 year old readers.

Here are a few that you'd expect to see. They promote or examine, among others things, having a refrigerator for your makeup, acne, eyelashes, and other fashion, makeup and related matters.

But further down you'll see others on political topics that are rife in the magazine and that also include (despite the age range) topics and articles on exploitation of workers, the need to abolish rent, private property and private ownership, as well as defunding/ abolishing the police, abolishing ICE and DHS, race, the evils of capitalism and the cops portraying themselves positively ("copaganda"), as well as the benefits of masturbation, anal sex etc.

Now I'm no prude, but this is a teen magazine. And it is presenting these topics in a way designed to normalize them in very young people.

The PsyOp works by discrediting things you've told your children and driving a wedge between you and the next generation's beliefs about right and wrong (like early sexualization of teens and the value of hard work, taking away others private property, and generosity to others – except by the state).

**And if you think the tweets are bad, you should read the articles.**

The outright lies, distortions, propaganda, and mind control are thick.

**There is even an article saying that abolition of the police will help female sexual assault victims BECAUSE the police "commit so much sexual assault." IS that what you taught your children? Is that healthy for a cohesive and just society?**

So seriously, look at these and then go take a walk through Teen Vogue's Twitter feed.

Then ask yourself what we as a society and you as a capitalist - and a fine one at that - are going to do about it? We can, as a society and as individuals, no longer ignore this direct assault on who this country is and what we value for ourselves and our families.

**We need to think about this. To talk about this and to find a place that allows different and competing ideas to be refined and debated... without violence or being cancelled.**

**So here are those tweets...**



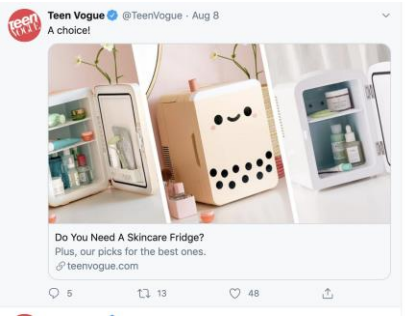

Ok. I'd expect to see this. And acne can be a painful issue for some kids. Great. That seems normal and helpful to teens.




"Selfcare" based on the Zodiac? Sure. That doesn't sound crazy for a Teen Vogue reader and it seems pretty harmless (but that's also part of how the PsyOp works... intersperse silly but likeable content with dark and destabilizing content).




Crystals? Ok. Harmless? Probably. We all have different beliefs about science and metaphysics but again it's part of a pattern here. Lighthearted, and content that's acceptable with content designed to break down beliefs that are essential to a society that has flaws but is on a good trajectory.




Makeup fridge? Why not? But, if the reader or her parents have enough money that this makes sense, they're probably rich and that makes what's coming up so strange! It's about to get weird. And, the crazy stuff is every three to five tweets in between stuff pandering to rich kids.

**But now let's look at the dark PsyOps side of things that are mingled in every third to fifth tweet.**




Seriously? This is an example of mind control through language and what we can and can no longer say. And remember who is reading this "Karen" 's kids and grandkids.




Look, I'm no fan of government and especially of government spying under the Patriot Act. But this is one of a series of tweets advocating abolition of borders, police, private property ownership (yes…by you) and the fundamental "injustice" of America.




There were quite a few tweets and articles attacking capitalism and, as you can see later, extolling the virtues of Anarchism, Socialism and Communism. Remember the age, of the reader and what else they're expecting vs what Teen Vogue is writing about.




OK then. Communism has, historically worked so well and it's a nice match with the makeup fridge they were promoting in the same Twitter feed.




Ok again. And look I'm NOT saying that young women should only read about make-up. I wish more young people (young men and women) thought about politics, civics, economics and justice more often. But the source for that

information should not be Teen Vogue and the topics should, for a well-balanced thinker, be more varied to provoke thoughtful analysis than just short articles on communism and anarchism.

**See below as they start to go really off the rails and advocate the abolition of private property and rent.**




Wow. The Tweet speaks for itself but go read the article. The level of mind control to discredit every institution of America is astonishing.

**Teen Vogue** @TeenVogue · Aug 7

In the same way that we're using cell phones and social media to share the truth and keep ourselves safe, many police departments are also using these tools to depict themselves as kind and heroic.



What's So Harmful About Copaganda?
Don't fall for it.
teenvogue.com

92 48 94

**Teen Vogue** @TeenVogue · Aug 6

"Antifa grows out of a larger revolutionary politics that aspires toward creating a better world, but the primary motivation is to stop racists from organizing."



Here's What Antifa is REALLY Trying to Do
"The primary motivation is to stop racists from organizing."
teenvogue.com

377 135 126




You can't make this Sh*t up.

**There's also one suggesting that we eliminate the police and "what they are protecting" …private property.**

**This publication is coming for the hearts and minds of the children and young adults that read it.**

**Who owns this publication? What are their long-term goals? And what effect does this type of PsyOp propaganda have on you, your family, your job/business and community?**

**So "cowboy up" (sorry for the binary gender references) and find out why you're the answer NOT the problem and how to turn**

**your weaknesses, stress, anxiety and problems into power and strength. Read this issue!**

# Now for some good news

This month's theme is all about entrepreneurism and the unique challenges we face as business and professional practice founders and/or owners.

In particular, we'll spend some time on the common sense ways of dealing with the anxiety and stress that are often the bane of the entrepreneurial profession- as we grapple with the tensions of our own needs as well as the needs of our families, friends, and our team members (some of whom simply cannot understand and have expectations of us that create even greater stress. **We have some great content on converting weaknesses or dangers into power, motivation, and advantages/strengths. This might sound impossible or too optimistic but stay with me. Read on...**

There are also some great articles, action items, and SWIPE materials in this to make preparing for personal and business survival and higher levels of success MUCH easier.

Go get 'em.

Dave Frees

**P.S. Get Access To Even More Member Benefits and Resources Here!**

**Membership.BusinessBlackOps.com**

## Briefing Item #2

### OVERCOMING PROFESSIONAL/ENTREPRENEURIAL STRESS and ANXIETY

# SEVEN WAYS TO OVERCOME STRESS AND ANXIETY, FEEL BETTER & STAY IN CHARGE OF YOUR BUSINESS or PRACTICE, WHILE REMAINING HEALTHY, SUCCESSFUL AND SUPER PRODUCTIVE

In our society, entrepreneurs who "make it big" (whether professionals or those forming startups and businesses), can reach heroic status and also often achieve an incredible level of wealth and personal satisfaction.

People in their communities and families often look at them and think they have it "all together" and that they've got answers to many of the questions and traumas that we all face in life.

But, many of the most successful leaders in business and in entrepreneurial undertakings and in professional practices face challenges that their friends and families cannot even fathom or understand. They feel incredible pressure to succeed not only for themselves, but for their families and their teams.

They often suffer from the imposter syndrome and worry that their "good luck" will run out at any time.

Those of us in entrepreneurial professional practices can face an overwhelming array of challenges to how we feel, how we feel about control over our lives, our competing responsibilities to our family, clients and friends, and all of this can be extremely stressful and… utterly exhausting. On top of that, we often feel (whether we acknowledge it or not) that no one understands us and that we are isolated with no one to talk to about these issues.

The entrepreneurial professional's resulting anxiety can, in turn, become a motivating but not necessarily healthy compulsion, or a crippling limitation to the growth and success of our business and limiting to our personal lives.

**For all of these reasons, cultivating the ability to step back, to disconnect from some of these anxiety-producing issues, and to recharge and remain healthy, "anxiety free" and highly motivated, can be extremely powerful.**

For that reason, I've identified and personally utilized/developed seven strategies or ways to stay in charge of your emotional well-being and that often result in you remaining super productive rather than facing illness and other negative effects of stress and anxiety.

In addition, I've refined and practiced a series of simple exercises and action items to help me to achieve each of these seven strategies and I'm happy to share them with you, so below I've included a description of what to do together with one or more proven ways to do each one.

### 1. Follow The Stoics And Have A Clear Understanding Of What You Can Control And What You Cannot Control.

The stoic philosophers were fond of reminding us that great peace comes from having clarity about this issue and a great deal of suffering has resulted from not taking the time to achieve that clarity.

So having clarity about control and the lack of control can be powerful and can minimize the anxiety of constantly working to do things that are outside of what we actually, and in any given moment, can control.

For example, having clarity that we can control - our own emotions and how we react to something **and not** conditioning our happiness on how another person feels or reacts can be powerful.

Whereas conditioning our own feelings and emotions on those of another can be devastating. "I'll be happy when he or she is." vs. "I'm already happy and will do what I can to understand what you need."

But knowing what IS and what IS NOT within our control is one of those things that's easier said than done. So how do we achieve this clarity?

**Action Items/Resources/ Exercises:**

The Ryan Holiday book, based in stoicism, The Obstacle Is The Way is an excellent resource for this skill. But, there are some specific exercises that also help…

It is possible, for example, to cultivate this skill by going through a series of exercises in the course of a day and building the **habit** of identifying what is within your control and what is not. Generally, once or twice a year I do this for a couple of weeks in a row…just to build that muscle of recognizing what is and what is not within my control at that given moment.

When I am in this "practice mode" I carry a notebook or index card and periodically notice when things going on around me are producing happiness or consternation. I then try to write down specifically what is within my control in that situation and what is not. This helps us to make that determination in real time.

That in turn allows us to avoid spinning our wheels and dedicating massive amounts of time and energy to things that will not matter and over which we have little or no control. And that self-knowledge in turn allows us to focus on what is important, that we do control and that gives us happiness.

**The end result? More energy and better use of resources. Doing more with less and with much less frustration, stress, and/or anxiety.**

Pro Tip: Building that second habit of spending time working specifically on those things that you can control, that are important, and that bring happiness, can be achieved and multiplied by inserting them into your calendar and blocking time for them.

The fact that you're now able to get to them means that you get even better results and changes in what you control. That creates a better, more energetic, less anxious day and builds a virtuous and ever improving cycle.

It's worth doing.

## 2. The Business & Life To Do List vs. The Brain Dump.

Most of us, as human beings (and especially entrepreneurial professionals), love holding on to everything we think is important throughout the day. We make mental lists all the time. And then we're anxious that we'll forget to do important things or that we will lose track of something small that later becomes urgent.

On top of that, we have great and earth-shattering ideas that we lose and can't even remember five minutes later. This, in turn, causes anxiety over losing our very best ideas.

We are slow to delegate the ever growing To Do List because it would be "faster to do it" ourselves.

The list and the anxiety just keep growing while the ability to actually achieve things diminishes. The likelihood that we forget or miss something increases (I feel my blood pressure rising even as I write about this). So the anxiety and stress redouble and we are less happy, capable and energized.

In a busy professional practice, this can easily cause overwhelm and utter and total exhaustion, as our brains consciously and unconsciously take note of hundreds of issues and action items that appear to require our personal attention at any given time.

Again, however, there is a way, a particular tactic, to try to tame this beast.

**Action Items/Resources/ Exercises:**

Make regular **brain dump, prioritized TO DO,** and **idea capture** a habit with an exercise that can take as little as 20 minutes, often at the end of the day, the start of the day, or for 10 minutes at each point, and to write down anything and everything that comes to your mind, including your ideas, innovations, worries, an unprioritized to-do list, and a notation of everyday tasks.

Carry a small notebook or index card that is just used to capture these during the day but consolidate them when you do your brain dump.

When doing the brain dump, don't think, or prioritize (that comes later) just purge what's in your head. The effects and relief are amazing.

This will also give you time to review what you can control and what you can't control and to prioritize those items, but simply the act of purging them and realizing that many of them need to be delegated, are beyond your control, or are simply unimportant, allows you to begin to focus more and more time on the things that make a true difference to you and to those around you.

This also has the effect of minimizing that floating and disconnected anxiety that often plagues us as entrepreneurs.

## 3. Meditate.

After getting clarity about what you can and can't control, and creating space in your brain through the brain dump technique above, you need a short break from all the thinking.

For some people a spiritual practice of attending church or prayer serves this purpose. But whether or not you have a spiritual practice that connects you to God or to a higher purpose, meditation or intentional anxiety/stress reduction techniques can really magnify the other tools above and below in this article.

**Action Items/Resources/ Exercises:**

There are a number of guided meditation apps, including Calm®, Headspace®, and others.

Downloading and experimenting with one or more of these apps and setting aside the time to use them (at least once a day) can really help to build a practice of achieving a better and happier more productive mindset.

**And mindset in turn magnifies the other things we are doing.**

Learning meditation and practicing, in person, with a teacher is also powerful and can often help some people more than the apps. There are various techniques and practices and of course, teachers run the gamut from the ridiculous to the sublime, so finding a person that you know and trust who has benefited from meditation is often the best source of a referral.

As some of you know, I asked my father if I could borrow money (when I was 12 and already had a paper route) to take a Transcendental Meditation class (or series of classes). He told me no because, and I'm quoting here... "That's communist."

However, his mother, my grandmother, had different views of communism and so began my history of meditation that continues in one form or another to this date. Without this practice I might not have the same energy and abilities that I have cultivated and honed through the other techniques.

## 4. Shift or enhance your perspective.

Changing how you look at a particular problem, a situation, or a set of facts and circumstances that require your attention can give you an incredible dose of stress OR relief of stress.

But again, we often fall into a trap of viewing things through a preconceived bias… and often a bias that doesn't serve our best interests. For example, we might handle a certain type or case, or client but we have an internal dialogue that says "This type of case/client is always trouble." Maybe they are. But it may be that we preset how we think about and deal with these cases that is a self-fulfilling prophecy.

So, tactically, how do you go about being more flexible in your perspective?

**Action Items/Resources/ Exercises:**

One way to achieve a fresh and perhaps more useful perspective is to disassociate from the problem or situation. Imagining the problem from a greater distance, with less intensity and from a different angle all might help.

Examples might include practicing asking yourself how you'd be looking at your life or a particular situation that you're facing a 1-10 years from now.

This has the effect of giving you temporal distance from it and serves to reduce the emotion. Imagine looking at the situation from further away or from another person's perspective. Imagine seeing it through the eyes of the Dali Lama or a cool, calm and collected person that you know.

Picture the worst thing that can happen and come to terms with it. Then create a strategy on how you would handle that situation.

Try them. All of these work for people. **Find the ones that give you the best perspective and then you'll find that you're more capable, creative and able to do more, and to get better results with less stress.**

## 5. Celebrate Way More Often.

The human brain (and especially the entrepreneurial brain) has a well wired bias to noticing and remembering the negative, dangerous, stressful and frightening. And, in the past, this was a major evolutionary advantage. Those humans who were sensitive to and exaggerated the negative, were most likely (when we lived in the dangerous world of predators) to survive and to pass on their genes. Humans less sensitive to danger were often eaten or perished from other environmental dangers before passing on their DNA.

But now, the powerful focus upon, and memory of, dangers and the negatives can cause that free floating anxiety…not linked to any actual danger…that makes life less happy and more filled with angst. That, in turn can limit our creativity and willingness/ability to take important actions.

**So what are we pre-programmed bio robots to do?**

**Action Items/Resources/ Exercises:**

Instead of focusing on everything that's going wrong in your personal life or in your business operations, it can be very useful to switch your approach and make regular lists of all your past **and** current victories. Just keeping a list these events makes us more likely to notice them and noticing them helps to counter our natural focus on the negative (which still has valid purposes).

Next, we can and should, alone and with our team, celebrate the big victories and create mini celebrations of the smaller ones throughout the day. Celebrate the victories with anything from a short break, a high five (once we can do that again), a compliment to yourself or another, to a dinner out or a vacation you've been putting off.

Pro Tip: Creating a practice (associated or not with your meditation), mornings or evenings, of recording all that you're grateful for each day or week reinforces this process in many positive ways and has a powerful ability to create optimism or to boost the optimism to pessimism ratio of your life.

Pro Pro Tip: Another exercise (and you can do this as a booster shot as needed) is to journal or at least jot down all of the positive effects and benefits that have, from past positive events, continued to positively effect any aspect of your life or work.

Super Pro Tip: Attack this from multiple angles at the same time. Make a list of past and recent events that you considered to be negative. With the past events try to find and note something positive that has come from those events. In the case of more recent ones, try to imagine and describe positive consequences to you in both the short and long run.

**This process is teaching the brain that even negative events are not often what they seem and that they can lead to very positive lessons learned, skills, and benefits. That learning in turn, often accelerates the process.**

## 6. Simplify your business and life.

Your brain is wired to solve basic problems and complicated tasks.

But, in every case of decision making/problem solving, it first has to decide between flight (run away and escape the problem) or fight (stay and solve the problem). The decision point is accompanied by a dump of adrenaline and other neurotransmitters to help you to flee or to work on the problem.

Most people in routine jobs have fewer decisions to make. But as an entrepreneur, you often have (or perceive that you have) hundreds of important decisions each day. The result? Well, if left unchecked, adrenal fatigue, exhaustion, depression or more.

So how do you deal more effectively with this constant fight or flight choice and the emotional toll that it can take?

One way is to simplify and to focus on fewer and the more important decisions.

This process of learning to achieve Informed Simplification™ is an extremely powerful force multiplier to any business.

**What is Informed Simplification™ and how can you make it work for you?**

The best way to describe it is to tell a brief story.

Essentially, when we begin a business, everything is simple. It has to be. There may only be one product or one or two people working. There often is little money to expand or to even create complexity. But as time goes on we create new products,

hire more people, make more money, buy software, create and deploy marketing systems that grow with time.

Eventually, that simple business becomes complex. We keep adding without ever subtracting. But then complexity and the stresses of that complexity set in.

But Informed Simplification™ is getting past the clutter and excess, cutting what no longer works, and optimizing what does in the most efficient and streamlined way.

Another route to Informed Simplification™ is to realize that most of our decisions are not that important (think 80/20 rule – only 20 percent of our decisions create 80% of our results) and the recurring and essential, but less vital decisions should have been systematized or delegated already.

So let's start doing that now.

**Action Items/Resources/ Exercises:**

Get clarity. Make a list of your purpose, values, and mission (the actions you'll take and how you'll measure them). Then and only then create and write down a simple, but effective, action plan for the next 30 days. If it's truly aligned with why you work and the values that matter to you, it will leave you with a sense of control and a much higher level of certainty.

Just knowing where you're headed and the action steps you'll take has power to provide clarity and to minimize stress.

Pro Tip: Do a mini version of this each and every day. Identify the No. 1 thing that if you accomplish it will be life changing or at least be a victory for the day, and then on the back of that note card include three additional things which, if they can be achieved, will be the most helpful.

Pro Pro Tip: Also, do a SWOT analysis which helps you to identify strengths, weaknesses (internal to your organization), opportunities and threats (external to your organization and in the marketplace/world).

Again, knowing the dangers and the opportunities has the power to relieve stress and anxiety while boosting the likelihood of success and to minimize dangers, stressors and anxiety.

## 7. Take Goal Driven Action and Create Systems To Achieve Those Goals.

Once you've gotten some level of clarity on what matters, your values, why you do what you do, and what's working and what's not, it's almost time to take action.

I am, as you know a big fan of enhanced goals setting but mainly as a tool of establishing systems that make the goals' achievement more likely. But there are better and worse ways to set goals and to create systems, so here are a few ideas.

**Action Items/Resources/ Exercises:**

First, go through all of the steps you've taken and thoughts that you've had as you went through this article. Next, identify the most important goals and outcomes you desire for yourself, and in your practice. Take a crack at creating a measurable goal and then use my system for transforming those goals into Enhanced Goals™.

Finally, begin to plan systems to make the achievement of that goal more likely and more powerful.

Example: Achieving higher margins is too general and, while measurable, not very helpful. Moving my margins from 20% to 30% is better. Moving my margins from 20% to 30% while eliminating X type of work I no longer enjoy is even better. But there is still no time frame for completion AND your brain is focused on a narrow version of the goal…and you can do better.

**Now apply my enhanced goal setting methodology:**

Achieve X (Goal) or more by Y Date or sooner.

So if we apply that to the margin goal above it would sound like this: Move my margins from 20% to 30% OR MORE by then of the fourth quarter or sooner while replacing X type of work with Y type of work or something even more enjoyable.

In this way, we open our minds to solving for an even better problem and to achieving a better result and in less time.

**Next we need to create systems that make the achievement of the desired outcome more likely.**

An example might be blocking time each day (or a bigger chunk of time each week) to focus on the strategies and tactics/action items needed to achieve the goal.

We might also need to review our marketing to attract the new type of business and create a system for publishing content and making offers that are in alignment with that goal.

## Conclusion

As entrepreneurs we face very unique and stressful days, weeks and months and the stress never seems to end. These stressors can activate the biological imperatives genetically programmed into us and instead of motivating us, the stress and anxiety can demotivate us or worse. And that no longer helps us, our teams, or our clients.

So getting these stressors and anxiety under control while becoming more energized, productive, and happy should be a priority. And while it often seems that these things are baked into the pie of business and professional practices, and unavoidable, doing any one or more of the things discussed above can be transformational.

So re-read the article, pick one or more strategies and then do the exercises and make room in your life for a system to boost happiness, and to reduce stress and anxiety. You, your team, and your loved ones will be glad that you did.

P.S. Just in case you're wondering, I personally write 40-75 pages of content on marketing and leadership, articles, scripts and more each month for GLM, Business Black Ops, my firm, and other marketing companies. I do this while practicing law, being married with a family, and while often traveling and speaking (when that was a thing). I'm able to do all of that and more through these very processes and by creating systems to help me to do it.

**So go get some clarity and create some systems and some amazing results!**

## Briefing Item #3

# The Falling Blade has No Handle.

**By Somnath Sikdar**

"The falling blade has no handle" is a saying from the restaurant world that recently came to my attention. I have to say I really like it.

It's similar to another saying in the kettlebell training community: "Quick feet are happy feet."

When a knife or blade falls from your hand, out of control, it's best to let it drop to the floor. Similarly, when you lose control of a kettlebell, essentially a 50ish pound ball of iron, let it drop and get out of the way.

Trying to stop either of these implements once they've left the gates of our control will only lead to more disaster. If you try to catch a knife, you'll cut yourself. If you try to catch an errant kettlebell you might break your hand, foot, or worse. And then, all you can pay attention to is your bleeding palm or painfully pancake-shaped foot.

Sometimes we need to accept the mistake and let things fall to the ground. We need to get out of the way, make sure we are safe, and then give ourselves the opportunity to pick up the blade, clean it, and start again.

The current mood for entrepreneurs is one of stress and anxiety. And, these feelings are amplified by our perceived lack of control in the current situation.

The saying also reminds us, that this feeling, as the falling blade, is a temporary condition and not a permanent state. The blade will hit the ground and be at rest. Now we can once again get a handle on it. So too will the anxiety and stress pass.

However, we can't sit idly and wait either. We need "quick feet". We need to get out of the way of damage and be prepared to re-engage.

Here are some ways to cope with stress and anxiety from the martial artist's perspective.

The martial artist's approach to stress-reduction is two-fold, it is both hard and soft.

**Part 1, Soft: Mindfulness and Meditation.**

Mindfulness is a way to feel better, reduce stress, be more effective at work and in relationships and enjoy life a little more.

Mindfulness is the ability (or seeking the ability) to pay attention and observe the moment, circumstance, or interaction without leaping to judgment from either internal or external impetuses.

It is being deliberate, rather than automatic, in our thoughts, decisions and actions.

Developing this kind of purposeful way about yourself enables you to be less reactive and more responsive. You become less susceptible to life's inevitable obstacles and sources of stress.

By being more mindful you can stay more objective maintain a level of perspective that otherwise wouldn't be possible.

Think about relationships. We all want every interaction with our friends and family, the relationships we care about most, to be positive, to be genuine and authentic. But when we're experiencing high stress or anxiety that is not possible.

So how do you become more mindful?  By being more mindful.

How do you get better at martial arts? By practicing martial arts.

It seems too obvious. But it's a truth we avoid out of the reluctance of just doing the work.

So in your everyday actions and interaction take a pause and observe yourself. Are you being mindful, patient, and deliberate? Or, do find yourself getting easily distracted, jumping to conclusions, and running on autopilot?

There are several ways to get started on mindfulness or mindfulness meditation. I will provide you with one simple strategy to get yourself started.

## Backwards counting

Set aside some time each day, it won't take much, for this exercise. It can be done in any position, but I recommend seated.

Count to yourself, silently at and even pace, backward from 100-0. If you make a mistake in the sequence-start over, if you find your thoughts wandering--start over, if you become distracted--start over.

If you find that you are getting frustrated or running out of time, that's ok. Leave the exercise as it is and get back to it the next day.

Once you are able to get from 100 to 0 without mistakes or distractions, start at 200.

As your success continues keep increasing your starting number by 100.

Before long, you might be counting down from 1000 or maybe even 3000!

By going through this process you will hone your ability to stay focused and observe. There will always be distractions but they will not affect you as before. You will be responsive rather than reactive. You'll be more relaxed and aware. You'll let the blade fall, rather than trying to catch it and causing further harm.

## Part 2, Hard: High-Intensity Training or Exercise

Dr. Weiman often reminds us that action drives out our anxiety. When the immediate task at hand is both demanding and clear, there's no room for our hovering thoughts and worries. It pushes out the feelings that causing us stress and anxiety.

Jocko Willink's formulation is "Prioritize and Execute." We can get overwhelmed and then suffer a sort of paralysis when there's too much to do or the greater mission is seemingly impossible. We need to break it down, figure out what's most important right now, and do it.

Martial Arts training (and exercise in general) is also overwhelming. There's so much to do and practice, yet very little time to accomplish it. There are so many goals to chase, but we have to pick one at a time.

As a result, the best thing to do is to keep sessions short and effective. Having a precise timeline and a clear minimum requirement of work keeps you focused and busy. An example of this would be practicing 500 Kicks in 30 minutes, or getting five 5-minute rounds of sparring completed in 30 minutes. It's a challenging amount of work, but it's not *impossible.* But, it pushes you right to the edge of your limit.

This doesn't necessarily have to be a physical pursuit. It could be something mental or a hobby. But, it must be challenging and it should be outside of your main occupation. It should be something that you have not yet achieved "unconscious competence".

Martial Arts is a practice toward mastery. In execution, we desire unconscious competence, automaticity. However, in practice, we strive to asymptotically approach perfection. This requires willful and mindful effort, leaving little room for anything else at that moment.

This combination of a mental and physical tonic serves to drive out stress and anxiety, even if only for a short while.

But, that time is when you let the blade fall to the floor. You've kept yourself safe and prevented further damage. You've given yourself a chance to rest, reset and reevaluate. Now, pick up the blade and get back to work.

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## Briefing Item #4

### 5 Things to Help You Succeed in Tough Times

**By: Dr. Dave Weiman**

Years ago, I spoke at the Phoenixville Regional Chamber of Commerce Breakfast about how business leaders can conquer worry — and even succeed — in tough times.

Something occurred to me right before the talk: Being a leader forces you to confront different stresses than others feel in tough times. Why? Because leaders, like you, are responsible not just for yourself but also for helping others through this period. You are managing more with less.

You are dealing with the upset of others, as well as your own. People are looking to you for solutions while you seek them for yourself. Hang in there. Here are 5 things I recommend to help yourself get through the tough times:

**1. Remind yourself of your values**. During the 1982 Chicago Tylenol-tainting incident, Johnson and Johnson senior execs reportedly met in a conference room and reflected on Johnson and Johnson's Credo of values before taking action.

Those values successfully guided them through the worst product-tampering case in history. Reflect on your values now. What principles have guided you in business and in life? Count on those values to help you weather any storm. My own values appear on a schedule I print out every day.

**2. Be proactive.** Constant negative news can be paralyzing. As you know from my previous newsletters, "activity's the antidote to anxiety. You will feel much better when you take action. Call clients to see how they're doing. Offer encouragement. Thank your staff for extra effort.

**3. Keep a journal.** At some point during the evening, take 5 minutes to write your thoughts about the day. Put a real pen to paper. I personally use a Moleskine journal (the cahier large ruled is my personal favorite) recommended by my friend and colleague, attorney David Frees.

Whatever method you use, jot down a few thoughts about what the day was like. What went well, What the challenges were. And your hopes for tomorrow.

**4. Study your own successes.** In a study of two groups of experienced bowlers I read not too long ago, the group who reviewed what they previously did well raised their scores in the future. The group that looked only at what they did wrong didn't improve at all. You have managed through tough times before. Review what you did to clear the hurdles. You'll amaze yourself at how many resources you truly have at your disposal.

**5. Share the experience.** Keeping stress inside never works. It always finds a way out, and frequently the way it manifests itself is through decreased resistance to illness and chronic ailments. Don't keep it inside. Talk with friends. Identify colleagues willing to meet or discuss things regularly by phone. Call me for a quick consult. But don't keep it in. It doesn't want to be there.

Following these tips will decrease your stress and improve your focus. For additional help, my book The Stress Solution has a step by step plan to help you permanently enhance your stress management skills.

## Briefing Item #5

## Monthly Business Black Ops Coaching Calls
## Updated Schedule and Elite Events for 2020

**NOTE & ACTION ITEM:**
**Be sure to go to your calendar right now (or better yet give this to your scheduler) and reserve these dates and times to:**
**1) *join us live on the monthly BBO Force Multiplier Coaching Calls and***
***2) to schedule the money making, stress reducing, and wealth building Elite Events (currently being done 2x each month by Zoom).***
***3) Finally, you might also want to save a spot at the Main Event and/or VIP in October.***

***The Business Black Ops Force Multiplier Coaching Calls and Elite Event Zoom calls have been on fire! Last week's Elite call was like a 90 minute "MBA in how to build better content and marketing…"***

***And, the Tuesday monthly coaching calls are a great break in your day and you'll be more productive and better informed than ever!***

**NEW! BONUS/PRO TIPS That'll make you money– Whether you're attending the calls or coming to the event or an Elite event….**

**1) Bring a partner or team member to move implementation along faster and much more effectively and stop missing out on getting great ideas into action and stop leaving money on the table.**

**2) Use the calls as a training tool and put one or more team members on each month to learn and then to implement for you.**

**3) Schedule one or more Elite Zoom calls each month or review them in the archive.**

**The live programs are also a great investment in team training and development – bring a team member for a very low rate!**

**At the live Elite events (expected to start again in 2021), there are only a few participants (typically fewer than 25) so you get your specific and actual questions answered, and get personalized information that you and your team can use.**

**Go get started!**

**NOTE: War Lord Level Members get all of these calls plus their own individual monthly coaching AND significant discounts on our other consulting and training events and programs.**

## Upcoming calls:

**Tuesday, September 8 at 12:30 pm EST** Preparing for the BBO Live Event in October

**October NO CALL – Live event in Phoenix.**

**November & December 2020 – Both calls will be dedicated to 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.**

## Coaching Call Archive for Review and Action:

**Founder or War Lord? YOU GET FREE ARCHIVE ACCESS. 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.**

**Not a War Lord or Founder but want access to the calls? Contact Lisa for upgrade information. The value of these calls and the archive way exceed the small cost of upgrading.**

## 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

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

**Business Black Ops August 2020 Issue 33**
**CLASSIFIED: BBO EYES ONLY**

# August 2020 Volume 2

**Making Higher Profits & Margins In Your Business or Professional Practice…Starting Right Now…**

## The Monthly Tactical, Step-By-Step Business, Intelligence Agent and Special Forces Operators' Field Guide to Actionable Force Multipliers, Covert Skills and SWIPE Files.

**Article 1: SWIPE and DEPLOY File: Actionable samples and a glimpse inside Dave's Notebook and TO DO/DELEGATE List – including two easy to adapt ad/content campaigns and some personal hacks! GET A FREE SHARE OF STOCK!**

**Article 2: What Dave Is Reading & Currently Using To Calm The Chaos, Build Margins, Increase Business Entity Value, and to Stay Happier, Healthier, and Fitter.**

**Article 3: SWIPE - HOW CAN I USE THAT? This Month Dave Shares an Outstanding and Robust Marketing Idea and Asks "How Can I Use That?" Then he shows you exactly how.**

**Article 4: Using The Techniques of Spies, the Military, Interrogators and Hostage Negotiators To Build Your Strength and Clarity and Make You & Your Clients/Patients/Customers and Loved Ones Much Happier and Profitable. Part Of A Coming Starter's Guide To Tradecraft In Business**

## Article 1

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

#### Examples From My Personal SWIPE and DEPLOY File and My Personal To Do/To Delegate List

This month I have two business examples for you that are really easy to adapt and use. Make sure to schedule time to adapt them and to figure out two or three ways to use each one…then do it.

**SWIPE FILE 1:**

**So I came across a Walgreens Pharmacy ad in Prevention Magazine. It had a photo of a couple and it simply said:**

**You have smart questions.**
**We have smart answers. (In a visibly larger font).**

**It also had a circle (as a "Johnson Box" to further call attention to the copy) and that said "Get free, personalized advice."**

**It had a drawing of a pill bottle but other than that, and it was an ad for a pharmacy, you just didn't know what it was for. You could figure it out but let's not make it hard on our clients/customers/patients or our prospects.**

**So I thought (per another standing column in this Briefing), "How could I use that and make it better?"**

**Here's what I have come up with. At the moment it's untested.**

## The template:

**List a Thing that the avatar is really interested in and motivated by**

**You have smart questions (about that thing)**

**We have smart and accurate answers/ideas/solutions/advice (depending on where they are in the journey and specifically what they're looking for).**

For example, do they want advice or answers? Tools or solutions? There's no single right answer. It depends how your prospects and buyer think of it before they act.

## An example of how we'll use it:

**Estate Planning To Protect Your Surviving Spouse, Children and Grandchildren From Losing Their Inheritance To Divorce Or Lawsuits…**

**You have smart questions (maybe quite a few).**

**We have smart and accurate answers and can patiently help you to understand them AND then choose the right ones for your own planning and your personal legacy.**

## Swipe File 2:

**Recycling FAQs and creating new FAQ content.**

**In Men's Health, I noticed a one page article called "Workout Questions Answered! We asked fitness experts to set the record straight on common exercise conundrums."**

**It struck me that I could use this two ways. First, I could curate some of our best FAQ content around topics of importance to our clients and prospects AND we could create a new and bonus FAQ like a Pro Tip to add to each.**

## The Template:

**Your Questions About X (a topic important to your buyers or prospects) Answered. Our experts set the record straight and dispel the myths!**

## How We'll Use It:

**Your "Elder Law" Questions On Protecting The Family Home From The Nursing Home Answered. Our Own Top Estate Planning Lawyers Answer Those Questions and Dispel The Myths!**

## Worried About Protecting Your Legacy and Your Heirs From Divorces and Lawsuits? Your Legacy Protection Questions Answered.

## Our team of asset protection and estate lawyers set the record straight and reveal the truth about dangerous myths!

## Article 2:

# What Dave's Currently Reading/Writing About & What Resources He's Using, Testing, Optimizing

## This month I have three things…an article that I recently enhanced, and two personal life hacks…one on healthy food and another on an investing app that's killer good and fun.

1) To start, I wanted to share an article that I wrote (and then more recently revised based on even more experience teaching these skills to high level operators) for one of my coaching client's company-wide trainings on radically better communications, negotiations, persuasion and influence.

I use these skills all the time and you should as well.

Better yet, have me teach them to your teams remotely or in person or you do it using the Intelligence Briefing and this article as a training tool. These skills are tactical but they are extremely powerful and effective.

Better communication skills make everything a bit (or a lot) better. We become better at leading, managing, negotiating and more. So, without further introduction here it is…

The Reworked and Improved Article

**Getting Much More Of What You Want, Love, and Need Every Time…**

**More Powerful Hypnotic Language Patterns and "Slight Of Mouth" From Dave Frees' Enhanced Communications Skills For Business and Life**

**A Business Black Ops Intensive**

What follows is an updated and enhanced but simple and extremely powerful short set of Ericksonian hypnosis and some NLP language patterns that can be used to help you. They can, among other things you're already imagining, also help you to perform at a higher level of success in leadership, management, persuasion, and influence and to achieve and acquire the things and feelings you want and need more quickly, more efficiently, and more consistently.

Just reading these patterns and saying them aloud will act to install them and make them easier to use more often, in more circumstances, and with greater confidence.

Just reading and/or reading them aloud (even in your mind) will help to make these skills and techniques part of your skill set "stack.".

I'll also share some examples to trigger you to know how and when to use them for the very best results no matter what context.

And, at the live event/training this fall, you'll learn over 30 more of these…if that would be helpful.

And it will.

***In addition to these patterns on getting more of what you want (ethically and while empowering and helping others) you'll also learn patterns related to: 1) financial success, 2) less stress, 3) developing and using ethical power, 4) better love and relationships and many more.***

***If you want to get a jump start on relieving the anxiety and stress related to entrepreneurism in the time of COVID-19 and social unrest, see my Monthly Message and Briefing (Article 2) that's focused specifically on those issues.***

## So here are a few examples to get you started:

### 1) "One of the things you're really going to love about __X___ is ___Y___. "

### This can be used when you're anticipating resistance to change or something new, unexpected and/or necessary.

When we talk about *ONE <u>of the many</u>* thing that you're going to love, it presupposes that there are others as well…and perhaps many others. It triggers the brain (of the person you're addressing) to think about what other things it might also like about the new idea or situation and that the listener might also achieve them through the new idea or situation. The brain then listens for examples (and that activates the reticular activating system) making the results more likely to be achieved.

**For example:**

"One of the things you're really going to love about this new car/software program/meeting schedule/position is the feeling of power and control you get whenever and every time you drive it /every day you come to work/every time you use it.

## 2) "[ FACT ] and [ FACT ] and [ FACT ] and _____."

**This can be used when there are known facts (upon which we can agree) but you also need to introduce a new idea for acceptance.**

If we say two or three factual things (that are accepted as true by the listener) then they are highly likely to accept the last item as being true as well.

**For example:**

"You're sitting here and you're listening to me. You're breathing in and out and you're starting to relax right now already aren't you? You see how this can be useful?"

"You're mad about X, and you felt frustrated and you want to get this sorted out so you're already starting to see how this can be beneficial, aren't you?"

"Migraine headaches are devastatingly painful. There are drugs to deal with them but they have many side effects. But some people have discovered a natural way to cure or to avoid them."

Selling more product can be stressful. And people seem harder and harder to reach or impress. But there are scientifically proven ways to catch your prospects' attention, build trust faster, and to sell with higher levels of customer satisfaction."

## 3) "They said _____."

**This can be used to introduce a new idea and to avoid resistance based on it coming from you. It can also be used to introduce new ways of thinking about the situation, facts or circumstances.**

In this case, you're just reporting what someone else said, so there's nothing for the conscious mind to resist. Avoiding conscious resistance can be very useful in getting to a new and resourceful state in a faster way.

For example:

"My friend Joe said to me, 'Enjoy all the moments of your life all the time.'"

For Example: My friend and his old boss both said to me, "It's easy for you to drop into a nice and relaxed state and to feel better more quickly when you're solving these problems."

"One of my teachers said to me once that it's, easy to learn to use hypnotic language patterns to get amazing results so I did and so can you."

## 4) " _____, because..."

**This can be used to trigger the brain to accept what comes before the word because.**

People are much more likely to do something when you say the word "because" because the brain has a reason to do it. See I just did it to you right there.

For example:

I have a friend (whose name you might know) who is a very successful Internet marketer and speaker. When his kids ask for something he'll ask "What's the magic word?" But, when he asks his kids to tell him the "magic word" he's not looking for the word please (which they should also use) but for the word "**because..."** That's the one he rewards.

**For Example:**

"You can learn to go into a trance, relax, and use these patterns **because** you have an unconscious mind"

"You can start making the changes you want in life right now **because** you've waited long enough, haven't you?

"You can enjoy learning these patterns very easily because even as a child you learned to speak and you don't even know how you did it and you can start using them more easily than you ever thought possible, now can't you.

## 5) " _____ isn't it?"

**This can be used to drive home and to confirm acceptance/agreement or to determine if you need to do more to get agreement. It can even reveal unconscious disagreement from another party.**

"Isn't it?" is a tag question that can be added to the end of a sentence and it is difficult to disagree with it, isn't it? And, if they really do disagree…which, if you've been doing this right, is uncommon, they'll let you see that or hear it if you're watching and listening and you'll know that you have some more work to do OR that this just isn't a match for them.

**For Example:**

"It's good to go into a trance and to relax, isn't it?

"It's good to just start to feel better whenever you want to, isn't it?

"It's good and it's enjoyable and it's fun to learn something new and to start using effectively already, isn't it?"

"It's useful to practice these patterns, while you're having a great day and, even as you sleep and dream, isn't it?"

***By the way, if you say it with a slow head nod and descending intonation, it's even more irresistible, isn't it?***

## 6) "A person can _____."

**This can be used to encourage others to believe in themselves or to empower them with a concept or belief that they may not have totally accepted as true.**

I'm not saying who, so your unconscious assumes that a person can do whatever has been suggested. I'm not talking about them specifically so there is way less resistance.

For Example:

"A person can relax easily even when there is tension or stress." And, again, that person could be them or even you.

"A person could get in touch with his or her own creativity or problem solving skills in a very powerful way."

"A person could find imaginative ways to use this pattern with other people and to get what they want AND what's best for everyone." (think about adding the tag question "Can't he?"

"A person could become more successful than they even thought possible once they learn these patterns."

## 7) "A person could _____. "

**This is a small variation that can encourage others to believe in themselves or to empower them with a concept or belief that they may not have totally accepted as true.**

Same here. A person? Which person? You're not directing it at them or directly challenging their beliefs.

But, the unconscious mind will assume it applies to the person you say it to.

**For Example:**

"A person could open their eyes to new experiences. Especially if [they've been listening to these techniques [Insert something that's present or common]"

"Even here, a person could close your/their eyes and relax."

"A person [who's heard this talk or read this document] could allow the unconscious mind to integrate these patterns and to begin using them even more easily and effectively."

## 8) "A person doesn't have to, [Insert Name], _____."

## This is another good way to challenge a belief without being directly confrontational or to get the person to take an action that they might otherwise consciously resist.

Because I'm saying they don't have to do what I'm talking about, they're perfectly safe to imagine doing what it is. Again this is less directly challenging and for that reason, often achieves better results.

**For Example:**

"A person doesn't have to, Tom, relax completely."

"A person doesn't have to, Robin, imagine slipping into a happy and inspiring memory."

"A person doesn't have to, Brian, imagine doing these patterns every single day and allowing them to be incorporated into his way of persuading people and helping them."

A person doesn't have to go into combat on every issue. You can select the most important issues and be happy allowing others to just slide away.

## 9) "A person is able to _____. "

**This is another unconscious technique to empower someone who is resistant or unsure of their own abilities.**

A person? Which person? And again, the unconscious mind assumes the ability or the action you're suggesting is within the listener's power. If someone can do it why can't they?

Sometimes, they will give you a reason why it might not apply to them. Great. You now know more about their imagined resistance/barriers.

**For Example:**

"A person is able to enjoy relaxing deeply as they learn these patterns."

"A person is able to develop an internal focus of attention that could be helpful in problem solving."

"A person is able to enjoy a certain getting better and better results with these language patterns."

## 10) "A person may not know _____."

**This is yet another unconscious technique to empower someone who is resistant or unsure of their own abilities.**

Sure, a person may not know, but in order to find out whether you're a person who does or a person who doesn't do X,Y, or Z, you have to go inside and check and by that time it's too late. You've changed what they're thinking about.

You could even add a YOU, YOUR or a YOU'RE to make it a bit more personal and to create a more trance feel and effect.

**For Example:**

"A person may not know exactly how your unconscious mind will signal that it's already made these changes in learning these patterns and is excited and willing to use them."

"A person (or YOU) may not know when you (or that person) will next, use this pattern successfully and for great results."

"A person may not know that they can actually already do X."

"A person might not know that they've already learned everything they need to do X and Y successfully."

### 11) "A person might you know _____,"

A person "might" and that person might be you and the "you know" makes it almost seem like the speaker already knows what you are thinking. So this one can have very interesting and positive effects on the listener.

**For Example:**

**"A person might, you know, be much more skilled and ready than they even realize."**

**"A person might, you know, be able to do X twice as fast but with the same accuracy once they practice it a few times."**

"A person might, you know, relax even more deeply into a trance if he (or she) heard that sound."

"A person might, you know, get a whole new perspective on the situation and even be able to change his (or her) mind."

"A person might find these patterns emerging in many aspects of your communication and even in your negotiations."

### 12) "By the time you started to _____, you'll.... "

**This one can be used to create a link between starting something and developing, honing and using another skill or getting another result. I use this a lot with new employees.**

"By the time you started to do X" You'll already be able to do/feel/achieve…

By the time the listener starts to do one inevitable thing, the suggestions that they can do more are already in the brain without challenge.

**For Example:**

**By the time you learn to process the files, you'll already enjoy and be able to do X and/or Y.**

"By the time you started to notice just how far you've come, you'll be really excited about the changes you've already made."

"By the time you started to hear these patterns cropping up in your everyday way of speaking, you'll really know that you've learned them well and can use them successfully already."

**13) "Can you imagine _____ Or even something better/more?"**

**This question allows the listener to consider other options/skills/ powers/results that they might never have considered before. It still allows them to craft they way to get there in their own way…as a co-creator triggered by your use of this pattern.**

Can you imagine X (some result that takes the further than they realized that they could go)?

You'll recognize this from many of my headlines, my goal setting process, and many other copywriting tricks that are used in successful marketing and sales tools.

**How does it work?**

If someone is focusing on limitations and barriers, then they often cannot move ahead or get optimal results. But, it's almost impossible to hear that language pattern without actually imagining and thinking the new idea or trajectory you're injecting into the conversation.

**For Example:**

"Can you imagine waking up to find that this problem has already disappeared? What would that look like? How would that have happened?

"Can you imagine other and better outcomes for the company/practice that are even more valuable to the client/customer/patient?"

"Can you imagine going into the deepest and most relaxed trance or state you've ever experienced and getting exactly the profound changes you wanted…or even more?"

"Can you imagine being able to develop unconscious competence and incredible confidence with hypnotic language patterns?"

"Can you imagine finding out exactly what matters to your buyer so that it's easy and rewarding to see them buy and be so satisfied?"

**14) "Eventually _____."**

**This is especially powerful when someone is facing a loss, set back, or feels disempowered by things beyond their control. It's buried here for the intrepid reader. This is one of the most powerful techniques.**

Eventually is such a non-specific word that you can imagine almost anything happening in that blank space.

It's a very easy way to get people thinking about things that might otherwise be intimidating or scary, or that they've been totally avoiding.

Eventually makes it less real and imminent. It causes a vague disassociation that's useful and empowering.

**For Example:**

"Eventually, you(we) will find ways to make sense of these crazy events."

"Eventually, you will let that troublesome habit begin to just slip away and then to disappear."

"Eventually, you(we) will find ways to move forward and to make positive changes."

"Eventually you'll use these patterns easily and they will be super effective."

**15) What happens when you _____ ?**

**This can be used to get others to examine and to share their thoughts about the consequences of a change/learned skill etc.**

I'm only asking, but to find out what happens, you have to do it at least in your mind and with your imagination. Again that can really help to break through resistance or fear.

**For Example:**

**"What happens when we get to the next phase of this project?"**

**"What happens when you finish the project?"**

"What happens when you imagined yourself enjoying all the benefits of having made this change?"

"What happens when you imagine being able to use these skills and patterns effortlessly?"

"What happens when you become a way better and way more effective negotiator?"

**16) When you _____, then _____."**

I appear to be making a simple and innocent statement. Of course you have to do the things suggested in the first part to get what comes after. This has a very magical effect.

**For Example:**

"When you allow your unconscious to generate creative solutions to this problem, then you'll begin to see the results that you've always desired."

"When you begin to relax the muscles in your arms and legs, then you'll start to deepen your effectiveness and your trance or state."

"When you practice these patterns on a regular basis, then you'll enjoy a real sense of accomplishment and get way better results."

## Conclusion:

***I promise that these are just a tiny sample of what you'll learn at the Business Black Ops events for 2020 and 2021.***

***Read this to get the best results and to see, hear and feel them at work.***

***Each one of these little techniques (especially when deployed and used strategically) has the ability to change your leadership, hiring, onboarding, marketing, and even your content and SEO results, for the better, don't they?***

***And, even as you begin to think about them, you'll also begin to see many more ways that you can use them to ethically get better results for yourself even as you empower and help others to develop and achieve their own goals and to solve their most pressing problems. Can you imagine having more, and being more of who you've always wanted to be?***

***You see, when you learn these skills, everything you want comes to you, more easily and with less stress.***

***That's just what happens…automatically… when you have these installed at the event.***

***And, eventually you can achieve more with less effort, do more of what you want, and just feel more relaxed and secure.***

***And by the time you start to notice, you'll have already built the skills you need to do all of that and more.***

## Now The Two Personal Life Hacks

A healthy personal hack and a stock and investing platform/app that's a lot of fun, easy to use, and you can get a free share of stock.

# 1) New Personal Hack:

**I eat breakfast (and sometimes, breakfast for lunch) so having some healthy morning short cuts to get to the office on time (and to have a healthy lunch) are really helpful. A recent one I've started to use is the Mason Jar Scramble or Salad.**

**TOTAL TIME 5 to 10 minutes**

**In a ten to 12 oz Mason (or to be fair, a ball Jar works as well) place two (or three) eggs, two Tbsp of A2 (Guernsey organic) milk. Add a pinch of salt and pepper (and sometimes some fresh peppers and/or Siracha.**

**Put on the lid and shake until well mixed then remove the cap, add baby spinach or fresh kale (and sometimes I also add sometimes add fresh basil/tomatoes, scallions, cottage cheese or cheddar etc.). Replace the cap, shake again.**

**Remove the cap and microwave for 3-5 15 sec bursts. Or, skip the microwave and just do the egg/milk mixture in the blender, add the green stuff and scramble in a bit of olive oil.**

**Both ways are quick but the first method can be taken to the office for lunch and it's a very fast clean up.**

**Lunch salad hack:**

**I use this same method (with a larger wide mouth jar) to add salad ingredients (START PUTTING IN THE STUFF ON TOP THEN WORK DOWN) and then store it in the office fridge until lunch. I just add dressing (I make a fresh dressing once a week and store that as well for daily use) but pouring it out on a plate often gives better results.**

## 2) The Robinhood Investment App

**This app allows me to easily transfer money, buy stock, funds, and crypto, (as well as fractional shares), to track it and to see all my results on a simple display. There are no fees (but you can select gold for $5.00 per month and get a few features like trading options).**

**When you sign up, it gives you a free share of a stock (the same is true when you recommend someone)… which reminds me, here's my referral link if you're interested.**

**This is so easy to use, that it's my go to for teaching Bodhi about finances and the market.**

https://join.robinhood.com/davidf8422

Let me know what you think and what they gave you as your free stock.

## And just a reminder of two more resources that you may not be fully using yet:

**1) Membership.businessblackops.com**

**2)https://facebook.com/groups/businessblackops/**

## Article 3:

# "How Can I Use That?"

**By: Dave Frees**

**So I am always on the look-out for ideas that you guys can take adapt and use for real effect (or at least you should consider testing them). And I find them in the strangest places.**

**In this month's issue I have two examples and both are worthy of asking "how can I use that?"**

### 1) The new portal memo

So we all have places in our systems that could use some improvement. We recently added the client portal it's a piece of software that allows us to store client documents and to give client access to whatever documents we desire.

However, we found out that clients want to use the portal in different ways. Our notes became confusing to the people who have tasks to perform after we meet with the client. For that we reason, we have created a new form and the lawyers simply use it to consistently document their instructions to staff and team members who do follow-up.

Essentially this disciplines the attorneys into using checklist and it consistently provides the information needed to know what follow-up actions are required.

So the question for you is – Do you have any systems that need re-examination and is there a way to create a system, process, or form that will help to bridge the gap from one part of the team to the next? Can this process or form provide elements of a checklist and consistency? Should the form be a paper form (as it is in our case) or should the form be included in some type of software (that can apply logic and automation at some level) that requires it to be filled in on a laptop, at a workstation, or through a handheld device?

### 2) A Marketing Idea From The Financial Times

A few weeks ago I saw a headline in FT that really got me thinking about how I might use it.

# Luxury yacht or Hermes bag? What the wealthy are buying.

So how can you use this and can it be used even if you're not selling to the affluent or "mass affluent?"

Well, if your business or practice does sell to the affluent then the uses are quite prolific.

People who consciously or unconsciously identify as being wealthy/affluent are often interested in what their peers are doing. And, those who are well to do, but aspire to greater wealth, are interested in what the truly wealthy are doing as they sometimes aspire to it.

So how do we use this?

A blog, video, livecast, media appearance (on the right media platform) could all work. In this case I might ask:

Asset Protection Trust Or Special Needs Protection? What are the wealthy (or affluent) doing in their estate planning?

Saving on Federal Estate Tax or Moving to No Death Tax States? What are the wealthy doing to protect their legacy?

Doing video autobiographies or leaving detailed memos to their heirs. What are the wealthy doing to…

And so on.

Now don't think that you can only use this if you sell or service wealthy clients/ customers/patients.

Let's say you're a realtor (like Brian Slater) and you sell homes in a given area….like Phoenixville and "the townships." The same approach (blog, video, media appearance, report) would look something like this:

Big yards or multiple bathrooms and bedrooms? What are the best buyers looking for in Phoenixville and the surrounding townships and why that matters to you!

Or

Basements or not? What are the homebuyers in Phoenixville looking for and why?

So think about this.

1) How can you adapt it and how would you use this in an ad or better yet, in a campaign to either attract great prospects?
2) What media would you use and how many steps – blog, interview, livecast, display ad, email or mail etc.?
3) What would be the purpose and call to action?
4) Would you use a survey, observation, interviews for the content and would you use stories, case studies, QA or FAQ as the format to present the ideas and data?

**ACTION ITEM:**
**List at least five ideas that occur to you based on each of the above:**

**1.**
**2.**
**3.**
**4.**
**5.**
**6.**
**7.**
**8.**
**9.**
**10.**

**Decide which product or service offerings might benefit from the use of either one and specifically how and when you'd use it in a process, physical place, or in a campaign**

**1.**

**2.**

**3.**

**4.**

**5.**

**Article 4: Preparedness In Business and In Life**

# Using The Techniques of Spies, the Military, Interrogators and Hostage Negotiators To Build Your Strength and Clarity and Make You & Your Clients/Patients/Customers and Loved Ones Much Happier and Profitable

## Part Of A Coming Starter's Guide To Tradecraft In Business

This brief article is just a start to get you thinking. At the live events in 2020, and in the coming video and remote events we've already planned, we'll be exploring these concepts in much more detail. And in an organized and systematic way to make you much better at using them.

But, just as a sample, let's quickly examine a few that are easy to deploy but not well known.

Strategically, spies, interrogators and hostage negotiators know that they need to develop great mental acuity, skills or rapport, bonding, trust, influence and communication. And, we will be examining each of these strategies and more in coming Briefings and events.

But, interrogators and hostage negotiators especially use a tactic of having another person present, or invisibly, in some cases, "on the line." Why? I mean if developing great observational skills and situational awareness are important then why do we need another "watcher?"

Well, no matter how good we are, individual negotiators and interrogators know they there are too many things going on to

catch them all. But they can all be important. We just, as individuals, don't have enough bandwidth to capture and analyze everything from body language, posture, facial expressions, micro expressions, sound/pitch, speed of voice or more.

So, whether we are having and interaction in person, or remotely by video or audio, it's valuable to cultivate the ability to be asking questions AND being in the position of a third person to watch and listen as well.

Better yet, is to actually have another trained observer in the third position as a listener/watcher.

They can and will see things and hear things that you might not be able to notice on your own. Following a negotiation/ interrogation or in real time or during a break you can compare notes and observations and have a much richer and more accurate read on the situation, needs or the parties, emotions etc.

So how does this element of tradecraft apply in business?

First, it suggests having interactions where we can ask questions of prospects and existing clients/customers/patients.

We can and should construct questions that inform our product/service development, marketing, sales, onboarding, team creation and training, resale/upsell, retention etc.

On top of that, when we do this we can and should have one or more parties involved in the surveys, conversations etc. and we should have an opportunity to compare all of our observations,

suggestions and data as well as what it means and how we should use it.

Now having said all of that, some team members are better at seeing and hearing the information and helping you (as a chief strategist) to understand your own, and others, thoughts and reactions. Different employees/team members might be better at translating that information into actionable steps.

In any case, the idea of developing this skill in yourself and others is very powerful for understanding what clients/patients/customer and prospects want, need, value and will pay for.

So try to identify some opportunities to ask more and better questions and try to develop and use a team member to help observe you when surveying, writing to, questioning or analyzing such information, as well as in developing action items.

This has been worth millions to us over the years. I hope that this idea and the future trainings at live and remote events will allow you to use this technique as well. Keep us posted and be profitable/valuable/and great!

**Want To Train In The Tools and Skills Of Coaching For Business Leaders With An Elite Group and Two Top Instructors? I have Worked With Dr. Dave Weiman to Bring You This Skill Packed Program…**

**HERE'S THE RISK FREE ELITE EVENT SUMMARY & RESERVATION FORM**

**Want to feel better about work and life?**

**To be a better, MORE EFFICIENT and effective leader?**

**Get more and better results from yourself, your officers, directors, team leaders and teams?**

**Have more impact and to inspire your team to be more and to do more?**

**Want all of those changes to last?**

# Then join Dr. David Weiman and me in 2021 for a virtual executive/business owner/professional coaching program for Business Black Ops subscribers and members.

**As you know, Dr. Dave (one of the country's top executive coaches) works with senior level managers, c level executives and corporate leaders across the globe on resiliency, better leadership and how to coach their own teams. He's not just an**

**expert leadership coach….he's an expert at teaching the GROW model of coaching as a tool of leadership!**

**I'm a serial entrepreneur and professional practice owner and have been working with professional practice owners and successful start-up founders (two of which have gone public) to boost their personal and business success for over 30 years.**

**Together, Dr. Dave and I have assembled and are ready to launch a program that takes you (in two morning sessions - 9 am to noon) from where you are today to where you want to be and then beyond.**

**However, to commit to the program, we need to know that at least five members or subscribers willing to invest $385 for the two video sessions and the follow up (you can bring a guest from your company AT NO ADDITIONAL CHARGE but it should be a senior or top person).**

**If you want to be there and to learn and use all of the coaching skills we have in store for you, please make a fully refundable $385 dollar deposit with Lisa. She can be reached at 610-933-8069.**

**That will guarantee a spot for you and your guest and once we have at least five we'll set the date.**

## Call 610-933-8069 Today. Or, email the registration form to Lisa.

# You Don’t Want To Miss This Transformational Event With High Level Coaching Skills Program by Two of the Best In The Business.

**YES! LISA - Please process my fully refundable $385 deposit (Only $100 for War Lords) and hold a spot for me in the next Elite Event with Dave Frees and Dr. Dave Weiman.**

**Please charge my credit card on file or**

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**CREDIT CARD #**
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**Name as it appear on the card:**
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**Billing Address For the Card:**

**Return this by fax to Lisa at 610-240-9323 OR**
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