Business Black Ops September/October 2020 Issue 34
CLASSIFIED: BBO EYES ONLY

From: Business Black Ops Central Command

Time & Date: 05:30 September 25, 2020 UP BEFORE THE ENEMY!

Business Black Ops™ Monthly Mission & Intelligence Briefing

Special Issue – Be Prepared To Survive (Anything) And Then Thrive In Times Of Constant Change, Chaos & Turmoil

What's Inside:

1) **The Strategic Guide and Monthly Message to Members:** 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, this entire issue, the speakers/presenters and the live/virtual events are all about the mindset, strategies, and tactical solutions needed to survive and then to thrive in this time of social upheaval)**

2) **The Tools To Survive: You Have To Survive Before You Can Thrive: A Series of Resources For Personal and Business Survival In Times Of Change, Chaos and Turmoil:** There are a few vital skills that make your likelihood of personal survival in a threatening situation or natural disaster way higher. These also translate into the best practices and guiding business survival skills.

3) **The Tools To Thrive: What Follows Is A Distillation Of The Most Important And Vital Enhanced Communication Skills & Secrets Of Master Persuaders, Influencers, Negotiators And Leaders From All Walks Of Life.** And They're Almost Guaranteed To Make You Better And Stronger In All Of Your Roles As A Parent, Partner, Owner, Leader And Marketer.

4) **This Month Volume 2 Including "How Do I Use That?", SWIPE, and More, Will Be Contained In The New Field Manual and Event Materials. They will return In November – Better Than Ever!**

https://membership.businessblackops.com
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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

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:

By the time you receive this, we will be together at the event or at least together virtually for those of you who will be participating in the event by Zoom®.

And just a quick note on the live event...

Some people (not members of BBO) have why we are still doing live event.

And let's be clear...at this point in time, a live event is not for everyone.

Of course there are risks of traveling and attending public events during the times of COVID-19.

However, there are also risks to us personally and professionally from failing to do what's necessary to protect ourselves, our businesses, our communities and our families from the possible loss of market share, or worse.

Likewise, social isolation has its own downsides and negatives. We are social beings and we benefit from some level of personal contact, brainstorming and interaction.

Many BBO members, leading up to my decision to hold the live event, told me that they are already traveling (to a certain extent), eating

out, and doing other activities that expose them to a certain amount of danger/risk. For that reason, they wanted to attend a live event (with appropriate social distancing and other precautions). Many members encouraged me to hold live event so they could reconnect personally and safely with the deep friendships they had formed through Business Black ops.

Other members told me that they learn and think and iterate best, not through zoom or virtual events, but through live events where they can have a deeper level of interaction.

Other members, of course, feel that the risks of travel and in staying at a hotel, outweigh the benefits that they might personally receive.

That's totally understandable and for that reason we are experimenting with broadcasting the virtual portions of the event and allowing for two way interaction with the live group.

Either way, we are happy you're part of the family, and look forward to the day when all of us can reconvene, in person, to get the very most out of the BBO live events for ourselves, our families, businesses and our communities.

Obviously these events, live or virtual, do not take place in a vacuum. And while we had an outstanding sequence of themes, speakers and events for you prior - to the difficulties with COVID-19 - we have adapted in ways that we hoping think you'll enjoy and that will ensure your survival and your ability to thrive not just in the future but right now.

NOTE: Our featured speaker for the old theme, a Seal Team Six, Dev Gru, and tier one special forces operator – who tells a mean story...will either join us next year, or for a spring event on the east coast. So we have that to look forward to.

NOTE on SAFETY: The hotel has made special arrangements for us to have extra space for social distancing, accommodations on the safe service of foods etc. and we have made arrangements for you to have additional personal safety measures in place.

This year's theme was changed to reflect the pressing need for all of us, individually, and as businesses/professional practices, to survive. But survival alone is not enough. Each and every one of us should prepare ourselves to survive, using the techniques that were described in this newsletter and at the event, and then build the mindset, practice the strategies and tactics, not only of survival, but also to achieve, massive success.

We want to take your ability to survive and turn it into the ability to thrive, even in very difficult circumstances where the economics, rules and expectations change...sometimes, every day.

As I'll restate in the survival section below, survival is, more than anything, a matter of developing and sustaining the right mindset coupled with a few pieces of essential knowledge and a few essential skills.

However, unless you have had extensive survival training before, you may be surprised by some of these essentials and you may feel that you're currently unprepared once you know what's essential.

However, fear not. We are going to fix that. With the training that you'll receive here, that will be reinforced at the event, you have the skills, knowledge, resources and mindset to begin to train yourself and to plan not just for survival but also to thrive no matter what this crazy world throws at you.

Survival:

The Mindset of Survival: In situation after situation, ranging from prisoner of war camps to natural disasters such as shipwrecks, plane crashes, hurricanes and civil unrest, the survivors were those who believed they said could survive AND whose optimism was tempered by a realistic assessment of what they confronted and the situation they were in as well as the resources available to them (or not).

But without an understanding of this essential and balanced mindset coupled with self and situational awareness, many faced with disaster have perished, unnecessarily. That's never going to be you.

But people say, even if I understand the mindset, how do I personally achieve it?

Well here, the stoic teachings and a series of exercises can be massively helpful. Reading and thinking about the messages and skills of the stoics and stoicism is a good place to start.

In an optimal world, we actually subject ourselves to harder and harder situations and, as we gain skills we go deeper and we build the knowledge that we can survive almost anything. I've been lucky that way. I have survive quite a few things in my day and I have built that survival muscle.

But, again, you can (and should) begin to build it through though exercises and we will be giving you quite a few of those during the live event.

So here we go...

The Essential Syntax & Priorities of Survival:

Once you understand and practice the mindset of the survivor, it's then essential to have a structure for survival and a system for survival. I prefer to organize my survival process around the correct

syntax or order or priority. If you pay attention to them in the wrong order, results can be catastrophic. The right order…the odds of survival, even in bad situations rises exponentially.

For example: 1) You can only live for a few minutes without oxygen, 2) You will not survive the night if it is cold/wet and you're subject to hypothermia, 3) You could live up to three days without water (although your function and effectiveness begins to suffer quickly), 4) You can survive for up to 30 days without food, and at some point you or someone in your group could sustain an injury, so learning basic, or even more sophisticated, first aid also matters and finally, 5) Being able to defend against natural or human threats could matter – as resources dwindle or circumstances affect those who are less prepared.

Furthermore, it's very clear to me that I make better decisions when I am planning for all business and personal survival, **in advance of the situation,** and have a structured way of responding and idea of what will be necessary in various circumstances. That is the reason I have a mindset of preparedness. I consider what the most likely dangers and scenarios are, given where I live, or where I am traveling. Then I prepare, in advance, and accordingly.

Through years of experience, and great training by top notch survivalists and preppers, I've come up with a plan on how to survive each of these situations and what resources I might need. I organized this plan and resources around the syntax and the priorities of survival.

Air: having fresh air seems obvious. However, for anyone who's been in or around a fire or a collapsed building and as had to breathe with the smoke or debris, you'll realize that having an N95 or KN95 mask at the very least is essential. Caught suddenly without these things despite your best efforts? For that reason, my every day carry bag that stays with me contains an N95 mask and a bandanna that can be wetted and also used to allow me to breathe.

Shelter and Fire: Next, being able to find/build temporary shelter AND to boil water or get freshwater are essential as these two survival needs are very pressing.

Redundancy is a central point of my preplanning as well. I try to have the essentials covered multiple ways.

In my survival or go bag, for example, I also have a life straw, several tablets for water purification, and 3 to 5 ways of making a fire (more on that later) as well as a foil thermal blanket and a small tent/tarp.

In the larger bags that I have in my truck, I have more robust versions of all of these.

Next, is the issue of food: My survival bag has a 72 hour dehydrated food kit. With appropriate rationing, this could be made to last even longer. The larger kit in my truck has several of these kits so that I would be able to share with others or to trade for other resources that I needed.

I have, however, also trained extensively in collecting foods from local plant sources as well as how to hunt, trap scavenge, and otherwise acquire animals or other protein sources for food. In this way, even if my initial and prepared food supplies run out (as they could) I am capable of finding sufficient protein intake to survive until I am able to grow food, acquire food, or otherwise begin again to thrive.

Again my heavy go bag has a small fishing pole, lures etc. and my go bag has some line and hooks/lures.

First Aid and Defense: These admittedly take some advanced training and preparation but should not be dismissed. They also involve, in the case of self-defense, the question of what weapons

you might require and then, having committed to that, training and staying well trained in their use.

To quickly review, survival is largely in the mind. Those who understand the process of survival and are prepared to survive do. Those who do not, often perish and unnecessarily.

But the good news is that this mindset can be acquired and enhanced through various exercises and optimally by training through which, as your skills grow, you're subject to and survive increasingly difficult scenarios.

Optimal survival training and preparedness actually requires understanding of the syntax and priority of human needs for survival. Understanding that syntax/system and developing the skills to survive almost anything, will serve you well for the rest of your life.

Remember, that those who are not truly prepared – even without survival challenges or natural disaster - lose momentum and the ability to do their best work because, at a deep level, they understand their lack of preparedness and their level of that fear prevents them from operating at their highest level and from truly thriving when it is possible.

Those who are prepared, who understand survival, and who have learned and practice the techniques and skills necessary for survival know that they can survive almost anything and are therefore capable of putting their resources, in the moment, into plans, strategies, and actions that help them not just to survive but to thrive.

Better yet, this idea of developing the correct mindset, understanding the knowledge needed to survive, and then building the skill sets necessary to survive and collecting the

resources to survive are easily translated into the survival of your business.

For those of you who are coaching with me you'll remember, that the very first thing we did, leading up to announcement of lockdown, was to establish and to get clarity about your basic "monthly nut" (all of your costs of doing business and your cash needs from the business or practice) and then to determine your "modified monthly nut (what could be reduced or eliminated and in what order)."

We did this by examining all of the costs of operating each month. We then determined what could, if necessary, be reduced or cut through time.

We did this not out of any fear but rather to establish a methodology and plan for reducing cost if necessary. We all felt that we were able to make better decisions without economic pressure on us at the moment then we could, if we waited, to decide on cuts at some later time or under more pressures. We created a road map to survival.

In doing this we also took the fear of the situation. At the very least we reduced the fear. We examined the situation rationally and developed a plan to deal with it depending on how the situation unfolded.

The key was, however, that we did this rationally in advance of when we had to make cuts or shift sources of revenue.

Furthermore, we also had sessions on the actions that were necessary to be taken in order to position ourselves, not just to survive this situation but to thrive and possibly even acquire more marketshare, or new marketshare from different sources and/or innovative new products or services.

So that's a quick review of the concepts of survival and will have a series of brief articles on the skills of personal survival but now let's consider thriving in times of constant change and turmoil.

Thriving in times of constant change chaos and turmoil:

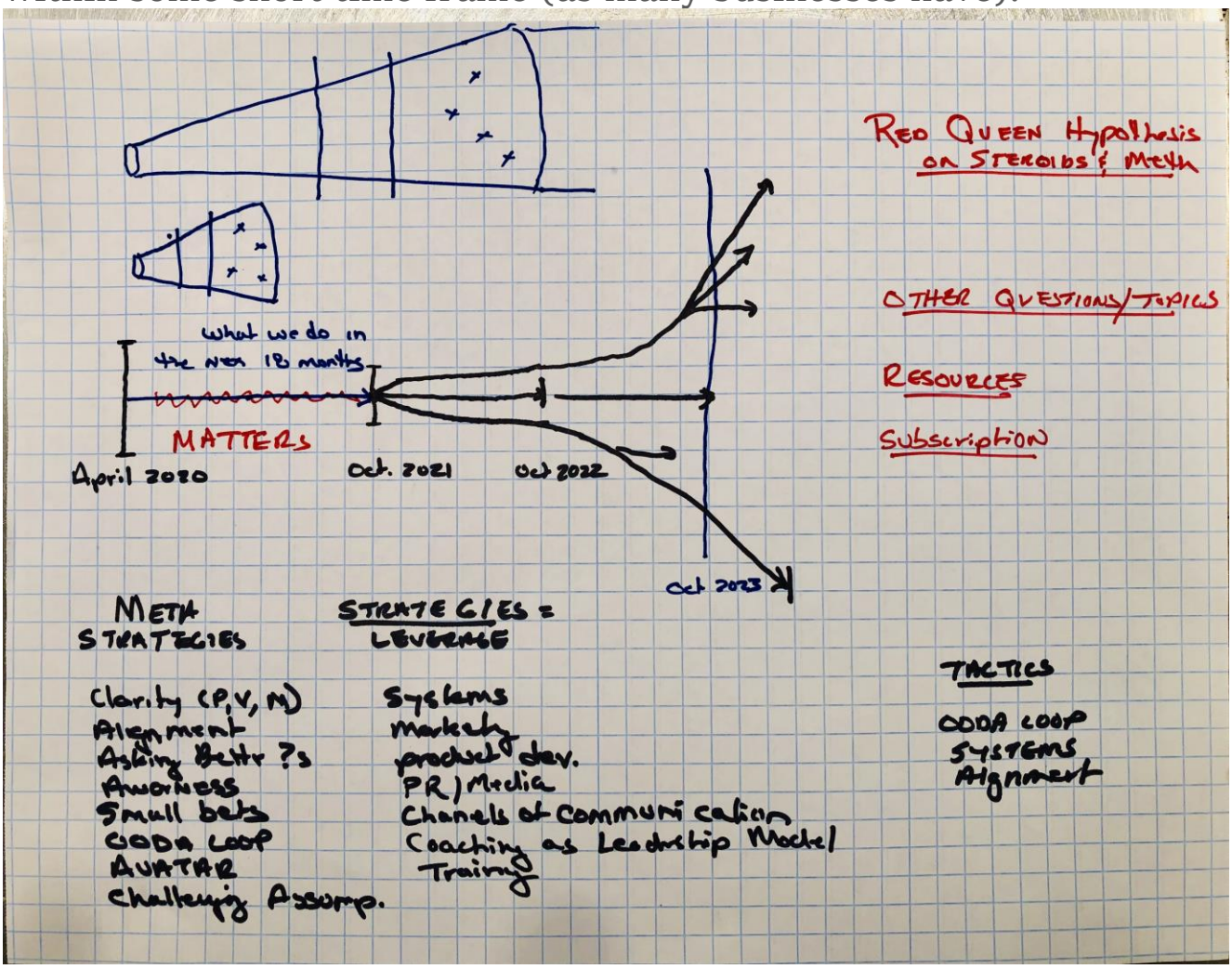
One of the hallmarks of the survival mindset is the ability to rationally see not only the current situation, but also beyond it. When you're unprepared for survival this is almost impossible. But when you have prepared, you have the mental energy to assess your situation to prepare for an act in a way that's consistent with survival, and also to begin to envision how you surfaced from the current situation and how you will be able to maximize results in the "new normal" or the "return to normal".

Of course, the idea of returning to normal is never really the case. The world, and the environment in which we live and do business, are constantly changing. And, as we discussed when examining the Red Queen Hypothesis, those or correctly anticipate the changes and/or adapt to them more quickly or effectively are the survivors and they often get additional resources, and those who fail to adapt are eliminated from the environment or the business space.

For that reason, even as we were in the mode of examining survival and how we would achieve it, we also used the tool that I was originally introduced to by Tyson Franklin. This tool was called the three futures.

Basically, we examined the idea that how we behaved and ran our business and professional practices during the difficult times of COVID-19 and the lockdown would position us not just to survive but then to thrive and gain market share/profitability, to remain neutral as we fought back to where we were, or to position ourselves to fail

within some short time frame (as many businesses have).



There's a lot in that image. Take some time and review it.

You won't be disappointed.

First, with respect to the cone of uncertainty at the top, the diagram portrays the fact that in ordinary circumstances it becomes more and more difficult to judge what future options will become reality. The shorter cone below that reveals that in times of covert and rapid change even short-term uncertainty becomes greater.

This in turn means that we need to pay very close attention to them, and constantly cycle back through the options that are available to us as circumstances change. However, as the meta-strategy strategies

and tactics below reflect how we should always remain grounded in having clarity of our purpose values and mission and in any and everything that we do. Having this clarity offers a certainty even in times of uncertainty.

The diagram also reminds you to practice: 1) asking better questions, 2) developing and refining situational and personal awareness, 3) placing small bets or A/B testing new ideas as the situation changes, 4) in using the OODA loop (to go back and check the effectiveness of those bets in times of change, and 5) having a laser-like focus on the avatars for our various products and services and what they're changing needs might be. Consistently employing these meta-level strategies can keep us calm, can keep us focused, can keep us alive, and can position us to thrive - even in times of great uncertainty and massive change.

Finally, the middle diagram really emphasizes that what we did from the time that the crisis hit and what we do through 2021 be highly determinative of which of the three futures we will achieve.

Next, in the category of thriving in business, we reviewed the need to get more and better PR, to publish more and better content that addresses the client/customer/patients' real and new needs, and how to do that when you may feel reluctant to "self-promote", time is at a premium and resources are limited.

In the thrive articles we will republish a few of the most essential tools you'll need to do all of that and more over the next few months and throughout 2021.

If this seems too simple and too optimistic just stay with me. Read on... because this issue can really mean the difference between survival and failure, and between failure and high level success.

And honing the mindset, strategies, and skills that are set out here can and do matter.

I look forward to seeing you all!

Go get ‘em.

Dave Frees

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

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Briefing Item #2 Tools To Help You To Survive…

Survive: You Have To Survive Before You Can Thrive - A Series of Resources For Personal and Business Survival In Times Of Change, Chaos and Turmoil

There are a few articles that we've written and curated that cover the vital skills that make your likelihood of personal survival in a threatening situation or natural disaster way higher. These also translate into the best practices and guiding business survival skills…

10 Actionable Tips To Prepare For and Survive Civil Unrest - These Can Save Your Life and The Lives of Your Loved Ones

I mostly live in rural areas.

But, because of my current circumstances I reside, part of each week, in a home located in an urban area and specifically in a town of over 20,000 people within 35 minutes of Philadelphia (where protests take place regularly and where more violent rioting/looting have occurred).

And, as a free speech advocate, I strongly believe in the right to assemble and support the cause of making America a better place and more in alignment with its promise. But things can go bad fast when civil unrest erupts and there may be players at work in these riots or even in the protests who have more sinister agendas than a better America.

I also have two of my three adult children living and working in cities where there have been some level of unrest exceeding peaceful protests and some of these actions have included setting fires, stopping cars and other dangerous situations.

So, to here's a short and actionable list of ways to be prepared and to survive unrest.

1. **Prepare in advance and listen to news, traffic and weather.** In a few later pointers we'll also review additional preparations.

2. **If there is local civil unrest, ask yourself "Is this trip even necessary?" and if it is, be prepared.** Consider whether or not to carry a weapon (lethal or "nonlethal" – such as bear spray or a TASER®) and if you don't want to do that then go back and ask if the trip or travel really matters. If you're walking or on foot/bike, carry some water or diluted liquid antacid (like Maalox) in a container. If sprayed with tear gas, move quickly into an area of fresh air and pour the liquid on your face (especially your eyes). Drink it if sprayed in the mouth. In any case, the effects of the tear gas will quickly resolve over a relatively short time.

If you're traveling in or through any area experiencing violence, carry a basic medical kit that will help to treat injuries and stop bleeding. See last month and prior issues for contents of kits.

3. Always physically and mentally map out your routes and routes of escape as you travel. This may sound weird, but when I go to a new city or location, prior to traveling I look at maps of the region to get a sense of direction of travel, location of points of interest etc. As I travel, I also try to be aware of things like where's the nearest side street, ramp to a highway, or police station (although they can now be targets)? Is there a building or subway entrance that will get you off the street? Where are rivers, streams or other possible places for evacuation or extraction. If you don't know the specific area, move to an area where you do know the lay of the land.

4. Always maintain heightened situational awareness. Whether you're in a car or on foot, notice what's happening around you and on your route (ahead of you). Notice anything strange or out of place and avoid it. For example, if you see people wearing long or heavy clothing in very warm weather, an unnatural gathering, fire, or smoke, then note it and avoid it.

5. **Stay on the edges/fringes of a crowd.** If you do get swept into a crowd or have to make your way through a protest or large group (which should be avoided), stay on the fringes. Don't get caught in the midst of masses of people surging away (or towards) the violence. If you do, *they* (not you) are determining your movements. Trampling is also a danger in situations where a group may be fleeing danger.

In the very unfortunate situation, where you're caught up and are pressed against all of the surrounding people, it is sometimes useful to lift your feet and to let the mob carry you along until you can safely touch the ground and escape in your own direction. Also avoid being caught against walls, fences, blockades, or other solid objects. People can get crushed by masses of protesters.

6. **Avoid confrontation with "protesters**." Look, I know you "guys." You're opinionated and, in many cases, have a clear sense of patriotism that doesn't tolerate anti Americanism. But don't engage in a political discussion or taunt them with your personal views on the latest controversies.

It's also probably not a good idea to wear your political convictions on your T-shirt or hat. In the wrong place and the wrong time, this has gotten women pepper-sprayed and men beaten. It's not right, but there are real dangers here and there is a time and place to have political conversations. Generally speaking, being surrounded by honest protestors or street mobs is not one of them.

7. **Have a bandanna/mask handy (this is easier than ever).** Most of us have (or perhaps are required to have) a face covering in these pandemic times. It's better than nothing at riots when tear gas is sprayed. In my everyday carry I also have a bandana and some goggles/protective eyewear. And while we're at it, when walking in a city (even your own) try to wear shoes, sneakers, or other footwear that will allow you mobility

8. **Don't run if you can help it and try to be inconspicuous.** Unless everyone else is running, you will attract unwanted attention. Walk fast and purposefully around a corner, to higher ground, or another safe spot and do you best to be "the gray man". This is no time to "stand out in a crowd"

9. **If you're with family/friends stay together and have a plan.** Try to stay with your group. However, that's not always possible so agree on a meeting place beforehand in case you get separated moving through the crowd.

10. **If you're traveling by car here are some pointers from South African authorities who have been dealing with widespread civil unrest for decades.**

"It's important that anyone driving in an area that may be affected by unrest understands that the police will most probably have blocked off a road to prevent entry. Listen to the police, and don't put yourself in any danger by disobeying them. If you are in this situation, though, check for possible escape routes you can use, or for a police presence that you can approach for assistance."

Other tips for motorists unexpectedly caught in the middle of an unrest situation include:

- Stay in your car as long as possible
- Unbuckle your seatbelt, and those of any passengers, to be prepared to exit your car quickly
- Keep your car moving as far as you can, whilst checking for possible escape routes
- Avoid hitting any protestors with your vehicle as this may turn the mob against you
- Do not taunt the protestors by shouting, gesticulating or hooting at them
- Remain as calm as possible to ensure you are aware of what is going on around you
- Seek assistance or safety from the police as quickly as you can. If you do not see the police, call them.
- Listen to police instructions
- If you are stuck and the situation seems to be turning, leave your car and get out of the area on foot. Remember your life is more valuable than your car or any possessions inside
- Once you are personally safe (with or without your vehicle) call family or friends to let them know where you are, and what is happening

When you are safely away from the unrest situation, you may find that your car has sustained damage. If you have insurance you may be covered.

Conclusion: I used to believe, that in America, it was unlikely you'd ever get caught in an event of serious civil unrest. But I'm no longer so sure about that and anyone who lives in a more densely populated city or town could.

Having a solid plan of action in these troubled times just makes common sense. We must be prepared for man-made disasters just as we should be prepared for hurricanes, tornadoes, and earthquakes.

7 Reasons Not To Bug Out In An Emergency

Plus Why You Might Need To (To Save/Help/Find and Protect A Loved One) And What To Do If You Must

What? Am I serious? After all the talk about bug out bags and being prepared I now want you to stay put?

Well, if you go back and look, when Buster and I talk about go bags we're really talking about get home bags and/or bags for the car and/or office.

The truth is, that for a variety of reasons, we're almost always better off staying put than bugging out.

In fact, the idea bugging out to a safer place seems tempting but unless you have a truly isolated, well stocked and easy to reach lair (and easy to reach works against the secluded/isolated thing doesn't it?) then it's hard to imagine undertaking the heightened danger of moving sites in the event of a disaster.

Obvious exceptions are weather related (there's a dangerous storm coming to your area and safety requires you to move), or a child, spouse, parent or other loved one is exposed to great danger and you have to try to go and get them.

In both cases, a well-equipped and strategically organized go bag may mean the difference between life and death. But absent those types of situation, staying put may be the very strongest course of action.

Still not sure? Has your plan always been that at the first sign of trouble, to implement a simple plan? Have you always figured that all you need for the best chance of survival for your family is a well-stocked bug out bag, and careful monitoring of what is happening in the news? That you'd just load

your family up with your bags and drive or hike off well prepared and ahead of the approaching death and destruction.

Well, for you what follows might sound like prepper heresy, but it might also save your life and the lives of others around you.

So here are seven reasons not to bug out:

1. **You're Safest And Best Supplied Where You Have Stored And Maintained Your Supplies.**

I'll be the first to admit that a lot of these reasons are going to seem incredibly simple and obvious, but I think sometimes that is the best way to approach a problem.

And I can speak to this from personal experience. I sold my well stocked home of 27 years and now have a house in PA, a house in MD and the place you all know and love in Cave Creek.

But the complexity of moving my equipment, food and water and making sure that each location is prepared for any eventuality is very difficult.

So the thought of bugging out with even a fraction of the tools, supplies and weapons that equip each location is daunting…and in an emergency would be impossible.

As a prepper you have probably devised a plan and stocked up to help you get through both short and long term emergencies. Some of you have stored a TON of supplies because you have been doing this for a long time or else you are independently wealthy and paranoid.

But, even if you only have a week or two supply of food and water, that is nothing to sneeze at. Everything you have is stored probably in nicely organized bins for easy retrieval. You don't have to carry it and the supplies aren't subject to destruction by the elements, rodents, or to being confiscated at roadblocks or by marauders on the road.

Leaving your home will in all probability, make you leave most, or all of your survival supplies at home.

Yes, you could put them all in your best bug out vehicle (perhaps the diesel Ford F-250 with a trailer). But there is the problem of fuel, that road block, and the difficulty of defending against desperate people without the help of the community around you.

Plus, think about it. Even sleeping on the floor of your home is probably safer and more comfortable than sleeping in the woods or along-side of the road.

I don't know about you but for many years of my life I slept outside, in tents and in improvised shelter. Even when I was young those things seemed barbaric by comparison to home.

Yes, I know that some people sleep perfectly well in the woods and I can too, once I am exhausted from hiking (or fleeing/fighting zombies/marauders all day. But, I think you'd agree, that even your old bed/mattress would be preferable to sleeping in the woods, an abandoned building, your truck or car, or even a hammock.

Why is that important?

Because, getting plenty of good quality sleep (even in an emergency) has a huge impact on our health, decision making, and skills. It not only affects your moods, but alertness and even your immune system (all of which are even more important when your access to basic health care is absent or overwhelmed/limited by an emergency situation).

In a disaster you will be stressed in ways you haven't even considered. You may be working like a dog and having a comfortable and relatively safe place to rest your head, even if that is the living room floor, will be an advantage that the people who think they can just bug out into the woods or to another location hundreds or thousands of miles away won't.

2. **In An Emergency, Team And Community Matter More Than You Know**

This is a two-edged sword. Being near population centers may mean crime and looting. But, in times of crisis, you can almost guarantee that communities will band together in some very vital and important ways. And

this may give everyone numerous advantages that you'd lack in a bug out situation.

You probably don't consider your small neighborhood or your cul de sac a community but let some disaster happen and you will see humans come together for mutual support, safety and to help each other out. Being around even just a few neighbors who know you, can give you advantages if you need assistance for things like a neighborhood food, shelter and security plan.

Even neighbors you don't get along with (and knowing this group there might be a few of them) will probably overcome grudges if the disaster is severe enough.

Of course there is the potential that even your neighbors could turn on you as the lone prepper but I think in most cases, things won't go Mad Max for a little while and you can stave that off by working with people now to help them to see the reasons for being better prepared.

If things go really bad, you will have to adjust. But, most people would benefit by banding with their neighbors for support. You could have an opportunity for leadership here or compassion by helping out others who haven't prepared. It is much better to strive for this kind of relationship with people than head out the door and face the world with only what is on your back.

In fact, my preparations include being able to provide for a certain number of people who have failed to. I also have, in recent years, as I realized the limitations of my own skills (as I age) have been helping to train others to clear a house, to learn and to understand "cover and move" and to be supplied and ready for modest problems.

3. Being Cold Sucks and It Can Kill You

I'm Scottish so I like the thermostat set at 65 or below during the winter. But I'll bet that most of you like to keep the temperature somewhere in the upper 60's to low 70's during the winter.

But if you bug out, until you reach another better and safer location, the outdoor temperature is what you are going to be living with.

Can you start a fire or layer clothing to keep warm? Of course, but the last place I want to be on a cold winter night is huddled up in my sleeping bag under a tarp, even if I did have a nice roasting fire beside me. And what if it's raining or just damp? That's worse yet.

So I'm simply suggesting, that staying in your home, even without power can give you advantages of shelter that you won't easily find outdoors. You can seal off rooms and even your body heat will generate a little warmth. You can black out your curtains with heavy gauge plastic sheeting and even the heat from a lantern or a couple of candles can put out an amazing amount of heat.

Being unprotected…even for a short time…can be deadly. Especially when you're wet, hypothermia can deplete your energy or be fatal in a very short period of time.

4. By Bugging Out, You May Put Yourself In A Far Worse Situation

The problem with most bug out plans is that you don't have a destination, or, if you do, it's not close enough, well enough equipped, or as defensible as your own home.

For those who have a vague plan, do you think the National Forest is going to be reserved solely for you and your family?

Do you think you will just set up a tent and start hunting for small game?

In a large regional disaster, there could be millions of people leaving the cities. The concept is called the Golden Horde and they will be competing with you for natural resources. With even a few dozen hunters in the same area game will be depleted in days if not sooner. Then you will be stuck near a bunch of other hungry people who blame you for catching the last squirrel. And, for those who have a location in mind, getting there, as we described above may not be as easy as you think. Why?

Being on the road makes you an easier target

One of the advantages of staying put at home is the home field or defenders advantage.

When you go out, you do not know what you are walking or driving into.

The best you can do is to regularly recon very deliberately which will only slow you down more. But by staying put in your home, you can set up a neighborhood watch with your fellow neighbors and monitor who is coming in.

This gives you the opportunity to set up defensive positions and plans that anyone walking in with thoughts of taking advantage of you, won't be aware of.

On the flip side of that, if you're the one on the road, and nobody knows you, then you are a stranger and a potential danger (or source of food and supplies) to them.

IN SHORT: IF THE PEOPLE IN THE TOWN AHEAD AS YOU BUG OUT DO NOT KNOW YOU, THEY WILL TREAT YOU AS SUSPICIOUS, MAYBE EVEN HOSTILE.

And if your answer is that you'll be carrying an AR 15 and wearing body armor, then that just makes you more of a hostile and a greater risk.

5. **Gear Is Heavy And A Lot Of Gear Is Heavier.**

Speaking of walking around in your bulletproof vest and gear, how many of you have walked for 3 days with your bug out bag?

OK, now add a full complement of bullets and anything else you think you might need to defend yourself. It adds up quickly even when you try to reduce the weight of your bug out bag as much as possible.

These bags weren't meant for you to live out of for a long time. Your food will run out, possibly your ammo, and that will help you with the weight, but in a disaster where you are walking out the door in full combat gear, do you think Walmart will be open when you run out of something?

While it's also true that I have a heavier bag for my truck, there are limits to what can be transported in an emergency and how long those supplies can last.

6. **And While We're On Driving, In A Grid Down Scenarios You Won't Get To Call AAA**

Maybe you are one of the lucky ones that have a place to go up in the mountains. Perhaps it's well stocked and those supplies haven't been ravaged by rats and mice while you were away.

It's hard to get to so there should be less competition for limited resources.

But, if you don't get out before everyone else starts leaving, you could be stuck on the road.

And, what if your old bug out vehicle breaks down?

All those supplies you stored in the back of that trailer are either going to feed a lot of other people on the highway or you will most likely die defending them.

If you aren't already living at your retreat before the disaster happens, you will have to be incredibly fast to avoid getting stranded.

IN SHORT, LEAVING HOME MAY PUT YOU IN A WORST SITUATION THAN STAYING PUT.

7. If You Get Hurt You Want To Be Near A Secure Shelter (where services may still be available) Not Under A Tarp In an Unknown Town or Area Without Medical Care

I have a decent field first aid kit and some very basic surgical supplies for stitching up and packing wounds. I also have a fair amount of field trauma training (but it was years ago now).

I don't have IV's and a ton of medications so basically I can take care of garden variety injuries pretty well.

Imagine you somehow break a major bone after the grid is down.

Would you rather drag yourself into the house, or be stuck in the woods for weeks unable to move?

Most hospitals don't stick their patients outside following a surgery or injury for a very good reason so you will convalesce better with a good roof over your head that is hopefully providing some climate protections.

If nothing else, it will be a relatively clean and safe place to get better that beats lying under a log.

And, many communities will still have some level of services depending on what has occurred.

So what does staying home mean?

Clearly, staying put doesn't mean that you're safe. Staying home has it's own dangers.

IT MEANS THAT YOU HAVE TO PREPARE FOR SOME OF THE DIFFICULTIES ASSOCIATED WITH THOSE DANGERS.

For all of those reasons, in coming months, the Briefing will continue to examine more and better ways to stay put and to stay safe as well as to travel when absolutely necessary.

And to that point, there are legitimate reasons that you might have to bug out ..like a fire headed your way, a hurricane, a radioactive event carrying fallout in your direction (I was living near the reactor in Three Mile Island when it melted down) or a family member is in distress and or needs an evac/rescue.

With those ideas in mind, we'll also have some skills and planning for those scenarios as well.

Being Prepared For Business and Life -

Building Separate Home, Office & "Field" or "Car/Truck" Medical Kits Could Mean The Difference Between Life and Death

Weirdly, these three kits are all essential, but two of them are probably less complicated and expensive to complete than the other.

However, don't skimp on the three kits or their contents. This small investment of time and money could save a life…perhaps even yours or a loved one.

So what do I mean when I say that two of the three kits are lighter and easier than the other?

For example, if you live in an urban area, or a nearby suburban area you're probably well served by local and high quality medical and emergency services that all have fairly fast response times.

All three of my current homes fall into that category. The "Ranch" is near very high-quality medical care facilities in Scottsdale and an ambulance could reach my house from a 911 call within a few minutes.

The same is less true but still largely correct for my home in Maryland. However, I'm further out in the country so response time will be slower but still quite fast.

Finally, in the Ancestral Home I'm minutes from the hospital and can be (as I know from previous personal experience) medevacked to a hospital that specializes in spinal cord injuries (or to other hospitals with high levels and types of trauma care).

The end result is that those of us living in urban and suburban homes can reasonably expect fast response times and to get to very skilled care in a short period of time. As a result, we probably need less training in severe trauma care and fewer meds (such as antibiotics) and surgical tools for that kit.

However, no kit is complete without one or more ways to stop severe bleeding, antibiotic ointments, bandages, etc. in the event the injury is severe and/or the normal response time has been slowed by man-made/natural disaster or weather.

The other two kits (one for the office and one for the car/travel) are more complicated because, in the case of the office you might want to add a very expensive but important tool (a defibrillator vest in case of cardiac arrest) and in the case of the car kit, we have to go deeper in trauma and long term care in case we are away from fast medical care or response.

Also, there are a number of very well stocked and premade kits are available from reliable sources. However, creating your own, while time consuming also

makes you more aware of what you have and what training you or other team members might need.

While in populated areas, you won't have to learn to pack wounds or to apply sutures, you might need such training if you'll be taking your camping/car/truck bag to more remote activities. I believe that everyone should have some basic first-aid training and know how to do basic CPR, treat shock, severe bleeding, and to apply a tourniquet.

NOTE: Store all of your kits someplace easy to get to and out of the reach of young children. Make sure children old enough to understand the purpose of the kits know where they're stored and get training in the use of the kit.

Since we're talking about the Office Kit here, consider some office wide training in the kit and for use of the vest. Learning these skills while someone is in cardiac arrest or bleeding isn't optimal.

So that's the theory, now the contents:

1. **The Office Medical Kit** – In this case, you want all of the basics covered and, depending on the size of your business, proximity to medical care, and age/personal circumstances of your customers/team/clients/customers you might consider a defibrillator vest and an EpiPen.

   It's also important to consider a bag that will keep the various contents separated and organized. For the office, durability is secondary to organization.

   Here are a few reasonably priced options.

https://www.amazon.com/Dixie-Dixigear-Empty-Responder-Orange/dp/B0080Y21BY/ref=sr_1_3?keywords=medical+kit+bags&qid=1574035642&s=hpc&sr=1-3

https://www.amazon.com/MFASCO-Sports-First-Orange-Piece/dp/B007ZDCHTC/ref=sr_1_7?keywords=medical+kit+bags&qid=1574035705&s=hpc&sr=1-7

In any case, here's a pretty solid list of equipment and contents for the office medical bag prepared by the Mayo Clinic:

Basic supplies

- Adhesive tape
- Elastic wrap bandages
- Bandage strips and "butterfly" bandages in assorted sizes
- Super glue
- CAT tourniquet (and learn to use it)
- Nonstick sterile bandages and roller gauze in assorted sizes
- Eye shield or pad
- Large triangular bandage (may be used as a sling)
- Aluminum finger splint
- Instant cold packs
- Cotton balls and cotton-tipped swabs
- Disposable nonlatex examination gloves, several pairs
- Duct tape (large roll)
- Petroleum jelly or other lubricant
- Plastic bags, assorted sizes
- Safety pins in assorted sizes
- Scissors and tweezers
- Hand sanitizer
- Antibiotic ointment
- Antiseptic solution and towelettes
- Eyewash solution
- Anti-allergy Eye drops (which can also be used by ingesting them in an emergency in place of a missing EpiPen)
- Thermometer
- Turkey baster or other bulb suction device for flushing wounds
- Sterile saline for irrigation, flushing
- Breathing barrier (surgical mask)
- Syringe, medicine cup or spoon
- First-aid manual and or detailed cue cards with instructions and diagrams
- Hydrogen peroxide to disinfect
- A space blanket for temporarily treating shock or severe exposure
- Bandages treated to stop severe bleeding

Medications (less important in the office kit but may be desirable)

- Aloe Vera gel
- Calamine lotion
- Anti-diarrhea medication
- Laxative
- Antacids
- Antihistamine, such as diphenhydramine
- Hydrocortisone cream
- Cough and cold medications
- Personal medications that don't need refrigeration
- Auto-injector of epinephrine, if prescribed by a doctor
- Various pain relievers, such as acetaminophen (Tylenol, others), ibuprofen (Advil, Motrin IB, others)

Consider keeping aspirin in your first-aid kit, as well. Aspirin may be life-saving in an adult with chest pain. If you or someone else has new or unexplained chest pain or may be having a heart attack, call for emergency medical help immediately. Then chew a regular-strength aspirin. However, don't take aspirin if you are allergic to aspirin, have bleeding problems or take another blood-thinning medication, or if your doctor previously told you not to do so.

Never give aspirin to children.

Additional Emergency Items

- Emergency phone numbers, including contact information for your family doctor and pediatrician, local emergency services, emergency road service providers, and the poison help line, which in the United States is 800-222-1222.
- Inventory of the kit for updating and review
- Medical consent forms for each team member
- Medical history forms for each team member
- Small, waterproof flashlight or headlamp and extra batteries
- Waterproof matches
- Small notepad and waterproof writing instrument
- Emergency space blanket
- Cell phone with solar charger

- Sunscreen
- Insect repellant

2. **The Car/Truck/Travel Medical Kit** – Here you might want to consider a heavier bag that's transportable in case you need to move on foot. You might also have a smaller portable kit that can be detached and attached to your belt if light travel is required.

   Here's a pretty solid list of equipment and contents for the truck/car/travel/field medical bag:

Basic Components

Items to include your basic first aid kit:

- First Aid/Medical Guide
- Inventory checklist
- Nitrile or latex gloves
- Pocket mask
- Gauze pads (small, medium and large)
- Absorbent dressings / abdominal dressings
- Adaptic or Telfa non-adherent dressings
- Kerlix or roller gauze
- Adhesive bandages (Band-Aids)
- Coban (vet wrap)
- Elastic bandages (ACE Wrap)
- Tape
- Tincture of benzoin
- Triangular bandages (cravats)
- Antiseptic solution (povidone iodine or chlorhexidene)
- Antiseptic wipes (alcohol prep pads)
- Safety pins
- Soap
- Irrigation syringe

- Tweezers or forceps
- Shears
- Aspirin
- Ibuprofen (Motrin/Advil)
- Acetaminophen (Tylenol)
- Loperamide (Chewable Imodium if possible)
- Diphenhydramine (Benadryl)
- Antacid (e.g. calcium carbonate)
- Double or Triple antibiotic ointment
- Hydrocortisone cream
- Treated bandages to stop severe bleeding

Expand Your Kit's Capability

To expand your travel first aid capabilities even further, consider adding these items:

- Surgical mask and gown
- Face shield
- Alcohol-based hand-cleansing gel
- Petroleum jelly or water-based lubricant
- Conforming bandages
- Eye pads
- Transparent film dressings
- Sterile scrub brush
- Wet prep green soap sponges
- Wound closure strips and/or sutures
- Lighter
- Emergency blanket(s) and possibly heavier blanket
- SAM splint
- Board splints
- Scalpel(s) or razor
- Extra headlamp or flashlight
- Thermometer

- Stethoscope
- Suction device
- Blood pressure cuff
- Oropharyngeal airway (OPA) set / Nasopharyngeal airway (NPA) set
- Ring cutter
- Otoscope
- Bag valve mask
- Pen light
- Hot packs and cold packs
- Sterile irrigation solution

Customize Your Kit

For Boating, add:

- extra tincture of benzoin to help bandages stick to skin
- Meclizine or dimenhydrinate for seasickness
- silicon tape to help keep wounds dry
- hot and cold packs for pain relief after stings
- aloe gel to sooth sunburn
- extra sunscreen

For Biking, add:

- extra gauze pads
- extra roller gauze
- extra antibiotic ointment
- irrigation solution
- extra tape
- extra non-adherent dressing
- extra cravat and safety pins

For Diving, add:

- vinegar for jellyfish stings
- extra tincture of benzoin to help bandages stick to skin
- hot and cold packs for pain relief after stings
- Meclizine or dimenhydrinate for seasickness
- oxygen and associated equipment for DCS
- neuro slate for DCS
- silicon tape to help keep wounds dry
- Otoscope

For Hiking or Backpacking

- moleskin for blister care
- plenty of tape for re-bandaging after heavy sweating
- extra tincture of benzoin to help bandages stick to skin inside a boot
- extra sunscreen

For Surfing or Snorkeling

- vinegar for jellyfish stings
- extra tincture of benzoin to help bandages stick to skin
- hot and cold packs for pain relief after stings
- aloe gel to soothe sunburn
- an Otoscope
- extra sunscreen

3. **The Home Medical Kit** – This is easier. Review the two kits above and decide how exhaustive you need to be given your proximity to medical care. Remember however, that even in urban and well populated areas, emergencies can strain the system, or slow response time and it may be better to have more than less. Again, remember that you may also have access to your travel bag (that might also be stored in your car or truck).

In every case, you want to…

Give your kits a regular and scheduled annual or more frequent checkup (after every use is also important) and get that training!

Check your first-aid kits regularly to be sure the flashlight batteries work and to replace supplies that have expired or been used up.

I diary the check-up annually after the holidays.

Consider taking a first-aid course through the American Red Cross. Contact your local chapter for information on classes.

Prepare children for medical emergencies in age-appropriate ways. The American Red Cross offers a number of helpful resources, including classes designed to help children understand and use first-aid techniques.

Briefing Item #3 Tools And Articles To Help You To Thrive…

I MAY HAVE FAILED YOU!

BUT WHAT FOLLOWS IS A DISTILLATION AND EITHER AN INTRODUCTION, OR TIMELY REVIEW, OF THE MOST IMPORTANT AND VITAL ENHANCED COMMUNICATION SKILLS & SECRETS OF MASTER PERSUADERS, INFLUENCERS, NEGOTIATORS AND LEADERS FROM ALL WALKS OF LIFE

IT'S ALSO NOT AN EXAGGERATION TO SAY THAT THEY CAN IMPROVE & EMPOWER ALL OF YOUR SKILL SETS, PERSONAL AND TEAM MORALE AND IMPLEMENTATION, AND ARE GUARANTEED TO MAKE YOU BETTER AND STRONGER IN ALL OF YOUR ROLES AS A PARENT, PARTNER, OWNER, LEADER AND MARKETER

Part One of Two

So, if I was thinking straight, I'd have started the Covid-19 materials we published for you over the last few months with what follows. No matter what you're doing, and perhaps even more importantly, when you and others are under stress, the ability to communicate more clearly and more persuasively, in every area of your life, is essential and optimal. So better late than never. Here we go…

Why You Want And Need These Skills and Strategies

Being a better and more facile communicator makes you better at everything that you do. In short, communications skills positively transform all other skills. They are, in fact, one of the ultimate force multipliers.

When you are a more polished and more powerful, persuasive and influential person, you are a better negotiator. You're a better spouse, parent, lover, business partner, leader, and trainer. You're a way better marketer and thought leader. In essence, these skills enhance each and every other skill that is vital to success.

Yet, when the crisis hit, I failed to make this my top priority for you. The things we did were important (perhaps even vital) during the Covid-19 pandemic. But the skills that we will cover here, and in the next issue, are simply transformational and they will make you exceptional at many things…and things that matter.

So, let me take you through a recent enhanced communications skills course that I gave (digitally) to an audience in Australia. It got rave reviews, so here it is for you so that the Aussie's don't get all the best stuff. Now many of you who have heard me speak (perhaps on more than one occasion) will have some passing familiarity with one or more of the meta strategies (the mind set portion), strategies (the principles that drive how we use tactics to change reality for the better), and the tactical or techniques that are used by great leaders, persuaders, and influencers.

But, let this review trigger your brain to use these skills even more often and in more situations. AND… there are a few new ideas and ways of thinking here as well. So, here's how I started…

You get what you look for … more on that soon, but before we even begin, I'm going tell you a story.

I'll do that in a minute. Before I do, let me make another point.

Be A Healthy Skeptic and Find What Works Best For You

You don't need to believe a word that I say. In fact, you shouldn't just believe a word I say. As you listen, you might begin and start to believe that what you are learning in this article does work, and, as you see, feel, hear, and notice examples of it working for you, you might ***just decide*** that it's okay to **use these negotiating skills and these enhanced communication skills, these skills of persuasion and influence, more often, in more places, and more successfully.**

These skills, strategies, and tactics, again, make everything better. They are the ultimate business and personal life force multiplier.

So, what about that story? Ok. Here it is…

I once worked in a hypnotic pain clinic, and that in and of itself is funny.

They could have called it the Hypnotic Pain Relief Clinic and "pre-framed" everything so that patients created a mindset of pain relief AND expected/anticipated pain relief even before they came in. But they didn't. And that's important because, as I said before, you get what you look for and the name had them focused on pain and not pain relief.

That reminds me of another story as well. I was once tasked with co-authoring a book on sibling rivalry. The co-author was a famous child psychologist. His book was called Sibling Rivalry but it was outsold by a book called Beyond Sibling Rivalry. The title of that second book focused on the desired result. The solution to the problem. My co-author's book title stated the problem. These things matter.

So before we go much further with the story, let's first do an exercise designed to get you looking for the right things as you listen and read.

RETICULAR ACTIVATION EXERCISE (GET MORE OF EXACTLY WHAT YOU WANT):

List five things that you want to achieve in your business/practice or life, knowing how effective I am at teaching these skills. Knowing that if you're more persuasive, and influential and if you are a better, more effective persuader, communicator, negotiator that so many things can and will be more achievable.

Make them things that seem a little bit unreachable at the moment but that you'd really love to have or to experience. Let your imagination stretch a little as it thinks of the things that you can have, and the person you're becoming, as you develop these skills.

1.

2.

3.

4.

5.

Now, prioritize those things that you'd like to achieve and describe how achieving them would change or improve your life. Make the first one or two the most important on the list and let your mind ruminate on those!

Now, back to the story…

Here's More Of The Story As A Way Of Transmitting Useful Information & Providing Ease of Use

I was working in the hypnotic pain clinic, and I had learned a number of really important skills, but I found that to be truly and powerfully helpful to other people, I didn't need to master them all. I had mastered just a few.

But, because they were the vital few, the few that really mattered most of the time, I could use them to achieve success with the patients that I was seeing. And those patients were very appreciative that I had helped them to solve a pressing problem – that was often the underlying cause of the pain. And notice that the pain seemed to be the problem, but it was the cause of the pain that truly mattered in getting rid of it… which was really what they wanted.

Each time that patients would come into the clinic, they were asked to fill out an intake form, and they were also asked to rate their pain on a scale of 0 to 10 where 0 was "no pain," and 10 was "severe pain."

When they got back to see me (you should know these sessions were videotaped, much to the dismay of my supervisors), I was able to generate rapid change by doing things in a new, a different, and in some cases, a shocking or surprising way.

You see, it's harder for us, or for anyone, to change than we think. So using surprise, using story, and using other techniques that I'm about to teach you, can help us to overcome that human desire for homeostasis. The desire to stay where

we are. The fear of going someplace else because it might be worse rather than better.

More on that later.

I would acknowledge that they had just filled out this pain rating, but I would also tell them that I like to do it in a slightly different way, and in a way that can make me better at what I do, and a way that might surprise them in that they might find that they begin to feel better almost instantaneously.

So, I am pre-framing what will happen. They will redo the pain rating and might somehow start to get results…just from that. But I'd also tell them that my way was very different. And then I'd describe it.

So, I would ask them if they could rate their pain on a scale of 0 to 10 but where 0 was "a blissful and total absence of pain so significant and so profound that they might lose control of both their bowel and bladder but that they wouldn't even care because they were so blissful." 10 was, on the other hand, "a place where they were screaming in a fiery agony for me to 'put them out of their misery'."

This had the effect of shocking them out of whatever trance they were in and causing them to look at this pain rating exercise (that seemed previously so mundane) in a new and more resourceful way. NOTE: This technique of interrupting and surprising to get attention is discussed below in some detail.

Once they rated their pain, and I would remind them "Don't get too low," or that they "might poop or pee yourself.", and not to get too high on the scale "because the pain could be just agonizing." As a result, they would often already adjust the pain level down a little bit on their own from where they were before.

This was teaching their unconscious mind that they had more control over the pain than they consciously thought.

My next step was to say to them, "Now look, this might hurt a little bit, but what I want you to do is tell me where you are right now and then move the pain up a little bit." As I said that, I would have my voice rise a little bit, and I would raise

my hand a little bit from where they were. Now, once I saw them focusing on the pain and noticing that it was getting stronger, I would say "That's fine. You can stop there. Now, just take a deep breath and relax and take the pain down to where it was and then lower and a little bit lower." Often, when we finished that exercise, I would say "Fantastic! You're done for today, and maybe you don't even need that appointment, but make one just in case you decide that you ever want one."

Now, notice what's going on with those language patterns.

There's a lot there.

First, I have taught their unconscious minds that, as they look at and think about the pain, those actions put them in control, cause it to be more intense or noticeable or less intense and noticeable. I also put them "at cause" by saying that they might decide that they want another appointment. They might be deciding that the pain still persists. I have made them more powerful.

So, there's a lot packed into that little story, and we're going to review it in more and more detail, but I promised you that in this article (and Part Three on Techniques next month), I'd teach you the skills that you could start to use right away to become better and better at being a persuader, a negotiator, and achieving success in more and more areas of your life, but I don't want this to be complicated.

I don't want it to be a complicated model of persuasion and influence and negotiation where you have to remember every step in a thirty-two step process. Rather, I'm going to use story and demonstrations to teach you in a way that people tell me they are able to start using the skills right away.

I also want to remind you again of the 80/20 rule. (If you look above, you'll see that I already did this a few times below the conscious mind's radar).

You don't need to learn and master each and every one of these meta-strategy strategies and tactics. I mean, the more you do probably the better, but you'll find that just a few of them, used regularly, in more and more context, can

make you radically better and more persuasive and help you to achieve results in ways that you had not even dreamt of up until now.

So, you're going to be exposed to a lot of skills, a lot of tools, a lot of strategies and a lot of techniques, but **you'll only need a few in order to become way better at nearly everything.**

The other good thing is that **these strategies and tactics are based on human biology.** They're deeply rooted in our psychology, and they've been emphasized by evolution, so that they work almost every time. And we already use many of these skills when we're being great at our professions. This article will just help you to use them more effectively and more often.

The Enhanced Communication, Persuasion, And Influence Learning Framework

Let me break down the framework I've used to structure these skills to make them easier to understand, learn, and to use. Essentially, we'll be reviewing: 1) meta-strategies (mindset that guides and powers strategy and tactical selection and actions), 2) enhanced strategies (the best strategies/principles that help to select tactics and actions of communication) and 3) the tactics (or actions of communication, influence and persuasion that work and are based on biology and psychology).

In this article we'll cover Parts One and Two. Next month we'll cover the best part…the techniques and actions that can transform the way you lead, persuade and influence others.

Now let's go through them one at a time.

Meta-strategies are really the tools of developing and enhancing our mindset. And mindset or our higher-level thinking, is the foundation on which everything else is built. Because, if we have the wrong mindset or we have an inferior mindset, we don't understand the strategies, and we don't implement the tactics in the same way, with the same effectiveness and the same enthusiasm. So, the meta-strategies, the mindset portions, are vital. They help us to carefully

choose and power our strategic thinking and actions. Mindset and Meta strategic thinking make us more resilient and more capable no matter what the short term outcome.

Everybody wants to know the tricks and the techniques and how to make themselves more powerful using language, but you will be 2X or 3X or 10X or 100X more powerful if you *master the mindset piece first.*

The strategic part is really how we look at, think about, and determine what tactics we are going to use and how we could get leverage to make the use of the tactics easier, better, and more effective.

And finally, there are the tactics or skills/techniques of better communication, persuasion, and influence. This is where we'll learn many, many different techniques that take our higher-level thinking and transform it into the reality that we experience in the physical world. But again, it's really in the meta and strategic levels that we learn how to choose the techniques and actions, use them, how to deploy them and how to shift, if one's not working, to another.

Part One 1 The Mindset or Meta Strategies

This is going to be really related to the mindset of the greatest persuaders, the smartest and savviest influencers, and some of the most brilliant negotiators. I'll run down a quick list, and then we'll expand on each of them.

1) We're going to examine how important it is to have belief in what is possible.
2) We're going to understand the power of leverage, and in particular how to create systems and goals that will power our behavior.
3) We have to understand the reticular activating system and human biology and how that influences what we are going to do in our communication skills and techniques,
4) We have to develop enhanced situational and self-awareness.
5) Great communicators adopt a mindset of abundance and not a zero-sum game. They understand that creativity can create wealth, ability and skill where none existed before, and that in order to win, they do not

have to take from someone else. To the contrary, they are always looking for the synergy and the win/win solution,
6) They also believe in and master the powers of clarity and alignment and knowing your desired outcome.

So now let's examine each one in a bit more detail.

1) The importance of expanding your belief of what is possible.

Those who routinely challenge (and expand) their assumptions of what is possible are far more creative, innovative, and successful than those who do not.

But many people think that this ability/lack of ability to expand one's beliefs is simply the result of an optimistic or pessimistic and "inherited" view of the world. That you either have or you don't. End of story. But that's simply not true.

Regardless of your level of optimism or pessimism, there are routine practices that can expand your sense of what is possible. And expanding what you believe is possible is the very first step to achieving it.

Let me give you an example. When I was young, my parents were poor. But my father believed that buying, owning, and improving real estate in our town was a path out of poverty. I'm not sure where he got this belief but he had it and started sharing it with me at a young age.

But he was very young, 19 and he and my mother had just had a baby. They had no money and he made $50 per week doing framing for a home builder. Everyone told him that he needed to have money in order to buy real estate. If he had stopped there, and adopted that belief, he might still be poor.

But he started saving AND started talking to people who owned apartments about how and when they bought them, how they afforded them, etc.

Eventually a few of them took him under their wings, and one decided that when it was a good time to sell, he'd sell my father his apartment building (a converted old Victorian home) so that my father could get his start, live in one unit and rent out the others. That gentleman took back the financing so that my father

paid him directly and not the bank. Why? Well, my father wasn't even old enough to own the real estate himself (you had to be 21), so my grandfather held the deed until my father turned twenty-one and then deeded my Mom and Dad's property to them.

In the end, this purchase (that everyone told them was impossible) further expanded my parent's ideas and beliefs of what was possible, and they ended up being pretty wealthy, living in their favorite hometown 6 months out of the year, and traveling and living in their home in the BVI (British Virgin Islands) the rest of the year.

But all of that was rooted in the expanded belief of what was possible.

So how do you build that "better belief muscle?" **How do you expand your belief about what is possible?**

In short, whenever you hear your mind saying "No." Or "That's just not possible for you." Then stop and ask that part of you how it would be possible. Ask yourself "What would have to change?" Or "what would have to happen?" in order for you to have or achieve that thing that your mind and your beliefs were, up until then, denying you.

This is all true with communications and leadership as well. Expand your beliefs about your own skills and how you can get better results. Often, this little act is all that's needed to radically boost your performance and results. Most people don't do it. But you can be exceptional if you do.

2) The power of leverage, and in particular how to create systems and goals that will power our behavior.

Leverage is the process of getting more from all of your time, money, energy, team and resources. It is the foundation of the force multiplier system and every successful person (and enhanced communicator) uses leverage either intentionally or intuitively.

Leverage comes in many ways, and in many forms. Using systems and checklists is a form of leveraging the information and processes that we have learned from previous successes and failures.

Using the system of reviewing our systems to adapt to changes and to optimize them (just as we do with ads, marketing, content and promotions), is another form of leverage.

Hiring great people, and then training them, using great teaching and training systems is another form of very powerful leverage.

Using the 80/20 Rule to identify (through experimentation) the vital few things that matter in each situation is a very powerful form of leverage because it makes sure that we channel our efforts and resources to the right things.

And finally, using it in "both ways" to do more of what works and to simultaneously eliminate what doesn't, can be a profound and very powerful force multiplier.

Want a quick example?

When we are really effective at bringing in clients with a particular type of content, we can do more and more exhaustive work on that content. In turn, it brings in more of the right kind of clients. And that in turn, makes it easier to communicate with them about topics we know concern or delight them.

And, if we detect that a certain article or content, while great at attracting clients, consistently brings in clients who are not a good match, we can eliminate that type of content, and simultaneously improve client intake, and reduce negative clients that would otherwise reduce our profit margins.

3) **Understanding the reticular activating system and human biology and how they influence what we are going to do in our highest level communication techniques.**

Great influencers and communicators know and understand that our brains are constantly getting too much input from our sensory organs in order to be consciously aware of all of the information that it's receiving.

Sorting out this information is the job of the reticular activating system. The RAS is tasked with determining what is important in the information that our body is receiving through its senses, and calling the most important matters to the attention of the conscious mind for further thought and evaluation.

Once you understand this, there are numerous implications for improved communication. First, you realize that we should avoid negation and rather communicate with one another about what we do want.

For example, great communicators avoid saying things like "Don't make the same mistake you made last time." Rather they tell the person what they do want. "Try, test and find some new ways of solving this problem." An example from my parenting book would be, "don't spill the milk." which has the disadvantage of having the child imagine spilling the milk as opposed to a parent who says "keep the milk in the cup and gently just enjoy sipping it."

Understanding how their RAS works also means that we can pre-frame and assist those around us in discovering information that they need more quickly and easily. For example, if I told you in the stadium to go to the rail and look at the stadium and when you return, ask you how many red shirts you saw, you might be hard-pressed to answer. However, if I told you that I wanted you to observe how many red shirts were in each section, when you return it would be fairly easy for you to assist me with that data.

Finally, we can use the reticular activating system to our own advantage when learning. For example, even at the start of this article I had you do an exercise to identify the things that you personally most wanted to achieve as result of reading the article. This essentially alerted the reticular activating system, so that it was sorting through the aspects of this article as you read them, and called the thing most important to you, to your attention.

In short, understanding the reticular activating system and how powerful this "automatic" aspect of our perception is, makes you more powerful as a leader, influencer, and persuader.

4) Why sensory acuity, situational and self-awareness, make such a huge difference in the quality of our communication.

Truly exceptional communicators, persuaders, and influencers, as well as highly effective leaders, spend time training themselves to have greater acuity and awareness of what's going on around them and how they are thinking about and reacting to it.

This is important for a number of reasons. First, being aware of how people are truly reacting to what you are saying, and getting a deeper understanding of their reactions, can only be achieved when we pay careful and close attention. This in turn creates a higher level of trust and rapport as they feel that they are understood on a deeper and more profound level.

Trust, in turn, speeds the level of communication, influence, and leadership.

For this, and many more reasons, interrogators and negotiators often have a "second" (a person who watches and observes with them to catch nuances that they might miss). They also, when the second is not available, or in addition to a second, will use video and audio that can later be reviewed. This process can also be extremely helpful in the early stages of learning when the conscious mind is preoccupied with so many details.

Finally, understanding yourself, how you react to situations, and how you can improve your performance, is really and truly the only way that you can ever achieve real growth. Without self-awareness no effort is made to improve your already strong skill sets or to avoid (or strengthen) your weaknesses.

5) How adopting a mindset of abundance and gratitude rather than zero-sum game approach explodes your capacity for good and for much better results.

Having a mindset of abundance and gratitude rather than a zero-sum game approach literally magnifies your capacity to do good and to achieve much better results. The zero-sum game approach assumes that in order for you to succeed you must take something from someone else. For you to win, someone must lose.

This creates a stressful mindset and one that is focused purely selfishly rather than on creating a greater good.

However, great communicators, persuaders and leaders understand that their success is really dependent on the success, satisfaction, and perception of value by others. In a capitalist system, businesses achieve truly great financial results in profits when they find a problem and an elegant solution to it. By solving that problem or by creating a perception of much higher value, people willingly exchange money for the solution.

Great negotiators and leaders are constantly looking for the win-win scenario, where helping others creates trust, deeper relationships, and a higher exchange of value. And therefore, being able to go deeper to understand other's needs at a profound level, rather than merely the superficial, is the foundational skill that we'll examine later in this article and that can produce dramatic and very positive results.

6) The super powers of clarity, alignment, and knowing your purpose, values and desired outcome(s).

Okay, okay, I know that this is one that you've heard from me over and over again, but it absolutely bears repetition in the context of being a great communicator, persuader, and influencer.

Let me just take a moment and state it in it's simplest form. When a person knows their values and their purpose, and when they apply that knowledge to their business, and their communications with their team, partners and purchasers, they can then, and only then, begin to align and test their plans and actions. They can only then begin to ask, is this thing that I am considering (such as a hire, ad, etc.) in

alignment with my true values, with my purposes, and with my specific and desired outcomes?

This has the effect of saving enormous amounts of misguided expenditure of resources of time, money, and energy. It doesn't mean we always act correctly, it does mean that, much more often we are doing the right things to achieve the right results, more quickly and easily.

The same is true in communication. Before beginning any negotiation, conversation or process of influence, take a moment to get clarity about what it is that you really want to achieve. As you work through this communication, have clarity about the techniques that you intend to use. Pay close attention to the other person's reaction. Are you moving closer to the desired result? Is the particular technique working? Having clarity around these matters is, in short, a superpower.

PART 2
THE STRATEGIES (PRINCIPLES) OF GREAT COMMUNICATORS, PERSUADERS, AND LEADERS

Strategies help us to think about ***how*** we're going to use tactics in different ways to achieve results and to optimize our outcomes. However, as I've noted before, strategies can be more or less effective depending on your mindset and what you believe is possible.

So, if you skip right to strategies or tactics, go back and read about mindset in the meta strategy section. By putting some real time and thought into the meta strategies and your beliefs about communication, and who you are as a communicator, negotiator, influencer and persuader, you're likely to get radically better results.

Here is a quick list of some strategic ways of looking at communication that are common to almost every successful communicator, negotiator, leader, persuader and influencer. Again, we'll identify each and then go into a bit of detail.

1. Use of the 80-20 Rule (in two ways at the high end and the low end).

2. Understanding that change is harder than we think and that we have to find ways to move people from homeostasis.

3. Words don't mean the same thing that you think they do.

4. Storytelling is one of the most powerful ways to communicate and persuade, and we're biologically built for it to work.

5. Fear, surprise, and "something different" can capture attention, and attention is hard to get.

6. All other modalities such as facial expression, speed of voice, tonality, physical gestures; all trump the words that are said, and we need to learn to be congruent and to use those modalities more effectively. One of the most powerful skills is enhanced listening. Let's take each one and expand on it.

1. 80-20, AND MORE ON USING IT TWO DIFFERENT WAYS

The Pareto Principle, or the 80-20 Rule, teaches us that the majority of results could be achieved through mastery of a relatively small number of skills and techniques. While a number of beliefs, mindsets, skills, tactics and techniques are presented here, you'll find that just using a few will make you better and better. The more of them you master, the better you'll become, but that you are able to achieve the vast majority of the results you desire by simply using a few of the most powerful ones that you're most comfortable using. That's in part because you'll use them more, and you'll use them across different contexts, therefore, more often.

Pareto's Principle seems to be built into the fabric of the universe (or the simulation, if that's your bag). For example, we use 20 percent of the room in our house, 80 percent of the time. We also wear 20 percent of our wardrobe, 80

percent of the time. Twenty percent of our clients, customers or patients typically provide 80 percent of our total profit or revenue. Eighty percent of trees grow to a certain height and only 20 percent grow above or below that height.

What do I mean when I say using it two ways? First, notice that there are certain techniques that we'll be teaching here that are massively more powerful and get you massively better results. Focus your attention on those, but at the same time, there may be beliefs or behaviors that we're calling your attention to here that cause 80 percent of your problems in communication and leadership. Detect those and begin to eliminate them.

By working at both ends of the 80-20 Rule we can radically improve our performance with the least expenditure of time, money, energy and attention.

2. CHANGE IS HARDER THAN WE THINK BECAUSE HUMANS ARE BIOLOGICALLY PROGRAMMED TO PREFER HOMEOSTASIS AND SAFETY

For a number of biological reasons, humans love homeostasis. For those of you who have seen/heard me speak, you have probably heard the story of cave dwellers in early human history.

Once they found a safe place that had water, and could be warmed through fire, cave dwellers did not like to go out. Why? Because a certain number of cave men who went out on hunting parties never came back. Changing from something that we know and that is safe carries all sorts of real and perceived dangers to us, and we've been built by evolution to try to find a place that's safe, and then to stay there.

Why is this so important to you as an expert communicator, negotiator, persuader, and marketer?

Well, we *believe* that it's easy to change people's minds and that it's easy to change their behavior, but in fact the first is nearly impossible and the second is extremely hard.

So we have to become expert at finding out what leverage we can use to change people's beliefs and then to change the actions that flow from that change.

How does this apply to you?

Well in marketing we should not take anything for granted and we should have multiple ways of convincing someone of the value of what we are selling. We cannot, and should not, merely point out one benefit, but rather multiple benefits, and then the benefit of the benefits.

In training, we shouldn't assume that going over a topic once is enough to change behaviors. Follow ups and tools to encourage buy in, use and mastery of something new are essential.

3. WORDS DON'T MEAN THE SAME THING THAT YOU THINK THEY DO

For those of you who have seen or heard me speak before you'll recognize that this is the classic Turkey sandwich problem.

In essence, we all think that when we say a word, it means the same thing to the person listening to it as it does to us. This however is a profound source of problems and miscommunications.

For example, if I say the word dog, do you get a picture of the dog or hear a dog? Either way, is it the same dog that I'm thinking of?

Another example?

Many of you may have heard me at one time or another tell the story of the turkey sandwich. This story neatly and quickly teaches the importance of recognizing that the words do not mean the same thing to different people. For example, if I was speaking to you, and we were working together, and you told me you were going to be going out, and I asked you if you wouldn't mind getting me a turkey sandwich and offered to pay for my lunch and yours, you would probably happily agree to buy me a turkey sandwich. You'd be especially agreeable to this if you were going by the deli, and it wasn't out of your way.

However, the words "turkey sandwich" mean many different things to many different people.

For example, I have a particular turkey sandwich in mind, but all I did was ask you for a turkey sandwich. I went no further. So, if you brought me a turkey sandwich that was on a Kaiser roll with mustard and cheese, I would not have gotten anything like what I wanted.

In the turkey sandwich that was in my mind, it was thick-sliced turkey on rye bread with coleslaw, Russian dressing and a slice of Swiss cheese.

So, whose fault was it that I got something other than what I really wanted?

It was mine.

Why? **Because the quality of my communication is the quality of the response that I got, and words don't mean the same thing to different people.**

You probably got me the turkey sandwich that you thought that I wanted, or that you thought was the perfect turkey sandwich. This problem can be avoided by not making assumptions and by realizing that we need to be more specific without seeming to be a jerk.

So, if I want a particular turkey sandwich, I could say to you hey, please don't buy me that disgusting turkey sandwich that you bought me the last time. This would probably not endear me to you, or make you inclined to get me the right kind of turkey sandwich. But if instead I say oh, I'm really craving the sandwich that they have at this deli you're going to, and it has the thick-sliced turkey with Russian dressing, coleslaw and a slice of cheese. Can you get me that one please? If I did this, you'd probably happily get me that, and I will have gotten exactly what I wanted.

4.THE POWER OF STORYTELLING, WHY IT WORKS SO WELL, AND HOW YOU USE IT FOR OPTIMAL RESULTS

Storytelling is extremely powerful as a technique of communication, influence, and persuasion.

I could literally write books on this (oh that's right…I have), but it's important that you understand that storytelling is again genetically built into us.

Our ancestors used story to tell people where to find water, where to live in each season, and how to avoid danger. So, the humans that were not good listeners and didn't pay rapt attention to stories, often perished (without passing on their genes to offspring). However, we, who live today, are the descendants of really good storytellers in many cases, and in every case, we are descendants of the people who were good listeners.

So, find ways to use story to communicate, teach, coach, lead and train.

Take note of one when it's effective and re-use it when appropriate. You'll become better and more effective.

5. USING FEAR, SURPRISE, AND A "DIFFERENCE" TO GET ATTENTION

We are also biologically programmed so that when we detect something that we notice is odd or unique, it requires our attention and triggers fear or alarm so that we have to pay our rapt attention to it. Why? Because in our early development, something different (a dark shadow along a field that was never there before) often signified danger or a predator.

Our ancestors survived because they noticed differences, and exaggerated the danger until they could explore and assess it.

So being unpredictable/unique, and/or unexpected, is a technique for getting attention. Because, again, our ancestors who failed to notice little differences often failed to detect dangers and often became the meal for some large predator. Notice, however, that this can easily be taken too far and too much "surprise" or shock can be off putting. And while it may initially catch attention, long term connection might be sacrificed. This balance takes some experimentation and thought.

So, we know that it's effective, but how do we use this?

In marketing, this can be a surprising question in a headline, or an image that is unexpected. It can be reflected in humorous content, or useful content, with unexpected titles and benefits.

My daughter (a scientist who is a newly trained health coach – that she's doing as a side business) used this concept to convert her basic coaching concepts and important ideas into a bingo card that she shared with a ravenous and interested audience. It was shared 109 times and viewed 74,000 times.

In leadership and team building, the use of surprise and "difference" to capture attention, can be created through an unexpected assignment or sudden new level of trust, coupled with coaching to build team members' skills and leadership to new levels (that they thought were beyond their abilities).

So, start being progressively more "outrageous" and surprising. Take it slow but notice what happens.

6. ALL OTHER MODALITIES TRUMP THE WORDS ALONE

How we speak about things; our posture, body language, our facial expressions, our tonality, and the speed of what we're saying, all need to be congruent if we really want to be understood. If we are saying one thing, but using body language, expressions and tonality that are incongruent with that, the listener will pay attention to those other factors and ***not*** to the words that we're using.

Those of you who have heard me speak might have heard me tell the story of a computer consultant who was in my office discussing the installation of workstations many years ago. I asked him if we could have them installed and operational by the following Tuesday? In answer, he put his hand over his mouth, he slowly shook his head in the no gesture, but said, "Yeah I guess so."

I knew, because I was paying attention and developed my sensory acuity, that his gestures and tonality trumped his verbal yes. I knew I wasn't going to get those workstations, and in fact, I didn't. So, if you want to be truly influential and persuasive, work both ends of this. Become congruent and make sure that you are

aligning your gestures, tonality, tone of voice, and speed with the words that you're saying. And become aware when others are not. Then clarify what has to happen for them to be truly more certain and in agreement.

So, practice congruency between the words you use and the other aspects of communication such as voice, tone, posture and facial expression.

That's a lot of material. But remember, that you need to spend some time thinking about the meta level and the strategy before next month when we get to the actual tricks of the trade…the tactics and techniques of master persuaders, communicators, negotiators and leaders.

And it's also important to remember that you're already good at using all of this from time to time and in certain areas of your life and work. The magic is in doing it more often and in more contexts.

Just a slight improvement in just a few of these areas will boost your results and success enormously.

So go get 'em and I'll be back next month with some really great and easy to use tools, tactics and techniques to improve almost everything you do.

NEXT…
If you combine those skills with the PR and content programs we have been teaching, you have a really powerful set of tools for thriving and not just surviving.

So here's a quick recap of the tools we gave you regarding PR and content that works across platforms, topics, products, services, advertising and more.

Surviving and Thriving During and After the Pandemic and Social Strife Require Decisive Actions, Savvy Media Exposure, and High Quality Content (By You and Your Team) That Captures Prospect/Client Attention and Motivates Exactly The Right Actions (By Them) & At Exactly The Right Time

Here's a Proven Dave Frees System To Totally Improve Your Advertising, Media, Content AND Your Results

Last month we examined why it may be more important than ever to do more media appearances, how to identify the best and most appropriate media and PR, and how that media and PR can drive traffic, create and enhance client/customer/patient trust and your credibility and can multiply the value and effectiveness of all of your other marketing/content efforts.

This month we bookend that idea with a proven and step-by-step plan and system for efficiently creating more and better content across your own and other platforms.

This article specifically discusses how you, either alone or with your team, can produce and distribute consistently better content of various types including audio, video, images, charts, and text across a variety of platforms that are right for your specific (and best) clients/patients/customers and their respective avatars (your prospects).

And, for those who have trouble delegating or contracting for content, this system gives you a way to work once (to customize the system) and then to train/delegate or contract for someone to use the system (where the strategy and your knowledge and experiences are built in).

There's not a separate SWIPE file section this month, as this entire article is filled with the process and specific ideas that you can use and deploy in your practice/business. So, enjoy this and good luck getting out more and better content for all of the purposes described above and then reaping the benefits of better retention, more and better clients/buyers, a greater market share and more.

I've also provided a series of images to help to guide you (or a team member dedicated or working on content) and I'll walk you through the process.

In Steps 1, 2, and 3 below we begin in the center of the diagram and work our way out.

The very center represents Step 1, the avatar selection.

At this point in deciding to do content, we determine (BEFORE creating it) exactly who the content is designed to reach.

This syntax is often reversed and we write, video, record or create content before we know who it is to reach, how they like/prefer to receive content, and what it is specifically to achieve.

For example, in my case I speak very differently to clients who think they need elder law help, than I do to sophisticated business owners who feel that they need to do estate planning.

Having clarity about who you're working for and what actions you want them to take (we'll discuss that in a minute) means that the content is designed specifically for that avatar.

It's also important in the center of the diagram, or during the first step, to determine where the avatar is on their journey.

Again, as an example, I would speak very differently to a prospect who is not even aware of my brand than I would to existing client who has engaged repeatedly and has high brand awareness. I might also communicate differently with a client who has purchased from me once than I'd communicate with a client that has made multiple purchases, also given me a testimonial and/or made multiple referrals.

So, Step 1 consists essentially of deciding **who** it is that we're going to be producing this content for **and** where they are on the journey.

Specifically, are they:

1) unaware of us (or our brand) but searching for an answer
2) aware of us but not yet engaged

3) aware of us and engaged but not yet a buyer
4) have converted and/or become a client, customer or patient
5) Already a client or customer and they have offered a testimonial, repurchased, purchased upsells, or made a referral

Next, we want to consider Step 2, the Call to Action.

What is it that we want this content to achieve and what action do you want a particular avatar to take? Should they just become aware of us? Should they read or interact with content? Should they make an appointment, have a consult, or make a purchase?

It is important to consider these issues very early on in the process of producing the content as we may produce very different content depending on our goal for the particular action we want taken.

Again, an example can be helpful here.

Early on producing the content I tried to decide if I am asking the prospect to just engage with this article and become familiar with the brand, if I'm asking them to take a particular action such as download a report or watch a video, or am I asking them to take a more advanced action such as calling for an appointment or registering for an event or webinar. Knowing, in advance, what we want them to do and where they are in the process, helps us to create the content in exactly the right way to achieve the result.

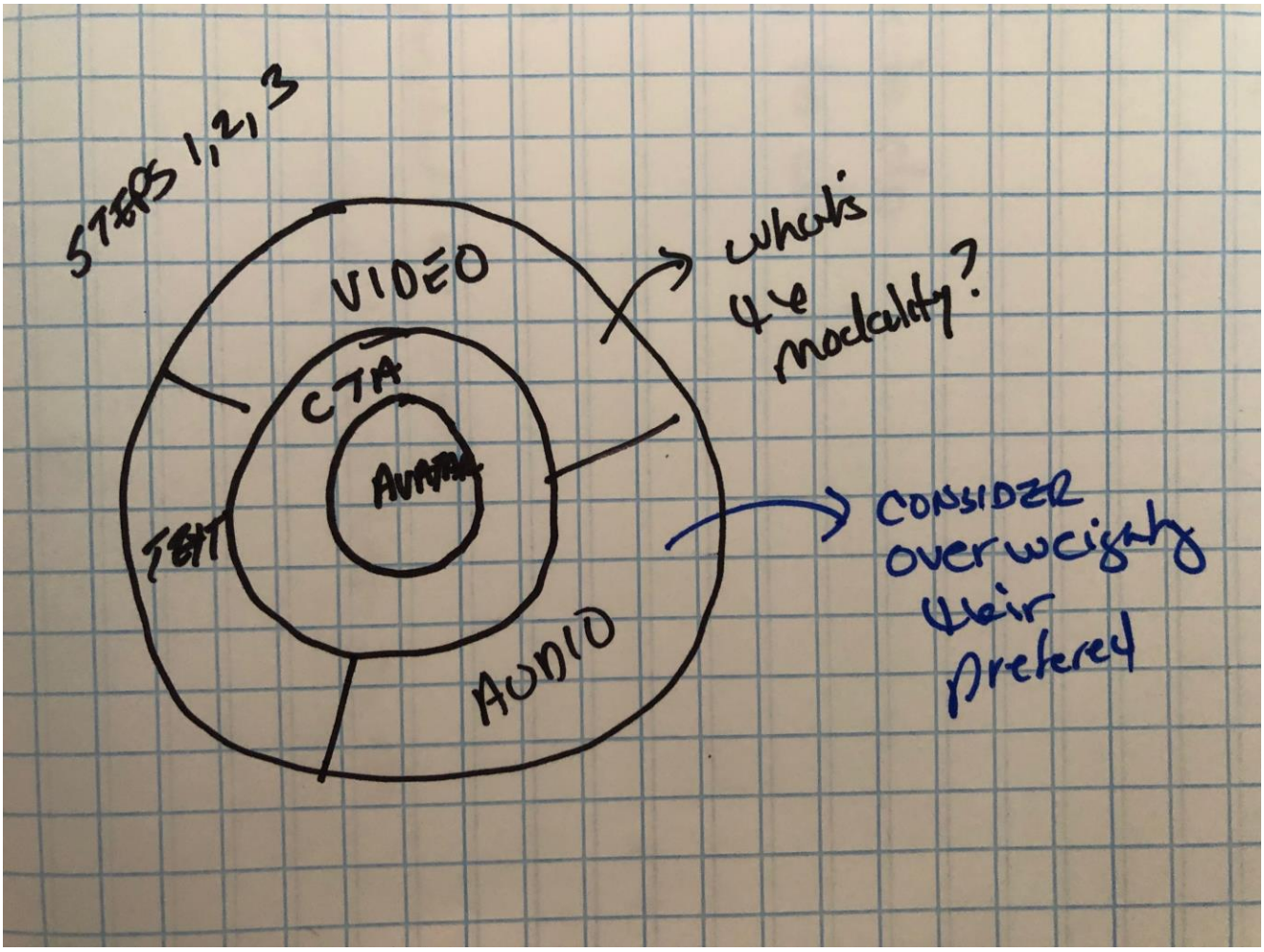
In Step 3 (or the outer ring of the circle in the first diagram below) we decide what modality we are going to use for the content.

Even though many prospects and clients/customers/patients may have a preferred modality for receiving content and information, it's good to vary the vehicle through which the message is delivered.

And, the most effective modality may vary at different points in our appeal and interaction. So at this point we are asking the question "Are we going to produce content that is video based, text based, image based, or audio? Are we going to use an image in any of the content to support the content or to stand alone as a way of conveying the content (think infographic or chart)?

Once we have selected the modality that we'll use, we can diary the creation of the article, video, podcast, brief audio, white paper, infographic, transcript, or whatever we need and set deadlines for when it needs to be ready for review and/or modification. Publication and other factors come next and you'll see them in the next few diagrams.

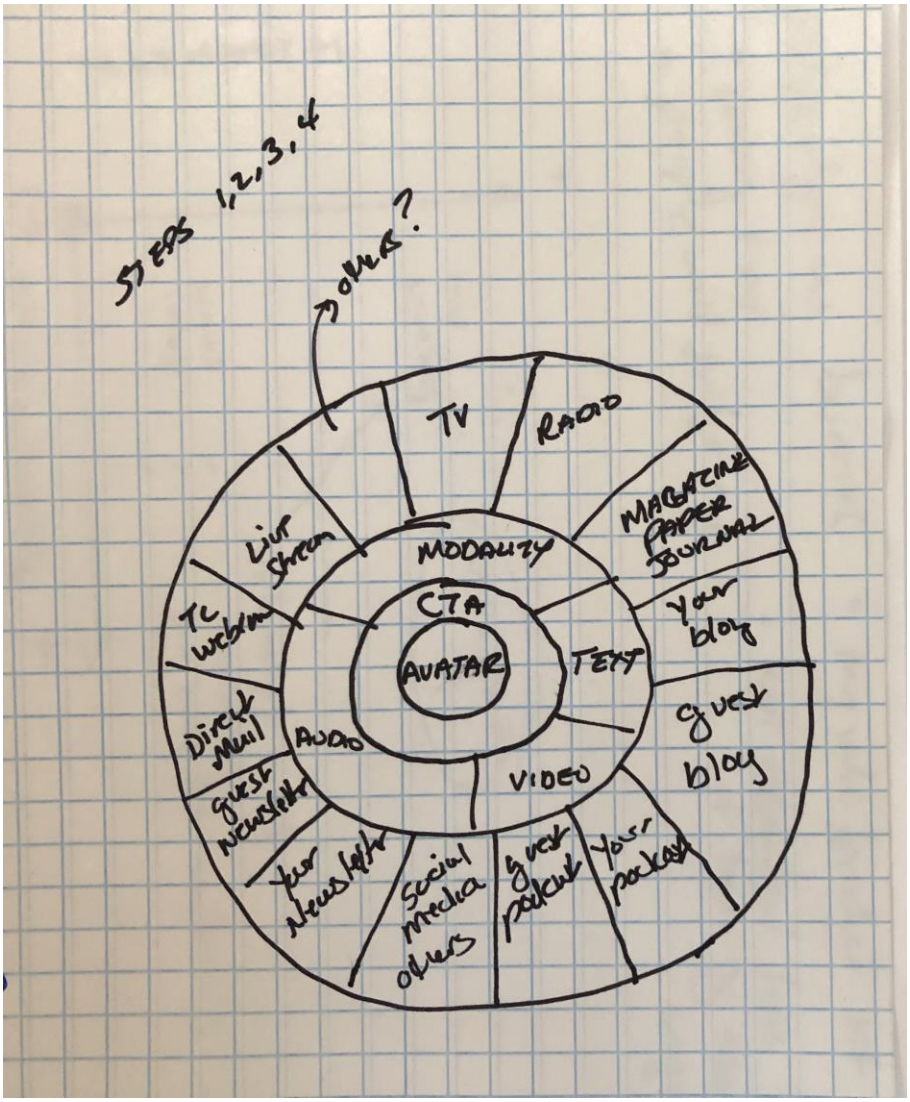
So review Steps 1 to 3 below and then we'll move onto the next diagram.



In the diagram below, we move onto Step 4 – Selecting the particular platform(s) where we will publish the particular content.

NOTE: Initially, I go with one platform or two. I can then judge the response to the particular piece and then decide if it's worth the effort to adapt it to other platforms. As an example, I might start with a webinar or podcast. If it gets traction, I might then use that transcript to do articles or blogs and then also point social media to them. I might go on a mini tour of other relevant podcasts, etc.

Where I ask the question "Others?" I might include email, etc. Can you think of more than you can or should be using?



Also notice in this diagram, as you select the platform to deliver any content that, where the avatar you're trying to reach spends time will matter. Where they are on the journey of becoming a great client/customer/patient may also matter.

For example, when people are unaware or vaguely aware of your brand and the problems you solve for them they might respond to something quick that involves a limited effort on their part. But, as they know and trust you, they will do more and engage at a deeper level.

On the other hand, if a prospect that has a great level of clarity about their problem, and who is actively looking for a solution, may be ready to take action if you appear on a blog or podcast/livecast that they already trust.

Finally, where you already have an audience of buyers, you can appeal to them to take further action, to remain as clients, customers, and patients by using your own platforms, blogs etc.

Experience will take you from guessing about this, to having an informed hypothesis to test.

Also, note, as you review Steps 1-4 that in Step 4 there is almost always your own version of the platform (such as a newsletter, blog, podcast etc.) as well as other people's platforms where your content might be welcomed and might highly appeal to their audiences.

There's also a system there to walk you step by step through that process.

Now let's look at the final level of the circle, and the steps that follow.

Step 5 is the selection of one or more FRAMEWORKS to use in constructing and presenting the content.

NOTE: You'll start with one version (or framework), but if the audience/ avatar is highly responsive to that you can reinforce or expand the message by using another and another to present the same or complimentary material in different ways.

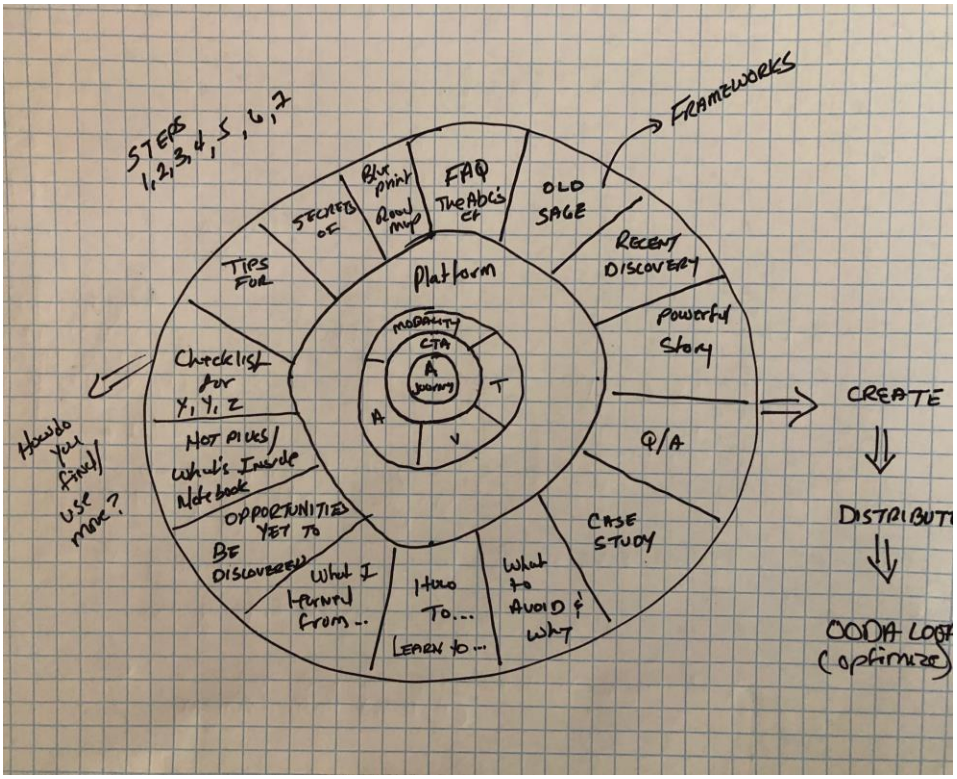
Again, as you progress with your content campaign, you'll get better and better data about what works best at which stage and with your best customers/patients/clients (or prospects).

These FRAMEWORKS are unlimited, but I share a few of the ones that have worked best for me, and for many firms that I have advised through time.

They include, but aren't limited to:

Stories
The Story of Information Shared by an Old Sage
FAQs, A Primer on X, or the ABCs of Y
Tips for…
How To…
Tips For People Who…
What To Avoid When… and What to avoid and Why…
Opportunities for X That Have Yet To Be Discovered
What I Learned From (a particular person, experience, through time, or during travel)
Questions and Answers
How To/Learn To…
Case Studies about…
Recent Discoveries
Holidays,
Breaking news…
Etc.

And for more inspiration on what types of FRAMEWORKS you might include in your own version of the Dave Frees Content System™ see the next two diagrams.



Step 6 is where most people start… Now it's Time to create The Content According to The Elements You've Selected.

Now and only at this point should you be creating, producing, editing in preparation for distribution.

You should be doing this according to an editorial calendar that drives content production and that clearly sets out who in the team is responsible for each stage.

And, you should use a checklist to make sure that all of the steps have been followed and that the right avatar has been selected, that the call to action is appropriate etc.

That brings us to…

Step 7 – Distributing or Publishing the Content

This one has two versions. The first is where you're publishing or transmitting the content on your own platform. You write and mail the long for direct mail piece, email, blog, etc. You launch and promote the podcast to the right audience (remember Step 1). You publish it on your own social media or in an email or snail mail newsletter. You should consider driving even your own audience to it using advertising and/or PPC (pay per click/retargeting) in addition to organic traffic.

Again, loads of lawyers start at the wrong spot and/or produce content that never gets published. Often, the content was bad and shouldn't see the light of day. But often it's great and just never gets across the finish line and that's a waste of resources.

I'm guilty of this myself. Even as I write this, I have several great videos including a fantastic and funny "We Believe Video" shot and produced by the crack Foster Team that hasn't been posted yet. Initially, we held off because the tone wasn't right during the initial stages of COVID-19. But now it's time for some lighter moments.

Finally, here's a bonus.

Step 8 Diary The Time and Perform OODA LOOP Analysis Of The Content <u>After</u> It Is Published.

Most people start at Step 6. They never consider the other factors and never vary the platforms, modalities and frameworks. And, many produce and pay for content that never gets published.

But there's another mistake that this system will help you to avoid.

Almost nobody ever does this but it matters…a lot, and can make the difference in ways you've never imagined.

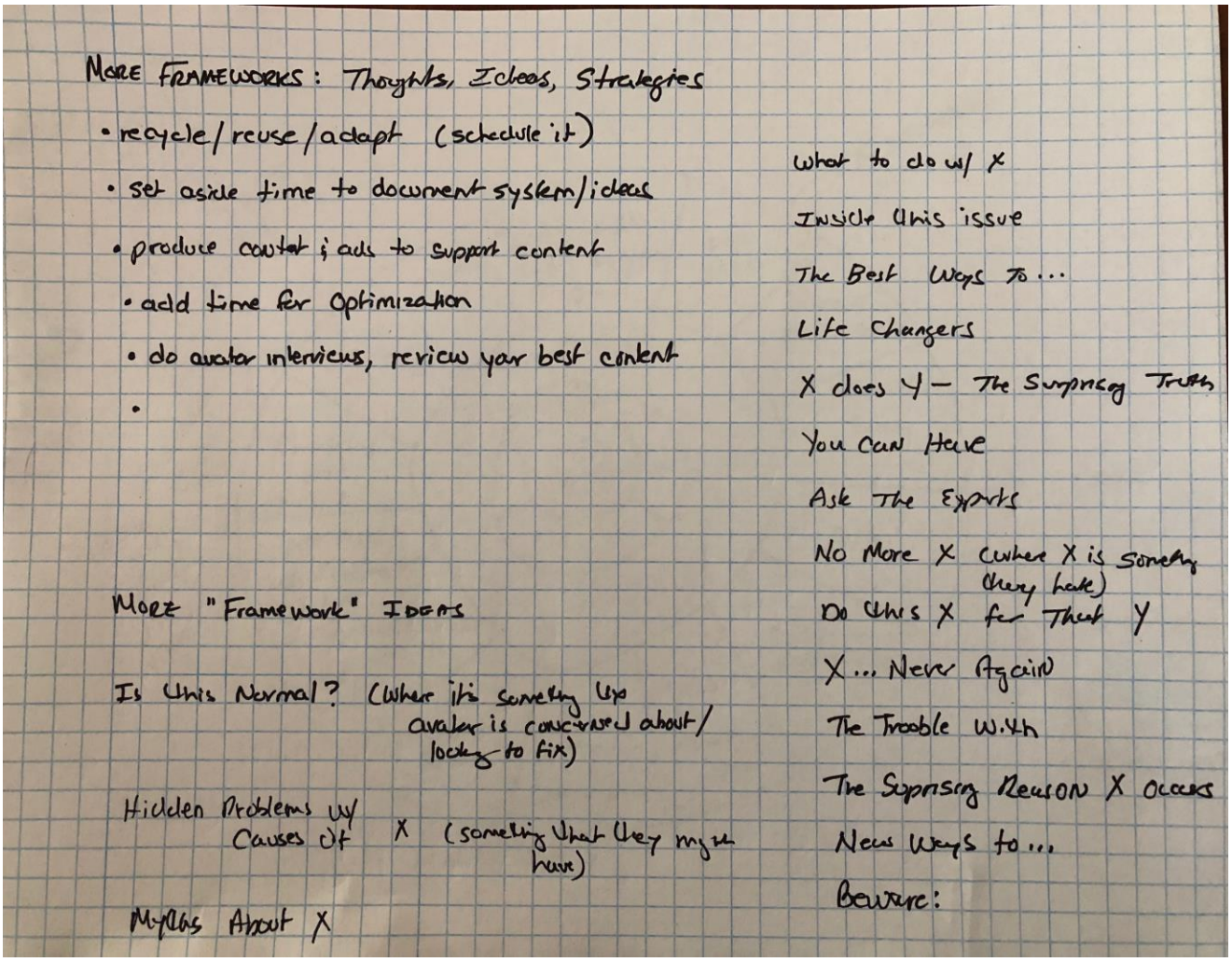
Once people publish content, they give a sigh of relief. They consider it done and over with. They hope for the best.

But taking the time to go back and to review your best performing content: content that reached the right audience, got them to take the right actions, and eventually got them to buy, buy again, stay with you, and/or to refer others, and then to optimize that content (by simply asking and then testing – "What could make this even better?" or producing more content of that type, that addresses that issue or that compliments it, you go from effective to super effective.

You can go from profitable to highly profitable and from good clients/patients/customers, to fantastic versions that you enjoy serving.

So make the time for optimization and next steps.

BONUS: Here's a bonus diagram that really adds to the ideas we've been reviewing. Go and make it work for you. In it I suggest a few more ideas for brainstorming FRAMEWORKS to include in your own version of this system.



THE ULTIMATE CONTENT SYSTEM ACTION ITEM:

Schedule some time with your team and get this done. It can pay dividends for years to come.

Good luck and go make that luck even better!