

A Jay Abraham Special Report

An Introduction to “The Jay Abraham Formula”

BONUS: The Five Essential Steps to Making an Irresistible Risk Reversal Proposition---How to Make Your Proposition Bigger, Bolder, More Powerful and More Compelling

A handwritten signature in black ink, consisting of a stylized 'J' followed by a cursive 'A'.

An Introduction to "The Jay Abraham Formula"

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Jay Abraham An Introduction to “The Formula”

[Editor’s Note: This is a tightly edited, 35-page transcript of a 1 hour 50 minute conference call on April 28th, 2004, where Jay Abraham unveiled his new “Swinging for the Fences” Marketing Makeover Program---a program based upon his new success-certain formula for dramatically growing your business.

575 Entrepreneurs and business people attended this fascinating session where Jay detailed his new formula and his new program. Plus as a bonus, he let people experience a small segment of it on how to create a more compelling risk reversal proposition.

Outside of working with private clients, this is a subject which Jay has never done before.

Since the session, the feedback has been extraordinary. If you want to build your business with more profit, success and certainty than you ever dreamed possible, you owe it to yourself to read this fascinating special report. It will tell you exactly how to do it.

Then to find out more about Jay’s exciting new program, call Carl Turner at 1(888)818-8878 (USA) or 1(702)243-9774 or email him cturner@ct.lvcoxmail.com.]

Introduction to “The Formula”

Introduction: May I have your attention please? You are all on this call to learn about “**The Formula**”. Now, here is Mr. Jay Abraham to tell you all about it.

Jay: Hello, everybody and welcome.

I’m here with my colleagues, Rick Duris and Carl Turner. You are in listen-mode right now, but you will not be, at certain intervals throughout the next sixty to ninety minutes.

Let’s back-up for a moment. We sent you an email. Hundreds and hundreds and hundreds of you responded. In that email a little bit, maybe theatrically, melodramatically, we promised to reveal to you, “the Formula”.

So, what I want to do is do exactly what I said. **But I want to do even more than that.**

I want to let you personally experience a little tiny piece of “The Formula” in the next hour. But before I do, I want to tell you about what I currently believe is necessary to engineer and produce great income growth for your business and even greater wealth creation.

Do you have a properly structured business?

The first point I believe, and I have got a thousand pages of research and documentation to prove this, is that almost everybody in the investment world is dead wrong when they say that real estate is the great creator of wealth.

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I think that the ultimate wealth creator of them all is a small/medium entrepreneurial sized business...properly structured.

Properly structured means one that is turned into a well-oiled, extremely integrated marketing and money-making machine that can and will only happen if, when and after **you create an integrated marketing and sales system that takes fullest advantage of the thirty or forty key concepts I have created and puts them all to use in your business on a continuum.**

So that your business can and will work much harder for you than you work for it. So that:

- You are getting the full leverage on every one of those facets or concepts letting the power of geometry do the work for you, and...
- You are creating a business that is working harder and harder for you than you are working for it, and...
- That business is now being driven by a system/formula that is replicatable by anyone else who wanted to takeover the function so that...
- You have finally put into play the mechanism necessary to create true wealth or net worth, which is a replicatable machine.

You may not know this but, most small business owners are creating a job for themselves.

Whereas for the same effort or less...the same time or less...the same lifetime commitment or less...the same investment or less...you can be creating a vehicle, an asset, a compound wealth generator that anytime in the future you tire of it...you want to retire...you find something better to do...or God forbid you die and you want your estate to have an enormous treasure trove...you can have it sold for five, ten, fifteen, twenty times what it makes you today in profit **and people will stand in line for the privilege because you put the system in place.**

Interesting Conclusions I Have Come To

That stated, let me now tell you not just “The Formula” but about, for those of you who do not have a close relationship or awareness or history of me and for those that do, what has been going on in my agile little mind for the last couple of months.

I dedicated the last twenty-five, six, seven years of my life to one thing only: I have gone through two marriages and an enormous number of hours, weeks, months, years and decades dedicating to growing businesses for a living...large, small, complex, simple, retail, wholesale, service, professional...you name it, I have grown them.

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In the process of growing it, I have as you all probably know, engineered, produced, identified, created, formulated about thirty-five to forty key core concepts, which are what I will call universal principles.

By universal principle, that means that if when and after they are continuously and properly incorporated into whatever business you own or run, profit or non-profit, **they cannot help but profoundly improve, enhance and dramatically wildly, expand the profit, if you are profit-oriented or the contributions if you are not, that it generates.**

As I have gotten older and I have gotten wiser and I have gone through tens of thousands of experiments and I have introduced my various progressive and evolving principles and ideology and methodology to thousands and thousands of entrepreneurs around the world and observed what they did and what they did not do with them.

I have come to some very interesting and some very humbling and powerful conclusions...

Conclusion One: Almost no small/medium-sized entrepreneur, business seller, start-up entrepreneur or professional in private practice who is introduced to my methodology, my body of work, my principles, my strategies, **is anything but excited. They are stimulated. They animate their sense of what is possible. Their mindset gets liberated.**

Conclusion Two: Almost none of you do more than one or two things normally with it and those that do, do not really take those one or two things close to the highest potential possible.

By that I mean, if I asked how many people on this line who have been introduced to either my money-making secrets books or my tape series or my home study programs or my live seminars or workshops...how many of you have in place right now in your business at least one, and we are going to fill in the blanks, for instance a Referral Generating System...at least three really powerful risk reversal propositions...at least one, really killer bonus program...at least one, really lucrative strategic alliance, I can go on and on down the list of the thirty-five or forty.

The answer is probably going to be disappointing...because it is going to be a small portion.

Those of you who do affirmatively in fact have it, I ask you **how many different and better alternative approaches have you tried?**

In other words, how many different approaches or ways or types of risk reversals have you tested? How many different referral systems have you quantifiably compared against one another? How many different packages of bonuses have you tried? How many different openings have you tested whether it be headlines, whether it be subject lines, whether they be openings of your websites or the things that your salespeople say when they try to get an appointment or the things your order people say when people call in.

Let Me Prove My Point

Now, I want to prove this point because I will be delighted if you refute that, but I am going to ask Shanté to open the lines so I can ask some questions. I want you to say because nobody knows who you are and the only lie you would tell is to yourself because I have interviewed enough people that I know the probable answers, but I want to prove it to each and every one of you so you will trust me when I make the point and then reveal, The Formula. Shanté?

Shanté: Yes, sir?

Jay: In a minute, open the lines. When the lines are open, I am going to ask questions and I only want the people who are affirmative to answer. Okay?

So, the first question I want to ask is how many people on this call have a very powerful, a very specific and a very, very superior performing, risk reversal or Abraham case guarantee that they are using continuously in everything they do. Open the lines.

[Lots of noise when lines are opened.]

I think we are going to change this exercise. I am going to have to shift. One of the neatest things about being flexible, which is something I teach is that even with best laid plans... I am going to switch to Plan B.

Parenthetically, you should all be flexible because one of the keys to greatness is being able to proactively capitalize on even the most adverse of a development.

So, we did this test a couple of weeks ago. What we found was out of about four hundred people we queried about fifty actually had a really decent guarantee or risk reversal in place.

About sixty had at least one decent, not great but decent referral approach. I would not call it a system in place.

Almost none of them had even tested bonuses.

Almost none of them had tested different ways of opening the sales communication. If it was an ad, the headline, if it was a sales letter, an opening letter, headline, if it was a website, the beginning, if it was a catalog, the front phrase, if it was a trade show, the banner, etcetera, etcetera.

Of the two or three categories that I said that the 60 or so businesses had something, when I asked whether or not they had tested their risk reversal against two or three or four other approaches, almost none of them said yes, even though my research has shown that having one--- over not having one--- will normally produce 40% to 400% greater yield on that factor alone. It means more conversions, more people buying more things, more

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people buying, more up-sells, more people doing everything AND that does not count all the repeat business and the referrals that come from it.

The Lesson I Have Learned Which Can Help You!

What I want to tell you is that I have learned a heart wrenching but a profoundly revealing lesson.

For the better part of twenty years, I taught people methods, concepts, strategies, and techniques to die for. I assumed and I presupposed and I expected everyone who learned them to take them to immediately translate them to their own business situation, to put them together into the fabric of a game plan, an action plan, to implement them, to measure how they did, to continuously monitor how they were doing, to regularly create even superior alternatives to test against them so that they can either be replaced or added to...**and almost nobody did it.**

Now, does that mean no one has had success?

Oh contraire!

We have over 12,000 documented success stories that will blow people’s minds, hard and specific details, not warm and fuzzy platitudes. I mean people who have documented that they have gotten 25%, 250%, 2000% increase in business profits, clients, whatever it is and yet almost none of them did even one test of one approach against another.

Yet, few of them have constantly strived to continually evolve, replace, improve, and expand. Almost none of them did even a third of the thirty-five to forty key concepts together...

And yet, I have more successes than anyone in the country.

I am in business for one purpose – to make YOU a ton more money. And that is different than just growing your top line revenues, because growing your top line can be a nightmare--- if that is all we try to do.

You might have to double or triple or quadruple your overhead or double or triple or quadruple your staff.

I am more focused on doubling, redoubling and doubling again in twelve to fifteen months your bottom line income, thus your profits and thus the paycheck you take home...and then putting a system together for you that will work so hard for you that it will increase the net worth of whatever business you have got...and increase the salability of your business by probably a factor of ten or twenty times over...and make it easily saleable for five to fifteen times more than the profit you make from it in a year.

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Now, I have done some of the more exciting programs ever done in the business growth, the entrepreneurial growth, and the marketing, training arena.

I did the boot camps. I did the Mastermind Marketing. I did the Quantum Leap. I did the Million-Dollar Summits. I did the Billion-Dollar Internet Summit. I did the Mastermind Marketing: The New Version. I did the PEQ. I did the Advanced PEQ. I did the PEQ Cubed. I did the Strategy Setting Super Summit.

I am very proud of all the basic programs. I am extremely proud of all of the twenty-five or more programs, but none of them did for me what I have been driven, fixated, and tormented to do for you...

I want to give you an infallible...fully-integrated...totally individualized game plan that takes FULL advantage of all thirty-five or forty of my key universal concepts and puts them into a system that could never fail you.

Knowing as I do, if you put all of these together, if you implement all of these at the same time, certain ones are going to have a higher bearing of profit, moneymaking, wealth-building impact on your business than others, but they are all going to combine together to produce geometric bottom line growth. But most companies never even get close to that. And I am obsessed with doing it for you because that is what I always did.

When I work with all the private clients, I do all those things together. I put the system together. I make them work and I make them keep track of it. I make them measure it. I make them monitor it. I make it easier for them to do it than not. I am constantly looking at the results.

I am constantly taking one item at a time, testing new ones to replace or expand or enhance or add to the other and that is how we took Investment Rareties from \$300,000 to \$500 million in twenty-four months. That is how we took David Hall from about a million dollars gross to over \$25 million profit in eighteen months. That is how we took and found \$2 million for Howard Ruff in a year.

That is how we grew Entrepreneur Magazine from \$800,000 to \$7 million in nine months. That is how we moved Icy Hot from \$20,000 to \$13 million in fifteen or sixteen months--- and that is how I want to teach you today to finally and realistically take your income and perhaps your top line revenue, but not necessarily unless you want it, to the stratospheric heights of significance that you have always deserved, that you have always felt possible, that you have probably never been able to engineer before.

The History of “The Formula”

It goes to prove a process and approach that I have decided is *the only viable way* to really help people like you get the massive continuous payoff, get the real value that my totally integrated methodology can deserve, and that is to create a formula for you that sort of “boxes you into a corner”.

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It’s a formula that forces you to finally do something on every facet of the business growth concepts that I have revealed to you in the past, do whatever different educational, informational and training experiences you have shared with me.

So, what we did was about three months ago, we created an experiment. We brought about forty-five people into the room. Most of them had already been exposed to moneymaking secrets books, our mastermind marketing program and some other stuff, and most of them had done very little, if anything, with it. And yet they had some windfalls that were exceeding the cost of what it would have been to go to one of them, but they did by my stand, by my take, almost nothing with it.

So, I created a three-day process that took the thirty-five or forty key elements that forced them for twelve hours straight to take them one at a time, embrace them, do what Fran Tarkenton discussed and any of you guys who either listened to or attended my December 2002 Mastermind, Fran talks about **“wrestling the bear to the ground”**...which means stopping to procrastinate, avoid, equivocate, finally embrace, resolve and make your prisoner forever an activity that you have been avoiding or half-assed doing.

So, we took each one of these concepts. We created a process that became formulaic--- that progressively found a way to create a customized application for each business that was there. The big problem most people have is they do not know what the heck this means to their business. They do not know how in the world to translate this to my business. They do not know how to adapt this to what They are doing.

Well, we figured out a process to do it. We had each person do it. After they had done it, step-by-step, we had them present their conclusions to members of their tables.

The members of at each table evaluated them on a value basis of zero to ten, ten being really good, zero being needs a lot of improvement. We took the “tens” and had them all present across the room to all the other tables so that they can see what success looked like.

Then we took the “zeroes” and had them all stand at the mikes and I systematically worked through each one and we did that category by category, hour by hour, layer by layer--- and we forcibly enabled each and every business in the room, in the course of three days and nights to create for themselves a fully-integrated, totally individualized, wildly powerful, thirty-five to forty-concept, fully-integrated game plan that was so integrated and so infallible that it was impossible not to work.

The initial feedback, results and reports have been great.

Then I got to thinking...at this point in my life, I have trained two hundred and fifty thousand people. I have something like \$7 or \$8 billion of profit increases to my name that are documented and it is increasing at a rate of \$500 to \$700 million a year. I have been written about in all kinds of publications, but almost nobody that has not been a private client has been able, on their own, to take everything and to integrate it together

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and have a game plan, an action plan, an integrated system, so customized and so powerful that it was harder not to make it work--- than to make it work.

So, I started thinking, what could I do to help all those businesspeople who had invested money in all my materials and programs---but had done very little with it.

Not because they were not intellectually stimulated, but because they just could not; number one, see how to translate it, number two, if they did put it all together, they operated a system, monitored and measured what I was doing and then they constantly have needed a process to keep improving and expanding it--- and I created a formula to do that.

So, we created a new training program to die for, for people who really wanted to realize the ultimate wealth creating asset, which is in business. This program is for people who really want to finally take fullest advantage of the inescapable and incredible income expanding capabilities that my methods, all channeled together in harmony, working in a systematic process, on their business can deliver.

We took everything that I thought was universal, in other words, everything that would work for anybody, and we figured out a way to do for you in four days and nights--- what I have NEVER been able to do even with my \$25,000 programs.

My \$25,000 programs are really cool, but they have an inherent challenge to most of them. They bring a participant up on stage for ninety minutes to two hours. Then for that period of time I drag out of them and we push them and pull them and cajole them. It is like pulling teeth to figure out the biggest impediment that is keeping them from greatness. Finally we try to rework for them and restructure that in a strategic form. For those two hours it is all about them and they go back and they watch us do various things for other people over the five day period.

Then they learn through observation, but what they get is a breakthrough. I decided that a two-hour or ninety-minute breakthrough for \$25,000 is probably not even a fraction as valuable and appealing as four times twelve hours or forty-eight hours of total attention to you and your business.

So, I created a layered, progressive, really integrated process that takes every one of my key, universal concepts and, hour on hour, works fully on what its relevance is to your business...exactly how to apply it...to modify it...to adapt it to you... and forces you hour by hour...to not avoid it, not think about it abstractly---but to sit down and do what you probably never allowed yourself to do before and maybe never will again---and that is to create a specific solution to each issue.

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A specific adaptation, a specific way to execute that concept in your business and then puts it all together in an implementation plan to die for.

A Picture Is Worth a Thousand Words

My colleague Rick Duris and I were talking. We thought with all of the rhetoric about how great it is going to be, we thought an exercise would be worth a thousand promises and hyperbolic projections, the same as a picture is worth a thousand words.

So, I thought what I would do today with Rick’s help is put you through a couple of processes. I would still love if the lines can work better to bring people on. Open it up for a minute, Shanté and lets see if it is still noisy and if it is turn it right off. That is quiet. (Then, there is a lot of feedback and then lots of hellos).

Shanté, I wanted to be able to leave it open.

(Note: Once the conference is opened up for all to speak, the audio reception is poor to very, very poor with echoes, highly tinny sound, static and a tunnel sound.)

Jay: Okay, so take it out because I want to trade on experiences. Okay, everyone quiet, please.

So, we have people, hundreds and hundreds and hundreds of people on this call from dozens and dozens and dozens of locations around the world. I want to ask you first of all a question. How many people on this call have spent money, significant money in many cases with me, have learned the methodologies, mindsets, gotten excited but have really not come close to doing much with it yet? If that is the case in candor and truth say yes.

Group: Yes.

Jay: How many of you realize that we are talking about spending \$5,000 for the Encyclopedia and \$5,000 for PEQ and \$2,000 for Mastermind Marketing and they understand intellectually that my stuff is to die for but very few, if any, have taken it, applied it, customized it, individualized it, integrated it, synthesized it, so they are just making hand over fist, not because it cannot grow and could not take profits possible, because they cannot get it implemented. Is that a yes or no?

Group: Yes.

Jay: Let me ask you this question. How many people on this call have tested, actually tested and that means taken, applied, modified, customized...

Jay: How many of you have been able to take at least a dozen, twelve of my concepts, develop specific applications, apply them to your business and see a big, big, big impact and then continuously use them, say yes?

Small Group: Yes.

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Jay: Three people out of five or six hundred. Okay, how many have done at least six?

Speaker: Yes.

Speaker: Yes, Jay.

Jay: Okay, two more.

Speaker: Yes.

Jay: How about one?

Speakers: Yes.

Jay: Rick, what do you think, a dozen?

Rick: About twenty of several hundred.

Jay: Okay, Shanté, you can put it back on listen-only mode.

I do not want to be anyone’s intellectual entertainment at the prices I charge and for the results that I absolutely can produce in your pocket, meaning increased profits, income, paycheck and certain wealth creation.

But left to your own devices, I do not think any of the lecture based, any of the concept based, even the hot-seat based programs, are going to produce for you the kind of impact I can produce---if I get you in a room for four days and nights. IF I can force you for forty-eight hours to only focus on your business every hour. And to take every one of those universal principles and translate it specifically to your business. And then create a hedge and an expansion alternative to test against it.

And then to put it all on a system so you absolutely cannot, will not, should not be able to walk out of that room without knowing exactly how to have the best risk reversal, the best headlines, etcetera.

For instance, how to have the best one or two or three bonuses...how to have the best-customized applications individualized adaptations of a risk reversal or a referral system...etcetera, etcetera.

In a conversation with Carl recently, Carl asked how would I help somebody who has spent \$5,000 and not done much with it yet to justify coming to this program?

I would say first of all, it is a \$25,000 program that I am selling for \$5,000 and it is not going to cost you a dime unless you see and reach that amount of payoff or more before 2:00 o’clock on Day Two of the Four Day event.

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More importantly, I am doing it for the upside that will come fifteen months from now if you do your part. You cannot do your part if I leave it to your own devices.

So, I have to engineer for you right at that program, a turnkey, integrated, customized action plan so powerful that you cannot fail yourself. That it has to work in spite of and not because of you. And I have actually got the way to do it and I am going to prove it to you right now. Correct, Rick?

Rick: Go for it, Jay.

Jay: Okay. So, what we want to start doing is this. Everybody on the call understands simplistic Jay Abraham 101-like guarantees, risk reversal, yes? I am not going to open the line because it will go sk-e-e-e-e and there will be a lot of hellos.

So, I want to challenge you. Any of you who have seen my five hundred and two case studies, which are five hundred and two actual companies. I think it is about one hundred and fifty industries who have experienced 20% to 2000% growth and ten of thousands to millions of dollars of bottom line profit.

And that does not count the five or ten times increase in wealth creation, but using some, not very many...but some of our methods.

If you looked at that collection, (if you do not have it--- if you come to the program we will make sure you do have one), you will see that about 25% of the five hundred and two people reported the biggest single thing they did, (most of them only did one or two things), was to create a stronger risk reversal.

Rick: Why is that Jay? Tell them why that is. What is your theory behind that?

Jay: Well, when I say this to you all, I am going to forewarn you for your logical response and the hilarious comment, which Carl keeps sharing with me, which I laugh in a bazaar and almost a, not a cynical, but a diabolically fascinating way.

People say we already know all of that, but here is the actual truth--- that almost nobody does it. The key is this. Your goal in life, if you have any business that sells multiple product services, is to start the buying relationship as quickly and as easily and as comfortably as possible. **That means you must lower the barrier of entry!**

That means you make it easier for your customer to say “yes” than “no”.

If you do not have a lot of backend products, there is another Jay Abraham concept, that during the process, we want to teach you, not today, but at the program. There, we will show you how to figure out exactly, specifically, what those products are, exactly and specifically how, where and when to integrate them, exactly and specifically how to make them as important, if not more profitable, than your mainstay.

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But, right now, the key to everything is if you attract prospects, you want to convert as many qualified prospects as possible to buyers. If you bring buyers in, you want to get as many buyers buying as many and as high a yield of purchase as humanly possible.

If you bring people in buying, then you want them to come back as often as humanly possible, provided it is in their best interest and, of course, that goes toward the strategy plans that I am not going to talk about today, but, which we will visit before you come to the program if you so desire.

The key point is by doing nothing more than substituting a bland, a tepid or a “non specific” guarantee with stronger risk reversal, you can improve your prospect conversion buyers or your buyer conversion to multi-buyers, (meaning multiple products and services), or your multiple buyer conversions to repeat buyers by a factor of--- what Rick? Because you studied this.

Rick: You can at least bring in 25% more...25% was on the low-end.

Jay: That means that right now, if a hundred people come in and you are converting twenty-five you get how many more?

Rick: You will get another five to seven.

Jay: If you are converting fifty you get how many more?

Rick: You would get ten to twelve.

Jay: That is the lowest. What was the high end you studied?

Rick: Oh, it was multiple.

Jay: Right, like ten times that is a 1000% more people buying from the same ad or the same sales effort or the same website or the same catalog.

It is not just 1000% more. It is 1000% more coming in every year. But that does not even begin to comprehend the scope of purchases, of repurchases and all the profits that emanate from it in the system you would create, if you had an integrated system that used all the different elements I have created that are universal, and that you do not do much with.

So, today we are going to do one little exercise, an excerpt from the forty-eight hours that we are going to do. We will see the kind of activities that we are going to force you to do because the truth of the matter is most of you do not even have one risk reversal.

Even though, you have got to know that risk reversal really does that alone: I do not want to talk about static, episodic, fragmented, disconnected activities. I want to talk about using all thirty-five or forty of these concepts integrated together.

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Why? Because it makes certain that we impact whatever ails you. It makes certain that you cumulatively leverage every impact point there. It makes certain that you advance, enhance and compound the impact and the result of everything that is going on. When I said most of you do not measure and compare, you do not even know how. But fortunately for you, in the program we are doing in July, part of the process is formulating the computational, the measurement, the monitoring and the constant process you need to use. We teach all the factors including marginal net worth, computational formulas, so you have got it all down so there is no excuse for you not to do it after you get back home. There were a pair of jeans, was it “No Excuse” jeans they had a couple of years ago, Rick?

Rick: Yes, they did.

Jay: “No excuse” marketing. This is like turnkey marketing. It is infallible. We are talking about franchises today. We are talking about people who we know are very successful in franchising and the reason they are successful is they have got businesses, they have created a business model that works harder for the business owner than the business owner works for it. It succeeds in spite--- not because of. So, let’s do a little bit of work right now. If you do not have a pad or pencil or pen get one now, please.

Rick: Jay, can I tell a quick story?

Jay: Go ahead.

Rick: I am working with a guy on a project today which and is geared towards doing risk reversals in one particular way and it is a very cautious and it is a very conservative way. I said “Have you ever swung for the fences on risk reversal?”

He goes “You know I never have. I have always been afraid. I do not want to be taken.” I said “Let me give you some samples of bolder more daring risk reversals and I cannot tell you for a certainty that it is going to payoff, but I can tell you what the results were for these other particular promotions.”

He looked at the promotions and he was blown away. He was blown away by the double risk reversal, by the triple risk reversal, by the unconditional risk reversal and it really opened up his eyes. So that is the quick story.

Jay: So, let’s do this exercise. You have your pencils and pads out I hope. So, what I want to do is this. Let’s start by asking this question. Let’s look at risk reversal, we will do the exercise and it is about one one-hundredth of the exercise we will do when you are at the program. But, I wanted you to see the kinds of things we are going to do for forty-eight hours straight for your business.

So, first of all, let’s look at your product or service or company. Ask yourself what is the transactional benefit impact advantage effect it has in your prospects life business, situation? In other words, what is the difference it should, could or will make either tangibly or intangibly in their life? I want you to write down as many different answers to that question as you humanly can right now.

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Rick: You may want to give them an example, Jay.

Jay: Okay, let’s see. How about a speed-reading course which can allow you to process ten times the business building moneymaking profit enhancing information in a week than you normally could or would in a year. It can give you access to competitive advantages that you would never get. It can become three to ten times more proficient than you are right now, etcetera, etcetera.

Does that help?

Jay: Yes, that is great. Write that down. I do not want to go to the next thing because I know you well enough and at the program we take time, methodically forcing you lovingly, but ruthlessly and unrelentingly, to finally do what you never allowed yourself to do in the past. Even though you intellectually understand all of my concepts.

Rick: That is really the challenge is it not, Jay?...actually taking action on this stuff?

Jay: The biggest disappointment is everyone leaves our program excited and they go back and they do make a profit.

Making a profit with all the things I teach you is like a no-brainer. But, becoming wildly profitable and turning it into an integrated turnkey system that works harder and harder for you than you work for it, ultimately creates great business wealth. And is a far cry from just saying I tried this one time and it made me \$10,000 and I only paid \$5,000.

Rick: Everyone out there, I suggest you play full out in terms of doing this exercise, it’s very impactful.

Jay: If you do not, shame on you, you should not be on the call, hang up.

Rick: Yes, the profit enhancement could be really profound just from this one simple exercise.

Jay: It’s so impactful that **I am hoping I pay for your attendance to the program right now!**

If you are just play-acting at it and you are saying Jay this is hokey, then go back and reread and re-listen to the tapes you do nothing with and enjoy the rest of your business life. You can eek out a decent or an indecent or a subsistent income and when you are tired or when competition eats your lunch and you have got to either close it or sell it, be appalled at how little it is worth...

Rick: It will really pay for you to play full out here.

Jay: Good point, Rick.

Risk Reversal - Step #1: What in dollars and cents, is the best reported either testimonial or case study, measurable, quantifiable feedback you have gotten from a satisfied client, buyer?

Okay, so the first question is this: **What in dollars and cents, is the best reported either testimonial or case study, measurable, quantifiable feedback you have gotten from a satisfied client, buyer.** I do not like the word customer but customer, patient...

I will give you an example, lets say that you were a longevity and a health doctor and your patients had no energy and now they sleep like a baby; they say I have got at least 50% more energy. I have got at least 80% more focus. My memory is up at least 200%.

I am just giving you some examples. You will notice that I always use specificity. We always contact our clients and interview them, we help them recognize through revelational questions, Socratic interviewing, the kind of tangible results that our programs, information and products made to them. This is different than the general benefits and advantages. This is specificity.

So, think in terms of what your clients have told you, and if they have not, think in terms of what you need to do to find that out. I can tell you more about this process at the program. The short answer for now is you either contact them, you invite them to a coffee, a lunch, a meeting, or a conference call.

You get them together at a trade show and you ask them individually or in group the kind of questions I always ask people and you record them and you translate it. Then you show it back to them and you help them realize the kind of impact you have made. Finally you comparatively examine that against where they were before they started using your product or your company or your service. Rick, if I am at all unclear because I am trying to power through this quick, please tell me.

Rick: You are doing fine.

Risk Reversal - Step #2: What is the penalty to your client or prospect of staying where they are right now?

Jay: Here's question two: **What is the penalty to your client or prospect of staying where they are right now?**

What is the penalty for your prospect or buyer, client, patient, customer of staying where they are now, status quo and not availing themselves to your product or service?

What is their pain going to be? Are they going to be less healthy or less happy or less productive and what is it in specific tangibles? Like you are going to have 20% less productivity than you can. When you get to that tangible, I want you to take it to one more column and translate that tangible impact, the penalty to either dollars or cents.

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Let's say you are 20% less productive, Rick, and let's say that you have got a company that has twenty employees. Let's say that the average employee gets paid \$30,000. So, twenty employees times \$30,000 is what?

Rick: \$600,000

Jay: If you are 20% less productive it means you are wasting \$120,000, right?

Rick: Right, \$120,000.

Jay: Or, stated differently, take \$120,000 off of the \$600,000 and you are going to get the same result for \$480,000 worth of payroll.

Rick: Right.

Jay: Meaning, you can either let four people go or you can mobilize basically at \$30,000 into \$120,000, four people to do something that would make you money. I want you to write this down because that is how you build a powerful reversal. Is it not, Rick?

Rick: Jay, what you have showed time and time again is the risk reversal must be based upon the power of specificity. Translating the affected to tangible terms that can be either demonstrated or pointed at, or audited or verified.

Risk Reversal - Step #3: What is your competitors' most powerful and superior guarantee?

Jay: Question three: Find another place on the pad, another sheet or another column. **What is your competitor's most powerful and superior guarantee? List the top four competitors that you compete against and list for me what their current risk reversal or performance guarantee is including just a satisfaction guarantee.**

Rick: If you do not know your competitors' risk reversal proposition, this is a real opportunity for you. If you don't know this, guaranteed, your competitors are eating your lunch...

Jay: Keep in mind, you want it to be harder to say “no” than “yes”. You want to lower the barrier of entry so it is easier to get started. You shorten the time span between prospect and purchase. You basically accelerate the buying cycle, which means repeat orders come faster and faster, which means you make more and more every year.

Is that right, Rick?

Rick: Yes.

Jay: Which means you put a system in place...

Rick: There is a level of trust that is in place.

Jay: ...just a couple of customized concepts to make you a paltry few windfall profits.

Risk Reversal - Step #4: What is the minimum based barebones expectation you can guarantee somebody they can get from favoring your business and starting to deal with you as specifically as you can make it?

Let's go to the next question. **I want to know what you honestly feel confident guaranteeing to somebody, specifically, that they can expect. What is the minimum based barebones expectation you can guarantee somebody they can get from favoring your business and starting to deal with you as specifically as you can make it?**

If you cannot make it specifically, then make it as general as you have to make it. For instance with ours, what does ours basically say...what is our guarantee, Carl?

Carl: Get your money back if you stay in up to the second day at 2:00 o'clock and we...

Jay: What is the judgment at 2:00 o'clock you should be looking at? What are you supposed to be judging us on?

Carl: If you feel that you did not make at least ten times your investment of \$5,000.

Jay: So, if it does not make you \$50,000. If you do not think what you are doing right now is capable of making you at least \$50,000, bottom line income, which times five or fifteen means another quarter million dollars to \$750,000 in future net worth, we do not even deserve to have you stay in the program. Is that correct?

Carl: Right.

If Risk Reversals Are Hard To Implement in Your Industry or Profession...

Rick: Jay, what you may want to talk about here is what happens to people who are in healthcare or have some sort of practice.

Jay: That is the next thing that we are going to do. If you are in a regulated field where you cannot legally guarantee specificity, keep in mind those of you who have studied my materials and say I already know that, I already know that, I already know that, (but do not do that), that I teach that the world is not black and white. It is gray.

If you cannot guarantee everything, you guarantee what you can and I will show you how to do that in a minute. I want to finish up this. We will get to that in a minute, Rick

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but just remind me. Hold it in abeyance. I want to know what you are comfortable guaranteeing. If you cannot guarantee anything specifically can you guarantee this?

For example, if it is a healthcare practice, then I will not even take you as a patient if I do not think we can make a profound difference beyond that of anyone else that you can go to. That I will care for you better, more attentively and more consciously and lovingly and dedicatedly than anybody else. Your best interest, your health, your longevity and you and your family’s happiness will not be at my (blank). If I am going to treat you for something specific like cosmetic surgeon, then I am going to do everything in my power to make you the most beautiful, lovely and happiest I can. I mean just go through the things you can say.

Rick: Talk a little bit about if you are a real estate professional for example.

Jay: Well, it is a trite thing because I have been using it forever. Everyone knows it. They listen to everything I have done, but do not do much with it, knows that I teach an example and those of you who have not gotten around and listened to all of your tapes that you spent a fortune on, let me say what you should listen to.

I have a constant model of reference, which is real estate because most real estate agents and brokers cannot, do not, will not, guarantee to buy-back the house if someone is unhappy, do they, Rick?

Rick: No, they do not.

Jay: They would be scared to death. So, I asked them to look at what their competitors guarantee, which is almost nothing but satisfaction, and if satisfaction is not met they do not offer the money back, they just say you will be happy. Right?

Rick: Yes, but they do not denominate it.

Jay: They do not denominate it. That is what the world that you are competing in does. What would happen if you did the following? If you started with the following guarantee:

1. I will not let you be my client until you have first taken the time to perform due diligence and call twenty of the last thirty people I have served and ask at least ten questions that I would ask if I were you. Questions such as: Do you think that Jay served my interest better than any other realtor I could have used? Did Jay let you make an impetuous decision or did he basically help you be astute, prudent and look after your interests? Did Jay...and script a whole list of things that you could do.

2. After you have asked those questions of at least twenty of the thirty people, I would ask you then to talk to people that did NOT use me (not with me on the phone, but on your own) and I will give you their names and ask if they think after not using me they would have been better, they say sure, if at least half do not say yes and at least 99% of the twenty you talked to do not say yes, I would not have you even do business with me.

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I know they will not, because I know how much more I do. How much more I contribute. How much richer I help people stay and how much grief I help them avoid.

But once you have come to that point, I will promise you three things: I will give you advice that is always in your best interest not mine. I will treat you as if you were my father, my mother, my son, my daughter, my closest friend. I will never let you do anything you should not. I will never let you spend more or buy a property you should not for the wrong reason. I will never let you take a mortgage that is higher or more dangerous. I will never let you get into a situation that can come back and haunt you. If based on all of that due diligence, based on my word to serve you, we buy you a house and for any reason, at any time within one full year of moving in there, obviously I cannot return your purchase price but I can do something that, to my knowledge, none of my colleagues will do:

1. I will list it and sell it for you free of any fee. 2. I will facilitate and represent you to purchase a replacement property again, commission free. 3. I will pay up to \$2,000 to help you move.

I cannot be any fairer than that. Now, in a world where nobody guarantees anything and you cannot, probably comfortably and realistically buy back the property, what I have just given you, which is called a modified risk reversal is very powerful. Rick?

Rick: A risk reversal which differentiates you completely. It's very powerful, very effective.

Jay: Does that help?

Rick: It does. I wanted to stimulate their sense of possibility. Most people think that risk reversal is “I am going to give you a money back guarantee”. But it does not have to be that way. You can denominate the risk reversal lots of different ways.

Jay: Let's go on to the next box. Once you fill this out, we are going to build you a risk reversal.

Right now, you are going to try it in the next week and you are going to see that it is going to put more money in your pocket and then because you are now becoming a long-term, wealth creating oriented person, you are going to extrapolate, meaning you are going to project out what those extra three or four or five or six sales per day or week or a month times whatever the units are worth to you. Not just on first time buyers but on all the repeat purchases over forever.

You are going to see that this one concept, finally acted upon, will put more in your pocket on an annualized basis than the whole cost of coming to our program. You will start to see what I am trying to teach you... to really master what you do not seem able to do on your own. That I finally, basically have taken off the gloves and decided that I am going to do it for you. I am not going to let you deny yourself or limit yourself to less income profit, paycheck and wealth than the effort and the opportunity and what I think you are made of deserves.

Risk Reversal - Step #4: Make a list of all the things you would be willing to do to compensate a customer if they did not find the transaction or the purchase or the feeling satisfactory.

Next, make a list of all the things you would be willing to do to compensate me if I did not find the transaction or the purchase or the feeling satisfactory. Not just giving me my money back but better the risk. What else will you give me? Will you let me keep something? Will you buy me something else? What will it be? Do I need an example given or is it clear for you?

Rick: Would you recommend that they be creative? Would you recommend that they be a little bit...?

Jay: I am just showing them a very light example of something we do very deep at the program and it is one of about thirty-eight things I think we are going to cover before we integrate it into the quantification measurement.

Rick: There is a whole mastermind process that happens at the program too.

Jay: The program is so much more powerful but I wanted to show them...I do not need a marketing plan. I have already got one in my head. I said excuse me, Carl, and I went outside and laughed. I said yes the same plan that basically cannot even get a risk reversal created and tested. The same plan that basically cannot even get a regular referral generating, the same plan that cannot test even one different way of starting a relationship or headline, the plan may harbor in their head, right, Carl?

Carl: Right. You do not have a real business if you do not have a real written marketing plan. You know, if you look at all the big Fortune 500 companies that keep growing and compounding, they do not do anything that is not written, that is not documented, that is not very orchestrated, that they do not monitor, measure, compare and adjust. If it is good enough for people who really do create wealth through their business asset, does it not seem like it can be good enough for you to use to create wealth with your business asset? Okay, are you ready, Rick for the next stage?

Rick: I am. We are.

Risk Reversal - Step #5: Now, what is the biggest tangible, MINIMUM guarantee that you would be willing to warrant to somebody?

Jay: Now, I want to know, I want you to talk about, did I already ask because my mind is floating ahead, did I already ask **what is the biggest tangible, MINIMUM guarantee that you would be willing to warrant to somebody?**

Rick: Not exactly, but do that.

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Jay: Did I say that or no?

Rick: No.

Jay: I want you to put down in a separate column what the minimum guarantee is...what is it, Carl? Is it ten?

Carl: Yes.

Jay: You have to know by 2:00 o'clock on Day Two during the event that it is going to be a very barebones minimum worth ten times more in year one, the first twelve months, that you use it. What is your equivalent of that that you are very comfortable knowing that your product, your service, your company can deliver if they act on it or if you do your part forcing you to live up to a higher standard like I have to force myself to do every time I make promises like this and putting a modest amount of mutual performance on the other side like I have to do basically.

I am going to give you a turnkey system to die for, but you have to work the system. You have no excuse, no procrastination, no equivocation because now it is not I do not know how to do this, I do not know how to translate it, I do not know what to do first. If you have it all laid out step-by-step and customized, and it does not tell you to go do anything yourself. You have already done it for yourself and if it is terrible it has been created before you leave and if it is great, people have made it greater. It is hard to let yourself off the hook. Right, Rick?

Rick: The other thing is that I want to make sure that process is actually easier than having a fragmented, work it through, “wake up in the morning trying to figure out what you are going to do today to make payroll at the end of the week” type of approach.

Jay: Now, I can go on and on but that is a good start right now, do you think so, Rick?

Rick: Yes.

Jay: So, here is what I want you to do. I want you to take what you have got on paper. I want you to shake it all up and I want you to come up right now, right now, with not one or two but three variations of a risk reversal or stronger more powerful, more measurable, more quantifiable, buying guarantee designed to get some category, and you might have twelve categories, so you can apply different ones for different categories of your prospects or buyers to say “yes”.

To say “yes” to either starting a buying relationship, to go from prospect to buyer, to buying multiple things or a higher unit. To say “yes” to buying more often. To say “yes” to referring somebody. I want you to write it out right this moment and as soon as you are done, if you think what you have got there is pretty darn good, I want you to pick the best one of the three and I want you to push one.

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You are going to see the process. We are going to get ten more people on the call and we will have each of those ten on the call to judge each other. It is going to be a fascinating process. Right, Rick?

Rick: They may even offer ideas that can make it more compelling.

Jay: I will give you two minutes to do this.

Rick: So, it is actually a very fulfilling process.

Jay: I need ten at a time. I need all ten on the line. I want you to take ten people and when you get ten stop. Okay? Do not hang-up anybody. We need ten people to show the process working and I will be right back.

Rick: Those of you who are not pressing one, what you may want to do is do not stop working on your risk reversal. Do not stop working on articulating it.

Rick: What would be really bold for you to offer?

Carl: Something that would give you a real higher perceived value. In the program they will tell you about the test. You test a few and see what the results are.

Rick: You see, what is really great about risk reversal is that you can actually test it on the next conference call or the next proposal or the next quote that you do. I mean you can put it at the bottom of the order form that says you know if you are not pleased just tell us and we will be glad to give you a refund or will be glad to exchange it. So that type of thing. It is very easy.

Jay: All ten of you get a separate pad. On that pad I want you to write ten different columns across. I want you to put a line...I have a legal pad in front of me. You know they have a red line that is about an inch from the left side put a line right there. What you will do is put the name of everybody that comes on and they are going to read their new USP, the top one of the three. You are going to judge it with a score from one to ten, meaning you are going to say ten is great, one needs improvement, I guess zero to ten. Zero is worse than needs improvement. Do not even say it. It turns people off.

Rick: What you are trying to emulate here is a Mastermind.

Jay: So, we will show you a little very, feeble example of the power of what you are going to experience when you come. Those handful of people who know my things but acknowledge they have not done much with it, it would be really nice if they had it integrated into a customized program and maybe build a business that was harder working for them than they work for it and maybe had a lot of net worth and they can get wealthy from it. Those few people who want to get real wealth from their business and make a much bigger paycheck and income easier, those people will have fun listening to this, Rick.

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So, this is what I want you all to do. All ten of you that are going to go on do not leave because Jamie after all ten have read their USP, name their names, we are going to go right back. Sorry, John is sitting here and my brain is flowing ahead to the next thing that I was thinking about. After they have each read their risk reversal, given us their name and talked about their business, we are going to go back to them again and they are going to judge the other nine.

So, all of you are going to do this. Are you ready? If anyone does not want to do it, if you are timid, if you do not think you have got good judgment capabilities, you are stuck with it, that is what happens. Jamie, the trick is do not take them off. Just keep them on in the queue. Can you do that?

Jamie: Yes. It would probably be easier if we grabbed each of their names and let them know, which color they are. Do you want to do that?

Jay: They can give their names. If you are timid about your last name you can come up with a pseudonym, just remember that is you when they call you again. Okay, start with the first real or fictitious person.

Jay: Okay, what is your name, please?

Sonja: Sonja Skidmore.

Jay: Out of the three you just did tell us what business you are in. What is the business?

Sonja: We are in the home inspection business.

Jay: I know that business well. We have done a lot of work with people in the home inspection business. So, tell me your best of the three. Read to me what you think your risk reversal is.

Sonja: Advantage Inspection stands behind our standards, practices and procedures. If you are not completely satisfied with the thoroughness of your inspection and report, you will be entitled to a full refund of the inspection fee. Now, it is thirty days from date of inspection.

Jay: Okay, now, everyone else, the other nine of you that was Sonja and I want you to rank Sonja's. You do not mind do you Sonja? If they love it, your ego will be buoyed. If they do not like it, even for a minute if you are a little disheartened it will help you even go to a higher...it will raise your standards, it will raise you to a higher bar, right?

Sonja: Yes, it will.

Jay: Okay, cool. So, Sonja, when you hear the rest, the other nine, I want you to value rank them from zero to ten, with ten being great and zero being worse than a little improvement. Okay?

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Sonja: Okay.

Jay: Okay, give me the next one, Jamie.

Bill: Bill Walker, Bill W.

Jay: Okay, Bill, what is your business?

Bill: I manufacture kitchen cabinetries and perform the installation of the kitchen cabinetry.

Jay: Okay, by the way, all of you if you think you can come up with a better one on the fly for them write that under or across from their name. Okay, let's hear your risk reversal.

Bill: We will guarantee the installation of your cabinetry. We will guarantee the date of the installation of your cabinetry or we will perform the installation for free.

Jay: Okay, all right. So, you listened to Sonja, right, Bill?

Bill: Yes.

Jay: You gave her a ranking correct?

Bill: Okay.

Jay: Do not tell me anything yet but you ranked her and you will listen to the rest of the people and Sonja is listening to you and so are the other eight people we are going to have on this call, okay?

Bill: Okay.

Jay: Do not go anywhere because we are going to come back to you to give us what you think the value ranks are and the people who are listening, all of you can value rank these people too. Okay, next?

Dove: Dove Gordon, D-o-v-e.

Jay: What is your business?

Dove: I do executive coaching. I do peer groups for CEO's and workshops.

Jay: Okay, cool that sounds like an exciting activity. What is your risk reversal?

Dove: My risk reversal, which as you have told me I will start from the beginning, which I learned from you is basically that if you do not feel like the work we are doing together is worth multiples of the money you are investing with me at anytime within the

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first three months you can ask for your money back and people are shocked. The work is up.

Jay: It works for you does it not? Did you measure what the different set was to your closing?

Dove: I started using it from the beginning, but in three years not one person has asked for their money back.

Jay: How many said yes? That is good but that does not surprise me because when you make a promise like that you are going to rise to a higher level of performance. The question is out of ten people that you present it to how many are going to say no?

Dove: It is not a perfect closing. I should review the numbers.

Rick: Can I give a suggestion, Jay?

Jay: Not yet. Well, actually you can because I was going to anyhow too. By the way, we are just trying to show you all a demonstration of a feeble example because you cannot do it as dynamic as it is around the tables and doing it layer on layer, process on process, concept on concept, examining each one and taking it from table to table, building on them, improving on them, reworking them but you are going to get a very light idea of something I never have done before that is more powerful than anything you will ever do yourself. Go ahead, Rick.

Rick: Based upon what you said those two key things are, no one has taken you up on the offer and that you started it from the beginning. It is a very powerful offer. I suggest that you think bolder.

Jay: What does thinking bolder mean?

Rick: What is really interesting is that at your programs, Jay, you will have a person, maybe two, maybe three, take you up on your risk reversal and that is valuable information. I would suggest that if you do not go and swing a little bit harder and play a little bit higher that you do not know how high is high. So, maybe a full year would be appropriate. I do not know. I will let other people comment but the idea that no one has ever taken you up on it...

Jay: I am going to give you a different one. I am going to say that since Executive Coaching is usually individualized, just like we are trying to teach you all to individualize by general concepts and principles, those thirty-eight or so that are most impactful and put them all together in an infallible like circle the wagons and nothing can escape the power of geometric business growth and wealth creation. I think that...it is Bill, right?

Dove: Dove, D-o-v-e.

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Jay: Oh, I thought you were saying that was your last name. Okay, Dove. If I am right, which I hope I am because I will either embarrass myself or I will bet that I know your business reasonably well, most coaching is individualized to the specific challenges, issues, requirements of the client are they not?

Dove: Yes.

Jay: So, I would take your guarantee... first of all, if you are closing 90% that is pretty good. If you are closing 30% or 40% or 50% and there is no reason because you can help the other 50% you are not closing, you are not getting 100% but I would actually consider translating your guarantee to their specific situation. You can say, Jay, lets talk specifically. You are going to come to me and you need help in your decision making capabilities. You are a very enthusiastic, passionate, executive, manager, entrepreneur but you do not make decisions easily, definitively or frankly, always astutely. I will guarantee you that within six months or less your decision-making capability, your accuracy, your astuteness will be improved at least 50% and more probably 100% or multiples of that or I do not deserve to keep the fees you have paid me.

Rick: However you denominate that accuracy.

Jay: Does that make sense?

Dove: I hear what you are saying.

Jay: Okay, next, Jamie?

Dennis: Dennis McMahon.

Jay: Where are you from?

Dennis: Brisbane, Australia.

Jay: I like Brisbane. I have not been there for a couple of years. I look forward to coming back some day soon. What is your business and what is your guarantee.

Dennis: The business is executive business coaching. We work with executives items primarily taking them from something (inaudible). It is a seven-step, four-day process that takes them three from strategic business planning, goal-setting, all the things that give them a systematic business.

Jay: So, let's hear it.

Dennis: If at the end of twelve months after the end of the program you have not (inaudible) an additional clarity because of our work, we will provide you with weekly personal coaching for free until you obtain that level.

Rick: Okay, that was pretty good.

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Jay: Okay, give me the next one, Jamie?

Larry: My name is Larry Nordlinger. I am from Hendersonville, North Carolina. I have a custom software development and training company.

Jay: Okay and let me hear yours.

Larry: Okay, here it is. Access Computer Technology will build you a custom business intelligence executive decision-making system that will increase your confidence in your decision-making abilities by two or else we will return 100% of your investment.

Jay: Okay, all right that is good. We will see what everyone else says but that is good. Thank you. Okay, next?

Jason: My name is Jason Rausch. I am in Florida. Do you want the one I am using now or the one I thought of since I got on this call?

Jay: Whichever you want. If you thought about it on the call, you have got integrity, which I acknowledge. You did not have to tell us the one you thought of on the call. We want to show people how much better they can get and show them that if they did this for forty-eight hours straight on every area, even though it seems like it is going to be challenging because they cannot procrastinate, equivocate, you end up with a killer integrated, customized, individualized game plan. I want to show people what it is like and what you are doing is exactly what happens in the process. So, go for it, man.

Jason: Okay, well, I buy and sell real estate creatively and the business I am creating now is getting others to do the same thing. The current risk reversal is come to the training at lunchtime because it is a one-day training. If you do not like it then you do not pay me because we do not run the charges until after. So, there is no commitment for any amount of time. If you do not like it, you do not pay me. What I have considered is if you come to my training and you do not like it, I will buy you front-end training from one of the national speakers because I am not national, I am regional, which out of pocket is only \$50 or a \$100 because I am an affiliate.

Jay: I understand. All right that is good. Thank you. Next?

Lisa: This is Lisa. I am in Dayton, Ohio. I am starting a new integrated wellness clinic. I guarantee to assist you in your goals to maintain an active and healthy lifestyle while aging with a notable change in your activity level, personal relationships and overall health. If you are not fully satisfied with our program at the end of six months, we guarantee a second evaluation with a second physician free of charge and an additional nutritional program for the next six months free of charge.

Jay: Okay that is interesting. Next?

John: Good evening, Jay, my name is John Kerns. I am in Spain.

Jay: What is your business?

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John: We have a business-consulting group for the education industry. We focus on the business aspect of it.

Jay: Go ahead.

John: Up until now, we have not offered any risk reversal whatsoever. We have been mostly trying to seduce people into taking our terms. I would offer them our services and with the right for them not to pay us if they are not happy with the service. We will give them one month to decide.

Jay: Okay, let me give you something because unfortunately I am running slower than I wanted to because this is such a fun project but happy, they do not know what happiness looks like. You have got to help them know what happiness is.

Let's be more specific. Again, I do not know what your consulting will do. If you work through management problems, if at the end of blank, we have not gotten either the problem resolved, an alternative or a blank, you can say I am unhappy. If we are trying to basically work through a hiring dilemma, a production dilemma, if we have not done this, this, this and this, the more specificity you provide in your description of the guarantee, it is usually more powerful for someone to say “yes” and the harder it is for them to say “yes”. Okay, thank you.

Jay: Here is what we wanted to do but we are not. I am going to give you the process. I wanted to go back to everybody and they would vote on each one of them. They would explain why. They would suggest changes. They would discuss it. The person on the call who came up with it would respond. We would then go through and vote on the best single one and why and the most lacking.

The best single ones would all go to the mike from about twenty tables and be presented along with the reasons why, critically analyzed because we would have a third person, not the creator present it. The worse ones would come with the person and we would work through with me and my associates helping resolve it and improve it on the spot and we would do that for each and every one of the thirty-eight processes. It takes an hour to two hours for each segment.

Each segment is done very clinically and it is all put together and then the last day we take the combined process, the combined elements and we put it together in an integrated strategy.

We do step by step what is the easiest first thing to do and how. What is the next best thing to do and how? How do you measure it? As soon as it is working and sustained how do you then and what do you then test against it, because I make you create multiple approaches to it. After listening to everybody else you normally raise the bar about five to twenty-five times and it is a process to die for.

I got this thing I was looking for and I am going to read it real quickly. It is from this “Early To Rise”, which is really cool. It is a quote. It always starts with a quote.

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“You may have a fresh start at any moment you choose, for this thing that we call failure is not the falling down but the staying down.” There is a quote here today. “At Agora (which is the person who publishes this), Chairman Bill Bonner encourages his publishers to speed up their success by accelerating their failures.

In the publishing business we learn by testing out new ideas. Bonner explains that only by allowing three or four new ideas to fail can we come up with one or two that work. In his book, “Failing Forward” this author talks about the guy who is supposed to invent the airplane. Before the Wright Brothers, the government gave \$50,000 in 1903 to a guy named Dr. Langley who had been in charge of the Smithsonian and had done all of this research and the purpose of the money was for him to convert all of his knowledge of unmanned planes to fly in one.

Langley spent all of his time and I am summarizing it. He took a pilot and put it in a plane. He tried to catapult it off a house but it got stuck and went right into the water. He went back and did it again. I am summarizing it. They launched it and almost killed the person. He finally got so embarrassed, so frustrated he never did it again and about three months later the Wright Brothers who were invincible went and flew theirs at Kitty Hawke.

The business tycoon, J.R. Packard once observed that a moment of realized disaster makes one feel that this is the end of everything and that is how Langley must have felt. It brings the author to the main point that John Maxwell makes in his book. If you want to accomplish great things in your life and business you have to be willing to test and fail over and over again. Why? Because you cannot succeed unless you try and when you try you are affirmatively going to fail some of the time.

Here is Maxwell’s formula for making friends with failure:

1. Recognize that a willingness to fail is the chief difference between successful people and average people in life in business.
2. Redefine failure. Maxwell says that people are too quick to judge isolated situations in their lives and label them as failures. A successful person sees a setback as temporary and beneficial, something to learn from starting immediately. As basketball coach, Rick Patino once said, “failure is good. It is fertilizer. The one thing I have learned about coaching is learn from making mistakes.”
3. Disconnect yourself from your mistakes. The trick to overcoming the fear of failure is to disassociate yourself from it. To understand, as Maxwell says that failure does not make you a failure. Instead of beating yourself up every time you make a mistake, tell yourself I am not a failure, I failed at doing this. Keep in mind, that every successful person is someone who failed but never regarded himself as a failure. Mozart, one of the greatest musical geniuses whoever lived was told by King Ferdinand that his opera, the Marriage of Figuroa was far too noisy needing far too many notes. Thomas Edison, the most prolific inventor in history, was considered unteachable as a youngster and Albert Einstein, the greatest thinker of

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modern times, was told by a Munich schoolmaster that he would never amount to much.

4. Take action to remove fear. Recognize that a failure is based not on logic but on experience. Get rid of that paralyzing fear. You must take action. If you can take action, keep making mistakes, you gain experience and experience eventually brings confidence and you make fewer mistakes and as a result of making fewer mistakes your fear becomes less paralyzing and a whole cycle breaking process starts with action. The whole process starts with action. You must act your way into feeling, not wait for positive emotions to carry you forward.

5. Change the way you respond to failure. Some people get angry when they fail. Others are unwilling to accept responsibility or look for scapegoats. Some people ignore the negative results they experience and continue the unsuccessful behavior repeatedly and others simply give up. There is really only one solution to the gridlock on the failure freeway and that is to wake up and find the exit. Waking up means accepting responsibility for the actions that contributed to the failure and find the exit.

Anyhow, I want to summarize, because I have got to go. We are doing a program, what are the dates, Carl?

Carl: July 22nd through the 25th, it is a Thursday through a Sunday.

Jay: It is a better program than any \$25,000 program I have done meaning it is better than...it is five times better than any \$5,000 program I have done. It is the one program that corners you into profitable and wildly enriching submission.

There is no way out. It should be called the “No Way Out” Program because you cannot get out of it without a turnkey, customized plan of action in all thirty-eight of the key elements that are necessary to circle the wagons and not let anything stop working for you and it is a really killer program.

It is designed specifically for the people who think they know all of my things but do not do anything with them. It is specifically designed for the people who have done one or two things and never tried to take any of them higher or add more to it. It is specifically designed for people who have realized finally that the business should be a wealth creating vehicle that works harder and harder for you that has a system that you can point to all the thirty-eight or so elements constantly at work performing so that everybody and many people want to stand in line for the privilege of paying you five, ten, fifteen, twenty times what it is making you, which is going to be a lot more of a paycheck than you are getting right now if you use my system. It is a system that is designed to finally overcome the biggest frustration I deal with, which is seeing people like you accept a fraction of a fraction of the yield of the result of the income, of the paycheck, of the wealth creation that my turnkey, integratable systems, methods, concepts and processes should be able to create for you. The analogy that I gave to Carl was all of you understand investing, and most of you probably invest in stocks or bonds and commodities and a lot of you probably have real estate and you would probably invest all day long if you could get a

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20% or 30% response. To get a \$30,000 yield on a 30% response what would you have to invest Carl, \$100,000?

Carl: Yes.

Jay: It would be exhilarating. Anybody who has bought a piece of equipment would have to justify either how much it is going to make or how much it is going to save, right, Carl?

Carl: Right.

Jay: At a 20% or 30% or 40% savings would be more than enough to do it. We guarantee that this program will make you ten times the money that you spend and I expect it to be more than that if you really let the thirty-eight concepts work for you in an integrated manner.

You will know that, not by the day you leave, not by the day before the day you leave, not by the evening of the day before the day before the day you leave, but by two o'clock of the second day of the four day process. And because we are custom formulating the (inaudible) for who you are and not sending everyone the same thing, you really get a very strong indication before you come.

We are going to fill this program up. There is no question. We are going to want to fill it up with the right people because it is a \$20,000 program that I am charging \$5,000 for it and asking you to give me at your discretion totally 3% of the profit, of the windfall profits it alone produces for you from beyond what you are already making at the end of fifteen months.

The only way you will do that is if it performs... and the only way it will perform is if I perform... and the only way I will perform is if I get the right people there. The reason I will get the right people there is if you finally come to the reality that it is time to get off the dime and stop equivocating, procrastinating and intellectually saying I know all of those things but not doing any of those things.

I would like to invite you to talk to Carl so he can specifically interview you and help you see what this can really mean to you because this is the first and only program. It is not going to be lecturing. It is not going to be two hours of you on the podium and forty-eight hours of watching other people.

It is going to be four solid days and nights, about twelve hours a day working specifically and especially on your business only and doing it in such a manner that you come away with something so powerful that it cannot fail you and you really will be very hard pressed to fail it.

It is designed to give to you what I have to have in this part of my life, which is massive profit and income expansion and multiplied wealth creation for you and your loved ones for the rest of your life. Carl what is your number?

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Carl: It is in the United States, 888-818-8878 or outside of the United States it is 702-243-9774 and my email is cturner@ct.lvcoxmail.com .

Jay: So, Carl will tell you all about it. I am going to have him give you the number one more time, but take thirty-eight areas that you have probably done nothing with... or maybe you have done a little bit at one time with one of them, and ask yourself what is it worth in dollars and cents if your business for example does 10% or 20% in referrals or word of mouth right now? You have not even one referral system and we create for you at least three and probably five.

The killer is to try and test them and get them all evaluated, tested and proved before you go and that is one thirty-eighth of what you end up with and one of them only doubles the number of referrals knowing that referrals cost nothing compared to advertising, sales generated prospects and buyers.

What a referral is worth in repeat sales and other referrals and do that times thirty-eight and ask yourself what kind of yield you have got to get on a \$5,000 investment in me and a couple of thousand dollars of flying there and meeting and your time.

If you cannot see it justifying it, I would say shame on you. If you do see it justifying it, you ought to be the one that goes to it, not your competitor. We are eager to have the right people there because I want to get a ton of profit checks a year and a half from the day that you leave the program. I am making this irresistible.

Just like you were talking about risk reversal, perhaps for twenty-five grand I could justify it, but most of you would have trouble even though you can cost justify a \$25,000 stock investment that would make you 20%, even though you could cross-justify probably \$200,000 in real estate that would return cash on cash of 15% to you. I am talking about something that will give you at least a ten-to-one annual return and probably more if you apply it and you will know with certainty of that before 2:00 o'clock on Day Two.

If you do not check this out, if you do not explore this, you have no right ever to say to Carl, if ever he calls you, “I already know that”. The question is not do you know it. It is are you going to ever do it. If you are going to do it are you going to do the best job possible? Are you going to do all of the things that could be incorporated together to make your business a wealth creating turnkey, cash flow, moneymaking machine. If the answer is “no, I do not want to do it”, I actually am sorry for you. The answer is “Jay, I am ready”. Carl, what is the number again?

Carl: It is 888-818-8878 or outside the United States it is 702-243-9774. My email address is cturner@ct.lvcoxmail.com .

Jay: Okay, I have got to go. Rick, thank you. Carl, thank you. All of you, thank you. I am sorry we could not finish the exercise. All of you who ranked them, I appreciate it. I am sorry.

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Rick: I have one request. Those of you who go out and actually implement this send me an email at rick@abraham.com. I would like to know who took action...Who experienced a significant result, good or bad.

Jay: Yes, we want to use you in the program.

Rick: If you have got a strong testimonial one way or the other, I would be interested in hearing it. I would also be interested in seeing the people who actually take action on what comes out of this call. So, thank you.

Jay: I have got to go. All of you, thank you.

Rick: Those of you who participated today, we appreciate your effort and your participation. Those of you who think you have got a breakthrough, great, and we look forward to hearing from you and Carl looks forward to, at least I think he looks forward to, hearing from you.

Carl: Definitely.

Rick: So, hopefully, we will see you at the event. If we do not, we wish you the best of success. Take care and good-bye.

[END]