Business Black Ops November 2020 Issue 35

CLASSIFIED: BBO EYES ONLY

From: Business Black Ops Mobile TOC (Tactical Operations Center) – Currently Supporting Our Team From Somewhere In The USA

Time & Date: 0530 November 14, 2020 UP BEFORE THE ENEMY!

Business Black Ops™ Monthly Mission & Intelligence Briefing

Ideas and Information To Make Sure That You and Your Business/Practice Thrive And Improve Each and Every Day, Month and Year™

What's Inside - Volume 1:

1) The Monthly Message to Members: I'm hiring new people, and very busy seeing record numbers of new and old clients thanks to Uncle Sam's new IRA laws and COVID-19 but… I'm also a planner. And in the last two months of any year I make sure to block significant time in the schedule for long range planning, SWOT & "What's Working/Not Working" ™ analysis, and to develop my management, marketing, and editorial content calendars with my teams from each business. In this and the December Intelligence Briefing I'll share with you the most powerful and transformational habits, principles/strategies, tactics/techniques, ideas and tools I have learned, developed and that I use in my own business and on the Boards that I sit on.

Bonus: I'll help you to adapt, test, and get these gems working for you faster and more effectively using our global implementation model and SWIPE files! Also…

2) What Do McGlynn's Cottage Pies, Long Lines At A Small Town Farmers' Market, and A Fake Book I Never Wrote Called "Paprika Paprika!" Have To Tell You About Improving Your Practice, Marketing, Profit Margins and The Quality of Your Life?

I'll share them with you but you're going to have to be patient…and watch what I'm doing to build interest, curiosity and suspense.

3) A Month of Actionable Leadership Lessons: By Dr. Dave Weiman Hocus Focus…Keeping Your Mind and Team On Task Even In The Face of Extraordinary Distraction

4) More Personal & Tools From The Martial Arts: By Grand Master Somnath Sikdar – Take aways from the live event and what comes next.

5) Updated Schedule, The 2020 Elite Business Black Ops Proposed Events, News, New Members and Field Notes: A few announcements and a reminder to ACCESS membership.businessblackops.com for way more optional free and paid courses, trainings and resources including duct tape escape and videos on "How Do I Use That? SWIPE, ADAPT and Deploy!

6) ELITE EVENT SPECIAL BUT LIMITED OFFER Be A Way Better Leader and Business Agent Of Change by Learning and Using The Techniques and Skills Of Top Level Special Forces Operators, Spies, and Interrogators, To Transform Your Business and To Create and Enjoy An Exceptional Life!

Attend the Seal Team Six Elite Event this spring with one (or more) members of your high level teams!!!

A limited number of members will get a full day of access to Tier One/DEVGRU Seal Team Six Member - Steve B and access to Dave Frees and Dr. Dave Weiman's help in implementing what you learn about high level performance, training and more.

Call Lisa at 610.933.8069 for the schedule and costs of other Elite Events™ – All Are free to War Lords and all members get giant discounts (and all of the bonuses) but these events are small, focused and intensive, so get your spot before they sell out, and bring a team member!

What's Inside - Volume 2:

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

Article 1: SWIPE and DEPLOY File: Actionable samples and a glimpse inside Dave's Notebook and TO DO/DELEGATE List. Including his bonus SWIPE, ADAPT, and DEPLOY files from the last few months.

READ AND USE THESE! THIS MONTH'S EXAMPLES ARE OUTSTANDING!

Article 2: What Dave Is Currently Doing, Reading & Using To Calm The Chaos, Build Margins, Increase Business Entity Value, Stay Happier, Healthier, and Fitter [Especially this winter]. A REVIEW and UPDATE PLUS: TWO "NEW" ACTIVITIES AND PATTERNS THAT YOU MUST START USING!

Article 3: SWIPE "How Can I Use That?" In this recurring monthly column, Dave shares examples of great marketing, sales and management/training, ideas that will inspire you to act and get results.

This is VIDEO month: I've prepared a series of videos but this one focuses on "packaging" from attraction, to conversion and beyond

Article 4: Spy, Survival, and Preparedness: Being ready for anything in life and business is vital to a mindset of success and power. Every month Dave gives you a new set of skills and action items.

This month it's an article on spycraft will help you to be better at doing more of what really matters

Briefing Item #1

Dave's Personal Monthly Intelligence Briefing Message

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

From: Central Command and The Old Man

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

Despite my best efforts (it's a battle for any successful leader/founder with one or more businesses) I am personally busier than ever. **And that's not good. Or at best, it's a mixed blessing.**

You see, for a variety of reasons, I'm "in the trenches" and ***doing*** the work rather than simply thinking more deeply about my life, values, purposes and leading how the team develops and how the work gets done.

To keep myself focused on getting out of this predicament, I remind myself that being "crazy-busy" doing tasks is, itself, a form of laziness. And I'm not lazy so that's a real motivator to get changes done.

But it's hard work figuring out how to get out of the doing and to be more focused on high level thinking, leadership, and coaching your team to do more and to be more.

It's odd but true that the world tries to suck us back into the maelstrom of doing and away from thoughtful/strategic leadership so powerfully and ubiquitously, that it's like washing the dishes. You just finish and it's time to do them again.

The task of staying in balance between doing and thinking/leading never ends. It always and constantly requires our attention and our vigilance.

So we can either become fatigued by that fact of nature, or energized by it.

We can have a Zen like delight in remaining engaged and building the habits of good and thoughtful strategic leaders (knowing that it's a constant battle) or we can give in and resign to the limitations of being the "one who does everything." We can be co-creators of our reality and achieve what we were sent here to achieve or we can accept our fates. We can cultivate focus on what truly matters or we can let the currents of the moment take us where they will.

I choose the former in each and every case.

And as someone who gets a lot of the right things done…thoughtfully and strategically, as someone who does this across a number of businesses and who has achieved some level of work life balance, I'll share those methodologies with you in this month and in the December Intelligence Briefing.

But it's up to you to do something with the tools. You have to find the right ones – for you and for your business. You have to be ruthlessly honest in your self-evaluation and in evaluating the changing business reality around you and what your clients/patients/customers rabidly want and desperately need from you...

And let's be honest.

If you don't carve out the time now, don't get organized about promoting and improving existing products, services, pricing, launches, content, marketing and sales right now, then 2021 will be sub-optimal.

Decide now to identify and then to do what matters. Success or failure are largely up to you, your preparedness and your mindset. Get them all organized, practiced, planned and ready right now.

Why the extensive sharing *AND* the tough love?

Briefly, I want to be super generous in this issue (and all of them) to say thank each and every one of you for "re-upping" and returning for another year of the friendship, networking, community, strategies, proven methods, leadership and marketing training and the actionable content that is Business Black Ops. But most of all, I want you to survive and to thrive in 2021 and beyond.

And if we're bring completely honest (which it seems we are), that's the best way to make sure that you have the "extra" money to keep your membership, the desire to stay the course as a coaching client or newsletter subscriber and the time to make your life better.

Better yet, you don't have to do all of the things in this issue…if you just do a few of the vital few things, then I guarantee it will be worth your investment of time and money.

In fact, one of my guiding principles is that (no matter what your level…from Agent to Operator, War Lord or OverLord), any one tool, strategy, or tactic applied well should be able to cover your entire investment and to produce greater profits, or produce more time and/or efficiencies in your life.

And, I again want to point out that many of the strategies, principles, ideas, tools and techniques featured in the preparedness sections of the Briefing, have taken on new meaning and importance as we watched tens of millions of people being locked down in their homes without enough food and other resources. As I write, it's happening again in Europe.

If you've been following our prepper, spy and tradecraft content each month, you'd be able to survive and thrive if that happened…or even worse. And you'll be prepared for civil unrest and any natural emergency.

But…just a reminder…

Whether it's about your personal survival in a crisis, or your business/practice's survival and growth, it always comes down to your own willingness to act, test and to adapt, and many of you are leaving valuable ideas and information that can transform, improve and boost your business or practice, and to "stop leaving money and results on the table."

I take some responsibility for that because we put so much out to you every month – not because we expect you to use it all - you couldn't - but because we want to make sure that there are a few things for every one of you, your businesses and/or professional practices, each and every month.

So to help you to get more and more value from being a part of the BBO Family, I wanted to once again review the recurring goodies with you so that you or your team can get more and better results from being part of the Business Black Ops team.

And, I have a special treat/offer for you for 2021 that you must grab! Make sure to see the special offer insert and save your spot before the end of the year.

Business Black Ops Monthly Coaching Calls:

Every month there is a group "coaching call" where Dr. Dave Weiman and I deeply research and then present a topic, strategy, process, system or tactic that has been proven to boost or transform an aspect of your business or life skills. These calls often include a list of related resources, but each one is sufficient to allow you, after listening, to deploy the content in your own business/practice/life.

If you haven't been attending, make sure to see the list of all of those calls so that you can listen in the archive and calendar the future calls to get the full benefits of being on the live call.

This month and next we will be reviewing a system to prepare to thrive in 2021!

The Monthly Business Black Ops Intelligence Briefing

Each month, we publish two separate sections of the Business Black Ops Intelligence Briefing.

Volume One (that you're reading now) contains a message from me, usually packed with actionable stories and alerts of trends and experiments that matter to you. It also includes high level strategic thinking on a variety of business and life enhancing topics.

Those topics include high level strategy and strategic thinking, leadership, management, marketing and sales, metrics, systems, allocation of resources, management tools and more.

It also keeps you abreast of what's happening within our community and who has joined…so that you can get to know them, support them, and to benefit from networking with some of the very high level players. You can also get the benefits of sharing and mentoring the newbies.

Volume Two always contains tactical ideas, systems, ads, content, SWIPE files, and systems related to managing and marketing. Every other month we provide some of that content in a video, video series or in interviews with guests.

Volume Two also features some content on preparedness, spy and tradecraft (how they apply to business AND life, and why knowing this information may save your life and the life of those you love).

The contents of these two volumes have the capacity to change any business and your business life balance for the better.

Team Training and Leveling Up

Can't make the calls? Listen from the archive and/or have a team member or partner who'd benefit attend the live call and brief you/implement with you or for you.

Reading the Briefing but not always able to act on the contents? Why not share the briefing as a training tool with your team leads, other leaders and managers within your company or practice?

Members have reported, that marketing directors, aspiring leaders, sales teams and many others have benefitted from this practice, and, more gets implemented and done…each month.

In addition, you also get…

The Business Black Ops Membership Site, Courses & Archived Content

The site is literally packed with back issues, reports, recordings of the coaching calls, and more. Again, it's a treasure trove of ideas for building, growing and

protecting your business and to building a better life, and it's filled with tools that you'd pay tens of thousands to get for your team.

The Business Black Ops Annual Team Conference (In Arizona)

What can I say? If you've ever been, then you don't want to miss it and if you've never been, get it on the calendar right now.

And the 2020 event was a fantastic combination of live (24 attendees) and virtual (14 attendees).

It's Dave Frees and Dr. Dave Weiman and Alex Frees' highest level thinking based on what they've learned over decades of experience, their most recent testing, and from their high level contacts with business and leadership thinkers (some of whom have also been guests or guest speakers) including Lt Commander Retiree and Navy Seal - Jock Willink, Co-creator of NLP - Dr Richard Bandler, One of the Navy's top behaviorists and Elite Interrogator Instructor - Chase Hughes, Business Builder and Famed Marketer - Bill Harrison, Bill Glazer, Frank Kern, and many others.

The Business Blacks Ops Elite Events™ Calendar

These events are small, high-level events designed around a series of topics that have included: Implementing after Traffic and Conversion, High Level Direct Mail, Building a Business Using Video and FAQ's, Boosting Business Margins Through Upsell, Resale and Referral, Engineering Human Communications and Behavior, Deception Detection and more.

This year will be no exception. At many levels of membership you can get these events for free or at Dave's actual cost and save thousands or more on content you just can't find at this level and for these prices.

The BBO Facebook Group

This is a place for members to interact, share ideas and resources and more. Dave checks in regularly so you can also get questions answered and discover new resources.

The BBO Community and Networking

The community of Business Black Ops members is extraordinary. It's comprised of entrepreneurial business and professional practice builders ranging from financial advisors, consultants, lawyers, physicians, therapists, coaches, retailers, real-estate, banking and the world of credit and many more. Their annual revenues range from a million to over 20 million dollars or more and their teams range from solo practitioners (rare in our world) to teams of 120 or more.

The members have collectively experienced centuries of business experience, great successes and nearly "fatal" failures…so they know what to do, and what to avoid, in all aspects of business.

They're an amazing community that have helped one another and who have done many deals together**.**

ACTION ITEM: Review that list above and make sure that you and your team find multiple ways to get more from each month and each year in the Business Black Ops community and family. In particular:

1) Review the list and assign one or more team members to attend the coaching calls if you can't and to share a plan to implement and to use something that they learn each month.
2) Review the Elite Event dates, times, topics and locations and try to attend one or more that seem most likely to produce results for you personally or for your particular business.
3) Review the list of past coaching calls in this issue and identify one or more that you can schedule in the future or review on the website (and consider using one or more as coaching or training for one or more team members).
4) **Make sure you've reserved your spot for the first 2021 Elite event tentatively scheduled for March in the Philadelphia area (close to the airport and an easy drive from NY or DC)** – The first Elite event (which will be both live and virtual) will give our members exclusive access to a quiet and thoughtful Tier One/Seal Team Six/DEVGRU Navy Seal and sniper who went through BUDS a few years after Jocko and who defended this nation at the highest levels (including a stint with CIA). **This is a unique (but limited)**

chance to learn from an elite team member who doesn't make public appearances but will do this for you.

What you'll get:

An entire day of access to Dave Frees and to a true American hero, sniper, and DEVGRU seal team member (let's call him Steve) who was trained to the tune of millions of taxpayer dollars in his deep and powerful skill stack. And he's going to tell you stories of how he put those skills to use so that you can learn and adapt those skills to your own business/professional practice (with live help from Dave Frees and Dr. Dave Weiman.)

What to do and How to Register:

This in-person part of the event will sell out. To hold your spot, you must either: 1) Call Lisa at 610-933-8069 and a $250 fully refundable registration fee will hold your spot (it's free for War Lords but you must register), or 2) go to the membership site to save your place: http://membership.businessblackops.com/ Remember, if the date isn't good for you the fee is fully refundable after the date is announced!

Finally, in 2021 we're going to continue to feature more survival, prepper, spy tradecraft and related topics, as well as how they apply to your business and life. But first, recognize that if you've been preparing as we have suggested and coached you to, you'd easily be able to survive and to thrive in times of civil unrest, during a manmade or natural disaster or even a "two-week" (or perhaps much longer) quarantine for a deadly virus.

If you haven't been preparing, you're at a dangerous disadvantage, and you should go through the back issues and review those topics as well as following them from now on.

In addition, we're going to be doing more to help you with local and global risk analysis, so that you're more prepared for dangers and negative events that are likely and that would otherwise be devastating to the unprepared. More on this in

every issue with some additional space allocated to helping you to use our risk assessment and to create and to act upon your own.

Those who understand and who successfully prioritize risk will always be at a major advantage in preparing for risks, allocating resources to them and to surviving and thriving in an ever changing world requiring anticipation and adaptation.

Well enough for now.

There are some great articles, action items, and SWIPE materials in here.

Go get 'em and start right now the process and the systems to make 2021 an exceptional year that gets you more and better change than you thought possible.

Dave Frees

Briefing Item #2

Be aware of your business and life constraints AND what constraints kick in as you fix the current ones…stories that reveal a better way of looking at success and improvement in 2021…

What Do McGlynn's Cottage Pies, Long Lines At A Small Town Farmers' Market, and A Fake Book I Never Wrote Called "Paprika Paprika!" Have To Tell You About Improving Your Practice, Marketing, Profit Margins and The Quality of Your Life?

Did that headline make you at all curious or are you just reading this out of habit? Either way, this is good stuff, and you'll be happy it caught your eye and that you'll spend a few minutes reading this.

Why?

Well, it turns out, that either *because of*, or *in spite of* COVID-19, the world keeps getting more hectic, fast paced, and chaotic. There are more and more media and advertising channels competing for our time, attention, and resources.

As a result, the essential entrepreneurial task of capturing attention and then holding it long enough to get something done, is harder and harder.

And the risks of failing to adapt in real time become greater and greater.

These two "tasks" takes more and more of our time, money and other vital resources. Yet failure to get and to hold attention, and to adapt to rapid (or even incremental) change isn't an option. Without those skills our businesses or practices are doomed to swift or eventual failure.

In short, adapting to change and capturing and holding attention are still vitally necessary, not just to acquire prospects, but **also** to convert them into customers, clients or patients and then to get their compliance or attention to the next steps in working with you such as…

buying/spending more, making referrals to you, and getting the most out of your representation, products, and services.

For example, I recently had a client couple return, after five years, to revise and to update wills and their estate plans. So we were able, through on going client communications, and the quality of the work and the relationship, to get them to come back. And that alone can be hard. When people finish their estate plan they don't like to think more about it. But we got them to come back…

Good.

But, as part of that updating process, it is necessary to review and often to change beneficiary designations on annuities, life insurance, 401(k)s and IRAs.

That sounds simple enough but it's not. It's hard.

And it can make an otherwise outstanding customer/client experience seem daunting. It can leave a less than optimal impression and can also erode margins in the work. Why? What's the problem?

Well, often the beneficiaries, of life policies and retirement accounts, for a variety of reasons, are different. And attention to detail (especially with respect to IRAs and 401(k)s) is it essential. So it's complicated but very important.

We also know, from long experience, that this becomes a problem for clients because they don't pay attention when we're going through it with them. They forget to actually make the changes, and when we remind them to do so, enough time has passed that they forget what they were supposed to do.

This makes for real inefficiency as they will often have to call us multiple times to take care of this simple task. I'm sure you've never had anything like this with your own clients and your own practice. We have to find ways to capturing attention, get better referrals (from raving fans), and holding the attention until you can get the client to take real and effective action collectively to make a big difference in the quality of your practice and life, and in the quality of the client experience.

Capturing attention, holding attention, and getting things done during that period all matter…very much.

So what's all this business in the headline about farmers' markets, cottage pies, and a fake book called "Paprika Paprika?"

It sounds rather implausible that those three things can help us solve any of the problems above, and even less likely that we're going to learn a lesson that can make our practices more profitable.

But that, my young apprentice, is where you're wrong. Very wrong.

However, there is still time to get this right. You just have to understand a few core concepts that really matter and that drive success in these areas.

To find out how they relate, and specifically what you can do to boost profitability, to capture and hold attention, to get more benefits for your clients and reduce stress for yourself **read on…**

Just this weekend I went to a farmers' market in the sleepy little Eastern Shore town of Chestertown, Maryland. It's hard for businesses to thrive there because the marketplace is so small and rural. In order to succeed they **really have to think about their business models.** They **have to know their customers extremely well** and they have to **serve those customers' needs, in just the right way.** They have to **get the right pricing** and **balance the small-town environment with their need for profit margin**. Which can also mean trying to attract weekend visitors from DC and Annapolis.

There's just not much room for error.

However, there is a bustling weekend farmers market. People want to buy fresh local foods now more than ever and the farmers' market, its vendors, marketers, and curators, have figured out various niches that excite town's people **and** weekend shoppers.

But one stand in the farmers market shines even a little bit brighter than all the others. It's a newcomer. It's called McGlynn's Cottage Pies. And

while I have been hearing about its expected opening for months, it's only been open for six weeks.

Every week the meat pies were sold out before 0900, or 9:00 AM to us civilians.

Every week I came earlier and earlier. But to no avail. They sold out every time before I got there.

The line to buy meat pies was twenty-seven people deep at 0823.

A few weeks ago I asked the owner why she didn't make more pies or offer pre-orders. The owner told me it wasn't her production capacity… she had access to a large commercial bakery. But, since they sold them frozen and ready to bake, it was her freezer storage capacity.

She could only make **and store** 180 between farmers' market days.

And if she took pre-orders she'd never have any to sell at the farmer's market (and that's the primary way she gets known and will be the foundation of her expansion – once that's possible.)

So there was a bottleneck. The freezer capacity.

So after a few weeks (to be sure that she was a hit) she used some of the profits and took out a loan and bought a new freezer (that's the latest news when I talked to her after she sold out…again).

But, there was a new bottleneck almost immediately. Now, as she said, she needs "minions." She needs people to help her to expand her capacity without her doing everything and burning out.

So she solved one bottleneck but was faced with another.

And there are many reasons to think about where your own bottlenecks are located (and when you cure that one, where will the next one occur?). What are the constraints on you charging, doing, or making more?

Many people and businesses doing good work become wealthy *just* by successfully answering those two questions. Think about it.

ACTION ITEM: Set aside the time to think deeply about this and to document:

What, who, and where in the system/process are your constraints on doing more of your best work and highest margin work?

Where are the constraints on your happiness and excitement in your business and your life? NOTE: This question involves extreme success and possibly high levels of danger. Confront it at your own risk but move carefully and thoughtfully.

Where are the bottlenecks and how can they be solved without sacrificing your goals and desired outcomes?

If you solved these bottlenecks or constraints, what would come next?

Now back to the pie stand. That second level pie bottleneck still isn't solved.

But people in town are lining up for these things. The word of mouth is so strong (and the product really delivers) that folks aren't even mad when they can't get one. They just become more determined to get one or more the next weekend!

And, for the first time (and before I knew that the owner bought a new freezer), I heard another shopkeeper in town (the owner of Chester River Wine and Cheese – another premium priced food supplier that caters to the high end local market and to provisioning weekend visitors and boaters) suggest that **"We should all start looking for freezer space or get together and buy the pie shop a bigger storage unit."**

Think about that.

Now that's a business that's going to survive (the usual startup risks and woes) and then thrive (if it's not already thriving).

ACTION ITEM: What can you add to your process, practice, or services that makes the experience so good that word of mouth is explosive and people don't mind any of the negative aspects? What makes people want to solve your problems for you?

So did I finally ever get a pie?

Yes! Today I finally got three pies (I'll share): BOM (Beef, Onions and Mushroom with Jarlsberg cheese), Beef Vegetable, and Apple.

So now you probably want to know if they were any good.

And you're probably wondering "What are the additional lessons/ takeaways? And how do we apply them to our professional practices?"

Well I'm going to answer all of those questions.

Just be patient…it's worth it and I'll get to that in just a moment (depending on your reading speed). BUT first let's also consider the story of the fake book that I never wrote - "Paprika Paprika!" and how it relates to all of this meat pie business and more of your own success and happiness.

About a month ago, I saw another husband and wife estate planning client who were back for the second time (after ten years) to redo and to update their wills.

I always ask new clients how they came to see me but in this case, as they were returning clients, I didn't. However, the husband reminded me that 25 years ago…we first met at a party.

He said that I was introduced to him as a "will lawyer and an author."

He said the next part was "burned into his memory"…

When he asked me if I wrote books on the law I told him "No." but gave no further answer. I just smiled and kept looking at him. He said the pause and the silence made him "crazy."

He said he remembered thinking that he "…really wanted to know what I did write about." He added that the "curiosity was killing me." So he asked me, "What ***DO*** you write about then?"

And he then proceeded to tell me (and I remember it just this way as well) that I laughed and said that I was a lawyer AND "…an amateur chef" and that I "…had written the definitive book on the spice Paprika."

He said he was skeptical but unsure if I was kidding him or not. And therefore, dutifully asked about the title. According to him, I responded, without hesitation, that it was, "of course, 'Paprika Paprika'!"

Still skeptical, he asked a mutual friend at the party (who is a fellow jokester) and that she confirmed the story of my culinary book writing skill.

Side Note: It's great to have friends who have your back when it comes to innocent fun and storytelling.

Now over the years I have edited and written a number of books on a variety of topics. But Paprika was not one of them. He eventually would have discovered this, even in the pre-Amazon days.

However, the following week, I sent him a note with a bottle of high end paprika, a bottle of smoked Paprika, and a confession that I was just kidding/teasing but that it was true I loved food and writing about it.

His response?

He said he was sold and would "never have another lawyer do work for him." He loved the joke, my storytelling, the eventual confession, and the gift.

Now he could have been mad. He could have felt I was lying to him. That I was not trustworthy. But he didn't. He loved the stories I told that night and he loved the little joke. And he told me, as he was hiring me, that he was always skeptical of lawyers and never met one, until that night, with a sense of humor.

And he has remained a client for decades.

So now, that we've talked about the farmer's market, McGlynn's Cottage Pies, and the fake book "Paprika Paprika!" it's time to review some additional lessons and to start asking if any of these can be applied to our practices.

LESSON ONE: Find and cultivate ways (that are authentic and in alignment with your purpose values and mission) to capture attention, create curiosity, and to build a loyal fan base – Even before the pie stand opened at the farmers' market, they found ways to tickle to community's interest and to catch their future buyers' attention.

There was an announcement in the local paper. There were advanced and raving reviews of the savory meat pies.

They had a booth set up with a sign that said coming soon. And they manned the booth and told their story…including the fact that they had a limited production capacity (really, as we noted, a storage limitation).

So when they did open, they sold out…within an hour. And the product was as good or better than expected. In fact, they're fantastic. (Note: They're frozen and you just do an egg wash and bake them for 20 minutes then turn them and continue baking for 20 more… and they're perfect).

The owners then stayed at the booth and apologized to the long remaining line of customers for running out - but reminded everyone to come back next week. The thing has a little bit of a competitive feel and it's like winning the lottery when you get them.

Week after week they sold out.

But people keep coming. The market opens at 8:00 am and they're sold out earlier and earlier each week since the big lines keep coming… earlier and earlier.

That causes new people to see the lines and to be curious about why the pies are so good. So the lines keep growing.

They also have a big SOLD OUT sign each week. And that keeps interest high.

So there's amazing loyalty and demand. But there's also a bit of a problem…the bottleneck.

Let's look at both things in terms of your business/practice:

In your business/practice, you should identify your top offers and find ways to offer them (or information about them) in new ways and ways that capture attention AND create curiosity and therefore the desire for more information. A little bit of "new and improved" as well as real scarcity goes a long way on those points. And as you do this, schedule the time and assignments/delegation to get this done on a timeline.

In our case, we are preparing to launch a new version of our asset protection planning. That sounds boring. But a new and even more "Bulletproof Legacy Protection Trust" that "…protects your surviving spouse, children and grandchildren (and the inheritance, YOUR LEGACY, that you leave them) from divorce, lawsuits, business liabilities, and even car accidents…sounds much better.

It should, because we have taken those concerns from hundreds of conversations with our best clients about what they most valued in dealing with us.

In promoting the new launch, we are explaining that due to "high government deficits and debt, estate tax rates are only likely to go up." For that reason, we'll also be adding and emphasizing tax saving features as well!

When will this be announced? Soon.

When can people get it? It's "Coming in Q1 of 2021."

What do they need to do NOW to get early access when it's available? Register to receive the updates on the launch. They can call or opt in online.

When they do, we're able to provide them with more and better marketing and information, order forms etc. we can host Zoom calls and webinars to prepare them, explain the benefits and the pricing as well as what to do to be ready.

So, like the pie shop, we catch and hold the attention of our best possible buyers for this product, and create both advanced curiosity and demand.

Like the pie shop, we have a limited number of lawyers with the knowledge and skill to provide these services and to customize them to the clients' particular needs. **So we will sell out of spots fast**. But we will keep a list for people as soon as they become available.

It's important to act now. Urgency to action (like getting in line for the pies) drives sales and happiness with the results.

ACTION ITEM: In addition to discovering your current bottlenecks and constraints (then brainstorming solutions and enhancements) it's important to think about how to take a product or service to the next level, to make it new, to catch and hold attention, and to create raving fans and demand.

Set aside the time to do that and then to implement the plan.

LESSON TWO: ***Really*** Know Your Client Avatar for All of Your Products and Services But Especially Your Best and Most Profitable Products/Services (Including what they need, want and the problems that they're facing) - as noted earlier, the town of Chestertown is small. Its service area is small and it's surrounded by farms. The town's mayor (I'm not a fan of this mayor like I am of Phoenixville's but that's a story for another day) shut the farmers' market down during the first few months of COVID-19…despite the Governor's order to keep farmer's markets open.

Some markets would have died during the shut-down as people became more used to shopping inside large supermarkets (as they were forced to by the stupid mayor).

Yet here it is, as robust as ever. Why?

The organizers/curators of the farmers' market know what people (in particular their regular weekend buyers) want. And they have taken the opportunity provided by the shutdown to remind people how much local farms and foods matter. They have curated a collection of vendors, farmers and food producers that is synergistic and fills those community needs.

And when the mayor shut them down, they found a way to reopen (despite his constant attempts to thwart them) and to reach out to the public on issues related to the spacing of the booths, the fact that it's outdoors and not a crowded supermarket etc.

They had a rabid and strong community of buyers and they have cultivated them, given them a consistently great experience (with occasional surprises), and have adapted to all of the changes in order to serve that market.

ACTION ITEM: So who specifically is your perfect buyer for each of your best products and services? Of those buyers, is there a smaller subgroup that buys even more than everyone else? Or who makes more and better referrals? Identify them, thank and reward them, engage with them, and make them happy that they're your super buyer. Make their experience even better. Ask them what else they want and need. Ask them what problems they need solved? Ask them what's great about the client/customer experience and how it could be even better. The make informed decisions to make that even better.

LESSON THREE: Be More Interesting, Curious, Curiosity Provoking, and Possibly Even Funny or Entertaining BUT MORE Authentically You.

So in telling you the Paprika story I'm clearly not suggesting that you behave badly at parties as a marketing technique. But *I am* suggesting that humans want to be entertained, they love curiosity and surprise. And we've

already established that. So find more ways to provide entertaining information, tools, and offers.

LESSON FOUR: Make Your Process, Products, Client Experience and Services So Good That People Can't Stop Talking About Them To Others.

We all like to think that we're the best at what we do and that we've done the best to design and to deliver a superb client experience. Hopefully, we have. But there's always room for higher levels of excellence and for client delight.

And often, when we really achieve something unique and special, that only we can deliver (because we're unique and our teams are as well) then the experience is like the pies. It's so good that people talk about it, line up and drive more and better clients to us.

That in turn allows us to raise prices and margins as there's more demand than the supply to go around.

In a perfect world, we'd also be able to solve the bottleneck and to reach more and more people (have the freezer space for more pies each week). But, sometimes we don't need to grow just for growth's sake and, at a certain point, growth may begin to detract from the unique and powerful experience that made our work so popular.

There's a tension there and no easy solution. But you always need to be aware of that tension and to be intentional in how you grow.

So in the end, was I right?

Were there lessons from McGlynn's Cottage Pies, Long Lines At A Small Town Farmers' Market, and A Fake Book I Never Wrote Called "Paprika Paprika!" About Improving Your Business/Practice, Marketing, Profit Margins and The Quality of Your Life?

Hopefully, the answer was yes. If not, you need to get some help and a sense of humor! Just kidding….I'm sure either way you're fine. But the readers who are always asking "How can I use that?" when they see a new idea or another business (especially an old business or a start-up) that's thriving in especially tough times will be massively more successful than those who blow past these thought provoking "lessons."

So go watch the world, build your business or practice and stay happy…even in the face of adversity.

Briefing Item #3

By: Dr. Dave Weiman

A Month of Lessons on Leadership – Hocus Focus…Keeping Your Mind and Team On Task Even In The Face of Extraordinary Distraction

A recent article in *TIME* by Jamie Ducharme (*Struggling to Focus? How to Improve Your Attention Span When the 'World Is Sick'*) noted how difficult it is to concentrate due to the prolonged stress of a global pandemic.

Chronic stress is one of the most difficult types of stress to combat. One reason is that if we are unsure when a stressor will end, we tend to be on higher alert all the time. Under those conditions, even a small thing unrelated to the main cause of our stress can cause us to react in maladaptive ways. You probably noticed this when you are out in traffic or at a store and you get more frustrated than usual with something that previously would not have bothered you as much.

The *TIME* article has excellent tips for achieving better focus right now:

First, the author recommends you **cut yourself some slack** if you are not performing as effectively as usual right now. The last thing you need is more pressure on yourself.

Another excellent tip is to **take breaks outdoors**. For years, health experts noted how much we benefit from being outside. There is something about nature that feeds our minds. Also, if you've been staring at a computer all day about 12 inches from your eyes, walking outside helps relieve eyestrain as you start to focus on things at a variety of distances.

Finally, the unexpected things you see on a walk can stimulate new ideas for problems you have been trying to solve.

Also, the author suggests **scheduling activities based on when during the day you find it easiest to perform that task**. For example,

if you tend to write better in the morning (that's true for me) block out time for writing in the morning. You might find that one hour of writing when you are most productive can be worth two or three hours at times when you are less energized/focused.

To add to the ideas in the article:

- **Take time at the end of the day to review how it went.** When did you have the most focus? What contributed to you getting more done? Note what the "success factors" were so that you can use them in the future.

- **Take breaks throughout the day, whether you think you need them or not.** By the time you feel stressed, you likely already were. So, plan to take brief breaks of even five or 10 minutes, 2 to 3 times a day, whether you feel you need them or not. You will come back from those breaks with better focus and energy for the next task.

- **Talk about it.** People in leadership roles often avoid talking about their own stress. They want to appear strong. But trying to soldier through a great deal of stress by oneself is not the most efficient or effective way to thrive. Make sure you reach out to others to share the challenges you are facing. Not only will you benefit from their support, but they may have simple solutions to help you get over, around, or through those challenges.

A NOTE From Dave Frees: Dr. Dave is focusing on the day. But note that many of the recommendations about preparing for success in 2020 use the same techniques as applied to the longer time horizon: 1) Take time to review how things are going, 2) take breaks throughout the day (or the year for that matter and block time to think and to travel to stimulate new ideas of how to accomplish any task or goal), 3) Talk about it – in business this might mean higher level coaching, networking, masterminding and being part of a network of like-minded founders/owners/operators.

Click here to contact Dr. Dave Weiman: https://www.weimanconsulting.com/contact-us/

Briefing Item #4

By: Master Somnath Sikdar

Dave Frees' Note: This article by Somnath is more than a "quick summary." It proves the value of good habits, and solid practices as a way to achievement and going beyond the ordinary. Most business owners never do any real continuing self-development and leadership training. Of the few who do, they merely attend and think that they've done something. There's just the smallest of business owners who do more and then have a practice of review and evaluation. Read it. It's a quick but powerful and thought provoking piece….when viewed in the right way.

Takeaways from the 2020 BBO

Every year, I try to do a quick summary of my biggest takeaway(s) from the annual Business Black Ops Conference. For many of us, BBO is one of the most pivotal events we attend all year.

In 2020, it might have been the only event you attended all year.

Of course, it wasn't *the same.* Due to COVID and social distancing requirements, we all had individual tables and we spread out in a much larger ballroom.

Many of our colleagues attended via zoom. Interestingly, this is something that we would have deemed "impossible" in previous years. Time zones, technology, bandwidth, quality of experience all would have been perceived as obstacles in the past. But, in the year 2020, we've had to make the seemingly impossible, possible.

The content provided by Dave, Dr. Dave, and the guest presenters was top notch as usual. It's not just about the content. Dave also puts together an experiential component to help us expand our comfort zone, our minds, and our capabilities. But, it's not limited to this intrinsic benefit. It is also a *shared-experience* with our BBO compatriots enabling us to let our guards down and get to know each other better. It builds rapport and engenders trust, opening the door for freer and better exchange of ideas.

This year, we again visited the Scottsdale Gun Club. I hear that since many couldn't attend in-person, Dave postponed **Gong-Yoga** till a later year when we can *all* be back together again.

Using a deadly weapon is an incredible metaphor for life and business. Before heading to the range, we watch a safety and educational video. At the range, there are safety protocols in place to help ensure everyone's safety. There's a specific way to carry your weapon, enter the range, unbox the weapon, load the weapon, practice, and then finally stow the weapon. Proper clothing, footwear, ear-muffs, and eye protection are a must.

Dave also hired professional range personnel to oversee the group and participant-coaches at every lane to help the more inexperienced shooters. The range captain was an intimidating mountain of a human being but turned out to be a knowledgeable and approachable coach with some great pointers for even the seasoned shooters. Never discount the value of deep skill.

Often deluded by movies, shooting accurately is much harder than most first realize. It's best to start with a close target. Begin by understanding the grip and feel of the weapon and then eventually the trigger. How do you use the sights? Can you keep both eyes open? Are you anticipating the kick? Are you slapping instead of squeezing the trigger? Are you inhaling and exhaling or holding your breath? The list goes on…

As people develop new skills we go through a specific and sequential process. This process happens faster for some and slower for others. Sometimes, we are not self-aware of the steps.

1. Unconscious Incompetence – We don't know what we don't know

2. Conscious Incompetence – We have become aware of the things we don't know (or can't do)

3. Conscious Competence – We have the knowledge and/or ability, but it takes specific and deliberate effort

4. Unconscious Competence – Our knowledge and skills have attained some level of automaticity.

This can be applied to the individual or the team.

It's best to start with the target close, at most three to five yards out. That's only nine to fifteen feet. Think about how close that is. It's about three strides, and only slightly farther than the 6-feet social distancing requirement. (it's so close, that I could probably get to you before you can fully draw your weapon, let alone fire it). Yet, many will not be perfectly accurate at that range under little to no stress or pressure.

Testing under stress and pressure is an important aspect of being able to use a firearm (or any skill) effectively for self-defense. It reveals where you are on the continuum above. It exposed the difference between "in theory" and "in-practice".

More broadly, this can be applied to any skill for the individual or system for the team. Do the systems work as designed? Do they work as intended under anticipated pressure? Do they work as intended under un-anticipated pressure? The realities of 2020 have been very plain at determining that.

This wasn't a big takeaway from the event for me. In my presentation, "The Falling Blade has no Handle" I discussed the calculation for spherical volume. It's an example Dave uses often to describe the expansion of one's comfort zone and consequently one's capabilities.

The volume of a sphere is proportional to **π**r3. The radius, the "r", is the thing we can do or change. A small change can lead to a cubic benefit. If we increase the radius by 2, we get an increase of volume of 8. Pushing our limits in one way has the potential to help us in all ways.

The accuracy, or lack thereof, in target shooting is another example of this. Without diving too deep into the trigonometry, here's how that works.

Let's say that at 3 yards you are 1 inch off bulls-eye.

At 5 yards you will be 1.67 inches off target.

At 10 yards you will 3.33 inches off target.

At 25 yards you will be 8.33 inches off target.

The entire paper target is only 16 inches wide. Potentially, you've missed the target entirely, not just the bulls-eye. This is the negative, but important take. **If we're misaligned, we need to make corrections sooner than later.** The longer we wait, the farther off we'll be. **There must be a mechanism to identify the need for and then make the corrections along the way.**

Editor's Note From Dave: And, we have to make a system where we – or someone on our behalf – takes the time to examine the mechanism for alignment.

On the positive side, this paints quite an optimistic picture.

Making a small change now can lead to a significant delta in the curve in the long run. Many (most?) of us are in survival mode – *or could be at any time depending on shutdowns and other external factors.* We are just trying to keep the curve flat, forget about a positive slope. But, so is our competition (we assume).

Now is the time to push ahead. Making a few (highly focused) small efforts can reap huge results down the road.

Survive to thrive.

Somnath Sikdar

Briefing Item #5

Monthly Business Black Ops Coaching Calls
Updated Schedule and Tentative Topics

NOTES, COACHING CALLS & ACTION ITEMS:

For best results and to get the most for your business or practice out of the monthly coaching calls *join us live or make sure that a trusted leader from your company/team joins!*
Also remember to *schedule the Elite Events you want to attend in 2021 and let Lisa know so she can save your spot. They're small, powerful, and effective BUT…they always sell out early!!!!*

The calls are a great break in your day and you'll be more productive and better informed! And the Elite events are laser focused on systems and resources that we'll show you how to use to explode sales, profits and value in your business or professional practice.

NOTE: In addition to free access to the monthly coaching calls and free access to Elite Events, War Lord and OverLord™ Level Members get all of these calls plus their own individual/private monthly coaching AND significant discounts on our other consulting and training events and programs.

Upcoming Business Black Ops Coaching Calls:

NOTE: The call topics are subject to change depending on the progress, needs of the group and events driving the markets.

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

2021 BBO CALLS:

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

January 19

February 16

March 16

April 20

May 18

June 15

July 13

August 17

September 21

NO CALL OCT – LIVE EVENT

November 16

December 14

If you missed a call look for it in the Archives below. The archive is currently available at no extra charge for Founders, Special Operators and War Lords.

Membership.businessblackops.com/coaching-calls

All other member levels can purchase previous calls a la cart or upgrade to get unlimited access. Call Lisa for upgrade or to buy access to archived calls.

Call Archive for Review and Action:

Just a quick reminder that you should take the time to review the calls you missed. Alex has set them up for easy access on the site and you can listen to them on the phone or in the car if you can't find the time to do it in the office.

ARCHIVED CALLS

Here's the link to the resources page to access the calls:

Membership.businessblackops.com/coaching-calls

January 2018: Force Multiplier Topic: Using Systems To Build Better Cash Flow and Entity Value: How & Why To Get Your Team To Build Them For Marketing, Sales, Customer Service Management, Hiring, On-Boarding, Training, Retention, and Referral

February 2018 Force Multiplier Topic: A Fountain of Youth and Wealth: How Upsells Help You To Maximize Profits, Improve Cash Flow & Client/Customer/ Patient Experience & Build Elusive Entity Value

March 2018 Force Multiplier Topic: "Marketing" To Your Staff and Team: Hiring, Training, Building and Managing An Optimal Team Using Your Marketing Prowess

April 2018 Force Multiplier Topic: The Agora Marketing Models: Look over Dave Frees' shoulder as he takes apart some of Agora's most effective marketing and shows you step-by-step how to get these strategies and tactics working for you… right away.

May 2018 Force Multiplier Topic: "Rosetta Stone Intelligence Briefing." Dave and Alex are returning from 3 full days with Dave's friend, Perry Marshall's first major event since Dave met Richard Koch (or the 80/20 Rule).

This one will focus on building equity in your business. They will share everything that matters to them and what they're doing at the highest level.

June 2018 Force Multiplier Topic: Dave Frees and Dr. Dave Weiman - Delegation On Steroids: Creating More Time To Be More Of Who You Really Are Without Sacrificing Profits and Client, Patient, or Customer Experience.

July 2018 Force Multiplier Topic: Reactivation Campaigns: Getting Existing Clients/Customers/Patients To Repurchase, Buy Up or Refer. In this webinar Dave Frees and Dr. Weiman will review a step-by-step direct mail and email campaign (with a retargeting ad and on line options) for getting existing customers to buy, buy more, or to refer more and better customers/clients and patients.

August 2018 Force Multiplier Topic: Dave Frees and Dr. Dave Weiman – Applied PsyOps and Implanted "Marketing Messages," "Offers," "Conditioning/ Indoctrination," and profit boosters in your social media, books, infographics, blogs, reports, podcasts, and videos. Never stop your PsyOps!

September 2018 Force Multiplier Topic: This call will be focused on last minute preparation for the Fall Event in Tempe. We'll review the "mission prep assignment," specific wants and desires for things to be covered, arrival times and structure of the event.

No Call in October due to live event!

November 13, 2018 Topic: So Where Do We Go From Here? Applying Force Multipliers for The End of The Year and Beyond. This month we'll do a recap of the event, with specific QA on follow up actions, ideas and early results from members. We'll also cover the 2019 agenda of live events so you can get them on your calendar.

December 11, 2018 Topic: Strategic Planning For 2019 and Implementing a Marketing/Content/Sales/and Finance Calendar.

January 22, 2019 Force Multiplier Topic: The Secret Strategy To Maximizing your business practice value and improving cash flow and profitability. There is one major strategy that, when deployed, can add tens of thousands to millions of dollars to the bottom line and to the ultimate value. We'll reveal the strategy and the steps to implementing it.

February 12, 2019 Force Multiplier Topic: Selling, Presenting and Marketing One To Many Through Presentations, Webinars and More. Specific strategies and tactics for greater leverage, higher margins and better results.

March 2019 Force Multiplier Topic Part 2 of 2: Selling, Presenting and Marketing One To Many Through Presentations, Webinars and More. Specific strategies and tactics for greater leverage, higher margins and better results. Focus on the marketing of events and making small events more profitable.

April 2019 Force Multiplier Topic: Understanding and Using Dave Frees' Business Black Ops Matrix/Model for creating ads, headlines, reports and blog/content titles that draw in and convert the very best clients/patients/ customers. Whether or not you're creating ads, content, videos or other marketing tools and tactics, you'll want to understand one of the most powerful tools for creating great topics, ads, headlines and bullets that sell.

May 2019 Topic: Couldn't Make It To The Business and Practice Building Summit? Well, while there's nothing quite like the real time mastermind experience, get a briefing as Dr. Dave Weiman, interrogates (we mean interviews) Dave Frees his newest creations, the value matrix and more with quick skills suggestions from attendees on the strategies and tactics they learned and have been testing/applying to drive profits and revenue.

June 2019 Force Multiplier Topic: Couldn't Make Traffic and Conversion? 17 (Or More) Quick Tips - Get a Briefing from Dave Weiman, Dave Frees and Alex Frees on the strategies and tactics they learned and have been testing/applying to drive profits and revenue. Get your marketing director on this call if you can't make it.

July 2019 Force Multiplier Topic: Frameworks for Business and Life – If They're Good Enough For Charlie Munger (Warren Buffet's Partner) Then You Should Be Using Them Too.

August 2019 Force Multiplier Topic: Pricing – A Quick Guide To When And How To Increase Pricing and Margins. This one will be filled with strategies and tactics. We got rave reviews about this call and a request for more on the topic! If you missed it go to the membership portal and listen in ASAP!

September 2019 Force Multiplier Topic: Preparing To Get The Most From The 2019 Live event. Get the secrets used by past top performers to get the best results from the event and get a jump start!

October 2019 NO CALL – Live event in Phoenix.

November 2019 Force Multiplier Topic: Reviewing and Implementing The Tools and Strategies From The 2019 Event.

December 10, 2019 Topic: The call will be dedicated to preparing for 2020 with a specific emphasis on better marketing, management, training, and KPIs…the things that really move the needle on happiness and profitability.

January 6, 2020 Topic: Using FAQ's and case studies to optimize marketing to the best client avatar.

February 11, 2020 Topic: High Performance and Million Dollar Habits, Systems and Mindsets

March 10, 2020 Topic: I'm Stuck - Identifying and getting past what's holding you back (in leadership, management, marketing, or growth)

April 14, 2020 Topic: Work the Problem: Staying Focused On What You Can Do And What's Actually Working And Resources For Surviving This Crisis And Beyond. Ideas and powerful information from Dave Frees and Dave Weiman

May 12, 2020 Topic: Cognitive Bias (Part 1 of 2) - Two sides of the coin in building and protecting your business or professional practice.

June 9, 2020 Topic: **Cognitive Bias (Part 2 of 2)** - Two sides of the coin in building and protecting your business or professional practice

July 14, 2020 Topic: The Difference Between Building a Business and Selling Through Promotions - There's no one right answer but you must avoid this one terrible mistake.

August 11, 2020 Topic: 7 Ways To Feel Better And Stay In Charge Of Your Business Or Practice While Remaining Healthy And Super Productive

September 8, 2020 Topic: Preparing for the BBO Live Event in October

October - no call - live event

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

If you missed these, please remember that War Lords, Special Operators and Founders do have access to the archive of calls at no extra charge and can catch up by going to the membership site:
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All other member levels can purchase previous calls a la carte or upgrade to get unlimited access. Call Lisa for upgrade or to buy access to archived calls.

Briefing Item #6

2021 ELITE EVENT 1 - SPECIAL BUT LIMITED OFFER

Be A Way Better Leader and Business Agent Of Change by Learning and Using The Techniques and Skills Of Top Level Special Forces Operators, Spies, and Interrogators, To Transform Your Business and To Create and Enjoy An Exceptional Life!

Attend the Seal Team Six Elite Event this spring with one (or more) members of your high level teams!!!

A limited number of members will get a full day of access to Tier One/ DEVGRU Seal Team Six Member - Steve B and access to Dave Frees and Dr. Dave Weiman's help in implementing what you learn about high level performance, training and more.

Call Lisa at 610.933.8069 for the schedule and costs of other Elite Events™ – All Are free to War Lords and all members get giant discounts (and all of the bonuses) but these events are small, focused and intensive so get your spot before they sell out and bring a team member!

Business Black Ops November 2020 Issue 35

CLASSIFIED: BBO EYES ONLY

NOVEMBER 2020 Volume 2

Making Higher Profits & Margins Starting Right Now…

What's Inside - Volume 2:

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

Article 1: SWIPE and DEPLOY File: Actionable samples and a glimpse inside Dave's Notebook and TO DO/DELEGATE List. Including his bonus SWIPE, ADAPT, and DEPLOY files from the last few months.

READ AND USE THESE! THIS MONTH'S EXAMPLES ARE OUTSTANDING!

Article 2: What Dave Is Currently Doing, Reading & Using To Calm The Chaos, Build Margins, Increase Business Entity Value, Stay Happier, Healthier, and Fitter [Especially this winter]. A REVIEW and UPDATE PLUS: TWO "NEW" ACTIVITIES and PATTERNS THAT YOU MUST START USING!

Article 3: SWIPE "How Can I Use That?" In this recurring monthly column, Dave shares examples of great marketing, sales and management/training, ideas that will inspire you to act and get results.

This is VIDEO month: I've prepared a series of videos but this one focuses on "packaging" from attraction, to conversion and beyond

Article 4: Spy, Survival, and Preparedness: Being ready for anything in life and business is vital to a mindset of success and power. Every month Dave gives you a new set of skills and action items.

This month it's an article on spycraft will help you to be better at doing more of what really matters

Article 1

The Monthly Dave Frees SWIPE and Deploy Marketing Force Multipliers.

Examples From My Personal SWIPE and DEPLOY File:

This month I'll show you some more adaptations from things I encountered on my travels in Asia that you can use to make 2020 your best year yet. To help to make sure you're getting things done to rocket ahead of last year we'll also do a BBO Force Multiplier coaching call to review these and how they can be adapted to your practice.

Dave Frees Practice Force Multipliers Return!!!

As promised, the Business Black Ops Business/Practice Force Multipliers have returned and they're good. But as a reminder, this month, I have several ideas that you can quickly adapt to your own practice and to boost the ideas in the article.

So whether you're using these for:
Headlines
Report or video Titles
Blogs
Newsletters
"One Sheets"
A Press Release or Pitch for and Interview
Podcast Topics or more…

1) Make sure that they are in alignment with your purpose, values and mission (this reduces friction and resistance and makes them more likely to succeed
2) Make sure that the ones you choose are designed to appeal to the right avatar for the right product/service and that you're address them at the right point in their journey.
3) Get time on your schedule to use one or more of these to boost your marketing.

They're practically done for you and easy and quick to deploy and to test.

So go use one or more of these to make some money, build your practice and to build better relationships (the ultimate defense against losing clients in a more competitive world).

First, I picked a couple of magazines for this month that are read by an affluent middle aged to older demographic with expendable income or resources.

They were Food and Travel and Prevention magazines. This means that they are more likely to be a starting point with language and approaches better suited for and appealing to my buyer avatar for many levels of my services.

And, as always, I'll take you through the ad or headline and then how I adapt it to a formula then how I use it.

Marketing Force Multiplier SWIPE Files

Example One

STEP 1: The original ad/headline copy –

"Your World. Your Way." This was an ad for Oceana Cruises

"For some it's sitting down to the first five star dinner of the trip, and being transported by the rich, unexpected flavors awaiting you.

STEP 2: Creating a template –

Your_____. Your Way.

For some it's _____ a thing that the avatar will love_____, For others it's the _____another highly sought after quality by the avatar_____. And for you it might be those or _____.

STEP 3: How I might use it –

Your Estate Planning and Legacy. In Exactly Your Way.

For some it's having special trusts in place that protect your heirs from divorces, lawsuits and creditors. For others it's saving significantly on federal and state death taxes to maximize your financial legacy. For you it might be those and knowing that you've given everything that you could to make your heirs' lives a little better.

Example Two

STEP 1: The original ad/headline copy –

"Travel Insurance With You In Mind" This was an ad for truetraveller.com

"Travel Insurance designed by travelers"

- **Up to 10 million Pounds coverage for medical expenses**
- **Available for UK/EU Citizens if you're already abroad**
- **Cover for camera and gadgets available**
- **Extreme sports activities covered, including trekking and winter sports**

STEP 2: Creating a template –

NOTE: I'm making a few changes that I strongly believe would make this ad copy test better. Look specifically at those changes as well.

____Thing that they want and/or need _____ specifically created with you in mind.

_____Thing that was created for them ____ designed by _____ for _____

Add specific bullets including features, benefits, and the benefits of the benefits that will appeal to the specific avatar, answer their objections, or inoculate against future regrets

STEP 3: How I might use it –

Elder Law Long Term Care Planning Designed Specifically With Your Family In Mind.

Legal Solutions For Families Facing Nursing Home or Long Term Care Costs Created For You By Lawyers Whose Own Families Faced These Exact Issues

- **Costs for this planning as low as $7 to 10 Thousand Dollars that can protect family homes and investment accounts from being completely lost to the high costs of long-term care.**
- **Plans that can save on death taxes and on income taxes when appropriate.**
- **The right kinds of trusts customized and carefully created for your family's specific situation.**
- **A balanced protection of the senior generation and keeping their legacy intact for their heirs.**

ACTION ITEM: Take a few moments, right now, before you're interrupted, and schedule some time to promote a profitable business/practice profit making product or service (or better yet a bundle) using one or more of the SWIPE ideas above or in Volume 1.

Schedule the time for you (or a marketing person on your team to: 1) create the headline and content, 2) to implement and to publish it, and 3) to promote or drive the right traffic to the content, and 4) to go back and to review the results (then to use that data to optimize the marketing creative).

NOTE & ACTION ITEM: Consider using multiple ads/cross-references for other content within your own publications/ newsletters. Get people to go to other articles, back content, and content posted elsewhere that supports what you're trying to get them to do. Improve engagement and value and you improve purchasing, loyalty, retention, and referral!

Article 2:

What Dave's Currently Reading & Resources He's Using

This month I'm focused on four things that have really been powerful for me (recently or over an extended period of years) and I have suggested uses that might make you more productive and/or profitable.

So let me start with a review/update of a few previous examples with some new thoughts/enhancements and then a totally new resources/ideas.

From Previous Issues:

1) I have a print (or digital) subscription to the Wall Street Journal and I share a subscription to The Financial Times and Epoch Times newspapers. Collectively, I get information about the US and world and economic news as well.

NEW NOTE: I'm using this to scan for articles that would be helpful to my client base AND for risks such as legislative, global economic, social and cultural risks that I can document and consider during my risk assessment work and during SWOT analysis.

Action Item: Get one or more subscriptions to reliable and somewhat balanced domestic and global news and economic news sources. Schedule a specific time to review the paper for legislative, competitive, or economic/social risks to your business as well as early awareness of opportunities. If you don't have time have someone in your organization prepare an analysis for you each week or month and schedule to the time to review and act on that insight.

2) Keeping a SWIPE file of subject lines by audience. NOTE: This idea of segmenting my SWIPE, ADAPT and DEPLOY files by categories (subject lines, bullets, headlines, design features, calls to action etc. AND then by audience is making me even more efficient and the process of adapting examples to a formula and then using that to generate content has made me better and better (as well as faster). If you have doubts, just ask our own Tom Foster who saw the results of

Dave writing copy in real time. Now in that case, the real test comes from results, but on that project, we are in the earliest stages of testing ideas and copy.

NEW ACTION ITEM: Start noticing subject lines that might work well to deliver information to your team and/or your clients/patients/customers and then save them by audience. Just move them into a SWIPE and Deploy email folder for easy reference. You can, and will, want to thank me later.

Here's a bit more detail on my new ideas and resources:

3) **PDF Expert as a presentation tool:** I have previously mentioned this app as a tool that I now use to mark-up word documents and pdfs for my staff to edit. I've built it into my estate planning process and I use it to fill out the checklists, to edit documents during our Zoom® review calls and more. There's no more searching for missing paper. All my notes are easy to find and I can email them to the next person in the system directly from the program.

But, I have also been using this to make notes in a pdf for each class or program, to edit the CLE PDFs to show my notes right within the materials, and as a tool to present (rather than PowerPoint) when I am teaching classes on Zoom. It's like having a white board and allows me to prepare notes in advance AND to make notes from the audience as we go.

Many of you saw this in action at the BBO event last month.

Try it out. It's an amazing and inexpensive program. Thanks to Steve Richardson for introducing me to it.

4) **Rules For A Knight** by Ethan Hawke. This small book will fit in your pocket and is a treasure trove of sound thinking on topics that matter very much when building, scaling, growing or pivoting a business or professional practices. It's thought provoking and insightful and covers topics such as Solitude, Discipline, Equality, Death, and Courage among many others. In a time without discipline and thoughtfulness it's an amazingly condensed little tool for a better life.

Article 3:

"How Can I Use That?"

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

By: Dave Frees

Last year at this time, I was focused on FINDING WAYS TO ADD TO, SUPPLEMENT, and UPDATE materials that your audience has found interesting, useful and compelling for the next year. This includes blogs, adding new content to video with supplemental or companion articles, podcast, or videos etc. That strategy also seems appropriate for 2021 and as part of a system for each and every year.

ACTION ITEM: Have your team (or allow time for you to) identify your most successful promotions, launches, blogs, ads, content (including but not limited to social media, and offers from last year and examine each one. Can they be improved, reused, inspire a new version, expanded or updated?

Constantly ask, as you go through this process, how can I use that/improve that, or adapt that for even better results, engagement?

Remember, it's even better to use a broader question or series of questions…

"How can I use that?" vs.

"How can I use that to solve [INSERT CURRENT PROBLEM HERE]." vs.

"How Can I Use That To Get Much More Of What I Want (assuming you have clarity of that) and With Less Stress?"

So here's our next installment of "How Can I Use That?" and two separate examples.

Example One:

In the previous section on resources, I mentioned a book, Rules For A Knight, by Ethan Hawke.

So I took my own advice and started asking "How Could I Use That?"

Several thoughts came to mind:

In Business Black Ops I could do a version for all members and sell it:

Rules For Business Black Ops Members
Business Rules For Black Ops Members
Rules For Business Black Ops Operators

I could do a version as a premium for members at the higher levels of personal coaching and consulting:

Rules For War Lords
Rules For Business Black Ops War Lords and Operators

I could do a version for members to use and to buy as a tool for their staff and teams:

Rules For Business and Professional Practice Success – A Business Black Ops Primer

So I decided to do one that everyone can use AND that they can buy for their staff/leadership teams etc.

ACTION ITEM: If you're interested let Lisa know. If we have enough pre-orders/interest we'll do it.

Example Two:

I noticed a recent article in the WSJ Personal Section on Careers AND Leadership, entitled "Now, How To Get Your Fourth Wind – After Months of Stress, here are new ways to recharge as the pandemic drags on."

That got me thinking: "How can I use that?"

And that question triggered quite a few good ideas.

First, I could share it with you here in BBO as an easy to adapt piece of content.

I could also work with Dr. Weiman to have him adapt it for our use and to use it with his own coaching clients.

Next, I could create a version for my clients and publish it on line with a link in my UTBF newsletter to drive traffic to it. I could also send it out to clients by email.

In addition, I could do very specific versions of it for people still trying to administer estates and a specific version for people trying to plan their estates using Zoom®.

I could also do a version of it around surviving and thriving during the holiday season and/or into the new year.

So there are four new and updated ideas for things that you can easily adapt and use! Pick one or two and do the exercise below…then look further down for an important reminder!!!

HOW COULD I USE THIS FOR ONE OR MORE OF THE FOLLOWING: PRODUCT /SERVICE CREATION/OFFERS/MANAGEMENT/TRAINING?
1.

2.

3.

4.

5.

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

1.

2.

3.

4.

5.

REMINDER:

If you haven't yet read the previous installments of How Can I Use That? then make a note, block the time and do that. They're worth their weight in gold.

And, if you can't find your back issues, then visit the membership site. For all but newsletter level members you get the archive for your monthly subscription.

Here is a link to the membership site and resources section:
http://membership.businessblackops.com

P.S.

Membership.BusinessBlackOps.com

Article 4:

Spycraft, Survival, and Preparedness: Being ready for anything in life and business is vital to a mindset of success and power. Every month Dave gives you a new set of skills and action items to be ready.

This Month: Spy Skills That Apply To Business - Dave Teaches You Tradecraft Related To Collecting and Analyzing HUMINT (Human Intelligence)

By Dave Frees

INTRO: The **BBO Intelligence Briefing** (IB) is designed to help you to become better prepared, not just for business situations, but also for specific threats and for life in general.

And when you're better prepared for anything (but especially foreseeable and dangerous risks and situations) and when you make thoughtful preparedness part of your routine, you're more resourceful and confident in everything that you do…including business.

That's why we have a column almost every month dedicated to teaching you some tradecraft and/or some military, spy, prepper and survival strategies, tools and information that you can also apply (either directly or by analogy) to your business or professional practice.

This month, we'll start by teaching you a few quick lessons on Tradecraft as it applies to HUMINT (Human Intelligence) or the collection of relevant information from humans as opposed to signal intelligence such as monitoring phones, emails and electronic data or from the analysis of news sources or intercepted communications.

Knowing a few enhanced skills of tradecraft can be a force multiplier for your business or professional practice.

How specifically?

Well there are a number of reasons that spies collect human intelligence for governments that have a close analogy to the private sector.

Being able to use these human intelligence skills and to "think like a spy" will help any business or professional practice to:

- achieve a deeper understanding of your prospects, clients, customers or patients and specifically what they want and need from you (whenever they are on the journey) and how they make decisions at each stage

- know when, during market and/or price research, they are telling the truth or being less than straight forward

- identify and to anticipate environmental (meaning the environment within which you operate), supply chain and supplier/vendor problems before they occur and to develop trusted or viable alternatives to mitigate problems that cannot be avoided

- identify security risks (external to and within your organization) and other market risks (including risks in your banking and lender relationships) before they become serious problems

- prevent corporate or private espionage against you and to protect trade secrets and intellectual property from being compromised

- determine who can be trusted and with what level of information

- know the teams members who can be trusted and the specific areas where they truly excel and can help you and the business/practice to succeed at higher levels

- locate and eliminate weaknesses in your systems for gathering, analyzing, and acting upon information

- anticipate and to mitigate various crisis situations

- have a major and almost unfair advantage in negotiations within your firm/practice and in external negotiations of all types

So let's examine a few of these personality traits and specific skills and how to develop/enhance/deploy them.

The CIA, and all clandestine services, recruits officers and agents who are screened for personality traits such as:

- Being highly effective listeners who build a quick rapport
- The ability to move conversations from idly chat to important matters without anything seeming amiss
- Great memories about what they last spoke to you about
- Well-developed skills of persuasion and influence
- Seeming easy to talk with and easy to trust

These traits in turn are applied in these skills:

- Targeting human resources and risks/sources of information
- Building Trust and Rapport
- Strategic Elicitation of Vital and Relevant Information, and
- Corroboration of Intelligence (either Human or from other sources)

Now we are all born with higher or lower levels of these skills. But I'm living proof that they can be learned and honed through great instruction and practice.

I was, until I left the US for New Zealand at age 16 (or a bit before as I dedicated myself to getting that opportunity) a little prick. I was smart and people listened to me but only when they thought it might benefit them.

But once I left the US I was determined to become a better person, to understand human behavior and needs, and to become not just a dedicated student of human interaction and relations, but a true practitioner of these skills.

And it did work.

The very first step for me was to truly understand human communications and in particular to shut up and to be a way better and much deeper listener.

And while this short article isn't the place to give you a practical Ph.D. level education in these skills, I can offer you two or three truly powerful resources that will

fundamentally alter and improve your skills as a listener and will transform the way you build rapport and earn/keep trust.

So whether nor not you've ever read these three resources, get them, dedicate time to this practice each and every day, and read the by repeatedly articulating your specific reasons for doing so and the results you want to achieve.

ACTION ITEM: Schedule to read or re-read the following resources:

1. The Language of Parenting: Building Great Family Relationships at all Ages – Order one through Lisa if you need it.
2. Coaching For Performance
3. One Sentence Persuasion by Blair Warren https://www.amazon.com/One-Sentence-Persuasion-Course-Bidding-ebook/dp/B00AAF5GJK

These three resources are as good a place to start as any declassified document on tradecraft as they relate to persuasion and influence.

Also, so that you can begin to notice your improvements as a skilled communicator, give yourself a set of rating below and then repeat that rating after two weeks, one month and then again at six months after beginning your studies.

Be conservative (we always overestimate our own skills) and honest with yourself but also consider having a spouse, adult child or close friend rate you each time and see how their ratings compare to your own.

Base Line Ratings/Self-Evaluation:

I am a consistently a highly effective listener at home and can cite the following examples of detecting and acting on important information: 1 -10 where one is highly ineffective and 10 is the highest level of skill. Current score: _____

Specific examples:

I am a consistently highly effective listener at the office and can cite the following examples of detecting and acting on important information: 1 -10 where one is highly ineffective and 10 is the highest level of skill.

Current score: _____

Specific examples:

I am consistently able to reach a deeper understanding of what others want and am more persuasive because of that and I can cite the specific examples of being more persuasive by clearly understanding what one or more clients/patients/customers/ prospects/friends or loved ones wanted and needed.

Current score: _____

Specific examples.

Two Week Review:
Repeat above…

One Month Review:
Repeat above…

Six Month Review:
Repeat and compare above…

If you're not getting results on your own (and we almost always benefit from teaching and coaching and feedback), do not fret. There will be a persuasion and influence enhancement training available soon.

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Pre-register for The Spy Level Communications Skills training by calling Lisa at 610-933-8069. There is a fully refundable $100.00 deposit and the course will have two live sessions and three brief virtual follow up sessions.

Do you need to get more $HiT done in 2021?

Do you especially need to get more of the right stuff done?

Need to get more off your plate and learn to delegate more intelligently and efficiently?

What would happen to your business and life if you could and did? And how much is it worth to you to maximize and to optimize what you accomplish and to feel better…everyday?

You all know that I am a proven and high-level expert on teaching and getting people and companies to recognize what needs to be done, what needs to be rejected or ignored, and what really matters!*

*Don't take my word for it. Ask around.

And I have surrounded myself with a fantastic team and a process to determine HOW to get those things done and then to optimize and adjust to changes as we go.

I currently use these systems and my GTRSDF&E (Get The Right Shit Done Faster & Effectively) Process in my law practice, real estate businesses, speaking and publishing company and with several companies/banks where I am an adviser or director. On top of that I am a high-level volunteer and adviser to a number of charities and non-profits where I have also used these systems.

If you'd like elite and personal access to my GTRSDF&E Process (for you and one or more team members) and to start being more and doing more *of exactly* the right things in your business and in life, then you should know that I am, together with Dr. Dave Weiman, putting together a small and elite working group to join us in developing and implementing this system.

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In this GTRSDF&E Program, you and select members of your own team, will get full access to our GTRSD Masterclass, to me, Dr. Dave, Alex, other members of this elite group, and multiple members of my implementation team (monthly for 3 months to make sure it's working).

The system is proven to help you to get more done than ever before:

- **even under sub-optimal circumstances,**
- **at a blistering rate,**
- **without burnout, or being overly stressed and**
- **in ways designed to be more satisfying, more effective and more likely to return on your investment.**

In fact, this system can help reduce your own and your teams stress and can make you more and more effective and responsive to your best clients/patients/customers/ friends and family. And that makes business and life both better!

It's not just about mindless delegation that keeps you up at night. And, it's not based on you doing more. It is based on doing more of the right things and how to know what they are and it's about developing leadership at all levels of your team so that truly effective "delegation" happens organically with a follow up system that will make you smile.

So if you want AND need to get way more of the right stuff done in 2021 then this is where you need to be.

There's a limited number of spots to be sure that you get the personal and group access that you need to achieve the results you're looking for.

So if you have questions (or you're already sure you want and need this to provide a booster rocket to Q1 and Q2 of 2021) then email Lisa lsnyder@UTBF.com and copy me Dfrees@utbf.com to apply and we'll be in touch. You can also call 610-933-8069 for an appointment and, if there are still spots, to do a brief interview to make sure it's a good match and right for you.

P.S. The system is built around the following equation and just understanding it can trigger profound changes and dramatic improvements in your business and in your personal/financial life.

It's not magic…you have to learn, practice and do. But with the right effort it can be transformational.

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C x I x KWM x A + LS x ET x ECS + 2(P/S) = 3x to 10x Speed & Results

C(Clarity)x I (Innovation) x KWM (Knowing What Matters) x A(Alignment) + LS (Leadership skills) x ET (Exceptional Team Selection & Development) x ECS (Enhanced Communications Skills) + 2 P/S (Process/systems) = 3X to 10x Speed of Implementation and Positive Results.

P.P.S This isn't for everyone. You have to be willing to dedicate 1.5 hours per month to the class and the follow up sessions AND there will be things that you have to do to start reaping the rewards. This will be a process of slowing down in order to speed up and to get the benefits of that new speed.

PRICE: The value of this class and follow up program is hard to overestimate. It could mean a multiplier of margins as you start doing more of what really matters and stop leaving money on the table. But in my case, I have made millions of dollars following these procedures (although I'll save you the years or time and expenses that it cost me through trial and error).

So whether you're doing this alone or with one or two team members which also speeds the process), the cost is:
$3790 for non BBO Members,
$2300 for BBO Briefing Subscribers or Members, and
$1000 for War Lords (Free for Overlords).
Pick your level and save your spot.
Call 610-933-8069