



Secrets of Champions Listener Notes: Mike Jay Interview

Key Points

- “If you want to double your success rate, you double your failure rate.” ~Thomas Watson
- You have to embrace technology. If you don’t and can’t embrace technology, then you should find someone who will do it and partner with them. Technology is one of my secrets in that it is asynchronous.
- Build asynchronous systems: you have to be able to have things functioning outside of your awareness or all you end up doing is selling your time. You only have so much time to sell.
- In a fast paced world, if you have some way that they can find you, some way that they can become part of your system, some way you can capture their interest, some way you can aggregate them, some way you can serve them, and it is all done out of your awareness, what could be better than that? You are helping them and you are helping yourself. That is one of the things to success for any person who does not want to blatantly do the synchronous networking. You have to create a system outside of your awareness that does this for you.
- How to create what is a proprietary system called squeeze, survey, and sell in order to monetize everything you do.
- It is all energy and information anyway, so find out what you are really good at, do that most of the time and the universe will send you all you need. Take your model, professionalize it, monetize it, aggregate around it, and then enjoy life. Do what you like to do most of the time so that the universe will send you more stuff.

Action Steps to Take NOW

- Figure out what you do best and do that
- Fail on purpose and experiment more
- Monetize everything, Create asynchronous systems
- Be generous and giving: help someone else get what they want

Links Mentioned

www.gumballyaya.com/videos

www.uppingthedownside.com

www.buyingahybrid.com

www.askapersonaday.com

www.realmassagetips.com

www.mikejay.com

Transcript:

Hi, I am here with Mike Jay who I am very excited to introduce. Mike and I have known each other for quite a few years through the Executive Coaching Summit. One of the things that I have really valued about you, Mike, is that first of all you are a complete genius when it comes to holding models in your mind, lots of different models and being able to integrate them in the moment into something relevant and new, your use of technology and growing so many successful businesses. I know you have B Coach Systems and Lead University. I know for a while there you had an Executive Coaching club going. You have written several books on resilience. I know you have expertise in spiral dynamics. I know I am probably missing a whole lot of things that you have expertise in. I would love to be able to have you share to what you attribute your success in building all of these businesses and how you think about what you do. I think that how you think about growing business and your strategies for business success would be something that I know I could learn from and I know lots of other people are curious about as well.

Thanks for having me. We are not doing a programmed interview so we will just talk about this. I want to set up a couple of disclaimers. There is a tendency sometimes for people to think that if I do it like Mike did it that it will work. It won't because you are not Mike. I want to warn everybody to be like Mike is more metaphorical than it is figuratively or literally because you won't have the energy that I have. You won't have the ability that I have and you won't have the drive that I have and you won't have the heartiness that I have, most likely. If you do, then you probably don't need to listen to this anyway because you are probably too busy doing other stuff. We just want to put that out there. However, there are a lot of underlying things that I do that people can model and I think it will help them over time. The question is not whether you can. The question is whether you will. That is really what the big difference is. It's not knowing. It's doing. I am a doer and I learn by doing. I fail by doing. Like Thomas Watson said, **"If you want to double your success rate, you double your failure rate."** That works well for active experimenters, which I am. Most people in this business are not. They are the opposite. They are reflective observers. That's what makes them in some ways pretty good coaches. However, pretty good coaches are not usually very good at **developing systems and monetizing things and putting things together**. That is my disclaimer. We can talk about some of the things that I have done that I absolutely know will make people successful if they are able to do them.

That would be great. You raised a good point about failure too. I know that a lot of people are not willing to fail, or are afraid of failure or would rather be positive thinkers and go for success but there is a lot of value in going for failure because it gives you the freedom to experiment, play, and learn from your mistakes and grow. Tell us a little about some of your favorite failures and what you learned.

When I was going to school at Cornell, in one of my other lives, doing my certification for Food Service Management professional, we had this professor who was always talking about successful failures. To me it always took such a deep root. **You can learn so much from failing if you just pay attention and have a clear purpose of what you were trying to do and why you failed. You can teach yourself so much, which is what I have managed to do in all of the systems that I have created. They are all built on failures. Of course, if you are not failing fast today, then what will happen to you is you will not be able to keep up with the track record of technology.**

Technology is your friend even though you may not be able to use it very well right now. You have to embrace technology. If you don't and can't embrace technology, then you should find someone who will do it and partner with them. **Technology is one of my secrets in that it is asynchronous. In other words, you have to be able to have things functioning outside of your awareness or all you end up doing is selling your time.**

You only have so much time to sell. For most people who don't have significant levels of experience or the gift of gab and not necessarily in that order because both of the people you are hearing today do have the gift of gab. If you don't have that you are going to be in trouble without asynchronous systems. This is something that probably is one of the secret things. I did a site called the **Seven Rules of Engagement**. Part of that was the seven rules; one of them being **resilience**; one of them being **asynchronous systems**; another being **mastery**. In other words, each one of us has a particular model of professional reality. If you are an independent professional, you have a way of going about things. You have a means that you go about solving problems. **What you normally do, if you are an independent professional, is you get pretty good at that because you are willing to master that professional model. If you will find out what that model is and you will monetize it.** That is the shortcut to your success in terms of what you define success as. Not everybody has to make a lot of money to be successful. Some people just have to get by and enjoy and have psychic income for who they are and what they want to do. You have to learn to professionalize your model. Before you can do that, you have to know what your professional model is. Most people, especially newbies, who have not been in the business long enough to be successful or fail enough yet don't have a clear model of what they do. In other words, **what is the model of your own reality and what is it that you do to provide solutions to people.**

So for coaching, are you talking about deconstructing and developing or understanding the model of how you coach and what makes that distinct from how other people coach or are you talking about something different?

I am talking about that in general. In other words, all of us view reality in a certain way. When we are in existential conditions we go about reducing the tension of those existential conditions in a certain way. What happens to people who become independent practitioners is that the only way they can become independent practitioners is to offer someone some kind of solution that they don't have. The idea is do you really understand

your professional model? What I did when I was challenged on this about 12 years ago, I just wrote a book. I said look, you say you do things this way. Here is the way I do things. I wrote a book and published it. That was my professional model. That is what I do. That is how I create things. That is what I do. Over time, what I think a person has to do is be clear about what is it that you do to, for, with, against, whatever existential conditions are to resolve those in a way that are meaningful for you.

The idea of having the asynchronous systems going on, is that like multiple revenue streams all around different models that you have created?

When you talk about asynchronicity, you can do it in a lot of ways. For instance, McDonalds, when they started their systems, the one thing they started to do was to offload labor to the customer. In other words, they leveraged their system. They said if we go to everybody's table, take their order, put it in our system, and we bring it to them, that is a lot of things that we have to do for a value proposition. If you look at McDonald's and what they do, they are **constantly finding ways to offload to you the work so they can focus more on the model. That is asynchronous. In other words, the idea is that you have to shift almost as much as you can to your customers and that is how you are going to get leverage. If your customers can find you, if they can aggregate without you knowing it, if they can be prepared to receive one or many email messages, and by your not even talking to them they can go serve themselves the old fashioned McDonald's way. They can buy something from you. They can get involved with you and you don't even know that. There is a significant amount of leverage in that.** Many people don't want to talk to people anyway. They would rather get the answers rather than have a big deal about talking to people. I find so many people who say I am giving away a free coaching consultation. Most people don't want that because **they are interested in solving their problem. They are not interested in talking to you. In a fast paced world, if you have some way that they can find you, some way that they can become part of your system, some way you can capture their interest, some way you can aggregate them, some way you can serve them, and it is all done out of your awareness, what could be better than that? You are helping them and you are helping yourself. That is one of the things to success for any person who does not want to blatantly do the synchronous networking. You have to create a system outside of your awareness that does this for you.** There isn't a day that goes by, even though I am no longer actively marketing because I am way too busy. I haven't been for the last two or three years since I turned back into retail. I am way too busy. My time is way too expensive to give people stuff other than those that I continuously provide charity to. At the same time, my systems just sit out there and keep running. The thing is when you look at monetization of your model, can you do that in such a way that it is asynchronous? Can you do it outside of your awareness? Can you put up all kinds of things like **anticipatory guidance?** When I first started out in medicine, the first client I had was a pediatrician. It was very interesting. He was taking care of my son who eventually died and he found out that I had things that he wanted.

One of them was how to do a better job in his practice. He starts talking to my wife when she is taking my son in to have him seen and he says what does your husband do and how does he do it and stuff like that. Finally, he comes to me one late night and says, “Can you help me do this?” I said of course I could help you do that. I never had thought much about coaching per se, but this was an ideal opportunity for me, who when I was in athletics always thought I would become a coach but never became one because of the win-lose paradigm in athletics. Being in a win-win paradigm which we are in is a whole different way of dealing with people. You don’t have to cut people, normally. You don’t have to tell people who are trying really hard that they will never make it. There are all kinds of benefits to coaching executive work and doing those kinds of things that we have today. The thing is that the idea is that this person needed support in doing what it was they were doing in a different way. It just so happened that the way I do things was aligned with that. That is how I started back in 1988. The idea is, as I went through time, I realized there were two things that were going to happen to me. **The first one was that I only had a limited amount of time. The second one was that I wanted that time to be worth something. I didn’t want to just give it away because if I gave it away, I couldn’t get more independent. Because I am motivated toward independence, I wanted to get more and more independent.** I am not saying most coaches are like that. Most coaches are interdependent. At the same time, in order for me to get independent, I had to get more interdependent. Since I am not a high social contact person, and I don’t really enjoy people that much. I enjoy ideas and things, and systems. What I found was that I could use asynchronicity and systems and technology to put a better face toward systems. Later on, I started using virtual assistants around the world and people who talk to the people who need to be talked to and those kinds of things before they get to me so I can constantly stay in production. I stay in production. As I stay in production, I get more independent. As I get more independent, I can hire more people so I am interdependent and get more independent. This is kind of cycle that you can get into if you understand how to do things asynchronously and not just give your time away. It takes a lot of time to do all this stuff.

Yes. I would imagine so. I am also wondering how you create these things to happen outside your awareness. This is a breakthrough thought for me. I always thought if I succeed at setting up all these systems, then I also have to have a way of tracking all these systems. Then I am spending all my time tracking systems as opposed to creating new systems. I like what you said about having it all happen outside of your awareness. How does that work?

There is an illusion that you actually have to track things. You don’t have to track them at all. Johnny Appleseed never tracked how many apples came up, how many trees were planted. He just went around selling seeds. There is a hope for those of us who aren’t J’s. I am a P by the way. An ENTP, so you know we are the wild, free bunch. Not quite as wild as the ENFP’s, but certainly wild and free and not systems oriented, per se, especially around finishing things. One of the things that I learned to do was say if I

am interested in it, and I am a very curious person so I am interested in a lot of things. I do like to write. I also like to talk so I have created tons of audio and video. At the same time, I do like to write. **I write every day to my inner circle. I have an inner circle. That is one of the things that you should do. You should gather some people around you who you can write and talk to and constantly think out loud if you need to and constantly share your ideas. In that writing every day, I have learned to monetize almost everything that I do.** I have people who do transcriptions. I have people who do websites. I have people who put up blogs. I have people who do all of this stuff and I am the content engine. Before I had all those people, I would just say if I am interested in something, I will spend 30 to 90 days on it and I am going to monetize it. I created this little system and you can all see this at www.gumballyaya.com/videos. I have made a whole bunch of videos there for a group; one of the many things that I monetize. You are welcome to look at those videos. What I do is show you how to **create what is a proprietary system called squeeze, survey, and sell.** This is a very simple thing that people are turned off by but it works. You have to understand that these things work. I put something out on the web. People are interested in it. For instance, if you go to www.uppingthedownside.com you will hit a squeeze page. It will say, if you want to learn more about this, just give me your name and email and it pops you into a **survey where I capture buying motives.** Then it pops you into a server sell page where you can buy something. Do I track all of those? No. How many do I have? I don't know. I think there are 150 or so out there and another 500 in development. Who is doing it? People. Who is generating the content? I am, just in my daily stuff. This doesn't have to be a bore. I know a lot of people will not have ideas. Ideation is my strength. **You really have to know your preferences so you can be in your strength.** I can create ideas in two seconds where other people might have a hard time doing those. The thing to do if you can't create them, then let other people create them for you. Then just learn to monetize them. You can monetize them in a simple way. Remember, all you are trying to do are three things. You are trying to **capture someone's interest, you are trying to capture their name and email, and you are trying to get permission to send them something. The rest is all automated; all that process.** I show you on the video page how I built an entire site that gives people information, something real good. In fact the site is www.askapersonaday.com. It was just a crazy name I came up with because people would say to me, Mike how do you get so much business? I would say I just ask a person a day for business, that's it. 365 chances to ask. Even if you have a closing ratio of 1:20, you are still going to get a lot of business. The point is just ask. Well, how do you do that? I showed them the simple site. You go to that site, give me your name and email, and get six free e-books. It's in a public domain. It didn't cost me anything. It just took me an hour and a half to build the site. Obviously, you guys won't be able to build a site but your web people can. It is a real simple system. It is so simple that people think that you have to have \$10,000 to have a great webpage where people will think you are great. That is not true. People are interested in what they are interested in. If you give it to them in two or three words, that is fine. You don't have to have any great graphics. You don't have to have a site designer. You don't have to have a great anything. In fact,

some of the things that I have up there like www.buyingahybrid.com. I love hybrids. Back in 2001, I bought a hybrid before everybody was buying them. I enjoyed them. Everybody would say how do you buy a hybrid? I say I have someone on Elance. I go over to Elance and give somebody \$200. They research buying a hybrid, write an e-book, put it up there, got www.buyingahybrid.com. You go over there, put your name and email, and get an e-book on how to buy a hybrid. Here is another one I love. I love getting massages because it is good for you. I found out that it will make you young and keep your life young, and it solves my back problems that I have from athletics. I have a website called www.realmassagetips.com. Anything that I do in my life, I monetize because I am interested in it. You wouldn't believe the number of hits I get on these sites. Every day, I have people coming in. Do I SEO them? No. Do I do pay per click? No. Do I do all these fancy hooks and article stuff? No. I don't do any of that. I live in a world of where I am interested. It just so happens that there will be other people, no matter what it is that you do, because of connectivity, that will be interested in the same things. **That is who you want to aggregate, people who are interested in the same things that you are interested in.** That is what makes life fun.

Carry a recorder everywhere you go if you want to learn to monetize things. Carry a recorder with you and capture everything you do. Then you can just put it on the web. Have somebody transcribe it and see if there is anything there. One of the things that I do is transcribe things and then pay somebody to go through and edit it. For instance, what I have started doing lately is I will take and transcribe something like this interview and I will hire a ghost writer and say go through here and give me two or three articles out of this. They will go through and see two or three very interesting ideas and what they will do is make me some articles. I will do a light edit and bingo, there I am.

I have my recorder sitting here and one of the tips I gave people was to always carry a recorder with you no matter what. One of the secrets we do in coaching, and many coaches don't do and I don't know why is for the past nine years, I have been recording all of my coaching sessions with clients. They love them. Because I am a fairly complex person, as you know already, I talk fast. They listen to them time and time again because they get different layers of meaning as we go through them. Although I will say that I don't talk this much when I am doing my coaching. **Because you record the things that you say, you play them back and hear yourself. Other people can hear you. You can transcribe them. You can have people make articles out of the transcriptions. It is all asynchronous. In other words, once you get to a point to where you are generating content, the whole system is asynchronous. Somebody gets the audio, puts it on the site. Somebody transcribes it, sends it, and gets paid for it. The person running the transcription sends it to an article writer. The article writer grabs it, takes, and pulls a few cool things out of it. They send it to me. It is edited. Boom! It is ready for distribution. It goes out into my library pool and people can use it for distribution** or if somebody like Suzi comes along and says hey Mike what have you written lately that is pertaining to this. Bingo! I can go to my library and send

it to them right away. There are so many things that you can do, Suzi to really just have a ball at life and doing this work. All of it, if you learn to monetize it, can continue to promote you. I will say this and then I will shut up. The one thing, Suzi that you know, above all else is that you do not have to have that great of content to be successful. It is promotion, promotion, promotion, that makes you successful. So, if you are showing up everywhere, if you have good ideas, if you have even basic ideas because people are learning this stuff over and over again then you don't have to worry about whether or not you have the greatest content. Remind me to say something about globalization before we leave. I see so many people today just musing and fussing over whether they have the greatest content. I can guarantee there isn't anything that has been thought of that somebody else hasn't already thought of and written about 200, 300, 400, 1,000 years ago. It is just a crazy idea that you should work on your content that much. That is the thing. I never worried about it. People say how do you get away with that? At least I am doing it. I have published 12 or 15 books or more if you count my e-books but how many have you published while you are still busy working on your perfect one and nobody knows about you? That is the kind of thing that you have to wonder about.

Right! And you are out there doing it and you get ideas and you monetize them immediately before you go through all of the thinking through whether it will work, how it will work, how it will be tracked. I think you are at a level of mastery around the systems and asynchronicity now where it all happens in the moment you have the idea. You already trust that the systems are going to work the way you want them to work. Even that allows you to do more. Faster! Be in more places at once. It is incredible.

Yes, and spend more time doing what I want to do, which is learning or being able to make myself available to a person like yourself to help you and the people who will be listening to this. If you don't do this stuff, in a way you become less valuable. The universe cannot spend energy through you. You can always tell people who are busy because the universe is spending energy through them and they are not resisting. They are not a resistor. They are a person who makes energy flow through themselves. **People who have not got clean enough, and clear enough, and understanding their systems well enough, don't make themselves available to the universe and there is no energy going through you. It is all energy and information anyway, folks. You may as well clean yourself up, find out what you are really good at, do that most of the time and the universe will send you all you need.**

That's right. You are proof in action of that. What did you want to share with us about globalization?

There are two things. You have to realize that of the 6.2 billion that we have right now in the world, 5 billion are not where we are at. They still have to go through the stages of learning about all this stuff. We have a tendency because we have blinders on to think that we have to go onto the next new thing. I have seen all of the material that I use 10,

15, 20 years ago become great stuff for other cultures because they are not where we are. They are just on the learning curve. They just got on the stair step. The thing that people don't realize is that you may have a system that won't sell in the United States but you take that to an emerging economy or you repackage that in a way that is simple enough for other cultures to understand and you can have a winner. I have done this time and again. Most people don't understand that that is available to them. It is anybody who has an internet connection. **The other things that are available to you are things like Elance or Rent a Coder or some of these sites that offer gurus and things like that. The thing that I do if I have something that I know I should do instead of putting it on my to do list, I just send it to one of my VA's and say post this project on Elance. They will get 10 or 15 offers from around the world. You would be surprised what you can get for \$200. Spend a little editing time and boom, you are up and running. Globalization and connectivity make is so that you can do almost anything for pennies on the dollar.** When I first started out, when we were looking at websites, and we were doing these types of things, and this was back when Thomas Leonard and I were working together on things back in 1996 on a little thing called the Daily MBA, we both decided that the skill that we should learn was how to do websites. We started piddling around with websites and added it to our skills just like someone knows how to do a Word document or use Skype. You have to look at where you are going to be in the future. Do you want to upgrade your skills? Do you want to play in this global sandbox? If you do, you need certain kinds of skills. You need those hyper-human skills or if you have the money and resources, you can just buy it and pay for it. Somebody still needs to not track it but make sure you are not getting screwed. A lot of times what will happen, the naïve people, because you haven't upgraded your skills, will go out and take people's word that you need to go out and spend \$10,000 for a good website. I will never forget ten years ago, one of our Executive Coaching friends came to me and told me he had sent out 10,000 brochures and got one response. I asked how much it cost and he told me \$25,000. I said for that you could have done tons of these other things. People think that if you go out and spend a ton of money on design, you spend a ton of money on website, you do everything perfect, you look like you are the most professional in the world and you will go hungry and lose all your money. I guarantee it every time. The thing that you need to do is do a consistent stream of R&D. This means that I have tons of sites out there that are crazy sites. **Behind every one of them, when you hit my sites, you will see a little survey box that asks you a question. About twice a year, I go back into this database and I look at all the things people answered in these questions. I look at buying motives. I look for what is hot and what is not. I look for what is on people's minds. I look for what is bothering them. I look for what they want and those types of things. I plug those into my system and I say well what is hot now is people are starving. They don't know how to monetize anything. They don't know how to do that. The next time I come across a little something like this interview with you, I'll go ahead and do this interview, send it out, get a lot of hits on it, people will come in and the first thing you know, If I want to send an offer out, which I haven't done lately, I will get people to buy. I will get people who say, I can't get anybody in my database.**

That is because you are working on the opposite end. You need to aggregate all of the time. Give little bread crumbs like Hansel and Gretel did so people can follow you. Even if you are not selling anything like I haven't for the last year. My databases have gone up to 50,000 in one 100,000 in another. When it is time for me to do that again, I will have a whole host of people who will get involved. I didn't stop aggregating. The thing is if you are going to do anything in today's world, there is so much damn competition that if you don't realize the tsunami of globalism coming at you. I just got one this morning. Dear John, I am a website developer from China. I can do your website for ten cents on the dollar. Pretty soon it is going to be coaching. Pretty soon it is going to be medicine. It already is medicine in India. **You can never rely on the market being where it is. It is constantly going to change. You have to be somewhere else. This is the thing that people just don't really get. Take your model, professionalize it, monetize it, aggregate around it, and then enjoy life. Do what you like to do most of the time so that the universe will send you more stuff.** That is the key thing that I can tell anybody to walk away with this.

That is a great point, especially the part about continuing to add value while you are not there to do it. It is an automated way of adding value. That is a very powerful way to attract people into your network and database. Just to wrap up, what kinds of key tools, or models, or strategies; you've mentioned a whole lot in this call, can you boil it down to one of your favorites. I know you have several VA's and you have a whole team of people. Are all of those people on Elance or do you have a team of full time employees. How do you set that up?

I don't have employees. Remember, I am independent. I don't want anybody working for me. I have many of people who are willing to trade me their time for money. They haven't learned yet. There are plenty of people around the planet to do that. I have web teams in Russia, India, and Malaysia. I use multiples because there is always something that they do a little bit better. Sometimes the Russians are a little bit better overall programmers. The Indians are better coders. The Malaysians are better at marketing things. I use individuals on Elance daily, whenever I need something that is out of my expertise, I have people who run my schedule. I have people who look at my email. I have people who do all the things because my goal is to free myself from doing anything that I don't want to do. In the last year and a half, I have done more that I don't want to do than I ever dreamed of in my life. But it is so challenging to work internationally now-a-days in the crisis that you just can't pass it up. It is such a great learning experience. It is like saying for 20 years, I spent working with people counseling them, guiding them, coaching them, giving them ideas, consulting with them, mentoring them, and now I go out and try this stuff to see if it really works. Then you come back, you redo your systems, you redo your advising, you redo your counseling, and stuff like that. Self renewal is an extremely important part of things, especially now. If you are not doing something educational wise now, you are a fool. You probably have time because of the way the economy is working, especially in the independent business. The thing

that I do is **I never let an idea that has any weight to it not go through the system of monetization. Monetization means capture them, capture their interests, get their name and email, and get permission to mail them again. If I have any idea at all, anything that comes out, I register websites daily. I think of ideas daily.** Again that is what I am good at so I do that stuff. You can do this very same thing with a hub and spoke. You can take the hub and that is your professional model and you can spoke that out to different target markets and you can have them all coming into your hub. I do use hub and spoke all the time. The thing is, how I do it, as I told you in the disclaimer, may not be the way you want to do it. **There is a key thing: know yourself. Know what you will do, not just what you can do. The pretenders, the huge pretenders out there are the ones that think because they know something they can do it. That is just not true. You can know a ton of stuff and never do a thing. The thing that we are clear about when we work with people is that there is a little system that we use. Understand your capability, understand your requirements, and design away the gap. Don't try to change yourself. This is the thing that works the best.** Because, in a system that is working quickly, it is going to leave behind a lot of noise. People who don't know what they are doing because they just got lambasted by change. There will be tons of people out there who will work for you and do things for you because that's what they know how to do but they can't put two and two together. You will have to use other people to help you. **That is the whole key to wealth; other people's money, other people's time, other people's efforts; other people's ideas, whatever it is. If you can see yourself as understanding that this is nothing more than a whole huge unlimited environment of resources, then you can begin to understand what you will and will not do and then get other people to do those things.** Most of us have a good idea who is going to be independent anyway. Like have a good idea of how we are going to affect the world. The key is do you do it often enough to monetize it.

Brilliant. Absolutely brilliant. A lot of what you are saying is reminiscent of the book by Tim Ferris about the four hour work week where he talked about outsourcing everything that you can possibly outsource, in life and in work.

That is right. **The whole key, in my view, is flow. When you get into flow, you learn faster, you are happier, you are better, you are more successful. The key thing that most people don't understand that they haven't been able to put together yet is there is a difference between success and happiness. Just because you are happy doesn't mean you are going to be successful and just because you are successful doesn't mean you are going to be happy. Most of our population in the U.S. since the 1950's, have given up their happiness to be successful.** We are going to see that trend switch because of what is happening in the environment and the paradigm shift that is occurring in the economy that people don't really understand. The idea is that what you want to do is get yourself into flow. In other words, when you are in flow, you are probably better at doing whatever it is that you are doing than most everybody else out there. **Flow differentiates you which means then you become attractive when you**

are in flow to other people. If you are not in flow, you keep doing things that you shouldn't be doing then you are not attractive at all to other people. People don't buy what you do. They buy who you are. So if you get in flow, they want that. If you understand what that is, then you can understand how to create more of it.

*How do **you** get in flow?*

I do things like I am doing right now. I am an idea person so I have projects going in Canada, Mexico – I have a rural development model that we are going to take into India once we prove it in Mexico. The new greenhouse project going in the Middle East is starting in Pakistan. I have an ongoing project working for a Russian conglomerate. I have two projects in Asia. I have about ten people that I am working with in the United States; two large companies in financial. That is a good place to work right now in financial because they see the problems before everybody else. I literally am in flow a very large part of the time because people are constantly paying me for my ideas and that is my strength. That is how I stay in flow. Just like you coming to me and saying hey Mike I'm doing something, I want your ideas. That is in flow for me. The other thing that I do, and I know that I can make it up is, I hate detail work. I hate making up lists. I hate doing what I am supposed to do. I hate to do lists, I don't even have one. I live off of a system that says, "**Here is all this noise" find the signal in it. I go look for the signal in what my flow is. That is what guides me.** Of course, yes, you do have to do some things some of the time. My system is a little bit different than Ferris'. Most people have to start out with 20-80 rather than 80-20. In other words, 20% of your time you are doing things that you really want to be doing. 80% of the time you are not. You have to use that 20% of the time to swap that 80-20 so that 20% of your time gets 80% of the results. Once you swap that 80-20, then you go for 90-10. Then you go for 95-5. Now me, I am working toward 98-2 which puts me working 70 minutes a day. You have 1540 minutes a day. I am going from 70 minutes to 28 minutes a day. 28 minutes is what I say I will give you in exchange for you giving me back the remaining minutes, whatever that is. My goal is this. All of us hate doing certain things that we do because they are not very good for us. **Those who are wealthy find out that you just have to do a tiny bit of what you are supposed to do and you can trade that for what you want to do. Most people do it the other way around. They do what they want to do and they only do tiny bit of the things that are really important. Until you get that switched around to where you have an asynchronous system following behind you, you can't do that. You never build anything.** If you want to get to 98-2 which means you want to work 28 minutes a day doing things that you don't want to do, in exchange for that, you tell yourself, if I give you that 28 minutes a day, will you give me back the rest of my day? If you get asynchronous going, you can do that. You can work 70 minutes a day. Most people will work two hours a day. If you had to work two hours a day and I'll give you back the rest, would that be a good thing. Then all you need is a coach to help you hone in on that two hours so that you **do the things that build wealth; both success and happiness.** That is the key thing. That is what Ferris is talking about.

Although he doesn't give the people the kind of guidance that you really need because behind his system is still blank slate and that is you can be anything you want to be. No you can't. **You can be what you can be and do that.** Forget about what you want to be because the want will come after the can. This is the thing that you have to understand about these systems. Most of the people today that are saying stuff about what we should do, are saying be like me, do my system. I am not saying that. **I am saying be like yourself. Find out who you are. Find out what puts you in flow. Do that. Then, you will have a chance, if then you understand requirements of wealth.**

“Requirements of wealth are you can have whatever you want if you help enough other people get what they want.” That is our friend Zig Zigler, by the way. If you have that model and teach that model to people, then you begin to understand what it is that they want so you can help them get that then you can have what you want. That is the way you do it, not the other way around. The key thing is not to be selfish but to be understanding of how and what people want. As soon as you do that, you will say, if someone is coming to my site asynchronously, I want to know they have been there. This means they have to tell me they're coming, and leave their name. It is like somebody knocking on your door and you weren't home. If you knock on my door, it says leave your name and email here if you are interested and I will get back to you when I come home. The thing is you have to capture them and find out what they want and why they came there. Nobody does that. **That is the key thing that you have to find out. There are your buying motives. There are all of your motives in terms of what people are wanting, what trends are, what is happening, and things like that. Those are the key things that I think that a person has to learn to do if you want to be free, if you want to be in flow, if you want to do more things.** Not everybody does.

Incredibly brilliant. I am blown away. I am so grateful. I know that we have gone a little over the time that we planned but I am so grateful for your wisdom and your inspiration and just for being a living excellent proof that you can do this without turning into a corporate evil person. You can still be giving and generous and in flow and in abundance and all the things that we value as coaches and that draw us to this work. You can also still be entrepreneur-minded and monetize things and that there is a way to balance it all. I think that that is the future trend of what I hope to see in coaching is people learning from what you have shared with us today and also just figuring out how we can know ourselves better and failing on purpose and experiment and really start to think bigger about what coaching can be. We can add much more value to the world if we are looking at ways to do everything that you've said on this call.

Thank you so much Mike. Have a wonderful day. Thank you for listening.

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