

Getting Everything You Can Out of All You've Got

Chapter 21: You Are Richer than You Think

Think for a moment of what you would change in your everyday life if you could. Would you like to have more free time? Move up the corporate ladder? Would you like to travel? Design and build your dream house? Spend time at home with your kids? Coach Little League? Create a thriving business that will be there for your children and grandchildren?

All of this, and more-whatever your definition of success might be-can be yours when you apply these strategies.

In the previous chapters I introduced you to new methods and the mind-set required for you to uncover what I call secret wealth-wealth that has always been there for you to discover, but until now you weren't aware it existed.

This final chapter is intended to motivate and inspire you to the highest level of inventive and enriching creative achievement. To send you on your way knowing that you have inside of you the power to dramatically change your life today and for-ever. And that now you have the tools necessary to bring that power to the forefront.

But seeing is believing. So I want to show you how some of my clients have creatively applied my methods in ways that resulted in surprisingly simple but powerful breakthrough strategies. I hope you'll get excited and moved to creative action by their stories and successes. In respect for their privacy I've used different names to protect the successful.

The strategies I have shared with you throughout this book will change your life. I guarantee that when you apply them with diligence and persistence you will enjoy success beyond anything you can imagine. The question you need to ask yourself is "What is my definition of success?" Most people have a tendency to define success in terms of their companies and/or careers. But the ultimate benefits you will derive from my strategies are the successes you'll enjoy in your life.

Your Hidden Assets

Stanley Brown was the catalog manager for a large, prominent, mail-order computer company. He'd risen to the highest level he thought he could go, and along the way he had trained a number of younger assistants who had quit to go on to prestigious, high-profile jobs.

The company had become extremely bureaucratic and had ceased to be exciting. Stan had become totally burned out with the entire corporate BS. He was commuting one and a half hours each way, each and every day. He literally hated what he was doing. He honestly got nothing fulfilling out of his work. And, worst of all, whenever Stan came up with a truly innovative idea, management rejected it, thus compounding Stan's frustration.

Wanted to Be Master of His Own Fate

One day, without any other job prospects, Stan just walked in and gave notice. He had decided he never again wanted to work for anyone. Stan wanted to be master of his own fate.

Unfortunately, Stan had no plan of action, and he'd just walked away from an \$80,000-a-year position. Stan lived in a lovely idyllic community in northern California where there was seemingly little opportunity. Stan struggled for nearly eight weeks, trying all kinds of poorly founded "instantaneous-panacea" business-opportunity approaches. Then he learned my money-maximizer, business-multiplier formula.

Three Questions That Can Change Your Life

I had Stan answer these three simple questions:

1. Have you identified and valued your true expertise and inventoried your negotiable personal assets?
2. What performance skills have you demonstrated in the past that have not only abstract, but intrinsic, value and importance to a business-or a specific type of business?
3. What have you accomplished that people would not only respect, but also desire to learn and utilize to gain the same benefits for their companies?

At first, Stan drew a blank. So I asked him to analyze and reconstruct all of the monumental things he'd experienced, contributed to, and been part of since he'd started working. Not merely at his current job, but in every previous company he'd been involved with over his entire career.

To his surprise, Stan realized that, under his direction, the greatest mail-order catalog success in the entire industry had occurred. The owners of the company had become multimillionaires. Also, Stan was on the cutting edge of dozens of product-introduction breakthroughs that became massive successes. Further, the heads of critical departments at five of the industry's top catalog companies had been trained personally by Stan. It was at this point that Stan began to finally recognize and appreciate his own proprietary skills and understand that he had an enormous reservoir of performance-enhancement potential for creating greater success for others. And financial independence for himself.

A Simple Way to Find the Right Market for Your Skills

I asked Stan one more simple question:

Who would give their right arm to acquire the valuable expertise Stan now recognized that he possessed? He thought for a moment and realized that there were dozens of smaller, poised-for-success mail-order catalog companies that would probably be thrilled to have access to the deep expertise Stan possessed. But most of these companies couldn't possibly afford Stan's previous compensation level. And, even if they could, Stan had decided that he didn't want to work for anyone

again.

I told Stan that was no problem. He didn't have to play by the rules that society wanted to impose upon him. In fact, one of the key ideas in what I call the Secret Wealth Mind-set (where you evolve to creating your own rules and using my concepts in your own original combinations and interpretations) is to always remember that you make the rules.

I showed Stan that by getting four to ten smaller companies to pay monthly or quarterly fees to him of \$3,000 to \$10,000 each, Stan could make more money advising or consulting with them than he ever could as a salaried employee. Best of all, he could successfully work only the hours, days, weeks, or months he wanted. Because he could ask to be paid for knowledge and results, not time spent.

Stan wrote a one-page announcement to the presidents of smaller but solidly profitable and progressive-minded catalog companies, presidents who wanted their companies to be as big and powerful as the one Stan had helped.

Stan offered his services on an industry-specific, exclusive basis for minimum one-year retainers, plus significant performance bonuses for the profit increases and sales improvements Stan's ideas, assistance, and advice brought them.

To Stan's surprise, nearly fifty qualified companies responded to that single announcement.

He picked out the six most interesting, enjoyable, outright fun, and financially promising applicants and took them on as long-term clients. When he talked with these companies, Stan knew that he was negotiating (and advising them) from a position of strength and total respect, which brought out the absolute best performance efforts in Stan. Truly a win-win arrangement.

Create Greater Power and Maximum Control

Now, instead of being dead-ended in a lower-rung middle-manager

position in a large corporation, Stan deals only with the owners and presidents of fast-growing and exciting entrepreneurial enterprises. He received the respect he was denied in his corporate job and enjoyed the personal liberation and enormous power that comes with control of one's own career and life. Today, he's an extraordinarily happy man.

Moving from employee to lucrative self-employed consulting work is easy if you understand the concept of secret wealth creation and you learn how to document and quantify your own underrecognized value and identify hidden money-making opportunities for others.

Sell, Rent, License

Jack George runs a family-owned lumber mill. One of the critical aspects of making lumber is kiln-drying the raw wood. How it dries determines grade quality and, thus, market value. Poorly dried wood can be worth 30 to 60 percent less per board foot than properly dried wood.

Jack had developed a sophisticated method of kiln-drying that produced a far greater percentage of premium-grade finished lumber than the industry average. With his method, Jack reduced waste and scrap by almost half. In addition, and probably most important to other lumber owners, Jack's process cut energy costs by 15 percent.

When Jack learned about my methods, he decided to sell, rent, and license his method of kiln-drying to other lumber mills outside his target marketing area. Because of the immense weight factor, lumber can only be cost-effectively shipped a maximum of three hundred miles. Ninety-five per-cent of the lumber mills in the country and around the world aren't considered direct competitors of Jack's mill (and will never be, unless they buy one of Jack's competitors, which he contractually protects himself against). So almost all mills are key prospects for Jack.

Jack has so far netted about \$1.65 million off his little side-profit center and it's continuing to throw off about \$350,000 each year. By the way, whenever Jack improves or comes up with a new twist, approach, or performance-maximizing addition to his process, he charges over one

hundred lumber mills a fee of up to \$25,000 to teach his updated findings to them.

What you know, do, or have successfully done is probably worth considerable money and value to other noncompetitors in your business or line of endeavor-or outside it.

An Instant Corporate Hero

Noah Calloway ran a technical-support division of a large real estate management software firm in the Pacific Northwest. It was losing \$350,000 a year. By changing one simple strategy in his firm's operating philosophy, Noah turned the money-losing tech support department into a \$650,000 profit center. All by offering his clients more of what they wanted and needed anyway.

As a support division for a software firm, Noah's department had to answer all kinds of difficult technical or operating questions people called in with every day. Noah's breakthrough idea came when he decided to view his department as an ongoing for-profit educational institution-not a problem-solving expense center.

He went to all his software clients and offered them long-term, prepaid, direct technical and operational consulting access to help them grow their utilization capabilities. Noah showed them how to apply his firm's software solutions more effectively in their real estate management businesses. Noah also came up with a separate service to train his clients' new employees who came in after the client had originally purchased the software, thus making the new employees much more productive much sooner.

A significant number of existing and previous clients signed up for these services. Noah set up regular, continuous offerings of special-situation application training sessions, expensive two- and three-day, off-site and on-site training programs, each designed to teach different client-user groups how to maximize current and add-on software performance.

Naturally, Noah got a raise and was an instant corporate hero. If you

add to the bottom line, and your contribution is measurable and visible enough, you'll be lavishly rewarded, too. There is plenty of room to be an independent thinker in today's fast-changing radical corporate world. Problems are always opportunities for economic gain—once you figure out how to solve them and denominate the solution's financial value to someone.

Past Relationships Are Worth Millions

Miles McIntire was out of work, having previously had a key job with Xerox. He used one simple concept: finding someone else who needed a company's product worse than the company needed to sell it to them. Stated differently, someone who had more to gain than even he did by seeing his goal achieved.

Miles found a small but cutting-edge computer peripherals company with a great product but terrible representation and marketing. He went to work for them and used his previous contacts at Xerox, Siemens, and National Cash Register to get those companies to "bundle" or package the firm's peripherals into their computer sales process.

With this simple concept in mind, Miles took this little company up from \$2 million to \$8 million in about a year. Miles also got an equity interest in the business, free, for being able to engineer this deal. Why? Because it took no sales staff, advertising or marketing staff, expense, or promotional letters. Miles reclaimed and repositioned the valuable relationships he already had invested years in personally cultivating. The new company was making 60 percent gross profit and did so well that Miles was influential enough to get the company to move their offices from California to Sun Valley, Idaho, where Miles loved to ski every winter day.

Even if the names in your Rolodex aren't worth as much as the ones in Miles's, you must constantly think of your past business experiences carefully, looking for key relationships that could be an invaluable part of your secret wealth. If you have the right value offer to make to a business contact, it could change your business life and financial circumstances in less than a year, as it did for Miles.

Write down and create a permanent file of who all your past business contacts and relationships are and the business area and connection they control, and what would bring them the greatest profit and advantage.

A Money Hobby

Judith Johnson is a chiropractor in North Carolina. But her success story is not about her professional practice. It's about her "money hobby." A hobby that netted Judith an extra \$300,000 in one winter season by using this Secret Wealth Mind-set--she identified what people thought were problems, obstacles, or negatives in their life or business, and found a profitable solution to help solve it for these people.

Judith found that the Forest Service had a terrible problem with falling pine needles in the forest areas near her home. So many would collect and build up on the floor of the forests that when fall came, and the needles dried out, they posed a horrible fire risk. The Forest Service actually paid trash-hauling companies to collect and haul these pine needles away. Judith knew that pine-needles-turned-mulch made the finest fertilizer around. That gave her an exciting idea.

She went to the Forest Service and underbid (by half) the job of hauling the pine needles away. She then found a trucking firm that delivered furniture to the cities the pine forests were closest to. She negotiated a fabulous discount trucking rate with them because they normally came back to North Carolina empty. So the pine-needle load Judith gave them to haul was "found money" for the trucking company. The low fee Judith got from the Forest Service for hauling the needles away more than paid the cost of the trucking expense.

Judith next found a huge retail lot that was owned by an out-of-business mobile-home sales company. It was empty. Judith made a strictly contingency (performance only) deal to pay the owner a small share of her sales to use the lot to sell bushels of pine needles to gardeners in the area to use as fertilizer. She paid people minimum wage, plus a sales bonus, to run and manage the lot.

The little enterprise made Judith nearly \$300,000 extra a season as her fun "little" money hobby. It had nothing to do with her profession. It had nothing to do with anything else she did. It was a pure case of making money as a hobby by learning to apply the Secret Wealth Mind-set of my maximizing and multiplying process. If you understand the principles of uncovering secret wealth, you won't ever have to worry about fun and rewarding income opportunities again-they literally are everywhere.

Make the Most out of What You've Got

I end this chapter, and this book, by talking to you about something I call the optimum personal, business, and career strategy. What's this mean? It means that you must refuse to get less out of an effort, less out of an opportunity, less out of a day, less out of a dollar, less out of a relationship, than the maximum that activity or action has the capacity to give you. It means that you don't do things just to be doing them. That you insist on playing life to the fullest. But playing it based on your sense of value.

You have to figure out who it is you are and what it is you want. That's critical because most people I meet don't have a clue of where they're going in life and what they want life to give them. Any success, any fulfillment, any joy, any prosperity, any goodness, they get is almost accidental.

Life has the capacity to give you, in your career or business, and especially in your personal life, everything you ever want and then some. Multiples of that, in fact. But you can't have any of it if you don't know where you are going. And what you want out of the experience. You need to ask, "Who am I? What do I want? What makes me happy? What doesn't? Where is my strength, where is my weakness? Where can I make the greatest contribution in my life, in my job, in my business, in my relationships?"

To some people, money making may be a real thrill. You may only want to make enough money to have the time to enjoy it. You may not care about material things. Other people may want all the material things. I am not passing judgment. What I'm saying is you can't have

what you want until you first know what it is. And you can't know what it is until you really first realize what success means to you.

I met a man who shuttled me around an airport one time who had to be absolutely one of the happiest people I've ever met. He had a girlfriend. He had no material interests. They had a nice apartment in a clean part of town. They worked very hard all day, but they didn't want their business problems to come home with them. After five o'clock is when they really enjoyed life at the highest level. That's great for some people. Other people love the excitement of business and make it an integral part of their personal life. They are one in the same.

Your first priority is to identify what you want and then make sure you take the path that's going to give you that. There's nothing sadder than to see someone get to be seventy-five or eighty years old and look back regrettably because they pursued the wrong target. For you, I want every day to be a day of joy and enrichment that advances you to the maximum along the success path you want to pursue. On whatever you define as enjoyment and enrichment.

Are you richer than you think? I think you are. You're many times richer than you think, and I wrote this book to share with you some of the simplest but most powerful ways you'll ever come across to maximize your life, your career, your business, and your relationships. At the very least, I hope the process and the tools we've covered will help you achieve everything you've ever wanted or will want. I hope you'll take what I've shown you to a much higher level of application and enrichment than even I have. That's what I'm expecting. Because that's the reason I'm sharing this powerful performance information with you. With that stated, let the game you decide to play finally begin.