

Strategic Profits

GPS Program

September 23, 2008

Hi, this is Jay Abraham. Today you're going to have an encounter with me and with somebody I hold very, very dearly in my heart and mind because he's one of the mammoth thinkers in the online marketing community.

Before we get started, I'm going to make you a really provocative challenge at the end. Before we get started, I want to ask you a couple of questions. I would like for you to think very carefully about the answer. Do you know right now, what your single greatest constraint is that is keeping you from achieving your goals, dreams, and your financial expectations? If you are an online marketer, are you right now unknowingly, unintentionally, and undeservedly limiting, restricting, and impeding the success you could be achieving, the growth and prosperity that you could be attaining, the income, lifestyle, and joy that you could be experiencing. How many constraints away are you from having the business, the life, the income you want and you deserve. We're going to find out today because I am exhilarated by what's going to transpire starting in a minute.

Those of you who know who I am know that I've devoted my whole life, my career to identifying the highest performing levers, the way to get the highest and best achievement, performance, prosperity, for everybody in business or everyone starting in business. Yet, over my career as I work with tens of thousands of different business owners on and off line, during that career span—I hate to say it, three decades—one thing I've never been able to understand, why don't most people maximize the opportunities, their life and the business world affords them. Why do so many settle for so little.

If you look at the wealthiest people, the most prosperous people and those of you who are more focused online, the people who are super successful online marketers, they recognize that to maximize their distinctive gifts and opportunities, they have to find the most leverageable tools and mindsets out there.

We're going to do something really exciting. When you realize that in the business world, you have so many opportunities to create and achieve enormous prosperity, impact in the market. Our free enterprise system, you've got the opportunity to earn so much money and achieve so much success in terms of real success, monetary, competitive, however, you're never going to do it until you eliminate the constraints, the impediments holding you down.

Rich Schefren, one of my dear friends and a man who I think is the preeminent online thought-leader, the man who has more understanding of what works and what doesn't and where the online market place is going. He's spent his whole career trying to figure out what works and what doesn't and what works best from for online marketers.

He's looked at the business in a very refreshing and a very sobering sense. Those of you who follow Rich's career, and I hope it's everyone listening, should know that he is the man that started saying hey, online marketing is a business. You have to operate it strategically. You've have to operate it with an end in mind. You have to have systems to drive it. You have to know how to bring people in, convert them, monetize them, remonetize them, and transform the whole thought process.

He's the man three years ago allowed 160 or 170 very ambitious online beginning marketers into a private program he did and pop, a year later out popped 85 of the industries top online marketers. He's the man who basically about once every year or two pulls away in an office for months on end and carefully, methodically, painstakingly studies the whole terrain. What's been working? What's not working? What's wrong with this picture? He identifies, in his opinion, the right forward strategy to use to transform a limited business into a market leader, a frustrating performer into a monster profit producer, a business that isn't going anywhere into a business that's basically exploding into the stratosphere.

Over the last few months, Rich has gotten concerned about a trend that he thinks is dangerous to any online marketer's wealth and sustainability. It would also jeopardize anybody who has not yet begun but they want to really create for themselves a thriving online business. He has come out with a report which came out just a few weeks ago and it is called "The Uncertainty Syndrome: The Entrepreneurial Emergency". It really zero's right in on the biggest, most little understood, little known and significant cause of mediocre, failure, frustration, stress and poor performance in online businesses and start-ups all over the world.

Rich has figured out how to catapult past the problem and get to the solution. He has figured out in a very elegant, stunningly, simple and hard to argue with way how anyone listening, no matter where you are on the continuum, from a successful, struggling beginning, inspiring online marketer, how you can multiply your success, prosperity and future wealth potential by a magnitude of multiples of 100 percent. Quantum, we're talking about an order of magnitude you can fathom.

Jay: Hi, Rich.

Rich: Hey, Jay, thank you for that intro.

Jay: Come on, it's a pleasure.

Rich: I'm flattered.

Jay: Anybody who knows me should know this...I am very ginger. I am very loathed to bestow promiscuous compliments to anyone. Part of it is, I'm probably not without my own sense of ego and I'm very proud of the accomplishments I've engineered around the world for a broad, multitude of businesses. In the online marketing community, I honestly and unhedgingly can say this with total integrity, there is no one I've met that has the knowledge, the understanding and the stunning and scary accuracy of predicting what's going to work and what's going to work better and where you've got to take your actions in business than Rich. So, this is a pleasure.

I don't interview many people any more. I had an interview service that was parallel to Tony Robbins years ago. We used to interview all kinds of cutting-edge thinkers. Frankly, it became an overwhelming quantity of unimaginative. I also ran dangerous tactical thinkers whose message was more dangerous to people's business wealth than beneficial. I become very loathed to ever interview them. I do about one major encounter which is what this is a year. It's only when there is something so meaning, so monumentally important that lending my full-force of my reputation and my credibility because I don't sell interviews, I just do them with people that I really respect.

I want everyone listening to know this is important. What we're going to cover is important. What Rich has discovered is important. What Rich is inclined to want to do to help each of you prosper is important. What we're going to discuss towards the end is probably more transformativ and what I will do—not can—but will do for you life, business, finances, career and your relationship than anything else you might listen to, hear about, read or be able to really access.

With that stated, Rich, I'm going to ask you some questions. Everyone or anyone who has ever listened to me should know that my interviewing style is ruthlessly benevolent. I'm your advocate. I'm not Rich's. I mean that respectful for Rich. He's uncovered some extraordinary things. He's a very broad, deep thinker. You have an hour or an hour and change on this call for me to transform your life and be the torque converter for Rich's brilliance. I'm going to ask him questions. He's going to answer them. I might step on him, not to be rude or be arrogant, I just want to be certain that we fully grasp and translate to you the magnitude, the importance and the monster opportunity that is being presented at your feet if you

just pick up the gauntlet and run with it for all it's worth. It's worth a fortune to you.

Rich, now I'm going to let you talk.

I'd like to ask you, very quickly, to start with what caused you to focus on constraints. Also, then tell us what you think the misconception, the myth, the mistake most people are falling guilty to and what the real path they've got to pursue should be and why. Start with a real quick compression of those four things.

Rich: Okay. Sure. As you said, every year I go back to my roots and look at what's going on in the marketplace, where are entrepreneurs today and what's the common experience and where are they at.

This time when I went about that process, what was really alarming was that entrepreneurs as a collective group were struggling more and more and that they were working longer and longer hours. I think I shared with you, Jay, that study about how parents that are even just working let alone entrepreneurs which is even worse, are spending twice as much time with email than they are with their children.

Jay: It was heartbreaking. I know far too many people who fall into that category and it's tragic.

Rich: I'm not even talking about people that are doing incredible deals. There is a competition between what has more fun and serves their ambition. I'm talking just about email.

That paints a very clear portrait of this constant doing, doing, doing, where work is totally encompassed and over [clips] personal boundaries. Yet, success is not happening. It's partly because of this continual working that they've lost all perspective about what really drives performance. That's where I started, that misperception, because that's the second question you asked me, right?

Jay: Yep. That's the mistake people are making. They're operating on the wrong belief system.

Rich: Yeah, they're totally operating on the wrong belief system. It's the biggest cause for the overworked, the lack of results, the loss of really understanding what matters is that somewhere along the continuum people have forgotten that just expanding your potential does not determine your success. At the end of the day, your potential has very little to do with your success, it actually is—what is your constraint. What is currently holding you back is the best predictor of how far you'll go and of the success that you'll have.

For most entrepreneurs, they don't know their constraint. If they were to start thinking about it, they would label a symptom as a constraint.

Jay: Give me a couple of example so we can make it very tangible and before you say that, I want to make a little – I'm going to do clarifying interventions throughout the interview with your permission.

Rich: Yep, definitely.

Jay: It follows the eye, it clarifies intervention in [inaudible]. So everyone listening, operating business owners that are online or not, we're talking about the difference between a life of mediocre and a life of earning millions and millions moreover your lifetime. We're talking about a life of total control or a life of being controlled. We're talking about a life of having a business that works harder and harder for you so you work less and less hard for it. That's probably not the right words but the right image.

We're talking about certainty. We're taking about stress relief. We're talking about knowing your children. We're talking about all the trapping that we now think are trite to refer to and all the hyperbolic advertising being real. We're talking about being in control of your life, destiny, business, fate and being liberated from the shackles and the yoke of frustration, limitation, anxiety forever. That's a pretty big pay-off. Excuse me, Rich take it away.

Rich: Okay, so you wanted a couple of example.

Jay: Yeah, I want some examples of symptoms that people mistake in their mind as causes.

Rich: Okay, let's take one for example. A lot of people because of the way the Internet has changed the way we do business as far as response time and our ability to make changes on the fly and in addition our ability to get feedback immediately, a lot of people have a constraint about looking at mistakes. They have a fear of failure which carries forward into having a misconception about making a mistake. That as being the constraint, a misconception about making a mistake, causes a lot of different issues. It causes analysis-paralysis. It causes not really ever being confident about what one thing should be done and what the next step is or what someone really knows.

Jay: So you equivocate, contemplate, you never really feel confident and competent and comfortable taking action. So days, weeks, months, years, go by and you harbor the dream but nothing happens.

Rich: Yeah. You end up working on something longer than you should before putting it out to marketplace. Where if you put it out to marketplace and you were able to get instant feedback, that process which is the process that Google and Apple follow, all these successful companies follow, if you were to follow that process you'd be further along. Actually, with the ability to get immediate feedback and make changes on the fly, it diminishes the impact of an initial mistake.

Jay: That's a powerful one. Give us another one.

Rich: Another one would be along those lines, flying blind, not having those measurements in place. Not understanding the true importance of very early feedback in what you do. What ends up happening is that either mistakes get built upon mistakes. You don't attain the kind of mastery that is available because you're not getting that feedback loop. Ultimately, how you know something that nobody else knows or how you learn something that very few people know which are those gems online that occur quite often by some new tactic, etc. How you learn those is by that immediate feedback of everything that you're doing.

The entrepreneur might experience sluggish growth or they might feel as if everything they're doing is sub-optimized, or they're not improving or they're not attaining mastery. The deeper issue is that they haven't set up the right measurement systems in place so that it would eliminate those.

Jay: I'm going to interrupt now. I've had the good fortune of being involved in the entrepreneurial world for many, many years. The first thing I've observed and it translates beautifully to this, all most all entrepreneurs are struggling but they can't even get their hands around with what? It's a gnawing sort of an abstract feeling. The first thing is that you have to get clarity on what you think the problem is and then you have to get real clarity on whether that is the problem or that's basically the symptom.

Rich: Yeah, exactly. One of the easiest ways to do that is to look at what you're experiencing in your business and start listing all of what you experience as problems which are really symptoms and usually you can come up with quite a list, at least ten if not more. When you look at those ten, the easiest way to go about starting to see if there is a deeper cause or if there is a constraint causing all of these is to take three of them that look somewhat interrelated. What would be the potential cause of these three things? By doing so, it's just simpler to take three that look interrelated as a starting place and go deeper until you find these issues, this issue being the constraint that is currently causing many of the symptoms. Then you would go back and compare it to the other seven if you had ten and ask does it logically explain.

Jay: I'm sorry, I didn't mean to interrupt you. I'm going to take the liberty and let you get mad and hang up on me. I believe you're undervaluing what you've created. I've immersed myself in it pretty well.

What I think Rich has figured out is a way for you to take advantage of – again, I'm all about leverage, good leverage. There are two kinds of leverage. It's like cholesterol in life. There is two kinds of cholesterol, Rich, the good kind and the bad kind. Too much of the bad kind, your arteries are clogged, nothing is flowing, nothing is getting through. Unclog it and it's incredible. The good cholesterol, if you have a lot of that it will compensate for the bad, right. There is great leverage in life and business and there's bad leverage.

Bad leverage is getting into something that costs a fortune, that if it doesn't make you a lot of money, you are bitten. You buy an asset that if it doesn't appreciate you can't sell it and you lose your butt.

Good leverage is where for the same effort, time, opportunity, day, week, life, business, market that you access, the same everything, you get multiplied results. Those multiplied results aren't merely for the moment but they continue and recur over and over and they compound and grow. That's the kind of leverage that you've dedicated your life too.

Not immodestly, that's what my whole life has been all about. In my opinion, most people out there and a lot of the people online have been trained almost since birth to not maximize their business performance, achievement, time, abilities, efforts, skills, gifts, potential but merely to accept whatever fate that life bestows. Most people have been conditioned to not optimize, leverage and there nothing sadder and more tragic than seeing people who settle for much less success, prosperity, achievement, happiness, control in their lives of their businesses and financial fate than they deserve.

You're worked very hard; this to me is a culmination. This is the last mile that can transform the frustrations, disappointments, modest, in-achievements of almost anybody into great prosperity and great accomplishment. This is the last mile that can take somebody whose been on the outer peripheral, looking in the window and been afraid to get started in an online marketing, give them the courage, clarity, and the rapidity to get right out of the gate and have an incredible business life online.

I didn't mean to get on a tangent but I wanted to make that comment. Don't you like my little tangential diversion to our conversation?

What I wanted to say is I see what you've done as the ultimate. I had to introduce leverage but it's the ultimate leverage. It's the 80/20 rule; it's the Pareto Principle. You've given people if they immerse themselves and they take meaningful,

immediate, complete, and proper action on what you've discovered, uncovered, integrated, and refined, they can find the 20 percent of the constraints that will affect 80 percent of their lives. The upside leverage eliminating those 20 percent of the constraints, could give to them in their business, time, accomplishments, income, paydays, it's profound, don't you think?

Rich: Yeah, it's incredibly profound. The only thing I would add to what you said was that I agree. Entrepreneurs have settled for mediocre but the saddest part of that is that with technology today and its ability to be 24/7, most haven't even realized that they're settling. They're working harder and they don't think that they're settling but just based on their actions and what they actually do and accomplish, they are. They are settling for a lot less than what they could actually achieve and how much they could profit and the life that they could have.

Jay: Probably the hardest but to me the best part about what you've done is that it is not one size fits all. By the way, I've never believed that any of the techniques or the tactics – again, there are some fine people who have been very adroit at using various tactics and sell them. They are really wonderful people. They have only the best intension. I don't think one size fits all. What you've given to people is they grasp, embrace, and really immerse themselves in what you've uncovered, you've given them the ability to figure out what couple of constraints more than any other is keeping them down.

There is like this almost incredible hand that's holding them down. The moment it is relieved, the one or two, it's like their life springs upward like tightly coiled springs. Success, growth, relief, euphoria, just exhilarating, animated, happiness can spring and flow. I'm not trying to be theatrical, or artificial, I'm telling you somebody whose experience it. I was going to make a really important point as I don't let you get a word in edge wise, that is you've already proven it beyond a shadow of a doubt the validity, truth, accuracy and the instantaneous impact this can make because you interviewed 12-15 of the online marketing communities top people; the real super successful achievers.

You were able, because they trusted you to get them to openly reveal that they were just struggling in mediocre and they were just daunted. They were pounding their heads against the wall. They were struggling to make ends meet financially until they embraced, identified their biggest constraint. They're human just like you, me, and everybody listening. They thought it was a symptom. When they figured out the constraint that was the most highly leverageable, meaning the 80/20, the Pareto Principle and they've vanquished it, eliminated it then all of a sudden this amazing flood of success and prosperity flowed.

You can share just a couple of ones. If the people haven't had the chance to listen, you are graciously are keeping that interview on your website. Is it on the blog?

Rich: It's on the blog.

Jay: You've interviewed some pretty powerful people. They were pretty candid, basically confirming exactly what you said. The moment they identified and eliminated that constraint, their whole life changed, did it?

Rich: In a huge way. My story is the same.

Jay: Mine is too because you interviewed me, not in that but you interviewed me and I told you about five constraints that I eliminated that went from me making \$400 a month to making \$40,000 a week in a year and for me to take in a company that was struggling to make \$20,000 and got them to \$13M in less than a year. One company who was doing \$300 going to \$2B in two years just by me being able to identify the biggest single or couple, not 35 constraints—although I'm sure there are tons of constraints but I'm into efficiency, highest and best use. What's going to get you the maximum, positive results, impact or growth from the least amount of time, effort, and investment? That's really what I think you're trying to dish up to people on a silver platter. Don't you?

Rich: I think exactly that. We've had the good fortune of working together in different deals. I've the unique perspective of seeing your genius at work. This is a process of trying to replicate that with the understanding that very few people are born with your mind. They're not going to instantly spot those leverage points the way you do. This is another way to go about that. To expose the biggest leverage points are in the business because at any given point there is a single constraint that is holding the business back more than anything else.

Jay: You're right. I have to come back. I've the good fortune of working with 300 or 400 really brilliant experts in all areas of human, personal, business, financial achievement. They came to me not to get help with their methodology or their ideology or their philosophy. They wanted to be able to get the marketplace, i.e. to really appreciate the impact, magnitude, enormous economic benefit it could bring to somebody's business life. I had to learn all about that.

One of the things people don't realize, when a man like Rich spends three to five months and he's one of these 24/7 people as everybody knows from his telethon that just occurred just a few days ago. We're going to talk about that in a minute. He's basically reading 10,000 pages. He's visiting thousands of social media sites. He's reading and interacting with experts around the world in about 40 different disciplines that all have an impact. He's taken all that raw intelligence and data. He's processing, sifting, refining, distilling, simplifying so he can present it to you in 40 or 50 pages of lowest common denominator explanation that just blows you away with simple realization. It may not yet have the total impact.

What he has uncovered for online marketers, I'm sure it has enormous equal applicability for offline but terribly important for those of you online, it's the Holy Grail. It really is the source of giving you whatever it is you want. It's going to be different for different people.

If your business is doing well but you're killing yourself, its relief from that drudgery but in a lot more money. If you're killing yourself and it's not doing well, it's relief from killing yourself but doing well.

If you're just getting started and struggling to figure out how to grow that business, it's growth at a weed in a controlled way that doesn't break your spirit, stress or overwhelm you or get out of balance. If you don't have any time at home with your family because you're so desperately and sincerely trying create a economic future, it's the ability to create a much bigger, richer, long enduring future of prosperity but having the time and the ability to enjoy the family and do things at a level of connection, attention, focus. I don't mean to be so interpretative for you, Rich. I'm not sure people always realize what is being presented to them and what went into it and what it really means. I'm not letting you talk a lot. Do you want to jump in here and say – you're wrong, Jay.

Rich: A few of the reports that I've written over the last several years have been defined in a way that maybe some people might even think is insulting to me. At the end of the day, it's what I strive for. The report for me is a home run when someone reads it and they say that's commonsense. The reason why is that while it might be commonsense when it's being read, it's never commonsense when it's being applied and it is not common practice. The level of simplicity that I strive for on every report, I don't think I hit it very often but this time I nailed it.

That is what I've heard; this is a commonsense. There is a thing holding us back. Very few people can articulate clearly what is that one thing and what they're doing to eliminate it. When they think they have it, in most cases from what I've seen, I've seen several thousand in the last week or two based on the feedback on my blog, they're picking the wrong thing. They haven't gone deep enough. They think they're defining a symptom as the constraint which is going to take them further off course not get them back on course and get them the desired result that they want.

Jay: Please forgive me; I'm going to use some of my little references from my work. I think it is applicable. This reminds me of what I call the Indiana Jones School of Business. You know what that is. Or, do you not?

Rich: I don't remember that one.

Jay: Do you remember the first Indiana Jones; I think it was Raiders of the Lost Ark.

Rich: Oh, yes, I do.

Jay: Indy was in a bar being chased by a bunch of bad looking hombres wielding these mean looking swords. He tried to escape and he found himself in a very awkward, scary and precarious position in a dead-end alley with a seven and a half foot giant who had two great big swords spinning. He looked like a goner for about two minutes, right.

Rich: Right.

Jay: Then after about two minutes he thought screw that stuff and he pulled out his gun and shot him. That's the kind of metaphoric example I'd like people to think about. That's what I think you've given them the path to really achieve. It's just picking up your gun and shooting that constraint and saying screw that, I'm not going to let it keep me. The world is my oyster. I can create the reality and I just have to get clarity on those 80/20 things. The things that are keeping me from achieving it and get those constraints out of the way.

Let me do a quick overview of the report. Just so we're clear, Rich has systematically tried to really contribute monstrous education to the marketplace over the last couple of weeks. I'm going to review some of the things he's done because it has been done with a benevolent intension to stimulate and shift the thinking in each and every one of you. He wants to basically take it to a higher level with a hand full of you. I'll explain that in a minute.

Let's go through what has happened so far in the unlikely but possible event that you listening didn't really take advantage of this. Let's start.

A few weeks ago, you did this interview with all the experts, right?

Rich: Right.

Jay: It was revealing. It is still available if you didn't hear it. What were there, 15?

Rich: I think it was 13.

Jay: There were quite a number of very prominent online people who openly and candidly shared with Rich and mostly shared for your benefit the fact that they're human just like you and they struggle just like you and they were victims and slaves to the same misconceptions just like you. They had constraints that they didn't recognize just like you. When they got help and clarity to recognize, then eliminate, and vanquish the demons, their lives, business, everything exploded for the better. That was the first thing. It is still up on the blog, right?

Rich: It's still up on the blog. What was really powerful for most people listening was their ability to see in the people that they respected, admired, and follow the same problems that they were currently experiencing. These people had experienced in the past and were able to overcome. That gave everybody listening a great experience from the standpoint that they're not alone. Whatever they are experiencing has been experienced before and that there are easier ways to overcome them than what the people on the call originally thought before they got on the call, if that makes sense.

Jay: Yeah, it makes good sense. I'll interpret what you said, just in case. What Rich is saying is they realize and they wanted to tell you that it is not as daunting. There are easy, fast, simple solutions to get rid of it. But left to your own devices, you may never recognize that. The first thing Rich wants to do is for you to realize it's not as daunting, overwhelming, difficult, lengthy, to solve or figure out as you might think.

I'll use a Tony Robbins. He used to say in a heartbeat. He'd click his fingers and hit – I can't do it because I don't have the magnitude and the chest that he does. He would say you can transform your life. I don't think it has ever been more applicable and relevant than it is to this particular subject matter. Do you, Rich?

Rich: No, I don't. Should I give one or two takeaways from that call?

Jay: You can give as many as you want.

Rich: There were two that really stood out, that really impacted people more than the others only because those were ones that a lot of people saw themselves in. One was by Frank Kern who is a well-known guru in Internet marketing. He talked about how he was making things more complicated than they needed to be. He had a Continuity Program that he wanted to get launched. He wanted to get 2,000 people into that program and at some point; it deviated from that being the goal, 2,000 people in his \$300 a month Continuity Program to finding a membership site to house these 2,000. He then went on this journey to find the ideal membership software for this program. It wasn't until about a week and a half later that he realize that this wasn't the core issue. There were many ways around it. He didn't even need membership site software. He could deliver it and not even have a membership site.

A lot of people identified with that. The easiest way to overcome something like that, to make sure you're not making things more complicated is to take a step back and just make your goal many times more ambitious than it currently is. Frank was trying to get this launched in three weeks. If he had forced himself to, at some point, say—what would I do if I only had two days to do it? What steps would I still take? What steps could I eliminate because I only had two days? Not that he had to do it in two days but just that exercise. He would have eliminated

many of those steps that he eventually eliminated but he would have done them earlier on.

Whether it is the scope of the timeframe or any other factor of a goal, by making it more ambitious and then surfacing what your steps are, you can challenge certain steps and see that they're not really the driver of the goal. Does that make sense?

Jay: That makes good sense. Do you want to do another one?

Rich: Another one that really touched people was Brad Fallon's story. Brad had had numerous business failures and the last two he has had tremendous success. My Wedding Favors, I'm not sure how big of a company that is today but it is an eight-figure business.

StomperNet is also another eight-figure business. He went from batting zero percent to batting a thousand percent. What was it that made the difference for him? It was the realization of what he was really good at and what he was really bad at. What he was really good at is the strategy side, seeing the opportunity, being able to crystallize the solution that will actually resonate with the marketplace.

What he was really bad at was the execution, the ability to actually get things done when they needed to be done, how they needed to be done. In both of those businesses that have been his recent success, he had partnered with somebody who was very strong on the execution side. In My Wedding Favors, it was his wife. In StomperNet, it was Andy Jenkins. Both of them are powerful executors. Brad was able to leverage his strength to its maximum by pairing up with somebody who was equally strong where he was weak.

Jay: That's great. Only because I want to respect the time, I'm going to power through. The first thing Rich did was devote the last probably half of his year of his life in trying to figure this out for you. He has a very successful business but he feels like his role and I know this from private communications is really one of an advocate, intelligence officer, and pulse for all the people online who really want to keep going, growing, thriving, not just surviving and be in control of their destiny.

The first thing he did was try to prove to you with expert confirmation, with real people telling you they were just like you until they overcome their constraints and then their lives exploded.

Then he issued his report and I happen to be privileged to know all that went into it. At first, it was 300 daunting pages, then it was 100, then he reduced it down to

where anyone who cares enough about shifting their life can grasp at least the core fundamentals of what it takes in an hour and a half read.

Then before that and right at the same time, he did his now famous, he used to be called the guru to the gurus online. Now I think he's called the 26-hour man because he did a 26-hour long superhuman telethon. People thought he did it to raise money but he didn't. He did it to raise awareness. He didn't sell anything. All he was trying to do was give knowledge away, answer questions, and demonstrate with the most personal of all sacrifices, his time. He opened his life up for 26 hours so you could see how important this was. It was quite an experience with the content, issues, answers, topics he covered and the people interacting, some of the extraordinary impressive group of contemporaries, these experts on and offline that called in and shared their perspective.

It was like a seminar in its own right. I think Rich on you blog, there are a number of people that actually remarked that it was an extraordinary, it was as good as probably the best seminar they had ever paid \$5,000 or \$10,000 to ever come out with.

Rich, is very much like me. He's very passionate about engineering breakthrough thinking for people who are committed to action. I don't know that we've ever talked about this, Rich. I think you and I are of a similar belief system. I believe there are three types of people or entrepreneurs in the business world. It is probably even more applicable in online marketing. There is that upper esculent, the rarified cadre of people, the three or five percent who are committed to make things happen. There are huge numbers of the rest of the group who are content to watch things happen. They are more spectators. They like intellectual entertainment but they're not really committed to maximizing their achievement and taking strategic charge of their life.

Then there is the last big group and it's a tragic group. They are people to whom things keep happening to them. I didn't really say that right but these are the victims. Rich has always known that. He's tried to do his report; -- he's never said this but after many years of friendship, observation and quite private and intimate discussions with him, by belief is that he tries to impact all of you. He tries to move the people who are victims up one or two notches. He tries to move the people that are watching to doing. He tries to move the people that are doing to doing things so full out with such extraordinary and profound leverage that it is unimaginable if they take charge of it. He freely disseminates his cutting edge thinking to everybody who wants it. It is his genuine hope that everyone will benefit.

He is like me, when we uncover something monumental that breakthrough, we get so excited for a period of time that we want to personally interact with the people in that three or four percent, the people that make things happen. We want to get

deep down with them and help them make things happen faster, easier, at a bigger level. It's not necessarily success will be but just people with a prejudice towards taking action or people who want to be people with a prejudice towards taking action. Or, people who have admired other people who have a prejudice for taking action and really want to be transformed into that.

What Rich has always done, when he comes out with a new breakthrough methodology, ideology, and understanding of a monumental shift that is going on in the online market place. He typically one time only, will get a small group of people together and he'll group coach them and mentor them and guide them through the forest and around the thorns and pitfalls and accelerate, and fast track their success. He's decided when he came up with this whole realization that he wanted to do that for a very small group like he did three years ago with the group that produced the Brad Fallon's and all the other people.

Name a couple, Rich. I know you're modest but name five or six of the people that were in that pilot group you did three years ago. They came in as online marketing greenhorns and they left as Green Beret. Who were a couple of them?

Rich: Mike Filsaime was a client. Telman Knudson, you know Telman.

Jay: I do but he was nowhere close to the level he's at now when you got your hands on him. Go ahead. You made a big difference, go ahead.

Rich: Jim Edwards, another online marketing guru. Yaro Starak, Marlin Sanders was a client. The list goes –

Jay: On and on. The point I want to make is this, when we come up – I'm not trying to insinuate my bad self into your breakthrough but we have a parallel universe, I love discovering and refining something of the utmost leverage. I don't do it in a vein that Rich does but whenever we do it for six months or a year, we want to help everybody who wants it. They have to want it worse than we. We'll make it irresistible for them to take advantage but they have to want it more than we because we already understand it. We have it down pat. We can understand it, teach it, guide them, walk them through, protect them, but they have to want it better than us. We'll invite a small group into a pilot program then we'll cut it off because we don't want to keep doing it. We want to keep working with the people who really get the power, magnitude, impact and the humongous catapulting growth it can mean to their life, business, and their wealth.

Rich does the same thing. I hope you don't mind me putting words into your mouth but don't you agree.

Rich: Exactly that. Fortunately, technology has evolved to the point where that can be a business model. That is our business model. The program that I did two or three

years ago, we sell that everybody but it is no longer with me. It's not a live program anymore.

Jay: The first pilot you personally, hands-on, over engineered and over deliver on because not only are you excited and passionate about the people but you want to see everybody who goes through it who will take responsibility for their own actions, coming out of it with a Herculean success because it's great for them but it's not bad for your reputation either for you to produce another 100 superstar online marketers. Right?

Rich: Exactly that. It's like learning so very juicy gossip and then looking at your phone, eager to call somebody and not knowing who. It has that kind of urgency and desire to want to share it with the people that will take it and run with it. That is what I do.

Jay: So that stated, I want to make a point of clarification. Rich is a dear friend of mine and one of the few online marketing professionals who has the integrity and the purity of judgment, of intention and of ability and expertise that I would put this kind of effort on the line. I'm not economically involved one iota in anything he does and I do this out of desire to help motivate, persuade and induce those of you who really resonate and get the impact this can make to really want to be part of it.

So the reason I did this for Rich is that tomorrow at, what? 12:00 noon?

Rich: That's 12:00 noon, tomorrow.

Jay: That's 12:00 PM Eastern time in the United States. Lord knows what that is if you are listening somewhere in Europe or Asia or Australia. You figure it out. Rich is going to open up the chance for a very small group of people to be in his pilot program that he is going to personally conduct. He has created something because of the importance and because he believes in his heart of hearts that you can change your whole life and your destiny and your business fate in a heartbeat. He has put together an extraordinary, unprecedented and to my knowledge only of its kind, four-week transformation program that he is going to manage and it is really incredible.

I don't think I can do it justice trying to really articulate. I am going to ask you to do it but quickly and then I am going to take the liberty of telling them why I am so impressed with it because you don't want anybody to participate with any sense of risk whatsoever. You just want them to commit themselves full out because they really want the future that this next four-week experience could provide them.

So tell them what it is going to entail.

Rich: Right. And that all comes just from my sense of I was in their shoes at one point.

Jay: I know you were.

Rich: If I hadn't come across your material that really changed my whole perspective on marketing, I don't know where I would be today.

Jay: Thank you for that. But you've taken it to great heights for the online marketing community. Tell them real quickly what the program is, why you created it, what it entails and some of the real high points.

Rich: I am really excited about this because during that 26-hour session – it was videoed the whole time and people really resonated with that. They enjoyed me being able to show certain things on my screen and how I did different actions and diagramming different things.

So what I want to do on this program and then what we are doing on this program is that this is a 30-day program where each and every morning we start out the morning together through a video stream that I will be doing live. I will either be doing it at my desk where I will be showing you certain things of what the plan is for today. It will be anywhere from 30 minutes to 90 minutes, depending on what we are covering that day. Some days I will be in the planning room and I will be diagramming stuff out. But each day we are going to be taking a look at this concept of what are the constraints so that you can first identify the different areas where there are constraints. Then once you have identified them, figure out which ones are impacting you the most so that you can then easily get rid of them.

So it's a process over 30 days of identifying and eliminating the constraints so that by the time you are through, at the very end, not only have you eliminated at least one or two constraints, which should show a significant increase in income, but that you're armed and prepared to come across any constraint, know what it is and be able to eliminate it.

So that's the grand context of it.

I am also going to – because I know how important it is and how sometimes a single question can kind of throw people off and be an excuse for inaction – two times each day I am also going to do a live video stream of questions and answers. So I am here for whenever you need a question answered that you need to have answered to take the next logical step. So we are going to do a video in the morning to start the day right and then twice, one in the morning and one in the evening so that people worldwide can have access, I will answer questions that relate to it. It's bringing that all together.

Then every other Saturday, and it will actually extend out past the program, I'm going to do a seminar on a specific topic that I know everybody needs to learn and that I have a significant amount of information that I want to convey because I've seen the impact of those pieces. One is on systematizing your business; the other one is on setting up a learning system so that you no longer experience any kind of information overload. There are other ones, too, that they will find out about.

Those are the core pieces.

Jay: Rich, let me interrupt for a minute, may I?

Rich: Okay.

Jay: You and I have talked extensively about this. I just want to make sure – you're matter of fact and I tend to want to be – my job is to interpret so that people grasp the importance of things that may just slide right over their head.

What Rich is saying is in the next four – well, not the next four week, but the four-week period this will entail, he's going to help you zero in on the biggest, most impactful and constraining issue in your business or personal life, and they will probably overlap. He is going to show you the 80/20 rule. He doesn't know – yeah, I have a way for him to even accelerate that and I will share that with you off this line. He's going to get you to a point where by the end of that month – well, functionally it will be not exactly, but a month from today your life will be on a bigger, better, higher path to prosperity and certainty if you will entrust – two things; you need faith and trust, faith in yourself that you really want a better life, a better business, a bigger success, a more significant income and life and then trust of Rich that he's got the wherewithal to coach you for four weeks in a fast-track, accelerated, no-nonsense path to get there.

But what you don't have to do is worry because Rich is one of the great, great practitioners of something I've been advocating for years and years which is risk reversal. He knows the impact this is going to make in your life, your online business, your economic future, your whole integrated life with your family and your future and everything else. He has the luxury of being able to afford risking on you rather than you having to speculate risking on him.

So I think, Rich, I am going to put it into words and if I do it wrong, smack me. But I believe Rich is very comfortable allowing those of you who get in fast enough – because there is only going to be a small group. It's one pilot; that's all he has agreed to do himself. If you get in, he is willing, as long as you're willing to do your part and perform, meaning if he asks you to spend an hour you're going to spend the hour. If he asks you to do some soul searching, if he asks you to do an exercise, you're willing to do at least what it takes to free yourself from the dungeon of mediocrity you may be sentenced to unknowingly.

He is willing to allow you to decide up till the last day of that 30-day process whether it's really benefited you, whether it's paid off, whether your business and personal life is pointed to greatness or not. If he doesn't deliver – and I'm going to intercede – if he doesn't over-deliver on his promises, you're welcome to take him to task and he will return your very modest money. It's not a lot. I know what it is. I am not going to take the surprise away; I will let him basically surprise it on you when you go and visit the website on it.

But there is no risk other than the risk of staying where you are now and going through another month or another year or another decade or another period of frustration and disappointment.

Did I overstate it?

Rich: No, no. That is exactly right. The flip side of it is that we're entertaining here now, I am sure that it will probably end up happening, a payment plan that actually extends way beyond the actual course as well.

Jay: So they can transform now and pay for it later?

Rich: Exactly.

Jay: That's pretty exciting.

A couple of things, and I don't know if I let you do it, but I was – you should never let me interview you. But it's not really as ego driven as it is desire to make sure that the listener gets everything and can seize and perceives and grasps everything being offered to them because I think there are very few guarantees in life. There are even less guarantees in business, Rich. You know that. But when somebody who is on the leading edge of not just thinking but of recognizing the direction and the problems in business, who has been accurate 90-some percent of the times and who's personally contributed to the stratospheric growth 80 or 90 famous online marketers says this is what you need to do now to move yourself to a better business place. This is what is going to get you out of where you are at. This is going to do it so rapidly and almost painlessly if you will work with me for four weeks.

If you're one of those top three percent of the people who either do or want to make things happen, come along with me. I'll guide and pilot you, and if I don't do what I say and we don't get you where I promise, as long as you are willing to cooperate and do your part, it's not going to cost you anything. If we get you there, your whole life is going to get such a return on this one month investment, it's like it doesn't even compute it it's so astronomical, that's a pretty good proposition, in my mind.

The bonus; you've got a bonus and the one bonus – you've got a lot of neat bonuses but one of them is that you are going to give them access or the DVD or link to all the videos from the whole 26 hours, right?

Rich: Yep.

Jay: That's just filled with insights; it's filled with powerful, short little nuggets from all the experts you know and the issues people shared, isn't it?

Rich: Yep. And it was just one question after another question after another question coming from the thousands of people that tuned in. Actually, we beat McCain that night on that channel. So it is very driven by probably for many of the people listening exactly the questions that they struggle with. It is just one continuous stream of me answering those questions for 26 hours.

Jay: I'm going to have to bring this to a close for two reasons; one, I probably stretched it longer than I wanted to and I hope everyone got at least the perception that this is really important. Rich cares deeply about each one of you, whether you avail yourself of this offer or not. He has a history of filling up; it's just who comes on first. Tomorrow, Thursday, in Florida, which on Eastern Standard time, at 12:00PM, noon, he is going to open it up. The last time he did it, how long did it take to fill out all the places, Rich?

Rich: Two hours and 14 minutes, I think it was.

Jay: This is a no BS, real offer. I am only doing it because I know that the 100 or so people that get into his program, or whatever the number he's allowing will – they will rule the online marketing world and the rest of you will wish that you had responded because the downside is really much more painful and costly to do nothing. A month from today your whole life can be transformed and you can be sitting there focusing on the symptoms instead of the causes.

I have two things I want to say and then I want you to first of all, tell them if they want to – either they want to re-watch or listen to the 12 or 13 experts reveal their constraints and how identifying them and addressing them transformed their lives, it's on the blog, right?

Rich: Yeah, everything that I put out over the last couple of weeks and even prior to that, it's all on my blog.

Jay: I can see. I have this vision of people not sleeping, camping out, and waiting for your offer to be live tomorrow. So where do they go if they want to be one of the handful of people who will get in right at 12:00 noon Eastern time? Where do they go, Rich?

Rich: www.strategicprofits.com/gps

Jay: And the GPS is a reference to the program, which will be explained when you go there.

I have two things and then I am going to turn it over to you and I hope you are not going to curse me for stepping on you so much.

The first one is that what I think Rich is trying to do – you have to be willing to change your mind. If you change your mindset – I’m all about leverage. I talk about the four leverage points in life; change your strategy, change your marketing, change your sense of innovation, change the way you manage – not people but yourself, your opportunities, your discipline, your thinking. Rich wants to attract people who want to change their mindsets. The mindset he wants to install over a very stimulating, a very enriching four weeks is going to show you so much more – it’s going to show you how to achieve what you’ve really wanted. It’s going to be about turning possibility into powerful, tangible results.

I’m going to leave a story and then, Rich, tell them again, and then I apologize for dominating.

The story is something that a good friend, Bob Proctor, who is a really neat guy. He talks about all his work with financial achievers. He says most people in life struggle silently with the wrong question. They struggle asking themselves, am I worthy of this goal? Can I really take my struggling online marketing business and make it prosperous? Can I really make my successful online marketing business prosperous enough, successful enough but getting out of all the horrific pressures and stress? Can I really take my desire to go into online marketing, make it a success, quit my job, support my family, and have the life I want? That’s the wrong question to ever ask.

When you realize how much more is possible, and from the vantage point of this conversation, when you eliminate those Pareto-based constraints that are causing 80 percent of your problem, the question you will start asking yourself is this; not am I worth of the goal, but is the goal worthy of me, because you will be able to achieve so much more, do so much more, have so much more, have so much more control and balance.

Anyhow, one more time – what is it? www.strategicprofits.com/gps - is that it?

Rich: That’s it.

Jay: Pretty good. Again, I feel like in the political, I approve this commercial. I am not compensated. I don’t have one iota of economic involvement. In the technical

light, I guess, Rich would be a generic competitive me, but I think of him as a very profound and monstrously brilliant mind in the online marketing community and somebody whose work you can trust and who has your best interests in mind. If I can be an advocate, a catalyst, an interpreter, a translator and get you believing him and him helping you, I've done my job.

I'm done, Rich. I have to go. Thank you.

Rich: Okay. Bye.