



THE  
ART OF  
SALLES  

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GULLIVER  
GILES

# **THE ART OF SALES**

**BY GULLIVER GILES**

Hey,

I've been thinking about you and here's what I think:

You have an amazing story.

You have all the reasons to do this.

You have everything it takes.

You have all the information.

But you're still dangling on the precipice.

Why?

If I could hazard a guess, it's because you didn't have anyone to help you get clear before.

But maybe its not just that.

Maybe it's because you want to be sure you're finally doing the right thing, investing in the right place to get where you want to go. You want it so bad but you're scared you'll let yourself down and make the "wrong choice".

Good news: NO time spent on sales or marketing is wasted. NO money spent on sales and marketing is wasted.

You can't lose. You can't be wrong. You can only learn.

Question is...

**Will you begin?**

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# THE ART OF SELLING

Sales is where love and self respect meet. Loving your clients enough to call them and offer your help, respecting yourself enough to demand payment for your valued service.

\*

UNDERSTAND: My products are for sale, my coaching is for sale, my events are for sale. BUT I AM NOT. I will not sacrifice my self respect for anyone, for any amount of money. My time is too valuable to be disrespected. And if you want to create a million dollar business, SO IS YOURS.

\*

Entrepreneur comes from the French, loosely translated as: "one who enters into an undertaking". One dictionary definition of the word is: "one who enters into a venture taking total responsibility for the return on investment".

Not everyone is cut out to do this. I sold my house, my guitar, risked everything, alienated my conservative parents and all my left wing friends to help create the business I am in today. Not everyone has this kind of courage—or stupidity. Some people prefer the security of a day job to the rewards of freedom to be whatever you want on your own terms.

Employees will always tell you how crazy you are, how it won't work, and they are right. For them, it's the wrong thing. We need employees, to do our admin, to pump our gas, to bake our bread, to cook our meals. We don't need them to tell us what we're doing is morally wrong or dollar-focused. They can never understand that it's not the money, although profit and money is good. It's being able to do whatever you want, whenever you want, on your own terms. It's being able to decide. And the reason they hate on you is because deep down you are free, in all the ways they are not.

\*

Sales = \$\$\$ in. If you're too busy to make sales, you're too busy to make it. One thing I've noticed is that if you tell people they don't have to sell, they will throw ANY amount of money at you. If you tell them they need to learn to sell... Well lets just say I have a small but valuable niche.

\*

You might think you can have your foot in both camps. You might have been doing that dance long enough to think you can, but you WILL come unstuck. A time is coming when you will have to choose. The safe and easy way, or the high hard path. You are judged by your actions. We are watching. We are judging. It's your move—make it count.

\*

One voice screams out that I should tell you the honest truth, the other says just be "polite" and sweep what I am really thinking under the carpet. I can step up and be real and refuse to

let you down, risk pissing you off by telling you what you're about to lose. Or I can let you continue being ignorant when I could have helped you. Which would you prefer?

\*

Sales is building TRUST. Sooner or later at the end of marketing there is a sale. Saying you are bad at sales or don't enjoy sales is basically saying you are bad at being someone people can trust, or bad at helping people understand your value.

\*

Good judgment comes from experience. Experience comes from bad judgment. Experience is the best teacher but wise people learn from the experience of others.

\*

Sometimes people you are trying to help and support will make you wrong because you believed in them more than they did in themselves. Because the discomfort of stepping up vs the inauthenticity of blaming you for their self doubt is sadly an easy choice for them. Remember—when this happens it says more about them than it does about you.

\*

When you're the kind of person that DOES things there will always be someone who says they could have done it better if they'd had the idea. But remember—they didn't.

\*

Beware anyone who begins any sentence with these fateful wealth killing words: "you can't sell it because \_\_\_\_\_". Don't let ANYONE sell you their limitations.

\*

Some people are CANs. Some people are CAN'Ts. If you hang with CANs you'll find you CAN. If you hang around with a bunch of CANT's you'll find you CAN'T. Don't hang out with CAN'Ts. You might turn into a CAN'T.

\*

Negativity, like beauty, is in the eye of the beholder. What you might see as negative could be the best advice someone else has ever heard. It doesn't make you wrong—but just because you see something as negative doesn't mean it is for everyone.

\*

NEVER EVER EVER EVER: base your strategy around non-customers. If you want to grow, you need to base your strategy around those who will—not those who won't.

\*

“I guess I see the results of the people who started with you last year and they’re happy. They just seem happier and more free, and themselves.” ... it’s not just about the money, guys.

\*

You can be one of those people who's too busy achieving shit to notice how much you've developed personally. Or you can be one of those people who's too busy focusing on personal development to achieve anything.

\*

I believe that business and sales training should be about helping people value themselves by creating spiritually aligned congruent and ethical businesses. Businesses that allow them to live a life of purpose and abundance, while empowering themselves to realize that selling and marketing themselves is merely a way of attracting, educating, and showing love and regard for the people they were put on Earth to serve. All this while valuing themselves enough to demand respect and remuneration for that service. You'd be surprised how many people are horribly confronted by that idea.

\*

Not everyone is a client. They call, they email, they ask buying questions—but as much as they want to be, they aren’t. What do you DO with these people? Do you sell them, even when you know its a bad move? Is money more important?

\*

When it feels like everything is falling apart around your ears remember to celebrate. Because you are SO fucking close. SO close. 2mm to the finish line. Whenever I feel like this, whenever it gets this hardcore—the breakthrough comes, the cash showers down, and I remember why. BECAUSE I CAN. No one is strong enough to stop me! Except me!

\*

Success is messy, risky, and never guaranteed. You will be precisely as successful as you are prepared to put your ass on the line and go after your dreams.

\*

There will always be variables. But the axioms are the same—more clients, more dollar value, more purchases, more leverage. THAT’S what I sell. I don't care about your stupid industry—I care about your SALES figures. Sales doesn't work in your industry? Then YOU’RE BROKE!

\*

Sick of wondering where the next sale is coming from? Wan’t to take control of your sales rather than worrying? Sick of depending on your staff to do what they have proven they can't? Sick of being the ONLY one who can do it? Sick of wondering why you can't seem to explain this skill to staff and get them taking up the slack? You're on a ride to nothing and your business will DIE with you if you don't change it. You can't exit a business and sell it if the only person who can make the sales is you and you can't explain how that happens.

\*

Sir Richard Branson said, "I don't go into a business looking for where to make a lot of money. I go into business looking for where people aren't being served".

Seriously. All you aspiring millionaires—stop looking to make money and change the world. Look at someone's world and change it, FOR THE BETTER. Grow up and create something worthwhile. Money is just a symptom of value. Sell value to those who value what you bring.

\*

Sales is like a date. The less of your issues and baggage you bring to it and the more you care about learning about the other person's life, the more likely it is you'll seal the deal. Maybe not on that date, but sooner rather than later. The more you bring your own fears, the more you show your own desperation, the more you make it all about you—the less likely you're going to be to create a meaningful connection. And even if you do, it won't be a "long term" relationship. Yes... Sales is very much like a date.

\*

KEEP ADDING VALUE. That person who's too scared doesn't mean to tie you up and "waste your time". They just need more / different help than you're giving them. Why are you losing them? What's the REAL problem? If you're not shooting for the real issue, you're going to keep missing the mark.

\*

There comes a time with people where you have to challenge them to pay their way. It's not the wrong thing to do and it's not scary—you're going to lose some and they are the people you WANT to lose. The ones who value you will be happy to pay.

\*

You get three types: people who want it all for nothing and don't value you; people who want to give you money but expect things to drop automatically from the sky with no work; and people who NEED to make it happen and will do whatever it takes no matter what—and can see how what you're going to do will help. They are the ones you want to help.

\*

Relationships...

A wise man once said to me that you build relationships when you DON'T need them, so when you need them you have them. Likewise in business. Any good salesperson can tell you that it's the list of hot prospects your marketing people have been feeding awesome content for weeks, months, even for a year... the patience, nurturing them, developing your relationship, building value... that will convert into the most sales, most quickly.



So when is a good time to start building a list of ideal clients who want what you have? Who hang on your every word? Who GET you and see how you get THEM? Well? I would say BEFORE you need them. What would YOU say?

\*

When they say no—they aren't saying no to you, they're saying no to themselves. When they say they feel "pressured", they don't mean by you. They are projecting what they feel from themselves. Forgive them.

\*

If you are a woman in business who is worried about sales or selling—making up a whole story about how "selling is male" and "selling is different when you're a woman" is NOT going to help you.

There are a LOT of incredibly successful women in business who use the exact same sales strategy I use. The same exact way humans have been selling to each other for ever. The one thing these successful women have in common is, they don't spend all day doing their own heads in about "how being a woman makes sales hard". They just focus on HELPING PEOPLE. If anyone tells you "sales as a woman is hard", they mean THEY find sales hard and they use their sex as an excuse.

If anyone tells you "sales as a woman is different", they are selling you on your OWN FEARS.

\*

Your business is NOT about you or what you do. It's about your customers. I'm about to get on a plane and change a whole bunch of people's lives for the better and they have next to NO idea who I am. I'm going to help them create millions in sales and they have no idea what I do or how I do it. But they're going to get a result because I'm going to put THEM and their needs first.

\*

Can't afford your \_\_\_\_\_: Buys tickets to Europe.  
 Can't afford your \_\_\_\_\_: Buys new car.  
 Can't afford your \_\_\_\_\_: Spends two weeks in Bali.  
 Can't afford your \_\_\_\_\_: Buys someone ELSE'S \_\_\_\_\_!  
 Can't afford your \_\_\_\_\_?

NOBODY "can't" afford anything. People ALWAYS buy the shit they want. What they're really saying is "I see no value in your \_\_\_\_". What you're NOT doing is calling them on it.

\*

If a salesperson thinks you're interested and just won't give up do the kind and decent thing. Just because you feel uncomfortable saying no, does NOT mean you will offend them. It's actually BETTER because they are wasting time and building hope you are a real customer every second you delay. Be kind. Do the right thing. Say no. Firmly, and respectfully!

\*

**THERE IS NO WAY UPWARD THAT DOES NOT INVOLVE  
CLIMBING**

# THE ART OF MINDSET

The reason I think you can succeed in your business with your idea and am so enthusiastic about it? Because I've successfully monetized being a foulmouthed, viking costume wearing, sword wielding psychopath who coaches Sales. So—what's YOUR excuse not to make money?

\*

The leads are the leads—call them and close them. The leads aren't weak. Your technique is weak. Your call reluctance is weak. Step up or step out.

\*

"Why isn't my business making money?"  
"How many calls have you made today?"  
Exactly. GET ON THE PHONE!

\*

You make phone calls and sales happen. You make excuses and phone calls don't happen, and sales don't happen. Simple really.

\*

Get a goal. If I make \$20k today I get to book a deep sea fishing trip. What's YOUR goal? What's YOUR reward?

\*

Lesson: If you carry around every shit thing people say to you, do to you, think about you—it gets heavy. And you start snarking at people and losing your shit. Don't let people put it on you.

\*

Imagine what your business would be capable of if you were really honest about who you are and what you want to get out of it? Imagine you could put aside all the conditions you have around what has to happen for you to get what you want out of your life and run the business of your dreams? What would that feel like?

\*

You're moving towards a lifestyle and away from your business, but when the momentum collapses you'll be back in the slump and you'll need to put in twice the stress and work to get out again. Sick of the emotional roller coaster? Sick of the boom bust? Tired? There's a reason you're stuck in the cycle.

\*

Let me give you a tip. Unless you're prepared to go to zero, no money in the bank, trade in your prized possessions, sell your house—don't go into business. Because it's going to take THAT level of commitment to make it work.

\*

Have you ever run into a wall? Like you feel as if no one cares or is listening? Like you just can't be bothered anymore? Like you should have made it by now? Like all that work you've been putting in should have paid off... and maybe it never will? Well, so have I. And let me tell you, it's what you DO when you hit this wall that determines what happens next. Sure, you could curl up in a ball and cry and suck your thumb—or you could get up and fight. There is ALWAYS a choice.

\*

Your UNREASONABLE FRIEND is the person who is more concerned with your wellbeing, progress and happiness over the long-term than they are with making you feel good by stroking your ego or propping up your self-esteem in the short-term. Your unreasonable friend is not a critic or hater (the opposite, in fact) but they will provide unfiltered, objective and valuable feedback. If you allow them to. In our search for acceptance, approval and comfort, we often surround ourselves with (or only pay attention to) people who will tell us what we want to hear.

\*

At the end of the day when confronted with a bad sales day you can sit around and have a big whiny self-pity party, or you can do something different. If you're down, perhaps the reason your sales results suck is because you're not being someone YOU would buy from. If you allow self indulgence, desperation, fear, anger, misery, frustration to be your sales mentors, you can only expect.... Well, you tell me? How do YOU treat people who approach you with these attitudes?

\*

Sick of the drama? The more time you spend on the phone selling, the less time you're going to have for everyone else's bullshit and drama.

\*

**YOU WANT SECURITY? I HEAR PRISON IS SECURE...  
SECURITY IS AN IMPOTENT GOAL**

# THE ART OF SALES TECHNIQUES

"Thor, sometimes your posts are a bit ambiguous—what is it you actually sell?"

"I don't post about what I sell. I post about people, so they ask me, then I sell... Oh look, you asked me a buying question."

"Well, if I was to buy, what is it I would be buying?"

"I'm not sure—what do you need?"

\*

Remember, your job is to get a YES or a NO, and it doesn't matter which. Just don't let someone make you a "maybe"—because "maybe" makes your cash-flow a maybe, makes your business a maybe, makes your life a maybe. Always condition the close to show you the NO or the YES. Never be fearful of asking for the order multiple times, it weeds out the weak, the unsure, the time wasters—and leaves you with the real clients.

\*

Realize your task is removing non-prospects from your list as opposed to attempting to sell everyone. Mindset becomes not caring whether you sell, but instead whether the prospect is appropriate. This means you end up selling ONLY to those who value your value, and eschewing the remainder.

\*

Why should your clients buy from you instead of someone else? Can you tell me in 10 seconds or less and get my credit card?

\*

Sales targets are for employees, NOT entrepreneurs. If you have a finite target for sales, well, is that not self-imposed business sabotage?

\*

Sales is not about telling. Telling is NOT selling. Questions allow you to listen to the prospect and demonstrate you have heard, through active listening. Then they FEEL you understand. Then you are in a position to be influential. How can you change your sales approach using questions?

\*

The 3 call rule: Anyone who hasn't bought after 3 calls needs to know you aren't giving a call back. If they can't make a decision, you can't help. Sounds harsh, but if you're letting people run you all over town in your sales calls, stand up to them. They're taking the piss—and if they don't realise it, they need to know they're wasting not only your time but THEIRS.

\*

When pitching close friends, ALWAYS be more scripted and professional than ever. They are the hardest sale because they think you'll take their stupid excuses. If you want to win and keep the friendship, work HARD to make sure they get the value. "Do you want to \_\_\_?" isn't going to cut it. EVERYONE you sell to buys value—why would close friends be any different?

\*

I see all these SEO companies selling "page one of Google", but they don't sell what that would actually MEAN to your company. I guess people should sell results not features... but that would mean understanding sales.

\*

"The difference between a good movie, and a bad movie, is the script" —William Shatner  
When you sell, if you're not using a script, your performance CAN'T be 100%. What are you doing about this?

\*

Today I was talking to an incredibly gifted woman who hasn't closed a sale in the last few months. When I got into detail about what she was doing, and not doing, I discovered she was sending a proposal instead of asking for the sale. Do you make this mistake? Do you write proposals?

\*

When someone tells you they "don't want to make a decision right now"—they actually have. They've made a decision NOT to make a decision. This is an objection, and you can't let them off the hook with that.

\*

**YOU KNOW YOU'VE GOTTEN GOOD AT SALES WHEN  
WORD HAS GOTTEN ROUND TO THE EXTENT THAT  
PEOPLE ARE FRIGHTENED TO ANSWER THE PHONE  
LEST THEY BUY FROM YOU**

# THE ART OF OVERCOMING FEAR

Most people give up on sales before they've reached the point where sales would even be possible. If it takes 100 calls to make 50 contacts and 50 contacts to have 20 conversations and 20 conversations to get a 10% conversion of 2 sales—well, most people never make 100 calls, let me tell you that much.

\*

If you're still bullshitting yourself about not being scared of sales—well, it's probably why you aren't making any.

\*

I was talking to an amazing client today who said she fears rejection in sales. Imagine her surprise when I told her "there IS no rejection in sales". Do you understand what I mean?

\*

ROOKIE MISTAKE: Being "put off your game" by people who don't pick up the phone or return calls. It is hardly ever about you. If you talk yourself into the idea that people are avoiding your calls it makes it REALLY hard to sell. Just today I got a call back from a valued client who had suddenly gone "quiet", only to discover a death in the family had them completely absorbed. IT'S HARDLY EVER ABOUT YOU.

\*

Think on this: when you think of all the times you decided you wanted something and the possibility of failure never even crossed your mind, how many of those times did you fail to get what you wanted?

\*

What if sales wasn't a bad thing? What if people's "self-loathing sales story" that they use to excuse themselves from adding value was the real motivation behind the rush to condemn people for making their way in business? SALES = MONEY IN. How is it enlightened and noble to be broke and fearful? Wake the fuck up. Sales is about building trust and communicating value. Get good at it or be broke.

\*

If what you do is awesome and helps people, why would you be scared to call and offer help to someone who needs your service?

\*

If you knew why you are so scared of sales and you could choose not to be scared anymore, would you do something about it?

\*

If you're letting sales fear pollute your mind, just remember that it is NOTHING to do with you. Sales is all about THEM—and if you focus on helping them you're going to WIN.

\*

A woman told me on the phone once that she wasn't worthy, that she wasn't "good enough" to go after her dream. I told her to tell that the the other 9,999,999.00 spermatozoa that missed out on the egg she got to FIRST. I told her she was BORN a winner. And still she argued. Lesson here: people need to decide to be worthy. You can't talk them round.

\*

Sales: some people say they can, some people whinge about how they can't, some people tell others they can and then don't, some people try to outsource it and fail miserably because they rely on others to do the selling they are scared to do. And some people can, and do, and don't need to rely on others to get it done for them.

\*

If you can't be bothered calling your prospects to invite them to become your customers, someone else will. So every time you see people going to someone else's business for a solution to a problem you could solve faster, better—you have only yourself to blame. Sucks, doesn't it? STOP WAITING FOR THE PHONE TO RING!

\*

Lie to me all you want. I don't take it personally anymore. But don't lie to yourself. Your inability to prioritize sales in your business is holding you back. It's the reason you have no money, the reason your friends and family neg you, the reason you want to give it up sometimes. It's because you aren't even sure what you're really selling. And you avoid it like the plague. So you find reasons and justifications to do anything but sell. Where will it end? When? WHEN YOU STEP UP.

\*

I've been doing this a few years now, and I can say without reservation that the people in business who fear sales are the ones who most often end up being disconnected numbers a year later. I just try not to hold myself responsible for not having closed them.

\*

You know the little voice in your head that says "don't call her, she's way too successful to buy from you"? I'm glad I ignored it this morning. A yes to a \$5k deal, and the beginning of a new relationship with a smart, hard-hitting international client is a great way to start the day. Always believe in yourself. The price of the alternative is unthinkable.

\*



The three certain steps to telemarketing failure:

1. Convince yourself of all the reasons why you shouldn't pick up the phone and call people about your business.
2. Spend all your money on magic bullets rather than getting on the phone.
3. Don't get on the phone—instead go on Facebook or business forums and tell others it can't be done.

\*

You're down to your last \$5000 and you haven't made a sale in ages. I have a challenge for you: I want you to read some emails; have coffee with some people, particularly the ones who want to do JV's or contra where neither of you make an money; troll around the Internet looking for free events where they show you all the ways to never sell again; redesign a logo; do some networking; buy an ebook on branding. But whatever you do, don't do any actual selling. I want you to be really disciplined about this and just THINK about how hard sales is and how you can't do it anymore.

I can 100% guarantee within 30 days you will have less of that pesky money in your bank account. WARNING: YOUR RESULTS WILL NOT VARY. You will definitely not have more money at the end of this process. I can 100% guarantee it.

\*

**YOU DESERVE BETTER, I DESERVE BETTER! REPEAT  
AFTER ME—I DESERVE IT!**

# THE ART OF AUTHENTICITY

WAKE UP. Their rules are shit. THEY'VE BEEN LYING TO YOU YOUR WHOLE LIFE. And now they want you to shut up and conform in your own business. They want you to choke the life out of the one thing that gives you an edge. Your unique value, what makes you YOU. Your IDENTITY.

\*

I've tried so hard to fit in and get along with everyone to make more money. Then I stopped and started making more than ever. It has its ups and downs but I have to say, on the whole, I prefer being me.

\*

Even Eminem looks back over his old work (which people STILL rock daily) and beats himself up when he compares it with his skills now. Just because you keep getting better DOESN'T mean you ever sucked. Be proud of where you were, where you are, and where you're headed. You deserve the accolades—and there will always be plenty of people trying to tear you down. Don't do it for them.

\*

One of my young coaching dudes got told today, "don't be so angry". I said BULLSHIT—be angry, get angry at what your clients are angry at. Speak the words they don't DARE say, and all of a sudden, you're a leader, a revolutionary.

\*

Yeah I sell—you got a problem with that? It's what I do. You can bullshit yourself all day long but you can't fool me. Sales = business growth. No sales = well...

\*

People value people who value them. You can only sell value to people who value the value you value. You cannot force anyone to buy anything. They choose based on their values. You can't be MADE to buy something. You always have a choice. Even with a gun to your head you have the choice to live or die. Take responsibility for your value, your values, and your choices.

\*

Someone was saying the other day: when you hit a certain level of notoriety, when you're that powerful, that intense, you have a "reality distortion field" that allows you to warp the fabric of the world to create your life on your terms. And people see that, and they want to be like you, to be able to BE you. And that's where all the haters are REALLY coming from.

\*

If you want someone to trust you, trust them. Walk right up to the edge and jump. Show them you aren't afraid to risk all in your pursuit of value for them. Break the silence, break the ice, point out the elephant in the room, dare for them, dare to confront their fears head on. Then they will learn of your courage and trust you as you trusted them.

\*

I had this prospect once ask me if I was "genuine". No one's ever asked me that before! It really threw me. In truth I was a little gobsmacked, because I kind of take it for granted that people would take me at face value. How do you deal with this? Does someone showing you they are distrusting of you say something about them? Are you glad when you DON'T sell someone who doesn't trust themselves?

\*

You don't have to like me, but you can't deny the only reason you hate me is because I showed you a mirror. What you choose to do with the gift is your call.

\*

If your happiness is contingent upon the love, respect, permission, decisions, emotions, approval, actions, and influences of others—you're pretty much doomed to be miserable.

\*

I used to judge myself on the calls I didn't make. Then I began being proud of the calls I did make. Then I judged myself on the sales I made, then I judged myself on the money I made, then I judged myself on how much money my people made, then I judged myself on how much money they helped their salespeople and clients make. Now I judge myself on how true I am to being happy and I make a lot more sales. LOVE what you do—what else is there?

\*

**YOU'VE ONLY GOT ONE NAME. WHAT WILL YOU BE KNOWN FOR?**

# THE ART OF WAR

"I didn't come here to tell you how this is going to end. I came here to tell you how it's going to begin. I'm going to hang up this phone, and then I'm going to show these people what you don't want them to see. I'm going to show them a world without you. A world without rules and controls, without borders or boundaries. A world where anything is possible. Where we go from there is a choice I leave to you."

\*

Listen, midgets and weaklings: you need to get clear on sales. It is your FREIND not your ENEMY. Marketing is not sales. Having coffee is not sales. Having "important meetings" with people who don't give you money—you guessed it, NOT SALES. Sales is taking the order. Sales is processing credit cards. If you aren't doing this you aren't in business.

\*

If you make your world a place where your battles are impossible to win, where the challenges are too dire and the enemies too large, too numerous and too vicious, if the cost of making the effort to win is too overwhelming—is it any wonder you are your own worst enemy?

\*

Knowledge is like a stream of pure fresh snow melt, formed on the mountaintop. A tiny spring grows but, as the stream becomes a river, with each village and town it passes, it becomes more polluted by people. So, do you drink from the high slopes of the pure stream, or do you drink further and further down the river, where the water of knowledge is diluted by the tampering of those who have not the strength or courage to climb the slopes? Where do you choose to drink? Where the pollution, dilution, and distortion of the original brilliant thought is most apparent, or at the summit where you share the stream only with eagles, and the rare few who scale the heights of greatness?

When you're ready to taste the clear, fresh ideas that work—I'll meet you at the top.

\*

I know you have heard this before, but you need to hear it again. Remember what you decided, what you committed to, what you were resolved you would do? Think back. Now it's been two years and how much of it you have done? And how much is there still left to do?

\*

What if you were not just a business owner but a warrior? A highly disciplined master of your inner and outer world? A powerhouse of energy to ascend and elevate the lives of all around you?

What if you had the skills to smash the barriers in your life and your business and cast off fear and indecision like a master wrestler hurls an opponent to the mat? What would life be like?

\*

There is nothing the wolves and the sheep can agree on morally—their natures are different, as are their needs and goals, as is what feels good to them. Of course it would be good for the sheep if they could convince the wolves to be more sheep-like—but what self-respecting wolf would fall for that?

\*

These are not ordinary times. And you are not an ordinary person. In that respect at least, you were made for days and times like this. Many people are intimidated by the problems that the world now faces. Many people, too, find you hard to handle or understand. But just as there's no need to fear you, there's no need to fear what's happening all around us at the moment.

\*

Despair is the killing stroke. Never despair. Get up and keep fighting. It's not always about the techniques—sometimes it's about the passion.

\*

I looked for the answer in wealth, and the answer was not there. I looked for the answer in possessions, and the answer was not there. I looked for the answer in fame and pride, and the answer was not there. I looked for the answer in service to others. And found that while there are no FINAL answers, I can ask better questions.

\*

When leading the army of you: neglect your spirit and you lose joy, neglect your mind and you lose sanity, neglect your body and you lose health, neglect your emotions and you lose empathy. You aren't alone—you have a squad of four warriors who will fight for you if you feed them. What are you doing to feed your four warriors today?

\*

When you're running your race and it's getting near the winning ribbon, you see the people who booed you in the trials suddenly smiling and laughing and reaching out their hands to touch you as you pass them by. These people are called bystanders. They stand on the sidelines waiting for you to be of use to them, then swoop in and want to be part of the win. **DON'T SLOW DOWN FOR THEM.**

\*

You go to the Tae Kwon Do master with no martial arts experience. You see the senior students at black belt and beyond using energetic powers to break several boards with their feet and hands effortlessly. You say—I WANT THAT! The master smiles and shakes his head and hands you your white belt. That is 4 years of hard work away, if you come 4 times a week and practice on off days and meditate. Wanting it is not enough—you need to put in the hard work.

\*

"Hi, I represent your capability to achieve awesomeness. I am calling to challenge you to do more than you have ever thought yourself able to do. I see your life so far and wonder if you know what's been holding you back? If you can tell me what's taken you so long? Why aren't you where you want to be by now?"

No wonder people run away.

\*

Can you feel it, the hunger? The quickening inside you as you realize you've been playing it easy, playing it safe, not growing yourself? Can you feel it, the urge to pick a fight with the demon that's been holding you back? Are you ready to start doing all that stuff you've been avoiding? Are you ready?

\*

I am the voice in your head, the one you choose not to listen to. I am the you that you choose to starve while you feed the demon of fear that sits on your back and eats your freedom. When you hear me say you can, you push away. When you hear me say there's a better way, you choose instead to listen to the demon telling you how you can't. You've been feeding that demon for a long time, all your life. You've been its slave for so long you think it's your friend. But it's not.

\*

I sell to rebels, non conformists, original thinkers. If you're not interested in how I can do what I do the way I do it because you want to fit in to some imaginary version of "normality"—that's okay, I only deal with superbly awesome different people. Have a great time being you, but I can only help people who want to do amazing awesome outstanding things.

\*

Success is being too pigheaded and stupid to know when you're beaten, and to keep on getting up long after you should have thrown in the towel. Failure is being such an ingrained loser that you don't realize when you've won.

\*

Sick of people fucking you around? Don't let them. You draw the line, they fall in line. You drop the ball, they run with it.

\*

Being strong sometimes means being prepared for people to dislike you; being prepared to let people learn the lessons rather than trying to save them; sending people out to fight knowing that some will learn bitter lessons, and doing it all anyway because you're a leader.

It means being less concerned with others' perceptions of you than you are with your ultimate vision; being too driven by your truth to be caught up in trying to please everyone; being

aware that to judge your worth by others' expectations of you means you end up achieving nothing for anyone least of all yourself.

Being strong sometimes means having the strength to say NO to people who want you to be what would best suit THEM. If you aren't prepared for this, you need to think seriously about whether you should be in business at all. You can't lead weakness with weakness, and business is NO place for the weak, no place for followers. If you want to be weak, if you want to be a follower, do the rest of us a favor and go back to a day job.

\*

In my moments of fear and dread, I remind myself that I will DIE phone in hand, gloriously, before I give in to despair. Because in an age when we can be shorn of our dignity and the right to carve our own destiny my phone is a sword and I WILL win if I don't give up. So it is, so it has ALWAYS been. Where there's a WILL there IS A WAY! We all have our demons, our problems in business but the big question is, what are you doing about yours today?

\*

The true test of a sword is in battle. Sooner or later you've got to take that sword and swing it at the demon. Are you going over and over what you've got to say in your head rather than calling that prospect? Or are you swinging the sword?

\*

Sometimes you just have to set an impossible dream, a challenge, a new standard. Sometimes you have to step up and do what others fear, to take a challenge everyone else said you could not beat. To go boldly where no sane person would, and then go beyond what timid souls would call too far, in pursuit of excellence, glory, and immortality. Be true to yourself. You can achieve your goals—I am living proof.

\*

You know when you get your client a 70% sales conversion that you're good. You know when your students get THEIR clients 70% sales conversion that you have a system that is replicable. Not all sales trainers have this. You can position yourself however you like, but if your clients aren't getting AS GOOD or BETTER results than you, you're not really a very good trainer and your system isn't working.

\*

This is my sales system. There are others like it, but this one is mine. I must learn to master it as I must learn to master myself. Without me, my sales system is useless. Without my sales system I am useless.

\*

I just walked a client through how to sack an un-coachable prospect. Sometimes, the sale you reject says more about your level of success than the one you take. And people like to accuse me of being all about the money—NO. Sales is where love and self respect meet—the problem

most people have is they will do anything for money. I teach that money is fine, but you NEVER sell your self respect.

\*

Ogami Itto: "Students of the Ichi School way of strategy should train from the start with the sword and long sword in either hand. This is the truth: when you sacrifice your life, you must make fullest use of your weaponry. It is false not to do so, and to die with a weapon yet undrawn."

So it is in sales. Better to have exhausted your arsenal and died honorably in the sales battle than to have died with sword undrawn.

\*

Want to win the battle?

1. You show up and do the shit you say you will
2. You do what you're told by your coach
3. You report on your daily activities honestly and don't hide
4. You accept constructive criticism
5. You meet your calls / conversations / objections handling targets
6. You fucking submit to the fucking process.

\*

**BECAUSE I NEVER GIVE UP, THAT'S WHY**



# THE ART OF THE STORY

I did a consult call today with a prospect. First year. Retail frontage. Massive overheads. Inconsistent cash flow. What marketing activity to date? PR releases, donated to charity auctions. Facebook likes competition. Now considering magazine advertising. What results from these? 0 measurable.

When asked to spend money on her marketing education—can't find the money to do it. 9 out of 10 of these people go broke in the first three years because having a shop in a busy place isn't enough. You need to learn to market and sell. End of story. DON'T fall victim to this—invest in your education before you invest in a liability with a commercial lease.

\*

I had a guy put \$3,000 down and make \$600,000 in sales in 6 months because he did what I told him to do. I've had other people put down TENS of thousands and do nothing and make no money in a similar period. Want to know the difference between the two people? One of them WANTED IT—and the others wanted to put off the work until later... until later became too late. I can train sales, Leela can train marketing and lead generation, but we can't train DESIRE.

\*

When challenged to do \$10k in cash, to take the business to \$400k on target earnings, to double her current earnings, she said "Haha okay. I was trying to be realistic. But stuff that. Time to push past ordinary."

THIS is what it takes, this kind of mindset. Give me 100 more of these ones.

\*

Tidbit: Angry Birds, the incredibly popular game, was software maker Rovio's 52nd attempt. They spent eight years and nearly went bankrupt before finally creating their massive hit. Another "overnight success"... what does this tell you? If you're going through hell—KEEP GOING! Victory is for the brave.

\*

Sales lessons from my dog: Idun is 6 months old. Her old owners left her in the back yard with a broken leg and never fed her. She's got an Elizabethan collar on to stop her from chewing her infected stitches, her ribs are poking out and you can still see her hip bones a week after we got her, as much as we've been spoiling her. She was pretty down when we put the collar on her, because it stops her interacting with the other dogs and things like water and food in the way she's used to.

Two hours later she's using the collar to pick up the other dogs heads in and throw them around the lounge room, tail erect and wagging, body language positive. She's turned the obstacle into a game, because she never gave up. And she loves being happy and playing more than being a sooky little bitch.

We could all take a lesson from this.

\*

Yesterday I had a girl in tears because her family won't stop hating on her. They're really concerned about her—she's only 21 and her whole life ahead of her.

But she made a mistake. A mistake she can't take back. A mistake that keeps her Mother and Father up at night worrying. She's bringing shame on her family. Her friends don't understand, they wish she would stop. The things she does make them cringe with horror.

Her parents are shamed and disgusted that their beautiful daughter could have turned out like this. They try to get her to stop but she can't give up. The money is just TOO GOOD and the temptation keeps getting her back into the same habits that they just can't bear to think about.

Every day she talks to business people about growing their business. Every day she sells a \$9k program. She's richer than any 21 year old she knows. She's helping people improve their lives and make a better world. But her family will NEVER understand.

Because their model of success is: Be good at school. Get into Uni. Get a job you hate that barely pays the bills. Stay in it for 30 years. Die.

HOW DARE SHE WANT MORE THAN THIS?

HOW DARE SHE WORRY HER MOTHER AND FATHER?

DOESN'T SHE KNOW SALES IS EVIL?

DOESN'T SHE CARE HOW ASHAMED THEY ARE OF HER?

I fucking hope not. Because she's EXCELLENT and they aren't thinking about HER future—they're pissed off that she isn't living the lie they are.

If you're like this girl, if you need support because your family are idiots, there is a place for you.

\*

**YOU ARE NOT ALONE**

# THE ART OF INVESTING IN YOURSELF

If you don't do something about it, this shit is not going to change. If you don't do something about it, this shit is not going to change. If you don't do something about it, this shit is not going to change. If you don't do something about it, this shit is not going to change. If you don't do something about it, this shit is not going to change. If you don't do something about it, this shit is not going to change.

\*

"I opted in for your free product and it's all stuff I'm aware of."

Dude... I'm aware of Nuclear Fission, but I'm not running a power plant. You can be as "aware" as you like of the skills of marketing and sales, but for as long as you AREN'T USING THEM you won't get a better result. Reading new information isn't the answer, doing the shit you're not doing is.

\*

What is it that you need to be making excuses for? Think about how much you've invested in getting wasted, how many drinks you sculled trying to forget, how much you have wasted on destroying yourself. So why do you have such a big issue with spending money on getting BETTER? What if you could IMPROVE?

\*

If you value something you tend to invest. If you don't invest in your business growth, if you don't invest in you, how will you EVER move up the ladder?

\*

If you already know everything, ask yourself—am I getting the results of my knowledge? Am I really where I want to be? Maybe you need to hear a few of the things you "know already" again. People who already know everything are seldom doing what they KNOW they should. It is one thing to know something intellectually and another to know if from the lessons of repetition.

\*

Tomorrow never comes. One day never comes. That coaching. That event. That step forward. It's NEVER going to be the right time. There IS no right time. There are only decisions. Stop lying to people. And if you cant stop lying to others at least stop lying to yourself.

Decide to do or not do. There is no TRY.

\*

It's weird, you know—some people just don't learn. They want to commit without commitment. They want to risk with no risk. They want to pay without paying. They just

aren't invested enough in their dreams to stop sabotaging themselves by sticking their heads in the sand and pretending their philosophy is bringing them closer to anything but more mediocrity.

\*

It takes a lot more than getting your face in the newspaper to make you a successful business. It takes work, dedication, risk, commitment—and there's no "shortcut", no "easy", just doing the hard yards. Beware any snake oil-selling fuckwit who tries to tell you otherwise.

\*

You've got money to spend on buying useless crap, but not on your marketing? When someone offers you help you have NO MONEY to spend on your sales? But you've got money to spend on frivolous shit? Wonder why you're stuck? Poor people spend money on THINGS. Smart people, rich people, invest in themselves. So will you stay poor? Or invest in the only thing that you can't afford to be less than it could be... YOU?

\*

You keep backing the wrong horse. You know, the One Big Thing, that magic pill that isn't hard work. Until you can put your money behind the man in the mirror, you're doomed to mediocre wondering. What if? What if you could have gotten the results you've watched everyone else get YEAR after year? Not by investing in me, but in YOURSELF?

\*

There's free information everywhere but what you're paying for is the PERSPECTIVE. Isn't it time you got some NEW perspective?

\*

BEFORE you send me that Personal Message about how you want to learn from me BUT [insert excuse here], here are some rules:

If you want to learn—you're going to have to pay a great deal of money, because what I teach creates a great deal of money.

If you want to learn—you're going to have to spend a great deal of time, because what I teach creates a great deal of value around your time.

If you want to learn—you're going to have to get good at making decisions fast, digesting and processing information and gaining superior perspective fast and taking action on it fast, failing fast and learning my perspective fast. Because that's going to give you the fastest possible results.

If you want to learn—you're going to have to sell your partners or other decision makers on why this is going to work for you, or you will fail.

If you want to learn—you're going to have to get over your fear of how you can't get the results that me and my high level clients are getting, because you will NEVER be sure until

after you get the result. If you want to invest you will get a return, but you will never get a return on not investing.

If you want to learn—I can help you. But you need to start by helping yourself and getting out of your own way first.

Otherwise you're just going to piss me off.

\*

**IF YOU THINK LEARNING IS EXPENSIVE, TRY  
IGNORANCE**

## A FINAL WORD...

4 years ago, when we were only doing \$300k a year, I sat down for drinks at an event.

The event was all about copywriting, and there were some smart people there—but there were also a bunch of sales fearing introverts. One in particular was a "Sales Expert" who was, funnily enough, terrified of sales and horrified by my approach to business.

I had to sit for an hour and listen to him rattle on, replying through gritted teeth, while he and some other senile introverts wanted to tell me all the reasons why I'm wrong and how I don't understand sales as well as they do.

NONE of them were turning over as much as I was.

NONE of them are turning over as much as I am today.

Last year we exceeded the million dollar mark. We travel internationally and train sales for Frank Kern's clients. Ryan Deiss' sales team.

Because we get results.

Because our clients get results.

Because we do what other trainers are too scared to.

Because we set the standard.

Because you can't stand out and fit in.

Sometimes you have to keep the faith and fuck off the feedback. Sometimes ignoring the "Mastermind" of knockers, and naysayers is the smartest move.

Are you ready to step up?

Are you sick of watching everyone ELSE get results?

## WHAT ARE YOU GOING TO DO ABOUT IT?