Business Black Ops December 2020/January 2021 Issue 36

CLASSIFIED: BBO EYES ONLY

From: Business Black Ops Mobile Central Command –

Time & Date: 05:30 December 15, 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 Every Day, Month and Year™

What's Inside The Special Report - Volume 1:

1) The Monthly Message to Members: I'm now back on the ground in the US of A. Much of this month's content was created for you while I was travelling in the Middle East, and Southeast Asia. As you know I'm a big proponent of traveling through time (and/or space) to bring back, to test and to deploy ideas (or even alien technology) in my own businesses from distant markets, lands, and cultures or from geographies where they've reached a projected future before us OR where we can learn forgotten lessons from the "past." The regions I visited were rife with these and I'll share a few here.

Bonus: Adapt, test, and get these gems working for you faster and more effectively using our global implementation model and SWIPE files!

2) The 2021 Survive And Thrive Battle Plan: This Special Report reviews the three levels of thinking, preparedness, force multipliers, and action that any business or professional practice will need to thrive in 2021 and beyond. There are special sections on all three levels of business preparedness and action including the **Meta Level Force Multipliers** (improving and optimizing mindset to get the most out of everything that you do), **Strategic Force Multipliers** (to help you be more successful in selecting and implementing tactics that are carefully and intentionally aligned with your true purpose mission and values), and an 80/20 **Tactical action Guide** (so that you're doing the most important things first and with efficiency, effectiveness, and consistency).

3) Actionable Leadership Lessons: By Dr. Dave Weiman - Are We Ever Going Back To Our Offices? Some Lurking Dangers In Making Too Much of "Conventional Wisdom" About The New Normal, and Five Good Questions Leaders Should be Asking Right Now

4) More Personal & Tools From The Martial Arts: By Grand Master Somnath Sikdar - Finding The Goldilocks Line. "There's something comforting about practicing violence on a regular basis."

5) New Members and Field Notes: Meet Lee Berlin, our newest War Lord and all round great guy. Also, a few announcements, call schedule and a reminder to ACCESS membership.businessblackops.com for way more optional free and paid courses, trainings and resources.

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 Asia trip.

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 of Last Months 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.

TWO EXCELLENT PRODUCTS YOU MIGHT WANT TO LOOK INTO.

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.

EVERY MONTH DAVE GIVES YOU A NEW SET OF SKILLS AND ACTION ITEMS.

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™:

I'm back. Miss Robin and I are officially/gratefully and happily now COVID-19 survivors.

Despite using a great deal of care and caution (both at work and at home), we were diagnosed just before Thanksgiving and no one identified in our contact tracing seems to have had it. Blessedly, no one that was exposed to us (a very small group) got it either.

Robin was mostly asymptomatic (a few symptoms for a few days) and I had a rocky four or five days, never sought or needed medical attention, and made a pretty quick recovery. But the fatigue was equaled, in my experience, only by the active infection days of my multiple exposures to Lyme disease.

People have so many questions about it that, if any of you want, I'm happy to schedule a group Zoom to chat about it with anyone who needs a first-hand account.

This issue is a bit different. We have many of the articles you've come to enjoy...and this month's work by Dr. Dave and Somnath are exceptional and not to be missed.

But in addition, we have taken some materials we produced to help our members to survive and to truly thrive in 2021 and beyond and built a special report.

It's relatively short. It's easy to use. It's thought provoking AND actionable. And it takes you through three levels of force multipliers that truly work and that truly matter.

Set aside the time (some quiet time) to read it and to digest it. That time spent will be richly rewarded.

Not a "report reader." Well, much of the report was based on the November and December monthly coaching calls. And they're archived on the site for you. You can go there and watch or listen but you'll miss the bonus materials, streamlined organization of the materials, and the action item list in the report.

We'd also like to hear from you about how BBO or other resources helped you in 2020 AND about what you need for 2021. We have the year pretty much mapped out but we always want to make sure you're getting exactly what you need!

Drop me a line, through Lisa with any story about a 2020 success or a question or concept you want addressed in 2021 and you'll also be entered to win a prize!

Lsnyder@utbf.com

Obviously, we have a lot to get to in this special issue and special report, but first...

I want to 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.

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), that any one tool, strategy, or tactic, applied carefully and successfully, should be able to cover your entire annual investment (perhaps many times

over) and produce greater profits, more time for you, and/or additional happiness and efficiencies in your life.

And, I want to point out that many of the ideas, tools and techniques featured in the preparedness sections of the Briefing, have taken on new meaning and importance as we watch tens of millions of people being locked down in their homes without water, food and other resources.

If you've been following our prepper, spy and tradecraft content each month, you'd be able to survive and thrive if that happened again or you were faced with a natural disaster.

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, 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 Business Special Forces Family I wanted to 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.

Business Black Ops Monthly Coaching Call: 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.

The Monthly Business Black Ops Intelligence Briefing

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

Volume One 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

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.

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 and 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. We already have a schedule of possible Elite Events that includes: 1) Learning and Using NLP for Charismatic Marketing, Presenting and Leadership, 2) Lessons In Leadership and Action: Spend Time With A Seal Team Six/Tier One Operator As We Mastermind Around His Stories of Action and Powerful Teams, 3) Mid-Year SWOT Analysis and What To Do Next – Creating A Better Q3 and Q4.

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.

2020/2021ACTION ITEM: Review that list above and make sure that you and your team find 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 web site (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 2021 AZ event in October** – if you have not already, you must go to the membership site to do this: http://membership.businessblackops.com/ to register (it's almost sold out) and if you qualify, attend the VIP day in advance for an exceptional small group event where you meet with Dave Frees, Alex and Dr. Dave Weiman in Dave's Suite for high level personalized experience.

NOTE: If you have worries about the live event in 2021 there will be a virtual option but, again, reserve your spot!

Next, in 2021 (and despite objections from at least two members) 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 a manmade or natural disaster or a two-week quarantine for a deadly virus.

If you haven't been preparing then 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, in 2021 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 risk analysis, planning for and mitigating risk, and who successfully prioritize risks 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 and the Special Report is killer good.

Go get 'em and make 2021 an exceptional year that gets you more and better change than you thought possible...up until now!

Dave Frees

Briefing Item #2

This monthly Briefing Item has been replaced with the enclosed Special Report.

Be sure to set aside the time, over the next few weeks (and to block time in the coming months for actions and follow up), to read the report, note action items, and then to implement and to follow up and to optimize!

Briefing Item #3

By: Dr. Dave Weiman

Dave Frees' Note: Dr. Dave makes some excellent points here that what looks like is working for some big companies may not be right for you. And then there are actionable steps to help you through the minefield. Read it. You'll thank him and me later! ☺

Lessons on Leadership

Are We Ever Going Back to Working in Offices Again? Some Lurking Dangers In Making Too Much of Conventional Wisdom About The New Normal, and Five Good Questions Leaders Should be Asking Right Now

My cousins used to have one of those "Magic 8-Ball" fortune telling gizmos at their house when we were teenagers.

We'd use it to learn about the future, like whether or not one of us would win the lottery, if the Eagles were going to beat Dallas that Sunday, and if the person we had a crush on knew we existed.

The most frequent questions I am asked by leaders right now, 9 months into the pandemic, is: Are we ever going back to working in offices again? That all-knowing Magic 8-Ball is long gone, but I suspect its answer would be, "As I see it, yes."

The pandemic forced all but essential workers home to work from home, often in spaces that had to be hastily set up. Even people who already had home offices found those spaces inadequate to effectively work from home full time. Many had to rearrange those spaces, buy headphones and other equipment that was suddenly scarce or temporarily over-priced, adjusting to having all family members at home, and more.

In my experience, businesses found it took about four weeks for employees to successfully transition from co-located spaces to working from home:

Week 1: People scrambled to find the space and equipment they needed to work remotely. They also adjusted to the impact of the pandemic on their lives and families.

Week 2: A “shake out” period where they were adapting to the new tools, whether those were technology tools or simply desks, organizing systems, and more that would make it possible to be effective.

Week 3: People were done adapting to the major changes and actually working.

Week 4: People continued to refine their spaces and tools and found ways to optimize their effectiveness.

Although many leaders optimistically thought their team members might be *more productive* working from home, results have been mixed.

The headline on the current *Harvard Business Review*, "Our Work-From-Anywhere Future: Lessons from organizations that have made the transition and flourished" promises more than the article delivers.

For example, one "organization" the author (a Harvard professor) studied is the US Patent and Trademark Office. That organization was featured because of its long pre-pandemic history with remote working, but it seems a stretch to encourage businesses to go for full or partial remote working based on the example of a government agency.

The piece also tends to focus on knowledge workers, instead of looking broadly at many fields. Knowledge workers may tend to work more effectively on their own in any situation, including an actual office.

Finally, the piece seems to highlight the lifestyle benefits to employees (*e.g.*, work-life balance, freedom of mobility) which seem obvious, more so than showing how remote employees contribute more to a company than co-located team members.

You've likely heard that some large companies have told their employees they'll be working remotely (fully or partially) through 2021. And some have abandoned their office space altogether. But be careful about following their lead: Employee engagement surveys plummeted during the first wave of the pandemic and, according to recent Gallup research, only recently rebounded to pre-COVID levels. We don't really know how people will fare as the pandemic continues.

Benefits of remote working or “work from anywhere” for businesses include lower real estate costs, being able to recruit well outside their geographic area, and some reported productivity gains, *etc*.

For employees, the benefits include a better work/life balance, no commuting time/expenses, the opportunity to travel while staying “on the job,” and greater control over their schedules. These lifestyle benefits can be particularly important for those with children being educated from home.

For remote working, the challenges include: No real meeting rooms, break areas, and hallways where spontaneous conversations often lead to breakthrough solutions and innovations. No real socializing or camaraderie-building. Assessing/evaluating work can be hard when you’re not around to see it happening. Lack of spontaneity, increased feelings of isolation, the stresses associated with being in one space for too long, frequent interruptions that impact focus, and more.

As you consider whether or not your business will return to fully working in an office, a few thoughts: The “cone of uncertainty” in which we all operate has become much shorter during the pandemic, because we do not know when this will end. That all by itself can cause some people to stall when it comes to thinking about what things may be like down the road. Life after COVID.

Related to that shortened vista is the fact that when we are stressed, we tend to think more short term. “What can I do right now?” tends to be what we ask, instead of “what will we do after we get past this?” Stressed thinking

is not just shorter, but it tends to be constrained by tunnel vision. We do not think as creatively or develop as many options as we should.

Finally, when we are stressed, we tend to have trouble imagining what life will be like when the stressor is gone. We become consumed with the cruddy feelings we have and it's difficult to imagine life after those feelings are gone.

These are all reasons why so many leaders are having trouble imagining people back at the office. But people aren't working from home because they prefer it. They are working from home – and in many cases adapting to it quite well – because they *have to.*

Released from the COVID-imposed restraints, people will absolutely want to head back to the office, in whatever form that takes. We are social by nature, and work is one of the places where we socialize most, benefit from those real human contacts in so many ways, and thrive because of real connection with others.

As leaders, we need to think further ahead than the pandemic. And these five questions can help you plan for when normal life resumes. (And it will.) Engage as many people in answering these as you can. You want to get data from as many sources as possible, and you want to create energy around a shared future:

1. What Lessons Have We Learned that We'll Use in the Future? How have team members stepped up to the plate? What resources and tools did we use to be nimble and flexible? What software and productivity tools have

we discovered that are making us a more effective or more efficient organization? What tools and processes will we continue to use after COVID?

2. What Did We Learn from Our Disappointments or Missteps? Perhaps communication broke down. Or we did not have a plan if internet access went down. Or we realized we don't have an updated succession plan. Or a process that seemed fine before COVID does not work well when people are not co-located. How can you improve roles, responsibilities, and processes with all that you have learned from life during the pandemic?

3. What Have We Learned About Our Culture? Gallup research into this area and anecdotal data I'm seeing suggest how essential it is to focus on culture right now. What have you learned that you would keep doing even when people return to the office? What are the critical factors that keep that culture alive when people are not together? What behaviors have you seen that are examples of that culture in action?

4. How Can We "War Game" a Return to the Office? War games are critical for helping military leaders expose weaknesses in their plans by having one team execute the plan and other plot to foil it. (There is an excellent discussion of the value of war-gaming on decision planning in Steven Johnson's book *Farsighted: How We Make the Decisions That Matter the Most*.) Consider war-gaming a return to work by having a team work on plans and other teams work on attacking those plans from different perspectives. For example, one team might play the role of your top competitor – how would they win over what your planning team proposed?

The process can help you surface better solutions. And you may even decide that a full return to the office doesn't make the most sense. Inject as much fun into the war game exercise as possible – you want people to think creatively, no matter what "side" they're on. Make sure you incorporate any lessons learned into a revised plan.

5. Travel to the Future and Look Back: What Worked? What Obstacles Did We Overcome? With your team, go through an exercise of pretending the pandemic is over and you've successfully returned to the office. Imagining that future state, what successes can you celebrate as you look back? And what obstacles did you overcome? Going through this exercise is another way to consider what you can do to make a return to the office successful.

These questions help you consider the past, the present, and the future. And looking at an issue from multiple perspectives is a powerful way to develop effective solutions.

Make time to think through these and to engage others. Work on the questions one at a time, and keep your notes on the answers together. Finally, engage as many people in this effort as possible.

Briefing Item #4

By: Master Somnath Sikdar

Dave Frees' Note: Somnath gets you thinking about a key issue. If you're going to take the time to set goals (and you should) then take the time to read this. It could mean the difference between wildly succeeding and failing or failing to be optimal. And who wants that?

"Finding The Goldilocks Line"

Why Finding What's Just Right Matters in Personal and Business Goal Setting and Achievement

Well, it's that time of year. The New Year. And, as a result, we're all thinking about business goals, targets, milestones, etc. for 2021. What went wrong in 2020 and yes, even in 2020, what went well. What can we eliminate, what can we do more of and optimize? These are all questions we should be visiting throughout the year, but we pay special attention to them when the calendar changes (either right before or right after).

You're also likely thinking about personal goals for 2021. Among which improving your physical condition should be one. Our health is the most important thing we have and we're only running out of time to improve and maintain it.

"COVID-19 has vividly exposed our unhealthy lifestyles...You go through the list of risks for dying or being severely ill from COVID-19 and you mostly find the diseases of inactivity." - Robert Sallis, M.D., Director of The Sports Medicine Fellowship Program, Kaiser Permanente

Is it cliché to discuss health and fitness goals now? Yes. Are we going to do it anyway? Yes, because it IS a good time to do it.

Before I get into it, a quick thought about timelines. Every year, during the holiday break, we knock out some facilities projects at Dragon Gym HQ. It's usually some remodeling, updates, or repairs that we've been putting off all year because we didn't "have time" to complete them. Yet, during the break, we can knock them out surprisingly fast.

1. We often misestimate projects (over or under) and this causes us to delay completing them.
2. There's a key distinction between having the time and making time.
3. Focus (and a shift away from the usual one) matters.
4. Parkinson's Law is real and having hard deadlines matter.

Have you found that you're competent at setting goals in certain areas of your life but naggingly incompetent in others? Focus on translating your stronger qualities to your weaker areas, and let's do it through the model of fitness (and martial arts).

In the fitness space, the most widely accepted algorithm for goal setting is S.M.A.R.T.

- Specific
- Measurable
- Attainable
- Relevant
- Time-Sensitive

While this is quite a powerful beginning for effective goal setting, it doesn't address the whole picture. It also has the side-effect of limiting one's mindset.

Dave has a great formulation to address this.

Where X = S and Y = T

"Achieve X, or more, by Y or sooner."

When we're "good at something" we don't always recognize all the steps that led to our success. This is especially true when we've reached a level of automaticity or unconscious-competence.

Then we move to an area in which we're "not good yet" and don't reap the same success. Several steps get overlooked since we didn't have to intentionally do them before.

1. A process to get from here to there
2. A method to break down the X into smaller pieces
3. A mechanism for tracking progress along the way
4. A guardrail that offers course corrections when needed. (Sometimes an off-ramp)

Think about goal-setting for any of your businesses. It's highly unlikely that they are formulated as merely "make more money". Yet, for personal fitness, I hear "get in shape" all the time.

More likely, you have specific targets that you measure as revenue or profit, they're attainable since you have a sense of what a reasonable trajectory is, they're relevant since that target motivates you to do more with your business, and finally there is a clear timeline in place.

Furthermore, you know that the balances don't magically change in your bank account. You have a process to increase revenue that at a high level looks something like:

Marketing --> Sales --> Delivery --> Retention/Resale/Referral.

Also, you know each of those steps needs segmentation and more granular definitions.

Additionally, you have the software, spreadsheets, and meetings (oh so many meetings) to keep the team on track to hit those milestones.

Finally, you have KPIs to make sure the project is on track (or to determine if it's time to kill it).

We do this all the time with our businesses, but why not with our personal lives and physical condition?

It comes down to focus, necessity, and repetition.

We're focused on business operations and "making money" day in and day out. That gives us the opportunity to iterate, test, and refine our goal-making abilities.

When we commence on a new project our business experience gives us a sense of the boundary conditions. And, if we don't have the requisite experience there are individuals, groups, and resources that we can tap into.

This is not always the case with fitness. Our personal physical condition is ever-changing. Even if we achieved a specific fitness goal in the past, it is by definition un-repeatable because we have changed in at least one variable (age).

We're professionals at improving our businesses, but we're not professionals at improving our health.

We don't have the experience, we don't have the requisite repetitions, to implement the SMART algorithm optimally.

This is where Goldilocks comes into play.

When she's stealing porridge from the bears she goes from too hot, too cold, to just right.

We need to find the "just right" for our personal physical fitness goals.

If the goals are "too cold" that means they are essentially too easy to accomplish. They won't do enough to elicit any meaningful change and won't motivate us to take action.

But, if you're reading this article you're more likely to be "too hot".

Do you set goals with a very high threshold for success? Perhaps too high? While it's important to stretch and push, having a finish line that's even borderline unattainable gives us an excuse for failure. Subconsciously, you know that it's impossible. As a result, procrastination, self-sabotage, and inaction creep in.

The example I frequently use is the idea of waking up 1-hour earlier every day. (Let's put Jocko's admonitions aside for a moment). For a variety of reasons, many retort that is this is impossible for them to do. Well, what about waking up 5 minutes earlier? It's hard to argue with that. Over time, 5 minutes can be stretched to 60 minutes.

What about 2 hours earlier? In theory, we can incrementally get there as well, right? A 6 am riser, can become a 5 am riser. Asking them to become a 4 am riser (without a really good reason) is setting them up for failure. Stopping at 5 minutes is too cold. 2 Hours is too hot. 1 hour is just right.

It's a common example because it's simple and easier to understand. Personal fitness and physical fitness are much more complex. There are many more variables to consider. It's harder to know what's too hot or too cold. We misestimate our own capacity all the time. And, we have the conundrum of never being able to repeat the experiment.

This is where coaches, groups, communities, and other resources come into play. The larger pool of data makes it easier to find the goldilocks line.

Being out front, cutting the ice, is where we like to be. But, we don't need to be there all the time and in all areas. This is true for areas that we have some level of expertise as well.

I've outsourced an area of my training (strength) that I have a high level of expertise. (I coach strength coaches). As a result, my performance has gone up. It's a matter of focus. I can give strength training 20% of my focus or it can receive 100% of someone else's. He's been setting my goals and programming for a couple of years now. After years of stagnation, I'm now hitting milestones more frequently and consistently.

I strongly urge you to tap into the resources you have available and set some "Goldilocks" goals to improve your physical condition in 2021.

Here are some tactical suggestions that you can start immediately.

1. Walk 20 minutes every day. (60 is better)
2. Stretch for 5 minutes every day. (15 is better)
3. Do some strength (resistance) training 3 days a week (5 is better)

4. Eliminate one negative food from your diet. (once you have some success, keep adding to the don't-eat list)

Walking

For me, there are two kinds of walking (much like there are two kinds of meditation). One is focused and purposeful. During the walk, I will focus on a specific idea or question or listening to something informative like an audiobook. The pace of this walk is brisker. The other is more meandering both physically and mentally. I'll walk at a slower pace and let thoughts enter, stir, and leave my mind. I've found both styles to be necessary and useful.

Stretching

There are more types and approaches to stretching that can be easily codified. The simplest heuristic is to stretch what's tight. In your daily movements and activities what feels tight or uncomfortable? That's what you need to stretch. What are the fewest stretches that will give you the most benefit? Everyone is different, but here are some examples to help you get going.

1. Touch your toes and arch your back ten times (it doesn't matter if your knees bend, touch your toes)
2. 20 standing chest flys, truck rotations, and torso twists
3. Doorway or tabletop chest and shoulder stretch
4. Slow, neck half circles
5. Half-kneeling Hip Flexor Stretch
6. Frog Stretch
7. Frog Squat
8. Cossack Stretch
9. Half-Pigeon Stretch
10. Half-Kneeling T-Rotations

Strength Training

Pushups and air-squats are a go-to combination for novice and advanced trainees alike. They are exercises that can be scaled up or down fairly easily. You don't need any equipment. You can do a lot of reps or a few, it's up to you! I recommend adding dumbbells, kettlebells, and barbells to your resistance training, but that's not for everyone.

Eating

The “to-don't” list is as important as the to-do list. Your diet is the same. Start building a “don't-eat” list one item at a time. If you try to cut out too much at once, the goal can be "too hot". Highly restrictive diets can be effective but are very difficult to maintain long term.

If you're interested, I'm available to get you started or guide you through the year.

Somnath Sikdar

PS. As you know, I'm a big advocate of martial arts training. Now, this isn't for everyone, it is a time commitment, and can take a toll on the body. But, there are tremendous physical, mental, and emotional benefits. There's something calming about practicing violence on a regular basis.

Briefing Item #5
New Members and Field Notes



Meet our newest War Lord.

Lee Berlin.

I have been married to an absolutely wonderful woman, Estelle, since 2001, and we raise a great rescue Wiener Dog named Junior, and if you are really lucky, you might get to meet him when you come in to see me. I bring my little buddy to work every day.

Estelle and I are huge tennis fans. We go out to watch the BNP Paribas Open in Indian Wells every March, we have also been to the US Open in New York, the French Open in Paris, and will eventually attend Wimbledon, and the Australian Open. We play together almost every week. Estelle is a very active 4.0 tennis player in USTA, World Team, and TCT. I will occasionally will get talked into playing some competitive mixed double tennis with Estelle from time to time as well, but I really use it to spend some much needed time together outside of the courtroom.

When we aren't watching or playing tennis, I am a fan of Formula 1 and IndyCar racing, as well as most shooting sports. I am a lifetime member of the NRA. I have a love of western art, especially that of C.M. Russell and Frederic Remington. We are members of Gilcrease and the Philbrook and take every opportunity to visit different museums when we travel. Most Sundays at 5:00 p.m. you will find us at St. Benedict's Parish in Broken Arrow where we are parishioners. We are fans and supporters of both Catholic Charities of Tulsa and Food for the Poor.



Estelle on the glacier in Alaska, 2016

When we travel, we love to search for amazing food and incredible views. We started cruising again (only on our 3rd as of September 2016), and going on Rick Steves' Tours, and are convinced they are some of the greatest ways to vacation anymore. Ask me about my last cruise or tour if you want to see a smile on my face.



Alaska Cruise 2016, cruising the inside passage



Polson, MT-Looking east towards the mission mountains

My immediate family all live in Montana. I grew up on a cattle ranch just outside of Polson, Montana, which is a small town on the west side of the divide. However, my two younger brothers now run the "new" family farm just north of Great Falls, which is on the east side of the divide. I still believe the northwest part of Montana on the western side of the continental divide is the prettiest place on earth.



Master farmer Clint Berlin.

Clint, my youngest brother, runs all 4800 acres on our farm like a well oiled machine. He might be the best farmer in the United States, and if not the best, certainly the most passionate and patriotic. I love to see the photos of him during the harvest. He has every one of the combines and tractors deployed in the fields flying the American flag. Whenever you ask him what he does, he replies, "'Merica, I feed it."

My middle brother Kirby works the farm part-time with my dad, and the rest of the time he runs big rigs splitting his time between Conrad, Montana and Catoosa, Oklahoma. I'm going to tell you something, Kirby can haul the heck out of some grain. That is hard and unappreciated work. Be nice to those truckers out on the road, one of them is my brother.







Above: Kirby at harvest.

Middle: One of Kirby's big rigs

Right: Clint and two of his farm hands at harvest.



Mom, dad, and Steve their golden retriever

My mom holds down Fort Berlin in Great Falls. A big farm has tons of paperwork and accounting. My mom keeps the books, pays the bills, pays the salaries, keeps my dad fed and in clean clothes, and keeps the cleanest house in Montana. Really, it is that clean. It's a bonafide fact. Look it up. It is in a book titled, "My Mom Is Awesome, authored by Lee Berlin."

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I enlisted in the Army National Guard immediately out of high school, I then joined ROTC while in college, and went on active duty as a field artillery officer upon graduation. Following my service commitment, I came back to Oklahoma for law school.

I graduated from the University of Oklahoma in 2000. I was ranked 6th in my class and graduated with highest honors. Following law school I worked at NASA in Houston, then the Department of Veterans Affairs in Muskogee, followed by the U.S. District Court, Eastern District of Oklahoma, and finally the Tulsa DA's Office as a felony prosecutor, major crimes prosecutor, and ultimately Chief of the Gang Prosecution Unit.

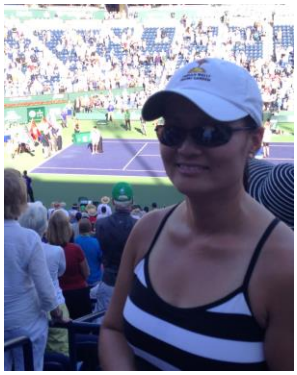


Following my years of service to our State and Country, I started the Berlin Law Firm, focusing on criminal defense with an emphasis on sex crimes and crimes against children. Over the years of private practice, I deliberately shaped my practice into what it has become today, which is the only boutique practice in Oklahoma where I am focused exclusively to providing help those clients charged with sex crimes and crimes against children.

From Lisa: Below are some pictures Lee sent to me as well. As everyone knows, I am a huge fan of seeing all your furry family members! Junior is just the cutest, best dressed, and maybe, most spoiled little pup we've featured! Although Aaron's pup, Oliver, does come to the office wearing a tie (according to website photo).



Lee with Frederic Remington's famous bronze, Coming Through the Rye, Gilcrease Museum



Estelle at the BNP Paribas Finals, in Indian Wells, CA



Junior Berlin on his way to work.





- What is on your night stand?

  Lamp, 3 remotes, Aveeno lotion, electric alarm clock, cell phone & charger, Glock 19 in holster with spare mag,

- What is the first app you use in the morning?

  Alarm.com to turn off the alarm.

- What would you do if you won the lottery?

  Buy a 2nd home on Troon North, move to a golf course lot on Cedar Ridge (I have an interior lot now), purchase a lifetime membership at Cedar Ridge, purchase a weekend townhome in Highland Park (Dallas, TX) or high rise condo in uptown/downtown/Turtle Creek area Dallas, Cenegenics or some other more advanced anti-aging science, 10% to charity, personal cook to come in 1 or 2x a week for my diet needs, travel extensively, NetJets membership, attend every F1 race in one season, become a blue belt in BJJ, attend every ATP 1000 series event, 120-180 day around the world cruise, travel to Patagonia.

- What was/is your favorite vacation destination?

  Palm Springs/La Quinta, California

- What was the last gift you gave someone?

  Montblanc Pen

- What's the last thing you watched on TV and why did you choose to watch it?

  Yellowstone. Wife was binge watching the series and she wanted me to watch part of it with her.

- What do you want to be when you grow up?

  Happy

- What inspires you?

  I have been inspired lately by men such as Sir Richard Branson and Larry Ellison. These guys are machines in their 70s and I am amazed by their health, energy, and zest for life.

- What are you known for?

  Brilliant criminal defense theory development and my temper.

- What do you do in your free time?

  Play or watch tennis, read, walk, listen to music, travel, MJ, fine foods and drink.

- What's the most interesting thing about you that we wouldn't learn from your resume alone?

  My productive and constructive use of Marijuana and CBD.

- If you woke up and had 2,000 unread emails and could only answer 300 of them, how would you choose which ones to answer?

  Personal Finances, business interests, then family.

- "If you had to be shipwrecked on a deserted island, but all your human needs—such as food and water—were taken care of, what two items would you want to have with you?"

  A satellite phone and a yacht.

- "Are you a hunter or a gatherer?"

  Hunter

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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 2020 and let Lisa know so she can save your spot. They're small, powerful, and effective BUT…they always sell out early!!!!*

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

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

2021 BBO CALLS:
SAVE THE FOLLOWING DATES FOR TUESDAY 12:30 PM (EASTERN):

January 19 - From Goals to Systems: Improving the Likelihood of Success

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.

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

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

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

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

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

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

October 2019 NO CALL – Live event in Phoenix.

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

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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

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

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

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

Volume 2

Making Higher Profits & Margins Starting Right Now…

What's Inside:

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 Asia trip. READ AND USE THESE! THIS MONTH'S EXAMPLES ARE HIGHLY ACTIONABLE!

Article 2: What Dave Is Currently Doing, Reading & Using To Calm The Chaos, Build Margins, Increase Business Entity Value, Stay Happier, Healthier, and Fitter [Especially this winter]. 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. TWO EXCELLENT PRODUCTS YOU MIGHT WANT TO LOOK INTO.

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.

Article 1

The Monthly Dave Frees SWIPE and Deploy Marketing Force Multipliers.

Examples From My Personal SWIPE and DEPLOY File:

Dave Frees' Business & Professional Practice Force Multipliers

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/Podcasts/Newsletters
"One Sheets"
A Press Release or Pitch for and Interview/Media Appearance

or more...

Get time on your schedule to use one or more of these to boost your marketing or to send it as an assignment to your marketing team.

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

BUT...
And this is big.

Whatever examples you decide to use, they should be used in conjunction with 1) proof, 2)promises of specific and concrete

results that your specific avatar truly desires, 3) specific language that shows the avatar that you understand what's going on in their head, combined with 4) agitation of one or more specific problems that they worry about (with specifics about how your product or service can solve those problems), 5) testimonials on specific advantages, features and benefits, and 5) possibly a risk reversing guarantee.

The copy or content should NOT be you saying how great the product or service is.

Example 1:

That said, this is some copy from an ad that got me thinking:

"How the new wireless headphones impact your brain
... and 5 things you need to do about it now."

Here's the formula I created from it:

"How the new ___(something that concerns your avatar)____ impact/s your _____(an aspect of the avatar's health, life or business)
... and _#__ things you need to do about it now."

And here are a couple of examples of how you or I might apply it:

"How the election outcome might impact your estate/estate taxes ...
and 3 things you need to do about it right now."

"How our new laser treatments might impact your recovery from surgery
... and 1 thing you need to take advantage of it right now."

"How the election results might impact your upcoming retirement
and the 5 things you need to do right now."

Example 2:

Delivering actionable material to an avatar that's asked for it. A process for inspiring connection, building trust and segmenting your list…right from the start.

So this one was inspired by my buddy Perry Marshall.

In fairness, I haven't built this yet but we are about to. Perry has an autoresponder sequence that deals with people's guilt about taking time for themselves (a very common problem…or perceived problem for his entrepreneurial avatar). In ads, numerous blogs, articles, and other publications, he asks the "reader/viewer/listener" if they are having this problem.

If they are, he suggests that they go to www.PerryMarshall.com/headtrash. That's the landing page to opt in.

When people do he has already established a segmented list of avatars he now knows are specifically worried about this. He has material he knows will help them and will, therefore build trust and further interaction.

I'll also use it to deliver at least one or two more offers that match an avatar with this concern in a mention or through a link.

Here's how I'll use this:

I'll build an autoresponder around content for my elder law or estate planning and executor avatars.

Elder Law versions I'd test:

Are you worried about helping a loved one to age in place at home and without exhausting their assets? Subscribe and get the info/answers to that question and more here: www.PaEstatePlanners.com/ElderlawAnswers

Are your parents or grandparents worried about exhausting their assets through long term care expenses? Subscribe and get the answers to that question and more here: www.PaEstatePlanners.com/ElderlawAnswers

Estate Planning versions I'd test:

Are you worried about protecting your heirs (and their inheritance) from divorce, lawsuits, and creditors but don't know how? You're not alone and most lawyers don't even know how to do it…but it can be done. Find out how…Subscribe and get the secrets to how.

Are you worried about your surviving spouse, adult heirs or grandchildren) from divorce, lawsuits, and creditors but don't know how? You're not alone and most lawyers don't even know how to do it…but it can be done. Find out how…Subscribe and get the secrets to how.

Finally, here's a few I might test for executors:

Have you been named in a will or trust as an executor/trustee but want to know more about what's involved, how to do the job, and how to protect yourself from liability?

Have your parents or grandparents named you as an executor but you wouldn't even know where to start? Get the information you need to do the job right, save on taxes and fees, and to keep from being sued…

ACTION ITEM: Take a few moments, right now, before you're interrupted, and schedule/block some time on your calendar (or with your marketing team) to promote a profitable business/ practice profit making product or service (or better yet a bundle) by applying the template above to a blog, FAQ, video, interview, podcast etc.

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).

ACTION ITEM: Make sure that you also develop a higher priced "add on", upsell, or bundle that is highly profitable and highly desirable to the avatar and offer the upsell as part of the action above. For those that don't take the offer, consider an offer of the same product or service at a later time when it might also make sense for them.

Article 2:

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

In chatting with a few members, I recently discovered that all of you guys may not yet be optimizing (or even using) a very powerful process/system that I suggested last year.

What's that?

I'll get to it in one minute, but don't ignore this.

Pay close attention (rather than just saying here we go again...or doing a big eye roll) because I keep coming back to it because it's so good (even if you no longer have responsibility for your own marketing)

Keeping a SWIPE file of email subject lines (and in a perfect world, sorting them by audience/avatar).

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.

So here's what I do...

Whenever I see an email subject line that catches my attention, causes me to open the email, causes me to buy (or act/engage), or one that would have those effects on my avatars, I file the email

under my SWIPE EMAIL files. I have created a number of them for particular avatars.

This makes it super-easy when I'm looking for inspiration either for a particular avatar or just to get the creative juices flowing.

Here are a few examples from a number of the avatar sub files...

9 Meal Kits Actually Worth Trying
Formula: X (things your avatar is interested in) Actually worth Trying

Exclusive for 1782 Members: Shakespeare Class Online
Formula: Exclusive (Thing Your Audience Wants) Especially/Specifically for (Audience Members)

Hate mail is pouring in.
Formula: Hate Mail Is Pouring In About X (something provocative, interesting or concerning to the avatar)

These Are Earbuds From The Future
These are (something desirable/important to the avatar) From The Future

Why Do You Invest?
Why do you… (something that the avatar loves to do or wants to stop doing)

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. You can thank me later.

Here's a bit more detail on my some old/existing ideas and resources that you may not be using or doing yet:

1) Identifying some of the most powerful books I've/You've read in the past and committing to rereading at least (3) three before I/you read anything new from 2021.

2) I'm also committed to rereading my various travel journals from prior trips and my notes on gratitude from 2010 on. Think about reviewing reading older journals to get insight into your patterns of thinking, leading, and creating.

So here's my thinking on these two new ideas.

First, as entrepreneurs the thing that initially made us successful was a focus on the new, change, and rapid implementation.

But, as we build better and more enduring businesses and hire new team members, we have to create systems and processes in order to scale and to grow. We can no longer do it on our own and we often need to learn to do new things in new ways.

In fact, the very things that made us successful, speed, implementation, and agility can, in a bigger and more complex organization, break things and undermine systems and organization.

So why go back and reread old books that were influential and effective before? How does that help?

First, because the obsession with the new, fast action and implementation can, as we said, be a disadvantage.

In these types or organizations, we often need to pause, become more self-aware, look at the data, consult and involve more parties in decisions and innovation.

So constantly reading and acting upon new ways of thinking (especially about the fundamentals of growing a business and scaling) can be counter-productive.

Also, when we reread a compelling and foundational book after having new experiences, more data and more business maturity, we often get different, deeper and better lessons from the same resource.

So I'm going through an inventory of books ranging from the Bible to How To Win Friends and Influence People, writings of the Stoics and many more that influenced me and identifying three that I will reread BEFORE I allow myself to read anything new.

ACTION ITEM: Do the same and identify at least one classic book that you haven't read in a while and go through it from the start with a new set of eyes. Make notes as though you'd never seen it before and be looking for HOW YOU CAN USE/APPLY the ideas now. Use your driving desire to read something new by agreeing that you won't do it until you've read the older book.

Next, I realize that you may or may not either keep journals or travel. You may also not document your thoughts on gratitude. I do all of those things.

And I have benefitted many times in my life from reviewing those old journals, my goals, thoughts, business and personal growth ideas.

As for my gratitude notes, when I review them, I often see and notice patterns over time that aren't obvious in any given moment in time.

As a result, I've become aware of certain people (and/or team members) and how kind and important they have been to me or to my business/success. I have also noticed things that consistently bring me happiness and more resourcefulness and I can strive to create them more often for myself and to reward others who may have been intentionally or accidentally kind and/or helpful to me.

ACTION ITEM: If you're not already keeping a travel or everyday journal then start...build a habit...even if only occasionally.

And while you're at it, begin to note (morning, evening or both) things for which you are grateful.

These two practices can make you wealthy both financially and in many other more important ways.

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

How can I use, optimize and benefit from that Part 1:

This month, we've found a product that might meet your needs if you're doing more video conferencing with clients or customers with a small team giving input. It might also work for businesses doing smaller video conferences. It came to my attention from Perry Marshall who used it at his recent live roundtable.

The product is an Owl Camera (I'm looking at the pro-version).

If you're interested, you can see their video and get the technical specs at owllabs.com

How can I use, optimize and benefit from that Part 2:

As you know, from our live and virtual events, I have also have been using the PDF Expert App with my iPad. This was originally suggested to me by Steve Richardson for one use but by asking better questions, I have developed a number of uses for it and Steve and I still exchange suggestions.

Use 1:

I have the staff attach the pdf of each new or revised will to the appointment for the Zoom® review with the client and I use the app to make changes and corrections and send the revisions (right from the app) by email to the team member making the changes. This has made the entire process more efficient and effective.

Use 2:

I use this program during Zoom® calls to log in as a second party so that I can draw diagrams on a blank pdf in real time for the client. As I also explain the document and or process. Clients love it and I can visually respond to their questions.

Use 3:

I recently presented to a group of Australian dentists (I was originally supposed to do it both the US and Australia) and used the app to draw my slides for a much more relaxed and interesting "power point style presentation."

I can also add notes and "slides" in real time based on the audiences' actual needs and questions.

I am sure there are many more and better uses so I'll continue to report them and I can do a live program if that makes sense to the members.

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

1.

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5.

CLASSIFIED: BBO EYES ONLY

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

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

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Article 4:

Spy Craft, 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: Dave Teaches You 3 Survival Must Have's For Civil Unrest or A Natural Disaster

With This Knowledge…You'll Improve Your Chances To Survive And To Live Another Day (Or More)

By Dave Frees

INTRO/REMINDER/"EXCUSE":

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.

And being well prepared means knowing how eliminate the worst risks and to anticipate and mitigate the remaining less likely but still probable risks.

This month, we'll start by looking at 3 great ideas/products to help you through any problem time.

Have a hand cranked rechargeable radio. In the event of a natural disaster or a black out caused by state actors, having a source of news and information not linked to the grid can mean the difference between survival & safety or danger. I have one in every go bag. At the very least, you should have a small radio with spare batteries and a battery recharger.

Install smoke detectors and carbon monoxide detectors on each level of your home or vacation home. If you've already done this, make sure that they're either hard wired and have battery backup or schedule an annual battery check/replacement. On top of that, add a fire ladder to rooms that might need to evacuate in a fire from a higher floor and make sure that there are charged fire extinguishers at key locations in your home and outbuildings.

Make a date to prepare. Here's a possible calendar:

January – Communication plan – discuss, create/review plans for disaster communications

February – Water supply – review normal supply, shutoffs and usage – replace 3-5 day emergency water supply

March – Food Supply – review 2 week (minimal) emergency food needs/supply and replace older food as needed.

April – Evacuation routes – Determine two or more escape route from your home and the region – review plans with everyone in the household and prepare/review go bags.

May – First Aid Kit/Field Medical Kits for home, Go Bag and Car – Review kit, replace supplies and add new items as needed.

June - Documents and Keys – Make/Review copies of important documents and keys – review with appropriate household members.

July – Go Bags/Equipment and Tools – Check locations, tools, supplies, and add/discard as needed. Set aside some time for training on use of first aid and go bag/survival items. You don't want the first time you're trying something to be under an emergency/survival situation.

August – Sanitation and Hygiene – Gather items in a sealable large plastic bucket and review/replace soap, toothpaste, towels, tooth brushes, toilet paper, paper towels and bath towels etc.

September – Prescriptions and medical – Review every ones' RX and over the counter medications and medical needs and create a disaster back-up supply.

October – Clothing and Bedding – Pack a kit for each season and gear for cooler/cold temps in each kit.

November – Review all possible home hazards inside and out and mitigate in advance.

December – Pet supply and food check – Make sure you have pet food and RX supplies for emergency and/or evacuation.

By having an annual review system across these areas (or create your own) you'll be sure to eliminate and to mitigate many of the most dangerous risks.

ALERT!

Save The Dates and Your Spots For These Small and Elite Events That Really Make Your Business and Life Better and More Powerful!

Upcoming Elite Level Business Black Ops Events:

Remember War Lords and Overlords™ Get All Business Black Ops Elite Events and VIP for Free and all members get discounted pricing on a first come, first served basis!

Get Registered Now For One Or More Of These BBO Elite Events™

Elite Event 1: Couldn't make Traffic and Conversion Live (the premier digital marketing event of the year was cancelled as a live event) or can't take three days of drinking from a fire hose if you attended the virtual version?

Then join BBO members who did attend the virtual version for a masterclass on making the newest things work for them and for you.

This one-day virtual mastermind is very limited (only six spots remain) but has been transformational for those who have attended in past years!

Come join Dave and the others for a brilliant day of insight, coaching and results!

Free to War Lords and OverLords™, $595 to members and subscribers, and $999 to non BBO members. This includes a group lunch that day!

What to do next - Call Lisa at 610.933.8069 for the schedule and costs of other Elite Events™ – All Are free to War Lords and all subscribers/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!

Elite Event 2: Hang out with and learn from the stories of a Dev Gru/Seal Team 6 Sniper Be An Agent Of Persuasion & Influence: Using The Techniques and Skills Of Top Level Spies, Interrogators, and Hostage Negotiators to Build Charisma, Sell Anything, Persuade Anyone. Transform Your Business and To Create and Enjoy An Exceptional Life with Real World Strategies and Tactics as well as the skills of Hypnosis, NLP, and High Level Persuasion!

This one day live and virtual combination event will be held in a location to be determined in the USA and will completely change your ability to detect human deception, build rapport and trust, to radically build your negotiating skills and then to adapt these new super powers to leading, marketing and building your business and professional practice. Members of all levels will get this event for free if you attend Dave's birthday Bash. For more details call Lisa at 610-933-8069

Elite "Event" 3: Almost Alchemy Book Club Study Group Led By Dave Frees with Business and Practice Building/Life Optimizing Bonuses out the Wazoo!

"The Club" is at least three Zoom calls to review the strategies, and tactics of the book and how to apply them. It starts in June of 2021 but registration will open to the public in under 6 weeks so use your BBO VIP Status to skip to the front of the line.

The calls are recorded if you can't make them live (but live is better for Q/A and networking!

You don't have to buy this new book Almost Alchemy from Dan Kennedy.

You can get it (and all the benefits that can come from applying it) for free – I'll buy it for you as a bonus - if you come buy the book club in the offer this January of February.

To join the book club and to get access to three live calls (once a month and then to the recordings) where we review how to use and apply this book and the "Found Money Map" to improve profits, margins, and the value of your business/practice just call Lisa at 610-933-8069.

You'll get access to the archived calls and coaching on this book from Dave, get a free copy of the book, and get Dave's three cheat sheets/checklists for making more through alchemy. **The Business Black Ops Alchemy 3 Session book club is free to War Lords, and costs only $99 for all subscribers and other BBO members.**

How to join...and what to do next! Call Lisa at 610-933-8069.

Come and spend time with the team and start getting more benefits from your Business Black Ops resources:

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

Dave's Rescheduled Birthday Bash

Dave's birthday was a disaster and obviously he didn't get to go anywhere with you guys other than the live event in Phoenix.

So, this year he's going to try again. Dave is hosting a free training/event/party for all of his members and a few friends and family.

While it was originally going to be overseas (He was hoping to break new ground in the comfort zones of a few of you) popular demand has been for a US based event as well.

So, the locations have been narrowed down to Philadelphia, New Orleans, Tampa or Cave Creek (at the Civana resort and spa) (and to be on the safe side for travel, the dates look like they'll be in June or early November).

All of the costs of the one day party/training and event are courtesy of Dave, Business Black Ops, and our sponsors. You just need to get yourself there and make hotel arrangements. We're also encouraging everyone to stay for another day or two to relax and to think deep thoughts about your experience and how you'll use it.

If you want all of the details as they come out call Lisa at 610-933-8069.