

**The Obvious:**  
**Universal Laws for Business Success**

**Bill Walsh**

THE OBVIOUS. Copyright © 2011 by Bill Walsh  
All Rights Reserved.  
Printed in the United States of America.

No part of this book may be used or reproduced in any manner whatsoever without written permission except in the case of brief quotations embodied in critical articles and reviews. For information, address Caboodle Publishing at P.O. Box 460303, Centennial, CO 80046-0303

This publication is designed to provide information in regard to the subject matter covered. In so doing, neither the publisher nor the author is engaged in rendering legal, accounting or other professional services. If you require legal advice or other expert assistance, you should seek the services of a professional specializing in the particular discipline required.

While the author has made every effort to provide accurate information at the time of publication, neither the publisher nor the author assumes any responsibility for errors, or for changes that occur after publication.

Books may be purchased for educational, business or sales promotional use. For more information please contact:  
Special Promotions Department, Caboodle Publishing, P.O. Box 460303, Centennial, CO 80046 or visit [www.caboodlepublishing.com](http://www.caboodlepublishing.com)

FIRST EDITION

Published by Caboodle Publishing – Denver, CO

Library of Congress Cataloging-in-Publication Data

ISBN: 978-0-9788799-5-2

ISBN-10: 0-9788799-5-3

10 9 8 7 6 5 4 3 2 1

# **Dedication**

*Dedicated to your Success!*



# **Acknowledgments**

Thank you to all the supporters and contributors to what has made Powerteam International and our programs possible.

I would like to thank my Mother and Father for believing in the impossible!

I would especially like to thank my kids Austin, Marissa and Evan

For being the best kids a Dad could ever wish for!

I would also like to thank all of the amazing customers that we have at Powerteam International for making the journey possible!

Together, we will live the dream!



# Foreword



Are you ready for a breakthrough? I highly recommend *The Obvious*. This book will change your life. Why call it *The Obvious*? Well, it's common sense, but not common practice. Think about that. This book will change your life. It's a tool that I use right now, that my children use, my friends use, and my colleagues use. It's changing lives...and it will change yours, too!

It's changing my life. It's expanding my world. I realize that you're never too old to learn; and you're never too young to teach. And let me share something with you, Bill Walsh has done himself proud. He's done really well. This will change your life. You will never be the same again.

Well, what is it? It's *The Obvious*—yes, it is. I mean, when you think about it, it's there already. You just don't see it until your eyes are unlensed...and you say, "Whoa! It's been there all the time."

There are two main reasons I recommend *The Obvious*:

No. 1 - In today's world, things have changed; and that means you've got to change.

No. 2 - In today's world, you need to develop a new skill set.

*The Obvious* will help you develop a new mindset in order to make it today. You see, if you look at yourself and look around you, you'll see ordinary people are doing what they feel they need to do.

Here's what *The Obvious* will do for you: It will empower you with the knowledge and the content to do what you are called to do. Once you read it—and get into action—your life will obviously never be the same again for the better.

*The Obvious* will give you the tools that allow you to design a life you deserve!

This is Les Brown, Mrs. Mamie Brown's baby boy  
*Motivational Speaker / Author / Coach / Entrepreneur*



# Contents

Introduction..... 1

## **PART I**

**Do the Obvious to Live the Dream ..... 5**

1. What is the Obvious?..... 7

2. The Obvious is Universal ..... 9

## **PART II**

**The Obvious Universal Laws for Business Success .....61**

3. The Obvious Law of Focus ..... 65

4. The Obvious Law of Planning ..... 71

5. The Obvious Law of Resource Management..... 77

6. The Obvious Law of Innovation & Change ..... 83

7. The Obvious Law of Communication ..... 89

8. The Obvious Law of Accountability ..... 95

9. The Obvious Law of Productivity & Work Quality ..... 101

10. The Obvious Law of Personal Character & Belief ..... 107

11. The Obvious Law of Team Power ..... 113

12. The Obvious Law of Negotiating ..... 119

13. The Obvious Law of Mentorship & Practice ..... 125

14. The Obvious Law of Service ..... 131

## **PART III**

**The Obvious Universal Laws in Action..... 137**

15. Live the Dream ..... 139

16. Joint Ventures ..... 145



# Introduction

If you're like most people, you want success...and you want success *yesterday*. Success in business and in life takes work. Sometimes people want to bypass the work and look for "the secrets" to just have the success with minimal effort. It doesn't work that way. There are things you need to do to get results. By learning from others who have achieved at the level you desire, you can achieve success more rapidly. The Obvious is about the work and dedication it takes to live your dreams.

My name is Bill Walsh. My vision is to empower others to live their dreams. Part of that vision is to provide mentoring opportunities for people like you who are ready for massive success! That's why I established Powerteam International. Powerteam provides venture capital funding, high level business coaching, integrated learning programs, inspirational workshops and personal development training for entrepreneurs and business owners. As the President & CEO, I am driven to make a difference for others every day.

I know what it's like to be massively successful...and what it's like to be broke. I grew up on the south side of Chicago. My family was great, but we certainly didn't have material success. Both of my parents worked 40 hours a week to make money and provide for 5 kids. My life began to change when I was in my teens and was fortunate enough to spend time with families that lived on the other side of money! They could afford to spend weekends doing what they wanted, where they wanted and with whom they

wanted. What a concept! I began to learn then that it takes thinking differently and taking different actions to achieve success. I achieved much success at such an early age, that when I bought my first home and car the neighbors thought my parents bought it for me! I also know what it looks like to be broke. It is not FUN! When the tough times come along you will find that your true friends walk in when everyone else walks out!

Even after achieving success, there are ongoing challenges to overcome. Because I have overcome (and continue to overcome) many challenges and look for opportunities to help others achieve even more success, I know what it takes firsthand to live the Obvious. That's part of what gives me the credentials and the drive to show other people what it takes.

One of the ways to make a difference was to write this book and reveal The Obvious—in plain sight—to show you what it takes to achieve success. This book provides a comprehensive look at *specifically* what it takes to breakthrough your biggest challenges and how to live your biggest dreams!

This book will give you the keys to make success happen by identifying the Obvious Universal Laws for Business Success. Once you know what they are, you can put them into action to get the results you want.

This book is organized into three parts: *Part I - Do The Obvious to Live The Dream* tells about the Obvious; *Part II - The Obvious Universal Laws for Business Success* tells about the individual *Obvious* Laws that work together for successful results; and *Part III - The Obvious Universal Laws in Action* tells how to get them in

## INTRODUCTION

action to live the dream by taking action now. Some parts may have repetition because I really want you to get that part.

At Powerteam International, we are dedicated to giving you the tools to do the Obvious (and even the not-so-*Obvious* ones) to expedite your success.

Let's get started!

I hope you enjoy the journey!

*Bill Walsh*



# **PART I**

## **Do the Obvious to Live the Dream**





# 1

## What is the Obvious?

This book is called *The Obvious: Universal Laws for Business Success* because there are *Obvious* practices that are so universal that they have become like laws you must do to be successful in business. Without them, you will not achieve success. People often look for secrets to success rather than recognize The Obvious and do them.

So, what is “The Obvious”? The Obvious can be summed up like this: it is virtually hidden from people’s view because people don’t like the answer. The answer is that they actually do have to do the work. One of the core secrets is that you actually have to build great relationships and invest in your future everyday. That’s where most people miss the mark. Relationships are a foundational part of service, which is key for all business success but the long term success is based on the follow up and follow through!

That’s where it comes back to the Obvious. You’ve got to see the things that are *Obvious*. Most people do see them. They’re just not present to them. When you become more present to the Obvious and The Universal Laws for Business Success introduced in this book, it’s amazing how much more success you have. It’s remarkable how many more doors open up, and how much better you feel about where you are...and where you’re going.

Recognizing the Obvious work required is another key to success as you begin to go through the entire process. It’s a foundational key, though, so you will not fight the process because there will be

## THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

ups and downs. You'll begin to see that clues are certainly easy to find when you're focused on the big picture, but you've got to break it down to master the mundane. Then, you have to make sure your team sees the same vision. Vision drives it through.

This book gets you on the right track so that you can open yourself up to learning more of the right things to do. Do the Obvious and begin living your DREAMS!

## 2

# The Obvious is Universal

Now that you know that the Obvious is work, it is easy to see that the Obvious is also universal. Lots of people work in businesses or organizations of their own or those that others own. The type of work that gets done and how it gets done produces the results. If you don't like the results you're getting, change what you're doing. It's that simple. Many people want success, but overlook what it really takes to make it happen. This book will point you in the right direction.

This chapter in particular describes how to: Be Inspired by Your Vision; Find Power in Your Why; Believe in Yourself; Get Yourself Accountable; Dance with Challenges; Be Consistently Persistent; and Pay It Forward. These are all key to the Obvious laws of Success, which are universal.

There are various ways to do the "how-to's" for doing the Obvious work. Some ways are more efficient than others. Even though many people know about the Obvious, they still do not do what it takes to achieve success.

Decide now. Do the Obvious, Live the Dream! It all starts with your vision.

### **Be Inspired by Your Vision**

Do you require motivation to succeed daily? Which do you think is better: Motivation or Inspiration? You know it's a great question

because I hear a lot about how you have to motivate your sales-people. You do need to motivate people to have success, but motivation by itself is not the answer.

My challenge with motivation being key comes down to this scenario: if you take a group of people that are idiots and you motivate them, what do you have? That's right. You've got a group of motivated idiots.

See, I don't believe that motivation by itself is the answer. I think so often that if you're motivating people that's one thing, but what happens if you motivate someone that is going downhill? What have you just done? You only speed them up in the direction they're headed and they crash even faster! I see it in business where people go to an event, read a book, or listen to an audio series—and they get all motivated. Motivation by itself really is an empty fix for the real issue. The real issue for people is that they don't need motivation. What they need is education. They need hope, education and inspiration.

You see, motivation might get people temporarily excited. Maybe having a sales rep at your auto dealership or some type of business where they've got to sell something *right now* will benefit from being motivated daily.

For most people, though, it's actually inspiration that's most essential.

Inspiration truly starts with the power of your language. You see, many people do understand that what truly provides the foundation for success is the quality of your communication.

## THE OBVIOUS IS UNIVERSAL

So, if you want to have even more success, like having better relationships or making more money, look at the quality of your ability to effectively communicate. Where does that start? It starts with education. It starts with hope, education and inspiration.

When many successful people are asked the question, “What motivates you?” They answer, “I don’t need motivation.”

In an interview with Tony Robbins, he was asked, “Tony, what motivates you when it comes to doing all the things you do?” You know what he said? He said, “My vision is so strong it actually pulls me towards my goals.” His vision inspires him into action.

That’s what I’d like you to focus on. Take a moment and stop focusing on being motivated; and start focusing on getting inspired about what you’re doing. Write down what inspires you to get into action.

### **What is your VISION?**

---

---

---

---

Sometimes what you find inspiring can change—but when you truly find a vision that is deeply inspiring for you, it inspires you over and over again in a way that drives you into taking action.

Where does inspiration come from? Inspiration comes from tapping into your spirit that’s inside. Enthusiasm comes from your spirit. It comes from having the passion that actually pulls you to

create more success versus just being excited. I don't believe that people who are merely excited are going to have long-term success. They may be motivated and have success that day.

Short-term motivation is the big problem I see with the diet companies. Why do most of these diets fail for most people, yet keep them trying the same types of diets over and over? The answer is because they get motivated to lose that weight and to look like the person on the TV screen, so they look for a quick fix to lose the weight quickly—while they're still motivated. The motivation wears off. Rather than motivation and quick fixes that don't last, people who want to lose weight need to get inspired about physical fitness and being in great shape! Being inspired changes the language they use and their actions to get a good education about weight-related topics like nutrition and exercise. Inspiration from the inside will help get you on a solid path to success! VISION is the driver that elevates your inspiration everyday to achieve the most outrageous goals ever imaginable. Have faith IT WORKS!

Here's another example about motivation. All the time, I see people get motivated to make money. I ask people, "What motivates you?" They say things like, "Making \$2,000, \$5,000, \$20,000 a month. I'd be really motivated."

That may motivate them in the short-term. For most people, it is a false sense of accomplishment because, they hit the goal that month, but then the next month they go right back down. The reason is, once again, they are not truly inspired. They are not coming from a place where they're inspired to understand the power of their communication and of their language and the true driver that will move them to consistent daily, weekly and monthly success!

## THE OBVIOUS IS UNIVERSAL

You see, it's better to make a statement than to ask the motivation question. Start your statement with these two words: I AM. That's right, I am. In your thoughts, use statements like: I am even more successful. I am going to do an even better job of getting to the health club. I am going to do an even better job of eating healthy. That's where it truly starts. If you want to have a lot of success at whatever it is that you're doing, look at the quality of your language.

Is your language inspiring you to move towards that outcome? Or are you just motivated? If you're just motivated, it's not going to work. It's not going to last. You'll have to have more motivation. That's why you've got to keep going back and buying more of that product, or this, or attend more seminars because you're just motivated. Stop buying shelf help and go to the SOURCE of your success – tap into your VISION today and begin seeing life for what it truly is – magical, divine and omni-possible!

The true inside, the true success, starts with being inspired. You have to have an inspiring vision with a strong enough reason as to why you are driven to achieve. Inspiration will last and so will the actions and the results when it is directed towards a powerful vision that you are in alignment with! (Write that down and read it daily.)

Now, how do you tap into that portal of inspiration? Once again, you've got to start by taking a stand on the inside so that your passion begins to shine through on the outside! This is where the success begins, and tapping into your vision is what begins and fuels the long term process of winning! When your vision becomes so strong that you don't want to sleep, eat, watch TV or anything that is not related to your highest purpose then you know you are on track! Focus on giving yourself better language and better

communication to go out there and achieve those dreams – that’s where it starts. That’s just the beginning.

As you begin to live inspired, you will begin to look at the way you communicate and use language regarding money, love and success! We all know money is only one thing— money is only energy. That’s all it is. In it’s simplest form money comes down to, energy. Your language about money creates the energy that surrounds the value you create in the marketplace today!

***If you want to make more money,  
create more value.***

If you want to have better things in your life, create more value. What does it mean to “create more value”? It means, start with the process of having a great value proposition with the service and/or product that you provide. Then, become even more inspired about what you offer! Finally go out there and achieve your biggest dreams! Tell yourself everyday IT’S POSSIBLE! Success starts with your commitment and it often means you have to get up early and go to bed late.

### **SUCCESS IS A PROCESS NOT AN EVENT!**

It’s really about getting educated and owning the recipe of success.

Inspiration gets you started and will keep you going especially when times are tough and remember tough times will come!

Always remember...Tough times don’t last but tough people do!

When you’re inspired from a great vision, you will design an unstoppable blueprint to actually go out there and do the things



## THE OBVIOUS IS UNIVERSAL

you've dreamed about doing! When you drive from a great vision, the inspiration will move you along and actually pull you to have even more success in every area of your life!

Take the story of Steve Wynn. Here's a great example! He started as a bellhop in the 60's in Las Vegas parking cars. He moved up to dealing blackjack and then owning part of a casino. Next, he INVESTED his time and money into that hotel group and later sat on the Board of Directors. He went on to building some of the nicest casinos in all of Las Vegas such as The Mirage, and Treasure Island. After that he built the 2 billion dollar hotel, "The Bellagio", which is one of the finest casinos in the world. But here's a crazy stat that most people don't know, he's legally blind. What does he have that most people with 20/20 eyesight will never have? You are right. He has great vision. That's what you have to have to WIN and succeed in business in today's marketplace!

**IT IS TAPPING INTO YOUR VISION WITH PASSION AND PURPOSE THAT WILL SET YOU FREE! STOP COMPLAINING ABOUT YOUR NEEDS AND FOCUS ON WHAT YOU HAVE! YOU HAVE GREATNESS IN YOU!**

**NOW IS THE TIME TO LET THAT GREATNESS SHINE BRIGHTLY!**

You really have to set aside the motivation part, and instead have the understanding that when you when you come from a place of inspiration and empowering language, it'll move you to achieving those goals and those dreams that are most important in your life.

You should be living your dreams everyday! Your time on this planet is so brief – it is a shame not to make it count!

## **Stop counting the days and make the days count!**

Do you know the location of some of the greatest ideas in the world, some of the greatest books, and some of the greatest businesses? They're in the cemetery because people never took the time to go out there and really embark on their dreams to live their vision and realize their full potential.

### **But that's *not* you. *YOU ARE AMAZING!***

When you understand the power of the Obvious, the Obvious says to take a really good look inside and use empowering language to win on the outside. Then, you tap into your vision and go out there and achieve it. Because your vision is so strong, it will actually pull you toward your goals. You don't need motivation because you are so excited about your life and because you're coming from a place of service to help others and you're making a difference. So, when it comes down to what's more important – motivation or inspiration – I vote for inspiration.

HOW DO YOU TAP INTO YOUR VISION? – Your values have to be in alignment with your actions to be on path and purpose to succeed! Take a moment and walk through this exercise! Always remember when you ask better questions you will get better answers!

#### **VALUES**

**TODAY-----12/24 Months from Today**

#### **ACTIONS**

## **Find the Power in Your Why**

*“If your why is strong enough, you’ll figure out the how!”*

—Bill Walsh

What a concept! But, what does it really mean, “If your why is strong enough, you’ll figure out the how?”

The strength of your PERSONAL WHY that you have on the inside will be the difference maker on your ability to break through the big challenges you will definitely face on the outside. There are challenges along the way to becoming successful and wealthy. The challenges you’re going to face will define your character and mold the person you become on the outside! The strength of your why inside of you is what will truly get you through the toughest times you will face in life!

For me, without a doubt, My Why is about my kids—Austin, Marissa and Evan. My Why is also about creating things at a higher level. It’s about inspiring the planet and inspiring business owners to make better decisions from a place of love instead of fear. It’s about giving back to our military. It’s about making a significant difference of leaving a legacy that really empowers people even though I’m gone.

When I look at successful businesses and companies, that success definitely starts with companies determining their why and then figuring out the how.

## WHAT IS YOUR PERSONAL WHY?

---

---

---

As you start to look at the challenges you are going to face, I always recommend that you take a few moments to write down your answer to these two simple questions:

- 1) What business are you in?
  
- 2) Why are you doing it?

The second question asking “Why” is truly more important than the “What” because if the why is not strong enough, when you face those inevitable challenges, and hit those road bumps, you’ll quit. You’re going to go out into the marketplace thinking you’ve got all the answers and all of a sudden—“Bam!”— you’re going to hit some walls. Be ready for the challenges that life will bring and be ready to dance in the face of adversity!

If you looked at business success like a 100-yard football field, what happens is that by the first 20-yard line, most entrepreneurs quit and close their new business. Part of the Obvious is recognizing that you will have those challenges, but learning and applying the Laws of the Obvious described in this book will give you the big picture as well as the mundane steps on how to overcome them.

## THE OBVIOUS IS UNIVERSAL

When you get out there and have those challenges, the power of Your Why will drive you to overcome them. The power of Your Why starts with your spirit, it starts on the inside. If you truly have an inspiring why that moves you, your spirit will move you to take action to help you get to where you're going. I don't believe it is motivation. I believe it's the why that becomes part of your bigger vision. As your vision and your why become really strong, it actually pulls you. Now you know where to find the power that will help you overcome any obstacle in life or business that you face!

If you have kids, think about this for a second. Would you run into a burning building to save your kids? Would you do whatever it takes? There's no doubt in my mind you would. Anyone would.

### TAP INTO THE POWER OF YOUR INNER-SPIRIT TO WIN!

But in your business, are you doing whatever it takes? Are you getting up early? Are you going to bed late? Are you thinking about who you are, where you are and where you're going, and with whom?

When you know you're coming from that place of service, success is right around the corner. When you know you're building something special that serves many then you will instantly realize that the success you are looking for is right around the corner. That's a problem with many people who start off striving for success. They lose the passion. They lose the spark for success!

Well, I can tell you what re-ignites the spark and re-ignites the passion is having a really big why. You know, Mother Teresa talked about how she would never go to an anti-war rally, but she was the first one to show up at a peace rally. Her Why was about peace and

love. Her actions demonstrated that, including where she chose to spend her time and who she chose to be around or not.

So in your life, please rewrite your big why?

Take a moment to write it out here. Just begin to write from your heart.

- Ask yourself:
  - “What truly inspires me about my life today?”
  - “What gets me excited about what I’m doing now and what I want to be doing?” Is it the people in my life? Is it family? Is it a cause?

### **My Why behind My Vision**

Date: \_\_\_\_\_

My Vision is...

---

---

My Why that drives me to pursue My Vision is...

---

---

---

---

## THE OBVIOUS IS UNIVERSAL

Your answers will have to come from the inside. There are so many possibilities and opportunities you could pursue. Being able to be focused starts by you searching within yourself to determine what's most important so that when distractions come along that you will own the path your on and will dismiss all distractions!

That's why it is so important that you anchor this concept of Your Why. You've got to have that empowering Why which will drive you to pursue your dream with passion and purpose! Your Why will empower you to overcome big challenges so you can win the big opportunities.

**Always REMEMBER**

**The bigger the challenge the bigger the opportunity!**

In business, it's reasons and results. What I believe creates the results for those who are champions is that they start with an empowering Why that's non-negotiable. They have a posture based on absolute belief and faith in the place that where they are. It drives them from the inside to have all the success on the outside.

So, if you want to have more fun, if you want to make more money, if you want to make a difference on this planet, take a moment and really empower Your Why.

One of the programs offered through Powerteam International is called *The Rainmaker Summit* where you are taught how to tap into and empower Your Why. Not just any Why, though. It's Your Why that truly drives what it is you want to achieve...and, of course, why you want to achieve it. You will build a movie about

your why with pictures, images, words and music that express it...and inspires you.

I cannot emphasize this point enough. It's really important because it is the fuel that will drive you to continue, even during the toughest, challenging times because as a business owner, as a parent, as an entrepreneur, and as a business partner, you're going to have the big challenges. I certainly have. That is why I can speak from experience about what it takes and how to truly win.

My invitation to you is to take the time to become so inspired about who you are as a person, where you are now, and where you're going.

The secret to the Obvious is understanding how to put all these principles and practices into motion *from Day One*.

I can also tell you that success is *a process* – not an event. Powerteam International ([www.pti360.com](http://www.pti360.com)) is committed to providing the necessary tools and programs to help entrepreneurs and business owners worldwide with what it takes to be successful (PTI events are where you can learn, network, connect and grow to continue that process of increasing your successfulness).

You are well on your way to creating more success and having more fun along the way. It's important to enjoy the journey and to help others as you go because as you do, you make the world a better place by inspiring one person at a time to really go out there and make a difference. Once again, the Obvious is the true secret of creating wealth in your life. It definitely starts with discovering and staying inspired by being sure Your Why is empowering and in alignment with who you are on the inside! If you don't like the



results you are having in your life right now today – it is the perfect time to look inside to make the changes you plan to see on the outside!

## **Believe in Yourself**

If you don't believe in yourself, how do you expect others to believe in you?

You have to begin with the non-negotiable posture. You've got to start with the belief in the saying that "I am. I am successful. I AM EVEN MORE SUCCESSFUL" Unleash your greatest you today!

Don't talk about want...or try...or maybe...or I'm going to get to it later. Winners and champion, start with these two simple words: "I am." If your belief system is non-negotiable, if your focus and your passion is non-negotiable, people will know that.

Did you ever notice that when positive people come in the room that the light brightens up and the room becomes brighter? Yet, when negative people come in the room, the lights go dim and the room dampens. They're so negative. Do you know some of those negative people?

Let me tell you something, they're dream killers. The good news is, there are only about six of those negative people in the whole world. They just get around a lot.

If you're thinking about what it takes to live those dreams and to have that success, you've got to have a belief system that starts on the inside. You see, you'll never have success on the outside until you have success on the inside.

So, think about your own belief system today. Do you have those negative anchors? Are you running on old programs? That's what most people do because they're programmed at a very, very young age to be told things like: "You're dumb;" "You're stupid;" or "You're an idiot."

You've got to break through all that stuff. The key to breaking through it is to turn off the negative TV. That's right! If you want to raise your income, make more money, and live a better lifestyle, turn off the negative TV programming because all it does is desensitize you. It is designed to keep you entertained, stupid and powerless! Today is your day to start living your dreams!

Think about it. If you wake up to negative, go to bed to negative—what do you think you become? No, not just negative...you become *really* negative. And what are negative people like? Think about it this way: have you ever heard the saying that misery loves, what? Misery loves company, right? No. It is not misery loves company. It is misery loves *your* company.

You see, if your belief system is so strong, those negative people will tend to get out of the way. Think about it. If you have ever met amazing people, you notice how they just shine as they come through the space. It is because their inner belief system will not allow the negative surroundings to slow them down. A lot of times in life it is not what happens to you, it is how you react to what happens to you. But that starts with how strong are you are on the inside.

How resilient are you to all the negative factors that you encounter every day? If you are ready for that, you are going to break through because you have got to be tougher than the adversity you face. If not, the adversity is going to win.

## THE OBVIOUS IS UNIVERSAL

When you study successful people and when you study people that have not had that success—the only difference is that when they fell down, the winners got back up because their belief system told them to get back up and keep going for success.

When you start with yourself, start with your inner being and start with the voices that come through you. When your subconscious mind is in program (and I really do mean “program,” where your values and your actions are congruent), imagine how your path and your purpose are absolutely unstoppable. When they are in sync, then you are in sync. When you are in sync, people around you will notice that.

So, you have had a challenge with getting on path and getting on purpose. When that happens, look at one thing...your highest values. Chunk it up to the highest level. What is totally most important in your life?

Next, look at your actions. Are your actions congruent with those values you hold? If they are not, you are going to be out of integrity. The only way you are going to break through and achieve all the dreams you are looking for is that you have got to be congruent from the inside. You have got to start with that inner spirit. That is where enthusiasm comes from. Did you know that?

Your belief system is the core that drives it all. It starts with the re-programming in your mind. You’ve got to start in your mind; and you’ve got to start in your heart. They have to be in total alignment to achieve massive success!

Then, what all of a sudden starts to happen is your beliefs go to work on the world and the universe, which will literally yield to

your belief system if you understand the power of what's possible. It's scary that it takes miracles to happen—like a jet landing in the Hudson River—for us to say it's a miracle.

Listen, miracles happen every day. But are you present for them? When you tap into your belief system, when you own the space that you come from, when you absolutely understand that your values are congruent with the highest level of your actions, you'll tap into that inner strength, that inner being that will light up and take you to the next level.

That is the key to understanding how I live that unbelievable lifestyle and really having the things that most people talk about but people never get the chance to really live. That's the secret: tap into your belief system. Believe in yourself when nobody else does. Then, get totally focused on where you are going and who is going there with you. You don't have to be rich to be wealthy! I am blessed to have great friends and my health – that is wealthy!

## **Build a Good Team**

Well, the Obvious answer to living your dream is to build a good team. I know that sounds really simple. You've probably heard all the clichés, like:

“There's no 'I' in team.”

“You can't do it by yourself. You have to build a really great team.”

“I hire really smart people.”

Whether you love Donald Trump or you hate him, it doesn't matter. You know what he's really good at doing? He's great at

## THE OBVIOUS IS UNIVERSAL

assembling phenomenal teams. Take a moment and look at your business or look at things you're attempting to create. Instead of doing it alone, start to think about who would be included on the best team that you could put together.

I had a chance to spend some time with Eric Davis from The San Francisco 49ers. It was really neat because he told me a story about how every year when the season started he and the team would walk through the stadium. As they walked, the only thing they focused on was winning a championship. It needs to be the same thing in your company.

Are you the best in class who does everything that it takes to really be # 1 in your space? When you launch a company or launch a business, you want people to think of you when they think of integrity, class, style, service and great experience. Well, it starts with building a great team.

A question I often get asked is, "How do I bring a great team together?" New companies especially have this concern. Because they are a new company, they often don't have the money and ask how they can afford a great team.

How do we find phenomenal people to be a part of our vision, our dream, and our plan? Well, there are many companies out there you can study. One is a company called EMC; and another company is like Enterprise Rent-A-Car. What it comes down to is to hire people who really understand your vision first so they can be coming from a place of service where if they're bringing lots of value to the company, you pay them lots of money.

I know this isn't easy for a lot of companies. You're probably thinking, "We can't afford a team. We're just not sure." Let me tell you something, you can't afford not to go out there and pay the most money you can for great help. And the reverse is true that you can never pay too little for the bad help you may have received in the first place. So often this happens, right? People always pay too little for bad help. That's a big mistake.

You want to focus on going to the marketplace right? Bring in a great vision and a great brand that inspires people to be a part of your cause. I did some homework and I checked on a company called Zappo's and a gentleman named Tony Hsieh. He focused on creating an incredible culture for their business. You should research the work they did and how see how he built a billion dollar business in just 8 years!

You are only as good as the team you build! It is a wonderful story!

Please take a moment and write down specifically how you're building your business. You should start with the concept of what it takes to build a Superbowl franchise team! Write down exactly who you're looking for and how they will help you take your business, your brand, and your message global. Don't forget, you're in a global economy today. You're competing for global dollars. Your customers vote with their dollars!

You've got to do a phenomenal job of creating that value. It all starts with how good your team is. When Tony Hsieh and his team would hire people at Zappo's, they would ask questions related to two different areas: (1) Is this person qualified for the skill set required? Does this person have the aptitude? Can they really do

the job at a high level? (2) Is this person service-oriented? Could this person be a hostess or a waiter?

Once again, focus on the power of your vision. Tap into your potential partners mindsets by sharing with them your vision! When you connect with the right people at a higher level they will get your message instantly. The SECRET to reach people at the highest level, is not about the money but the the combination of instant income and long term potential with your company! You have to create the value – short and long term!

Yes, you've got to pay them great money, but if they produce, you want to pay them really great money. Again, it's not just the money. What's also so important for so many people is the recognition combined with great compensation.

You see, recognition is a key thing for a lot of people. Go back in history, right? People would work for money, but they would die for a cause. So, think about that, for just one minute. Do you have a recognition program for your top producers? Think about your company today. What is the cause that you stand behind? As you know in business, people are looking for something to stand for and believe in. I found that if you build something with a solid foundation, your team has the best chance to win.

You could be in restaurants, you could be in network marketing, or you can name any company you want to, but you've got to really take a moment and say, "You know what? If I could build a Superbowl franchise team as I'm building my company, who's going to be a part of that team? Who am I going to let in?" I'll give you the specifics that'll help you bring them to your company:

- Provide a big vision that inspires people.
- Establish a platform where they can really be rewarded for providing value.
- Create a great culture of winners who want to work together, play together, and have lots of fun while building something great.

When it is all said and done, making a lasting difference for the world is what matters most. PLEASE never forget you have to make a profit to stay in business!

### **Get Yourself (and Your Team) Accountable**

The only way to truly win in business can be summed up in one word. That one word is: Accountability. I know as an entrepreneur, as a business owner, many dislike this word. Business owners do not like the word “accountability” – but it is obviously the key element relating to every aspect of business. Accountability starts with you!

Now, could you ever imagine opening a McDonald’s franchise by investing a couple of million dollars, yet having no cash registers? Or could you ever imagine having a company where the store was open all day, yet you never track the sales?

What I have found by studying companies is that the reason accountability is so important is that it helps you schedule your success. If you are not accountable, you do not schedule or plan what it takes to succeed.

As a result, by default, you plan your failure.



## THE OBVIOUS IS UNIVERSAL

Look at the numbers out there today. More than 90 percent of companies in the United States fail in the first 2 years. Why is that? They never take the time to actually set the foundation. It serves as the blueprint for them to actually follow through. Instead, they guess about the amount of money they will need, the marketing strategy and so many other key elements necessary to succeed in today's marketplace. It is very sad!

As I have traveled around the world and actually worked with a variety of companies and businesses, one of the common ingredients that I have found in the recipes for success is that those that have a lot of success track it. So if you want to have more success in your business, there are several basic things you must put in place. One of those keys is you have to have a great plan to track the success.

There are different elements that need tracking because they provide feedback for you to know how you are doing. Tracking could start with something very simple like Daily Sales. Every day you could ask yourself, "How much did I sell today?" And then begin to scorecard it day after day... after day...after day.

Eventually, your daily tracking will provide you with enough data that you will begin to observe the trends. In business (and really anything you are doing), you have got to be willing to be open to studying the trends.

So, as you are getting your company started, you should look at the numbers. And, of course, you could always look at a checking account. That's always a good way, right? But I want to go a little deeper than that. I want you to understand that the power of accountability starts with you.

One of the processes that we teach is called “10 before 10.” You may be asking yourself, “What does that mean, Bill? What is ‘10 before 10’?” Let me back up first before I answer that.

It’s like I said earlier about how watching the TV every day makes you negative. You then become negative. You know how “misery loves company.” No, actually, misery loves *your* company. You see, if you are successful and you are building things, they—the people you spend time with who become your usual company—do not want you to be successful.

But I’ll tell you what drives it through the mediocrity to achieve success is you planning your success every day. So, “10 before 10” says this: Turn off the TV and watch your income go up. Every night, before you go to bed, what I would like you to do is write down your “10 before 10” for the next morning. These are the 10 Most Important Things that you will accomplish before 10:00 am the next morning. Yeah, this is “10 before 10.”

And, I know this is not easy, but what starts to happen is you will get everything out of the way. You will get focused on what is truly most important to help you to create that success.

Just try “10 before 10.” Try it for 14 days. It takes 14 days to create a habit. So, for 14 days, write out the 10 most important things. Study it. Get them done in the morning. No distractions. No distractions until those 10 things are done before 10:00 a.m. ...and watch what starts to happen. Everyday, make a list of your 10 most important things for that day. It could look as simple as this format:

## My 10 Before 10 List

Today's Date: \_\_\_\_\_

#1 \_\_\_\_\_

#2 \_\_\_\_\_

#3 \_\_\_\_\_

#4 \_\_\_\_\_

#5 \_\_\_\_\_

#6 \_\_\_\_\_

#7 \_\_\_\_\_

#8 \_\_\_\_\_

#9 \_\_\_\_\_

#10 \_\_\_\_\_

Then, one by one, do the things on your list. Starting with the most important one, and continue until you have completed all of them. When you're done, reward yourself by doing something you enjoy for a moment.

You will have more quality time; you will have more fun; and you will be able to do the things you always talked about doing. So often I find as I look at companies that all important business owners are always busy—but nothing is getting done.

Instead of being busy, how about being productive? Are you ready to get more productive? By doing the most important things, you'll

be more productive instead of just being busy with things that don't matter. It starts with you.

You see, your habits become your character. Your character becomes your destiny. And, once again, I know as an entrepreneur this is not easy, but accountability is the secret.

I will give you some ideas. I will give you a thought process for a second. If I were to give you \$86,400 today, would you take it? The catch is that you have to spend it or invest it by the end of the day. Would you take it and could you do it? Of course you could!

What if I gave it to you again tomorrow? \$86,400 dollars again. Again, though, you have got to spend it or invest it by the end of the day. Could you do it again?

How about another day? \$86,400 again. Could you keep spending or investing that amount wisely day after day?

How about if you never knew when it was going to end. Could you continue to spend or invest it wisely?

Now, here's a better question: "What do you find is more valuable—time or money?"

### **Which is it for you? Time or Money?**

Now, if you are young and you are reading this and getting some of the information, you might say, "Just give me the money. I've got plenty of time." But, in reality, most people would say that time is so much more valuable than money.

Now, think about this one for a minute: Every day you get 86,400 seconds. My question to you is: "Who do you spend the time with?"

What I would challenge you to do is to strengthen your accountability by getting a great Mastermind Team. Get rid of all of the negative people in your life. Get truly focused on creating more things by being around the right people. It has been said so many times, “Your net worth is equal to your network.” Well, it all starts by having a great Mastermind Team.

I invite you to have two teams. That’s right, two teams: one team that you help; and another team that helps you. You see, I learned this a long time ago:

“There is plenty of room at the top. It is the bottom that’s overcrowded!”

So, what are you going to do differently today? What is going to look different so you are going to have more success tomorrow than you had today? More success next year than you had last year? You see, you have to do things differently. If you keep doing the same thing over and over and expect a different result it’s a definition of what? You’re right. Einstein said it best: “It’s insanity.”

Einstein also said that the only way you can raise the game – raise *your* game – is to go to a higher place for the answers.

When it comes to accountability, it comes down to YOU.

It comes down to the fact that you’re the one that has to lead the national expansion for your company – but, it starts with you taking ownership of your Daily Method of Operation. That’s right, your DMO.

What is your Daily Method of Operation? It is what you do and how you do it. Some of the big things, once again, include getting

the “10 before 10” done; spend time with only quality people; and then begin to track your success.

**NEVER GIVE UP ON YOUR DREAMS!**

Here’s an easy way for a new business to track success from *Day One*. Look at asking and answering these questions every day:

- How many new people do we prospect?
- How many new customers came in the business?
- How many new referrals did we get?

Because when you look at a company, the basic operation is two things:

- Acquire the customers.
- Retain the customers.

If you can do that well, you’re going to build an amazingly successful company, have a lot of fun, and provide a lot of value to the market place. So, when it comes down to the bottom line, the bottom line is that “Everyone on your team—including you—has to be accountable to win in today’s economy.”

## **Expect Challenges**

The greatest time for economic growth is when there are problems. When you can solve big problems, you can literally write your own ticket. You can write your check for the amount you want to be paid. But I can tell you that before you get there, if you’re running a business, if you’re growing a business, if you’re

thinking about launching a company, you are going to have those big challenges.

It's the same in life. You're going to have big challenges. You know the story about Donald Trump, right? He had lots of money. Well, true, he started with lots of money. But what he was noted for was one of the greatest turnarounds of all time. Around 1991, he literally was more than 900 million dollars in the hole. Big challenge, right?

Could he have just folded up and stopped? No. He said, "You know what? I'll put my head down; and I'll get focused; and I'll go to work." He realized how big the opportunity would then be when the economy turned again. And he was right!

You see, the thing to understand and remember is that the bigger the challenge, the bigger the opportunity. You have got to focus on change to change your environment.

As you're going through your business, and going through your life, and you're having ups and downs, here's the bottom line: you're not alone.

Everybody goes through that. I've had all kinds of great successes and great failures, but everybody does that. You're doing that at whatever stage you are in in your life. Never look at yourself as if you're unemployed. Instead, think about the fact that you're "in transition."

If your company is going through a downtime, don't think about: "If I just had money, I could solve the problem." Instead, I want you to think about: "If I create more value, will I bring more customers to the business?"

When you look at the challenges even our economy has gone through, it is not an instant quick fix. Realize that the American economy drives the global economy. But what drives that? Everybody thinks it is big business. I'm here to tell you today that the success starts with small business America.

So, when you start talking about big challenges you're facing—they could be personal, they could be health-related, or they could be business related—what I find is that most of the challenges people deal with all start with stress. A lot of times that stress starts with the people you surround yourself with all the time.

How do you all of a sudden change that circle? When life comes at you in its toughest moment, it's either going to stare you down and knock you over—or you're going to stare it down and plow through it. When those big challenges show up, what I want you to think about is: "How do you bring in the wisdom to break through the challenge?" Not the wisdom to go around the challenge, but to go right through the challenge.

When you have that sense of direction that comes from having values and congruent actions, being on purpose and on path is the only way you break through the big challenges. I just want you to understand that with those challenges come the big opportunities.

If you're launching your business, if you're growing your business, or if you're going through the change of your business, realize this: one of the easiest ways to solve that problem is take a step outside your business.

So often we're so busy being in the business, we can't see what the business is doing. It's almost like going to that 30,000-foot level to



see the big picture. Take a trip up to the sky (or maybe even two or three trips) to take a really good look at your business. Some things may be Obvious from that view that you didn't see at the ground-level view.

What I've found is that when you've got those big challenges, surround yourself with brilliant people. To get through big challenges, you can never pay too much for good help...and you can never pay too little for bad help. So, it comes back to paying attention to who you surround yourself with, right?

If you don't like where things are, it is a great time to change. You know the most beautiful thing about breaking through big challenges? It's so rewarding on the other side. But...that's just the stepping stone to the next challenge, to the next thing you're going to do.

At the end of the day, when you really sum it all up, have you made a significant impact on the world? Have you made the world a better place because you were here?

I know you might think that your challenges are so big; but, you know, we have programs for folks dealing with their challenges. One evening we had a whole circle of people talking about their biggest challenge and their biggest opportunity. There were some pretty big challenges...until we heard the last story. All of a sudden, the rest of the challenges weren't that important. We had people who experienced bad setbacks from motorcycle crashes to losing all their money in the stock market to having to start over for any number of reasons. Everything imaginable that could go wrong had gone wrong for some people. And obviously, they made it through the challenge.

But the last story was shared by a woman who shared how she went in to get some surgery done for her eyes...and came out blind. Wow! You talk about square in the heart or right between the eyes. All of a sudden, the biggest problems we had experienced or were experiencing still were not that big anymore.

The hardest part is being able to step outside of your business and step outside of your life to get a third-party look at it. Sometimes, the best way to do that is to surround yourself with great people. Don't surround yourself with the people that only look up to you, because they probably don't have the answers. You want to surround yourself with people you really look up to. This is where you can learn the answers and get the support you need. Surround yourself with leaders that will challenge you!

When the big challenges show up (and they're going to show up), you're going to have those curves and those ups and downs. There's no way around it when you're running a business. But, when they do show up, surround yourself with a team that you look up to and that you absolutely respect. You know they come from a place of integrity; and you know they come from a place to help you with your business. It's one of the greatest ways to break through a challenge.

Here's the funny part of that last story shared. The woman who had some of the biggest challenges as a result of becoming blind after eye surgery had the greatest optimism.

You see, the way you break through the big challenges is, you have vision. If you can tap into your vision, your vision becomes much stronger than sight by itself.

## THE OBVIOUS IS UNIVERSAL

I mentioned Steve Wynn earlier. He is one of the most successful entrepreneurs in all of this country. He has built hotels and land developments, including the new Wynn Resort. He started out in Las Vegas as a nothing; a nobody. But what does he have that most people don't have? He has great vision. They say that he's legally blind, but what does he have that's even more important than his sight? He has big vision.

So, if you want to capture the biggest challenge that you're facing, tap into your biggest vision. When your vision is so strong that it pulls you towards your goals, it's amazing how all of a sudden the windows of opportunity open up and you're more present to what's possible.

If you come to that place where the shutters are up and you can't see through them, there's no way to break through those challenges. But sometimes, step outside the box, and go to that 30,000-foot level. Search for help from people you respect that are playing at a higher level. They are willing to help!

Tap into your true potential. Your true potential comes from your vision. When you tap the vision and plan to win, your values and actions must be congruent. Let me tell you what, those challenges are no longer challenges. You break through. Not only do you break through, but you will break through in style.

If you're dealing with those big challenges today, get ready for your next big success story. Get prepared for all that's possible. To do that may take a minute or may take a day, or may take a week.

**BE PRESENT TO THE UNLIMITED POWER OF THE UNIVERSE! IT WORKS!**

It scares me today that people will spend more time planning their vacation than they will in planning their finances. They'll take more time to plan a dinner party with people at their home for a little get together than they will planning the next two years of their career.

And that's why when a challenge shows up, you've got to be ready for that challenge. You've got to have inner strength, and the gumption to break through those adversities because they are going to show up. But it's entirely up to you. It starts with you; and it ends with you. But surrounding yourself with the right people will make all the difference in the world!

When your belief system is in check and you're totally on path and on purpose, all of a sudden...the big challenges are not so big anymore. Tell your head to take special note of this simple concept: "Anything is possible." Everything is possible when you believe in who you are, and where you are today...and more importantly, where you're going.

My good friend Les Brown is an author, speaker and a speech coach who shares his inspiring story as he inspires others to overcome challenges and live their dreams. I asked him to share the biggest challenge he ever faced. As he answered my question, he said that he's thought about it carefully, because a lot of people ask him that question. Here's what Les said:

"Let me share something with you. It's easy for me to speak to people; to organizations; to go out to prisons to reduce our recidivism rate; or to inspire children to see themselves in the future. That's easy for me to do. It's easy for me to work with someone to help them develop their voice.

## THE OBVIOUS IS UNIVERSAL

But let me share with you the most difficult thing I've ever done and the biggest challenge I've ever faced: to believe that I could do it. You see, given my background—being born in an abandoned building on the floor, being labeled educable mentally retarded, being adopted, being without college training and failing twice in school—it was challenging for me to believe that I could do what I'm doing right now. I get to change people's lives, to earn millions of dollars, and to have my own company. I believe as we look at the world today and look at the situations and circumstances people find themselves in, I think what I once heard is true: "You don't get in life what you want. You get in life what you are." According to your faith, be it unto you.

Well, the automatic question right now is, "How did you break through the challenging circumstances?" Well, there are a variety of ways. But one of the ways is reading. You've got to study. You've got to change your thinking. You've got to change your software. The other is having goals beyond your comfort zone because in order to do something you've never done, you've got to become someone you've never been. Something else that is very important is the relationships you have. Whoever you hang around with, that's who you're going to become.

My mother used to say, 'Leslie...'

I said, 'Yes, Ma'am, Momma?'

She continued, 'Birds of a feather flock together. You run around with losers, you'll end up with losers.'

Who you spend time with affects your thoughts and your actions—and they affect your results. So, the main thing is to develop

your mind. That's why reading and learning about the Obvious—and then doing it— is so important.

## **Be Consistently Persistent**

Success takes persistence. Not just persistence that comes and goes, but persistence where you're consistently persistent. What does it mean to be consistently persistent? You know, it really comes down to what Les Brown says:

“When you want something bad enough, you'll do the things today that other people just won't; and you'll have tomorrow what other people just won't have.”

There's another saying by another smart and successful guy named Gary Player, who says, “What you'll find is that people who work the hardest tend to get the luckiest.” He might have said it a little differently, but that's what he meant.

I think it's no different in life or in business. You know, if you really want to have success, if you really want to have the opportunities, or if you want to have what other people talk about as success, you've got to be willing to model yourself after what those people are doing. You see, most people, they're just not willing to pay the price. They want the success. They want the nice cars. They want the money. They want the lifestyle, but they don't want to do the work that it takes to get there.

Think about what it takes to be a professional athlete. People don't realize how small the number of people is who actually make a living in the world playing golf. I think it's less than 100 people, right? So, what does it take to have that success?

## THE OBVIOUS IS UNIVERSAL

A young man walked up to Jack Nicklaus one day and said, “Jack, I want to golf just like you.”

Jack said, “No, you don’t.”

He said, “Yeah, Jack. I want to be a professional. I want to play golf just like you. I want to be on the tour.”

Jack said, “No, you really don’t want to do that.”

The young man said, “What do you mean I don’t want to do that?”

Jack explained that the young man was not willing to pay the price in advance. You’re not willing to hit 500 golf balls a day—sometimes in the morning, sometimes at night until your hands bleed. And that’s what success is really about. They make it sound so easy. They make it seem like “Boom!” it just appears. It just doesn’t work that way.

Yes, you’ve got to have the belief system. Yes, you’ve got to persevere through a lot of stuff. But, you’ve got to be consistently persistent. You’ve got to be someone that gets up early, stays up late, does the work, makes the phone calls, and is willing to literally go out there and do things that other people are not willing to do.

That takes us back to asking: “What is the Obvious?” It is the work it takes to achieve business success. People don’t like the answer. It takes work to invest in the relationships that business success is built upon. There’s a way to do the Obvious so that you’re making a difference for others—and that difference drives you even more. It takes consistency.

When I talk about “consistently persistent,” I don’t mean to bug people. I don’t mean to bother people. I mean to go out of your way to create value for them. And do it over and over and over and over.

Go out of your way to make your customer experience outstanding. Go out of your way to take the time to call your top 20% customers. Send them an email. Send them a letter. Send them a card. Do the things today that other people don’t like to do. Show up for the conferences. Work on the inside. Always be working on the inside to have success on the outside. It’s something that most people, once again, just don’t like to do.

Here’s another great example of what I’m talking about here. Have you ever joined a health club and never went? I know you’ve got the guilt card in your pocket. I mean, you talk about wanting to be in shape. You talk about wanting to go to the gym. But most people join the gym in January, and keep paying throughout the year for something they’re not using. But they still want to be in great shape.

The secret to being in great shape—if that really is your goal—is to start with that intention. Start with the intention that, “I want to be in better shape.” Here are two great stats for you: (1) 97% of people who hire a coach show up; and (2) 80% of people who belong to a team that works out show up. So, what is the Obvious secret to success here? Absolutely—you’ve got to show up. But you’ve got to do it consistently.

People say they want to be in great shape, yet they go to the gym one time. People say they want to be wealthy, so they go to a seminar one time. That’s not what it’s about. It’s about consistently showing up. It’s about consistently doing the work... and then going way beyond that.



## THE OBVIOUS IS UNIVERSAL

You see, that's only the start of the equation. The next step is asking, "How do I create more value?" How do I go out of my way if my goal is to be in better shape or if my goal is to be in better health? Do I hire a nutritionist? You say, well I can't afford all of this stuff. I love what you're talking about, Bill. But I can't afford a coach. I can't afford a team.

You see, what I find is that successful people, figure out exactly how to do it. They ask different questions. And that's what you want to start doing. If you're not happy where things are at in your life, this would be a great time to ask some different questions. Get around some people that ask those questions that will challenge you.

So, you've got to look at your goals. Take a moment now to write down your top five goals. What are your top five goals for the next 30 days? They could be about health. It could be about money. They could be about any combination of interests. Whatever they are, they need to be about anything that is most important to you.

### **Top Five Goals**

Goal #1: \_\_\_\_\_

Goal #2: \_\_\_\_\_

Goal #3: \_\_\_\_\_

Goal #4: \_\_\_\_\_

Goal #5: \_\_\_\_\_

Now, what you have to do is actually own the language that you've written it in. Map the language so you own it. So you know exactly where you are and exactly where you're going. And then, become unstoppable with at least doing the action.

You know, I watched an amazing video one time. It is a short video about a young man whose friends would laugh at him. It is such an important example about being focused, consistent, and persistent in following your dreams and what you're trying to accomplish or what you plan to accomplish.

This young man was part of a young high school football team. His friends would laugh at him and they'd laugh at the team because they didn't believe that they could have the success. The young man, who was a leader on the team, didn't believe anymore either. When the coach said saw that, he called on him. He said, "Come over here, young man. I'm going to have you do the bear crawl." (You know, where someone gets down and crawls on their hands and feet.) The coach told him, "I want you to crawl to the 50-yard line." His friends all laughed at him.

And that's what's going to happen to you, right? As you're getting your business started, some people are going to laugh at you. "Oh, you joined that home-based business company?" "Oh, you're launching your company?" "That is never going to work." "You're going to fail."

He said, "Young man, I want you to put a blindfold on. I want you to do this wearing a blindfold."

The young man asked, "A blindfold? You know I can't do this."

## THE OBVIOUS IS UNIVERSAL

The coach said, "Listen, just follow my direction. Just follow my lead and listen to my voice." When the coach added that the young man had to do it carrying someone on his back, his friends laughed even louder.

Just like in this scenario, your friends are going to laugh at you louder until you have lots of success.

So, while carrying the other football player on his back and wearing the blindfold, the young man put his head down and started to do the bear crawl as he walked and walked one step at a time. All of a sudden, he reaches the 20-yard line and was ready to collapse. His friends were laughing and saying put downs like: "You're not going to make it. You better quit now."

Yet, he kept listening to the encouragement of his coach telling him to keep going. He got to the 30-yard line, the 40-yard line, and the 50-yard line. He started going down the other direction towards the other goal line. He was literally ready to quit and exhausted. He couldn't see where he was on the field. He just persevered one step at a time.

Now, all of a sudden, the people that laughed at him were standing up in support of him. And that's going to happen to you when you start to have success. The same people that knocked your success will become your biggest raving fans.

And sure enough, he got over the goal line because the coach pushed him and pushed him and pushed him. When he collapsed on the goal line, he totally collapsed with exhaustion. Then, he got up and said, "You know coach, I've got to be at the 20-yard line, or the 40-yard line, or the 50-yard line by now."

The coach said, “Look up, son. You’re in the end zone.” Then he told the young player that he needs him to believe in himself and believe in the team so that they can have the success.

You’ve made the success. But you have to understand that in your business it’s you who has to motivate and push yourself, as if you are your own coach. It’s the same thing as having the coach that pushes you. You’re the leader of your team. You’re the inspirational force in your team. You’re the one that has to drive the success when nobody else wants to do it.

It means, if you’ve got to be the janitor, if you’ve got to be the clerk, if you’ve got to be the person who answers the phone, if you’ve got to be the person that does whatever it takes to have that success, then it’s you that has to do it. It all starts with you. That’s being consistently persistent.

Howard Hughes went through the same challenge. He had a lot of success. Before he bought a lot of companies, he went and worked on the front lines. You may not know it, but he actually was a baggage handler for TWA airlines because he wanted to see what the employees had to go through. He wanted to learn from the bottom up.

That’s one of the greatest things I learn from people like that. What do the most successful people do consistently? They go way out of their way, right? They go way out of their way to understand the growth curves of their business and the challenges in their business. Your company is only as good as your weakest link.

That’s where it comes back to the Obvious. You’ve got to see the things that are Obvious. When you become more present to the

Obvious and master the mundane, it's amazing how much more success you have. Having a great Vision drives you in being even more consistently persistent, which means you have the power, the force, and the inner strength to go through whatever comes your direction. But it is definitely up to you to make that difference.

## **Pay It Forward**

You know, I'm sure that you've heard of the concept of "Pay It Forward." Maybe you've even seen the movie, *Pay It Forward*. Well, many years ago, I was in a movie based on a similar philosophy. The movie was called *Pass It On*. It was all about paying it forward, making a difference and helping people.

The concepts of "Pay It Forward" and "Pass It On" are different from the way that we are programmed. We're programmed to believe that if you go do something or get a job, or if you do some work you need to get a check. I think that really is the wrong mindset if you truly want to build an exceptional company or truly live a life of brilliance.

When you Pay It Forward, the universe begins to yield what's possible—but only if you believe it's possible. You see, most people don't believe in that concept. You may believe in the fact that if you help enough people get what they want, you'll also get what you want. Zig Ziglar talked about that many, many years ago. Most people still don't believe that. And the reason they don't believe it is because of how they're programmed.

They're programmed to believe that you work and get a check as soon as you've done with the work. The problem with that mental-

ity or programming is that it only works if it's someone without a bigger vision, without a bigger passion, and without a bigger inspiration to make a difference on the planet.

As I study and look at all the different companies that are out there, I do believe it's this programming that's limiting many companies and people from being extraordinary, and the benefits that result from it. The mindset is, "If I do something, pay me or I won't do it." And I think that's a huge mistake in our culture.

You know if you're thinking about how you truly grow your business and how you truly live way on the other side of what is possible, you see that it starts with you believing that when you Pay It Forward—it works.

I know this is hard to understand until you see that it does work. I've seen those people who create more success, have helped other people first. Not only did they help them, they offered the help *in advance*.

Here's the key. Here's the answer to the \$64,000.00 question they never tell you: it takes WORK to achieve success. Working to help others is work that eventually comes back to you. Help others *first* by providing value that matters to the person you're helping (without expecting anything in return)...and it will come back to you a hundred-fold. Have faith, it works!

The concept of the old belief system is that if I help someone, they've got to pay me for that help. But as you start to live in a place that's in a presence of helping other people first who play at a much higher level, watch how all of a sudden things start to come back to you. So, if you want to create more income, if you want to

create more cash in your life, if you want to get money out of the way as an issue, go help enough other people create success.

What does it say in *The Bible*? It offers two words to describe what to do: Serve others. When you really serve others on a massive scale, it comes back to you massively—including achieving absolute wealth.

What did John F. Kennedy talk about? He talked about the same thing regarding serving others, right? He said, “Don’t ask what the country can do for you. Ask what you can do for your country.” Do not expect anything in return. Go out of your way to help others first and watch the magnificent universe yield for you.

How many people did you help this week? How many times did you Pay It Forward this week? Go out of your way for the next 14 days to help other people with no expectation of money or reward. In just 14 days, you can create habits. It’s amazing what happens when you start to help other people first. They will realize you’re coming from a genuine place. Know that you did it from a total place of service.

Remember I talked about how Mother Teresa would never ever go to an anti-war rally—but if there was a peace rally, she’d be the first one in attendance. The same thing goes in your life. You’ve got to be the first one in attendance as to what you are doing differently today.

Right now, as you read this book, what are you doing to really figure out specifically how you can help people over the next 14 days? Begin to live from that place of presence because you’ll see what’s absolutely possible...when you believe. In so many stories, in so many ways, movies are made of people who make a differ-

ence and achieve their dreams. Help enough other people get what they want, and you'll get what you want.

I truly believe that if you want to connect with high level people, if you want to do more business, really come from the inside and go out to the marketplace with people that you know who are maybe doing better than you at a higher level, and ask yourself: "How can I truly help that person? How can I bring value in their life first and expect nothing in return?" Do more deals. Do more joint ventures. Have more fun. Wow, what a concept!

"Pay It Forward" goes back to the basic idea that when you help others, the universe will yield what's possible. The universe will bring back to you what's possible. The only thing I add to this concept that I totally believe in is that one of the great things about "Paying It Forward" is that you feel phenomenal. You feel great!

Think about a time in your life when you went out of your way to help somebody. You made a difference for that person. Even though you are not doing it to receive anything in return, good comes back to you. It's the same whether you are making a difference for someone on a personal level or in business.

When it comes to business, if you truly want to grow your business and you want to have more fun in your life, figure out at least three to five people that you can go out of your way to help them in some way. Do it today!

And see, this question is a tough one. When we meet really successful people, so often we're star struck. We're not sure what to say. If you went to high school or college, reflect for a moment on the classes you took. Do you remember taking that class called,



“How to Connect with Millionaires”? No, of course not—because they didn’t offer it.

When opportunity shows up for most people, you know what they do? They freeze. If I dropped you into a room full of millionaires and billionaires and I said go connect with them, you would probably be full of fear of what to say and how to interact.

I’ll teach you to understand this process of connecting with high level people with absolute faith. That’s right, with absolute faith. There’s no room for fear.

But what does that come down to? What does that really back up into? It means that if you truly want to understand the true power of giving, go out there and “Pay It Forward” and expect nothing in return.

If you want to elevate your business, how do you connect with those people? What would you say if you got dropped into a room with highly successful people? One of the core secrets is not doing what most people do when they meet successful people.

What they do (that you don’t want to do) is to start babbling all about themselves. Here’s my car; here’s what I do; here’s my business; and on and on. That doesn’t work. What does work is to ask them about themselves and listen for ways to create value first and expect nothing in return. Then, follow up on providing that value.

Here’s a great example. More than five years ago, I had a chance to meet a gentleman named Mark Victor Hansen. As one of the co-authors of *Chicken Soup for the Soul*® series, he’s written lots of successful books.

When I met him, I said hello and shook his hand at a charity fundraiser. I donated to their charity because I knew he is someone who lives in a place of brilliance. His focus is to help the world, inspire the planet, and make the world a better place—and do it every day. I loved what he was about and his message.

After we met, nothing really happened. I didn't have the right connections or the right way to open the door. A year went by. Then two years went by. All of a sudden, it finally happened. We made a meaningful connection during the middle of 2009. That's when Mark and I had a chance to connect through another gentleman by the name of Robert Allen. They were writing a new book and would most likely be coming to Chicago as part of their book tour. I let them know that I believed in them and their message.

I told them that if they were coming to Chicago, I'd love to help promote their book. I added that as a matter of fact, I could probably put a group together who I'm sure would buy whatever books they brought. I asked for nothing in return. They didn't call back right away. They weren't sure if they would be in Chicago. A month went by and soon it was two weeks before the event.

One of the things required to become successful is to be persistent. So, I called again to follow up. It was just a few days before they were going to be in Chicago. They said that they did need my help in putting together a lunch. I let them know that we would buy whatever books they brought.

So, I got focused and made calls to more than one hundred people I knew I could count on to be at the lunch, even though it was with a last-minute notice. I let everyone I invited know the details of the event and that they *absolutely* had to be there.

Because I had previously done a great job of creating value for my friends and my associates, I was able to pull together the event quickly so that Mark Victor Hansen and Robert Allen could spend time with some world-class people who are literally making a difference on the planet.

When Mark and Bob showed up, they were totally blown away with how the whole room was full on a short notice. This event was the first time Mark Victor Hansen and I were formally introduced. He was blown away by the quality of the people who were there. Literally every book that they brought—and they brought cases of all of their books—was sold.

They asked how I could have pulled together such an event in just three days. I explained that it's because I created massive value first. By making it a best practice to create massive value, it becomes a habit and it builds upon itself.

Once again, when you create a lot of value, people understand that. I never asked them for anything, but what it developed into was a relationship where now Mark participates in much of our events. We've done so many great projects together as a result of one of the core secrets of success, "Pay It Forward."

I know it may not be easy to stomach that process because we're programmed otherwise. But as you start to live it, you'll start to realize how simple it is. Then, you'll realize how big the universe is and how the universe truly yields what's possible because you believe it's possible. Create the value in the market place, and then all of a sudden the universe starts to yield.

Here's another example. It happened another time where we were down. We, the Chicago Bears, were going to The Superbowl. Talk about Pay It Forward first, help other people first, and expect nothing in return.

A group of us went to The Ritz Carlton in Florida right before the Bears were going to play. We were sitting down talking and drinking a green new energy drink we were working with that helps relieve stress. We were feeling stress about how the Bears would play.

One of the green drinks was sitting on the table. This gentleman walks up and just kind of butted into the conversation while a bunch of us were there talking. And he said, "Hey, what's that?" I let him know that it was a new product that helps with stress. He said he had stress and wanted to try some of it.

I said, "Sure. Here's some to enjoy. It's a fun experience." And I handed him the energy drink. We're having a good time, right?

He said, "Wow! This is pretty good." He didn't leave. He just stayed there. Then, all of a sudden, he walked away and came back. He said, "Hey, can my friends over there try some of it?"

I said, "Absolutely! Let me pour you a few glasses of it." He took the glasses over to them. They tried it.

Pay It Forward works. Here's what happened. It was around lunch time. He said, "Hey, why don't we go up to my place? We'll grab a drink."

I looked at the group of around eight of us and said, "OK, why not?"

We get into the elevator and he pushes the “P” button. Now, I’m thinking it’s one of two things, right? It’s either the penthouse or the parking garage.

Well, the good news is that the elevator started going up. When we got to the top floor, the elevator opened up to the big penthouse at The Ritz Carlton, where, literally, was the owner’s unit and was above the hotel. We walked into his unbelievably beautiful home that overlooked the entire city skyline of Miami. We were blown away.

You never know what can happen from those instant connections. As we were walking around his place, we started talking about the Superbowl. He said, “As a matter of fact, I do have two tickets for the game tonight.”

I said, “You do?” He explained that he was not going to go.

I asked, “Is there any way that I can buy those tickets from you?” Because they were unbelievable seats.

He said, “No, you can’t buy them from me. They’re my gift to you.” You see, when you believe in what’s possible, everything becomes totally possible.

You’ve got to believe it and be genuine in your belief. You’ve got to live from that place of service. It doesn’t mean live from the place of service once in a while. It means live from the place of service all the time.

In this situation, sure enough, what happened was we got great seats to the Superbowl. The principle of paying it forward works in

every area of your life: it goes with your relationships; it goes with your business; and it goes with making a difference on the planet.

So, if you're having a challenging time in your business right now—maybe things aren't going exactly how you want them to go; maybe you're not having enough sales; or maybe you're not getting all the right connections— take a moment and say to yourself, "Maybe I'm just not doing it right." Then, find ways to "Pay It Forward."

I can only share with you that this process has worked over and over and over in many significant deals and programs and projects because I ask better questions about how to provide value first. You'll find that successful people ask better questions. They ask specific questions.

The big question to ask yourself today is, "What specifically can I do today to go out to the marketplace to create more value and help more people and expect nothing in return?"

By "Paying It Forward," the universe yields back. The bottom line is that when you "Pay It Forward," it works. You'll have more fun. You'll have more success. You'll truly come from that place of service. And when you come from an authentic place of service and help people, people can tell. Be inspired. Pray. Be authentic. Go out there and "Pay It Forward"—and live your dreams.

## **PART II**

# **The Obvious Universal Laws for Business Success**

*The Obvious Law of Focus*

*The Obvious Law of Planning*

*The Obvious Law of Resource Management*

*The Obvious Law of Innovation & Change*

*The Obvious Law of Communication*

*The Obvious Law of Accountability*

*The Obvious Law of Productivity & Work Quality*

*The Obvious Law of Personal Character & Belief*

*The Obvious Law of Team Power*

*The Obvious Law of Negotiating*

*The Obvious Law of Mentorship & Practice*

*The Obvious Law of Service*

## **About The Obvious Universal Laws for Business Success**

These *Obvious* Laws point you in the right direction of what's important to focus on as you develop and maintain your business. Each of the Obvious Laws tell about an essential element, which is important as each one plays an individual part of your business *and* as each one works together with the other parts to help you achieve success. Some of them overlap more than others. For example, each of the Obvious Laws requires "Focus" for you to zero in on doing what's important to get the results related to that area.

The Obvious Laws target these areas:

- Focus
- Planning
- Resource Management
- Innovation & Change
- Communication
- Accountability
- Productivity & Work Quality
- Personal Character & Belief
- Team Power
- Negotiating
- Mentorship & Practice
- Service

Each one of the Obvious Laws has one thing in common: They all start with you!

It's important that you lead your business by setting a high standard in each area.



## PART II: THE OBVIOUS UNIVERSAL LAWS FOR BUSINESS SUCCESS

In Part III, each chapter first describes the Obvious Law focused on in that chapter. Then, it is followed by an assessment so you can reflect on how the one in focus currently impacts you, your business and the eleven other ones.

You can go back over these time and time again to get perspective on the current state of your business. Your answers in the assessment will change over time. I suggest you start a journal to record your answers at a given time and track your progress.

The specific details of how you put these laws into action may vary in some ways, depending upon your business. In the last part of this book, I mention how Powerteam International can show you even more about how to achieve business success.



# 3

## The Obvious Law of Focus

The act of concentrating your time, energy and resources on achieving your vision.

[aka: “What do you call ‘*Ignore Distractions*’?”]

### **Interpretations & Applications of this Law include:**

- Being able to focus starts with getting clear on your vision.
- Starting your vision with one goal and seeing where there are smaller goals that are part of it, will help you focus on different aspects of the big picture goal. Your vision may start out with one small goal and grow from there into the bigger vision, or it may start with an overall vision and be broken down into goals.
- Getting a clear focus is easy after developing your vision and your goals.
- Ignoring distractions that come up and take you away from your focus will help you stay focused rather than getting scattered.
- Without focusing, you will not know what to do and what not to do to get the results you want. So, get focused!

## Assessment for *The Obvious Law of Focus*

Directions: Consider specifically how *The Obvious Law of Focus* applies directly to your business. Answer the following questions on a regular basis to identify areas for improvement related to this Law. You may want to answer these questions on separate paper or on the computer as some of your answers will change over time.

1. How does The Obvious Law of Focus apply to my business?

---

---

---

2. How does my effectiveness with this Law positively and/or negatively impact how the other Laws apply to my business?

<i>The Obvious Law of Planning</i>	
<i>The Obvious Law of Resource Management</i>	
<i>The Obvious Law of Innovation &amp; Change</i>	
<i>The Obvious Law of Communication</i>	
<i>The Obvious Law of Accountability</i>	

## THE OBVIOUS LAW OF FOCUS

<i>The Obvious Law of Productivity &amp; Work Quality</i>	
<i>The Obvious Law of Personal Character &amp; Belief</i>	
<i>The Obvious Law of Team Power</i>	
<i>The Obvious Law of Negotiating</i>	
<i>The Obvious Law of Mentorship &amp; Practice</i>	
<i>The Obvious Law of Service</i>	

3. What do *I* specifically need to stop doing today and why?

---

---

---

4. What do *I* specifically need to start doing today and why?

---

---

---

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

5. What do *I* need to continue doing today and why?

---

---

---

6. What does *my team* specifically need to stop doing and why?

---

---

---

7. What does *my team* specifically need to start doing and why?

---

---

---

8. What does *my team* specifically need to continue doing and why?

---

---

---

9. What type of accountability and measure tracking systems need to exist? \_\_\_\_\_

---

---

10. How will the positive changes improve my business?

---

---

---

**Additional Thoughts:**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---





# 4

## The Obvious Law of Planning

The act of determining upfront what actions are required and by when to achieve your vision.

[aka: “What do you call ‘*Think Ahead*’?”]

### Interpretations & Applications of this Law include:

- Being able to plan starts with thinking ahead. Look at your end result – known as your vision - and then work backwards. Ask yourself, “What action would give me that result?” Keep asking and answering that question and writing down the actions—until you get all the way back to the very first step you could possibly take from where you are now.
- Taking action from that very first step you identified—and then taking the next step and the next step will eventually move you towards getting results until you achieve your goal. (Sometimes the results are not overnight. So, be patient.)
- Making adjustments along the way as problems and challenges come up will be necessary because you cannot anticipate everything. Keep your vision in mind and be consistently persistent so you stay focused.
- Without planning, you will not know what specific actions to take to achieve your vision. So, start planning!

### **Assessment for *The Obvious Law of Planning***

Directions: Consider specifically how *The Obvious Law of Planning* applies directly to your business. Answer the following questions on a regular basis to identify areas for improvement related to this Law. You may want to answer these questions on separate paper or on the computer as some of your answers will change over time.

1. How does The Obvious Law of Planning apply to my business?

---

---

---

2. How does my effectiveness with this Law positively and/or negatively impact how the other Laws apply to my business?

<i>The Obvious Law of Focus</i>	
<i>The Obvious Law of Resource Management</i>	
<i>The Obvious Law of Innovation &amp; Change</i>	
<i>The Obvious Law of Communication</i>	
<i>The Obvious Law of Accountability</i>	

## THE OBVIOUS LAW OF PLANNING

<i>The Obvious Law of Productivity &amp; Work Quality</i>	
<i>The Obvious Law of Personal Character &amp; Belief</i>	
<i>The Obvious Law of Team Power</i>	
<i>The Obvious Law of Negotiating</i>	
<i>The Obvious Law of Mentorship &amp; Practice</i>	
<i>The Obvious Law of Service</i>	

3. What do *I* specifically need to stop doing and why?

---

---

---

4. What do *I* specifically need to start doing and why?

---

---

---

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

5. What do *I* need to continue doing and why?

---

---

---

6. What does *my team* specifically need to stop doing and why?

---

---

---

7. What does *my team* specifically need to start doing and why?

---

---

---

8. What does *my team* specifically need to continue doing and why?

---

---

---

9. What type of accountability and measure tracking systems need to exist? \_\_\_\_\_

---

---

10. How will the positive changes improve my business?

---

---

---





# 5

## The Obvious Law of Resource Management

The act of identifying and managing the necessary resources to fulfill your vision.

[aka: “*What do you call ‘Monitor Your Assets’?*”]

### **Interpretations & Applications of this Law include:**

- Being able to manage your resources begins with seeing what resources you need to fulfill your vision and getting them.
- Recognizing that most resources needed are connected to money, time, people, energy and materials will help you identify the specific types needed.
- Prioritizing how many and how much is needed for each resource at each business development stage.
- Increasing your effectiveness in managing resources includes: (1) improving your Daily Mode of Operation (DMO), including 10 Before 10; (2) tracking and analyzing your measures; (3) tracking your money, including monetization, cost analysis, pricing strategies, and Profits & Losses.

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

- Without monitoring your resources and your assets, you may not be using them wisely. So, start taking inventory of your resources and then managing them well!

**Assessment for *The Obvious Law of Resource Management***

Directions: Consider specifically how *The Obvious Law of Resource Management* applies directly to your business. Answer the following questions on a regular basis to identify areas for improvement related to this Law. You may want to answer these questions on separate paper or on the computer as some of your answers will change over time.

1. How does The Obvious Law of Resource Management apply to my business? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. How does my effectiveness with this Law positively and/or negatively impact how the other Laws apply to my business?

<i>The Obvious Law of Focus</i>	
<i>The Obvious Law of Planning</i>	
<i>The Obvious Law of Innovation &amp; Change</i>	
<i>The Obvious Law of Communication</i>	



## THE OBVIOUS LAW OF RESOURCE MANAGEMENT

<i>The Obvious Law of Accountability</i>	
<i>The Obvious Law of Productivity &amp; Work Quality</i>	
<i>The Obvious Law of Personal Character &amp; Belief</i>	
<i>The Obvious Law of Team Power</i>	
<i>The Obvious Law of Negotiating</i>	
<i>The Obvious Law of Mentorship &amp; Practice</i>	
<i>The Obvious Law of Service</i>	

3. What do *I* specifically need to stop doing and why?

---

---

---

4. What do *I* specifically need to start doing and why?

---

---

---

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

5. What do *I* need to continue doing and why?

---

---

---

6. What does *my team* specifically need to stop doing and why?

---

---

---

7. What does *my team* specifically need to start doing and why?

---

---

---

8. What does *my team* specifically need to continue doing and why?

---

---

---

9. What type of accountability and measure tracking systems need to exist? \_\_\_\_\_

---

---

10. How will the positive changes improve my business?

---

---

---





# 6

## The Obvious Law of Innovation & Change

The act of creating new aspects of your business to stay competitive.

[aka: “What do you call ‘*Avoid the Status Quo*?’”]

### **Interpretations & Applications of this Law include:**

- Being able to adapt and change with the times and being innovative are key to lasting success.
- Creating innovative changes in your products, services and/or business structure is inevitable. However, there are some things that will stay the same no matter what, such as having a commitment to providing high quality innovations.
- Recognizing market trends and problems to solve based on information available within your business and outside of your business will help you see what changes to make in keeping your business on the cutting edge.
- Having cutting-edge marketing and timing is closely tied to being seen in the marketplace as innovative and changing with the market.
- Being pragmatic and visionary in innovative marketing that brands and manages the image of how that brand is presented is important.

- Without innovating and changing, you may get stuck being status quo and then become obsolete. So, start finding what to change and how!

**Assessment for *The Obvious Law of Innovation & Change***

Directions: Consider specifically how *The Obvious Law of Innovation & Change* applies directly to your business. Answer the following questions on a regular basis to identify areas for improvement related to this Law. You may want to answer these questions on separate paper or on the computer as some of your answers will change over time.

1. How does The Obvious Law of Innovation & Change apply to my business? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
2. How does my effectiveness with this Law positively and/or negatively impact how the other Laws apply to my business?

<i>The Obvious Law of Focus</i>	
<i>The Obvious Law of Planning</i>	
<i>The Obvious Law of Resource Management</i>	
<i>The Obvious Law of Communication</i>	

THE OBVIOUS LAW OF INNOVATION & CHANGE

<i>The Obvious Law of Accountability</i>	
<i>The Obvious Law of Productivity &amp; Work Quality</i>	
<i>The Obvious Law of Personal Character &amp; Belief</i>	
<i>The Obvious Law of Team Power</i>	
<i>The Obvious Law of Negotiating</i>	
<i>The Obvious Law of Mentorship &amp; Practice</i>	
<i>The Obvious Law of Service</i>	

3. What do *I* specifically need to stop doing and why?

---

---

---

4. What do *I* specifically need to start doing and why?

---

---

---

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

5. What do *I* need to continue doing and why?

---

---

---

6. What does *my team* specifically need to stop doing and why?

---

---

---

7. What does *my team* specifically need to start doing and why?

---

---

---

8. What does *my team* specifically need to continue doing and why?

---

---

---

9. What type of accountability and measure tracking systems need to exist? \_\_\_\_\_

---

---

10. How will the positive changes improve my business?

---

---

---



**Additional Thoughts:**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



# 7

## The Obvious Law of Communication

The act of conveying information in an inspiring and effective manner towards a common understanding so everyone works to fulfill the vision.

[aka: “What do you call ‘*Share Your Vision*’?”]

### **Interpretations & Applications of this Law include:**

- Being able to communicate effectively starts with looking at how you share your vision. First, be sure your vision inspires others. Then, share that vision in an inspiring way.
- Knowing what to communicate is important. Not all communication is about your vision directly, but it often is connected somehow.
- Communicating powerfully and positively with others starts with how you communicate with yourself on the inside, starting with your beliefs and your inspiration. You set the standard for communication both within your business and between your business and others.
- Identifying who to communicate with and how often is important and it impacts the results you get. Regularly communicate with your team, network and growing customer base to increase your lasting success.

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

- Without effectively communicating, you will not be able to listen and respond to the market. So, keep communicating!

**Assessment for *The Obvious Law of Communication***

Directions: Consider specifically how *The Obvious Law of Communication* applies directly to your business. Answer the following questions on a regular basis to identify areas for improvement related to this Law. You may want to answer these questions on separate paper or on the computer as some of your answers will change over time.

1. How does The Obvious Law of Communication apply to my business?

---

---

---

2. How does my effectiveness with this Law positively and/or negatively impact how the other Laws apply to my business?

<i>The Obvious Law of Focus</i>	
<i>The Obvious Law of Planning</i>	
<i>The Obvious Law of Resource Management</i>	
<i>The Obvious Law of Innovation &amp; Change</i>	

## THE OBVIOUS LAW OF COMMUNICATION

<i>The Obvious Law of Accountability</i>	
<i>The Obvious Law of Productivity &amp; Work Quali-</i>	
<i>The Obvious Law of Personal Character &amp; Belief</i>	
<i>The Obvious Law of Team Power</i>	
<i>The Obvious Law of Negotiating</i>	
<i>The Obvious Law of Mentorship &amp; Practice</i>	
<i>The Obvious Law of Service</i>	

3. What do *I* specifically need to stop doing and why?

---

---

---

4. What do *I* specifically need to start doing and why?

---

---

---

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

5. What do *I* need to continue doing and why?

---

---

---

6. What does *my team* specifically need to stop doing and why?

---

---

---

7. What does *my team* specifically need to start doing and why?

---

---

---

8. What does *my team* specifically need to continue doing and why?

---

---

---

9. What type of accountability and measure tracking systems need to exist? \_\_\_\_\_

---

---

10. How will the positive changes improve my business?

---

---

---

THE OBVIOUS LAW OF COMMUNICATION

**Additional Thoughts:**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---





# 8

## The Obvious Law of Accountability

The act of delivering on your commitments.

[aka: “What do you call ‘*Follow Through*?’”]

### **Interpretations & Applications of this Law include:**

- Being able to be accountable and follow through is key to being successful.
- Identifying who is accountable for what is important. Accountability is important to every aspect of your business.
- Remembering that the power of accountability starts with you will help you recognize how important it is to lead by example.
- Knowing what strengths everyone on your team has will help you know who to delegate certain tasks to so that your team each contributes. Then, recognize them for what they each do.
- Working together to achieve the tasks necessary to make the vision happen also involves mundane tasks. Help your team link them with the big picture vision to see how important details are in getting things done.

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

- Without accountability, you and your team will not be able to accomplish what it takes to achieve your vision. So, get accountable!

**Assessment for *The Obvious Law of Accountability***

Directions: Consider specifically how *The Obvious Law of Accountability* applies directly to your business. Answer the following questions on a regular basis to identify areas for improvement related to this Law. You may want to answer these questions on separate paper or on the computer as some of your answers will change over time.

1. How does The Obvious Law of Accountability apply to my business?

---

---

---

2. How does my effectiveness with this Law positively and/or negatively impact how the other Laws apply to my business?

<i>The Obvious Law of Focus</i>	
<i>The Obvious Law of Planning</i>	
<i>The Obvious Law of Resource Management</i>	
<i>The Obvious Law of Innovation &amp; Change</i>	

## THE OBVIOUS LAW OF ACCOUNTABILITY

<i>The Obvious Law of Communication</i>	
<i>The Obvious Law of Productivity &amp; Work Quality</i>	
<i>The Obvious Law of Personal Character &amp; Belief</i>	
<i>The Obvious Law of Team Power</i>	
<i>The Obvious Law of Negotiating</i>	
<i>The Obvious Law of Mentorship &amp; Practice</i>	
<i>The Obvious Law of Service</i>	

3. What do *I* specifically need to stop doing and why?

---

---

---

4. What do *I* specifically need to start doing and why?

---

---

---

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

5. What do *I* need to continue doing and why?

---

---

---

6. What does *my team* specifically need to stop doing and why?

---

---

---

7. What does *my team* specifically need to start doing and why?

---

---

---

8. What does *my team* specifically need to continue doing and why?

---

---

---

9. What type of accountability and measure tracking systems need to exist? \_\_\_\_\_

---

---

10. How will the positive changes improve my business?

---

---

---





# 9

## The Obvious Law of Productivity & Work Quality

The act of working effectively to consistently get quality results.

[aka: “What do you call ‘*Take Pride in Your Results*?’”]

### **Interpretations & Applications of this Law include:**

- Being able to be productive and do quality work starts with knowing what to do and knowing what the standard is for producing quality work.
- Taking pride in what you produce allows you to persevere through the mundane tasks it takes to produce the results you want.
- Creating systems allows you to increase your productivity and consistency in doing quality work. There needs to be an overall work system with smaller work systems within the bigger picture.
- Relating your systems to your daily operations, your measures, and your data and trend analysis helps you know how you are doing.
- Producing quality work relates to quality products and services—and anything else that goes into producing the end results.

- Without producing quality work consistently, you will not get be able to create lasting success. So, get productive using high quality work standards!

### **Assessment for *The Obvious Law of Productivity & Work Quality***

Directions: Consider specifically how *The Obvious Law of Productivity & Work Quality* applies directly to your business. Answer the following questions on a regular basis to identify areas for improvement related to this Law. You may want to answer these questions on separate paper or on the computer as some of your answers will change over time.

1. How does The Obvious Law of Productivity & Work Quality apply to my business? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. How does my effectiveness with this Law positively and/or negatively impact how the other Laws apply to my business?

<i>The Obvious Law of Focus</i>	
<i>The Obvious Law of Planning</i>	
<i>The Obvious Law of Resource Management</i>	



THE OBVIOUS LAW OF PRODUCTIVITY & WORK QUALITY

<i>The Obvious Law of Innovation &amp; Change</i>	
<i>The Obvious Law of Communication</i>	
<i>The Obvious Law of Accountability</i>	
<i>The Obvious Law of Personal Character &amp; Belief</i>	
<i>The Obvious Law of Team Power</i>	
<i>The Obvious Law of Negotiating</i>	
<i>The Obvious Law of Mentorship &amp; Practice</i>	
<i>The Obvious Law of Service</i>	

3. What do I specifically need to stop doing and why?

---

---

---

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

4. What do *I* specifically need to start doing and why?

---

---

---

5. What do *I* need to continue doing and why?

---

---

---

6. What does *my team* specifically need to stop doing and why?

---

---

---

7. What does *my team* specifically need to start doing and why?

---

---

---

8. What does *my team* specifically need to continue doing and why?

---

---

---

9. What type of accountability and measure tracking systems need to exist?

---

---

---





# 10

## The Obvious Law of Personal Character & Belief

The act of having the discipline to do the right thing, despite your circumstances.

[aka: “What do you call ‘*Become Strong on The Inside?*’”]

### **Interpretations & Applications of this Law include:**

- Having the belief in yourself and your abilities to achieve your dream is important. Keeping your why alive drives your actions.
- Maintaining your commitments to do what you need to do with unwavering integrity and ethics helps you build a solid foundation.
- Managing your emotions keeps you from letting them lead your actions, especially self-centeredness and fear that may keep you from being able to come from an authentic place of service.
- Developing the strength to achieve is important. There are many ways that you will be challenged. As you improve your skills and abilities as well as strengthen your character, it becomes easier to achieve.

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

- Having the discipline and perseverance to do what you need to do will increase your ability to perform and achieve.
- Without personal character, you may undermine your own success. So, develop positive personal characteristics that last!

**Assessment for *The Obvious Law of Personal Character & Belief***

Directions: Consider specifically how *The Obvious Law of Personal Character & Belief* applies directly to your business. Answer the following questions on a regular basis to identify areas for improvement related to this Law. You may want to answer these questions on separate paper or on the computer as some of your answers will change over time.

1. How does The Obvious Law of Personal Character & Belief apply to my business? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. How does my effectiveness with this Law positively and/or negatively impact how the other Laws apply to my business?

<i>The Obvious Law of Focus</i>	
<i>The Obvious Law of Planning</i>	

THE OBVIOUS LAW OF PERSONAL CHARACTER & BELIEF

<i>The Obvious Law of Resource Management</i>	
<i>The Obvious Law of Innovation &amp; Change</i>	
<i>The Obvious Law of Communication</i>	
<i>The Obvious Law of Accountability</i>	
<i>The Obvious Law of Productivity &amp; Work Quality</i>	
<i>The Obvious Law of Team Power</i>	
<i>The Obvious Law of Negotiating</i>	
<i>The Obvious Law of Mentorship &amp; Practice</i>	
<i>The Obvious Law of Service</i>	

3. What do I specifically need to stop doing and why?

---

---

---

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

4. What do *I* specifically need to start doing and why?

---

---

---

5. What do *I* need to continue doing and why?

---

---

---

6. What does *my team* specifically need to stop doing and why?

---

---

---

7. What does *my team* specifically need to start doing and why?

---

---

---

8. What does *my team* specifically need to continue doing and why?

---

---

---

9. What type of accountability and measure tracking systems need to exist? \_\_\_\_\_

---

---







# 11

## The Obvious Law of Team Power

The act of working together to achieve a common vision.

[aka: “What do you call ‘*Find People Inspired to Win with You?*’”]

### **Interpretations & Applications of this Law include:**

- Building an effective team of experts committed to your vision will help you win.
- Reaching out to build a network of partners includes working with your Mastermind Teams (the one pulling you up and the one you’re pulling up), others in your network, and your customers.
- Having different types of teamwork involved in getting things done means that you may have a core team and extended network of partners. You can delegate responsibilities to your team to share the workload, specifically based on knowledge and skills expertise.
- Valuing the work your team does increases the inspiration and performance they do—and there will be more fun in the process!
- Without teaming up with a well-chosen team, it is much more difficult to achieve your vision. So, build your team and your network!

## Assessment for *The Obvious Law of Team Power*

Directions: Consider specifically how *The Obvious Law of Team Power* applies directly to your business. Answer the following questions on a regular basis to identify areas for improvement related to this Law. You may want to answer these questions on separate paper or on the computer as some of your answers will change over time.

1. How does The Obvious Law of Team Power apply to my business?

---

---

---

2. How does my effectiveness with this Law positively and/or negatively impact how the other Laws apply to my business?

<i>The Obvious Law of Focus</i>	
<i>The Obvious Law of Planning</i>	
<i>The Obvious Law of Resource Management</i>	
<i>The Obvious Law of Innovation &amp; Change</i>	
<i>The Obvious Law of Communication</i>	

THE OBVIOUS LAW OF TEAM POWER

<i>The Obvious Law of Accountability</i>	
<i>The Obvious Law of Productivity &amp; Work Quality</i>	
<i>The Obvious Law of Personal Character &amp; Belief</i>	
<i>The Obvious Law of Negotiating</i>	
<i>The Obvious Law of Mentorship &amp; Practice</i>	
<i>The Obvious Law of Service</i>	

3. What do *I* specifically need to stop doing and why?

---

---

---

4. What do *I* specifically need to start doing and why?

---

---

---

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

5. What do *I* need to continue doing and why?

---

---

---

6. What does *my team* specifically need to stop doing and why?

---

---

---

7. What does *my team* specifically need to start doing and why?

---

---

---

8. What does *my team* specifically need to continue doing and why?

---

---

---

9. What type of accountability and measure tracking systems need to exist? \_\_\_\_\_

---

---

10. How will the positive changes improve my business?

---

---

---







# 12

## The Obvious Law of Negotiating

The act of establishing a mutually beneficial agreement for exchanging value between two or more parties.

[aka: “What do you call ‘*Make the Agreement a Win-Win*?’”]

### **Interpretations & Applications of this Law include:**

- Buying and/or selling products and/or services so it benefits those involved in the exchange is fundamental to business. Products and services may include a variety of aspects involving time, money, materials, network connections, etc.
- Having a written contract is a good practice so that it clearly states what the agreement is between parties. There are different legal considerations for different areas. So, have qualified attorneys review the agreements you make before the final agreement.
- Identifying which partnerships to have is important so you negotiate with people who will be fair in the agreement. Some negotiations may be short-term and others ongoing. It is a good practice to have an end date and time for the current contract so you can renegotiate.
- Without negotiating effectively, some partnerships may not work. So start negotiating well!

## Assessment for *The Obvious Law of Negotiating*

Directions: Consider specifically how *The Obvious Law of Negotiating* applies directly to your business. Answer the following questions on a regular basis to identify areas for improvement related to this Law. You may want to answer these questions on separate paper or on the computer as some of your answers will change over time.

1. How does The Obvious Law of Negotiating apply to my business?

---

---

---

2. How does my effectiveness with this Law positively and/or negatively impact how the other Laws apply to my business?

<i>The Obvious Law of Focus</i>	
<i>The Obvious Law of Planning</i>	
<i>The Obvious Law of Resource Management</i>	
<i>The Obvious Law of Innovation &amp; Change</i>	
<i>The Obvious Law of Communication</i>	

## THE OBVIOUS LAW OF NEGOTIATING

<i>The Obvious Law of Accountability</i>	
<i>The Obvious Law of Productivity &amp; Work Quali- ty</i>	
<i>The Obvious Law of Personal Character &amp; Belief</i>	
<i>The Obvious Law of Team Power</i>	
<i>The Obvious Law of Mentorship &amp; Practice</i>	
<i>The Obvious Law of Service</i>	

3. What do *I* specifically need to stop doing and why?

---

---

---

4. What do *I* specifically need to start doing and why?

---

---

---

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

5. What do *I* need to continue doing and why?

---

---

---

6. What does *my team* specifically need to stop doing and why?

---

---

---

7. What does *my team* specifically need to start doing and why?

---

---

---

8. What does *my team* specifically need to continue doing and why?

---

---

---

9. What type of accountability and measure tracking systems need to exist? \_\_\_\_\_

---

---

10. How will the positive changes improve my business?

---

---

---





# 13

## The Obvious Law of Mentorship & Practice

The act of learning from others who have already achieved the success you seek and then passing it on to others.

[aka: “What do you call ‘*Learn From Others and Apply*?’”]

### **Interpretations & Applications of this Law include:**

- Being mentored and mentoring others should be an ongoing process, where you have two Mastermind Teams (where one pulls you up and you pull the other up). It keeps you in the process of connecting, learning, growing and serving so you continue to improve and stay on the cutting edge in your business as you develop your skills.
- Knowing and specializing in a certain area of expertise is important. However, it is also important to know about certain business skills.
- Learning from and being open to other people’s feedback about their mistakes and failures can help you reduce yours.
- Receiving mentorship may mean you directly or indirectly learn from them or you may need to invest in your education—or both.

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

- Without giving and receiving mentorship, your practices may not be as sharp as needed to succeed more rapidly. Find quality mentors to work with and start practicing what works!

**Assessment for *The Obvious Law of Mentorship & Practice***

Directions: Consider specifically how *The Obvious Law of Mentorship & Practice* applies directly to your business. Answer the following questions on a regular basis to identify areas for improvement related to this Law. You may want to answer these questions on separate paper or on the computer as some of your answers will change over time.

1. How does The Obvious Law of Mentorship & Practice apply to my business? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. How does my effectiveness with this Law positively and/or negatively impact how the other Laws apply to my business?

<i>The Obvious Law of Focus</i>	
<i>The Obvious Law of Planning</i>	
<i>The Obvious Law of Resource Management</i>	
<i>The Obvious Law of Innovation &amp; Change</i>	



## THE OBVIOUS LAW OF MENTORSHIP & PRACTICE

<i>The Obvious Law of Communication</i>	
<i>The Obvious Law of Accountability</i>	
<i>The Obvious Law of Productivity &amp; Work Quality</i>	
<i>The Obvious Law of Personal Character &amp; Belief</i>	
<i>The Obvious Law of Team Power</i>	
<i>The Obvious Law of Negotiating</i>	
<i>The Obvious Law of Service</i>	

3. What do *I* specifically need to stop doing and why?

---

---

---

4. What do *I* specifically need to start doing and why?

---

---

---

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

5. What do *I* need to continue doing and why?

---

---

---

6. What does *my team* specifically need to stop doing and why?

---

---

---

7. What does *my team* specifically need to start doing and why?

---

---

---

8. What does *my team* specifically need to continue doing and why?

---

---

---

9. What type of accountability and measure tracking systems need to exist? \_\_\_\_\_

---

---

10. How will the positive changes improve my business?

---

---

---





# 14

## The Obvious Law of Service

The act of finding ways to build relationships and contribute to other people's lives in addition to fulfilling your own needs.

[aka: "What do you call 'Give First without Expecting Anything Back?']

*Interpretations & Applications of this Law include:*

- Giving and Receiving is a natural occurrence, but sometimes we block one or the other. The more you give, the more you receive. If you give freely of your time, energy and resources, it comes back to you directly and indirectly.
- Leading with the motto captured in the common saying "What's in it for me?" makes it difficult to serve. Instead ask, "What's in it for them?" It is based on the "Pay It Forward" concept and practice.
- Serving others is similar, whether it is serving others who are partners, team members or customers. However, the way you serve may look different depending upon your relationship with them. Coming from a true place of genuine service, though, gives you the ability to be consistent.
- Making quality service a hallmark of your business practice that runs throughout your entire business will give you the competitive advantage to win.

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

- Without serving others authentically, your business will not thrive as it could. So, start serving with enthusiasm to make a true difference!

**Assessment for The *Obvious Law of Service***

Directions: Consider specifically how *The Obvious Law of Service* applies directly to your business. Answer the following questions on a regular basis to identify areas for improvement related to this Law. You may want to answer these questions on separate paper or on the computer as some of your answers will change over time.

1. How does The Obvious Law of Service apply to my business?

---

---

---

2. How does my effectiveness with this Law positively and/or negatively impact how the other Laws apply to my business?

<i>The Obvious Law of Focus</i>	
<i>The Obvious Law of Planning</i>	
<i>The Obvious Law of Resource Management</i>	
<i>The Obvious Law of Innovation &amp; Change</i>	

## THE OBVIOUS LAW OF SERVICE

<i>The Obvious Law of Communication</i>	
<i>The Obvious Law of Accountability</i>	
<i>The Obvious Law of Productivity &amp; Work Quality</i>	
<i>The Obvious Law of Personal Character &amp; Belief</i>	
<i>The Obvious Law of Team Power</i>	
<i>The Obvious Law of Negotiating</i>	
<i>The Obvious Law of Mentorship &amp; Practice</i>	

3. What do *I* specifically need to stop doing and why?

---

---

---

4. What do *I* specifically need to start doing and why?

---

---

---

THE OBVIOUS: UNIVERSAL LAWS FOR BUSINESS SUCCESS

5. What do *I* need to continue doing and why?

---

---

---

6. What does *my team* specifically need to stop doing and why?

---

---

---

7. What does *my team* specifically need to start doing and why?

---

---

---

8. What does *my team* specifically need to continue doing and why?

---

---

---

9. What type of accountability and measure tracking systems need to exist? \_\_\_\_\_

---

---

10. How will the positive changes improve my business?

---

---

---







## **PART III**

# **The Obvious Universal Laws in Action**



# 15

## Live the Dream

Have you ever thought about living that perfect dream? What does that look like? Let me tell you where it all starts. It all starts with you. If you want to have more success and if you want to have all the things that people talk about, you've got to start with the inside success first.

What are you doing to live that dream? Maybe you've seen a dream vacation spot you think would be nice to visit or would be a perfect place to live. How does it happen that you get to visit or live there? You always hear about people who have lots of success and live the dream. But what did they have to do to get there to enjoy all the benefits?

You see, that's the secret. They don't tell you that it takes hard work. The hard work is actually part of the Obvious that it takes to be successful, which is what this book describes.

As I mentioned earlier, Gary Player says, "The luckiest people out there tend to work the hardest." Think about it for yourself. How do you create more success? How do you live that dream? I can tell you that by studying so many successful companies and studying failures as well, there are some common ingredients.

But I can tell you that the No. 1 ingredient that you have to invest in is your education. Some of that education will be to work on you; and some of that education will be to work on business. They're connected, though, because you are the driver of your

business. Because business environments change, you need to stay ahead by the things you do to educate yourself. You cannot control everything about your business internally or externally, but the more you know, the easier it is to make wise decisions and be a positive influence that impacts your success.

You've got to have total faith and belief in what's possible. When there's absolute faith, there's no room for fear. Are you looking for things to get better? Do you want to live that amazing dream you always hear about? It starts with you. It starts with understanding that if you want things to change, you've got to change. If you want things to get better, you've got to get better. You see, you're taking the first step by reading this book. It'll help you understand how I really do all of those things, how I create success even when I have so many distractions.

Write this one down: all distractions are equal. That's right, all distractions are equal. So, start asking yourself if you're doing the right actions every day to have that success. You will increase your awareness of just being busy or really being productive. Being busy and being productive are two very different things. As I study successful people, I see lots of people who are super busy, but they aren't getting ahead.

Did you ever notice there are people around you who are not as smart as you who have had a lot more success? Why is that? I would much rather focus on and work with ignorance on fire than have knowledge on ice.

Start to think about your own life. What's working? What's not working? You may even have some mixture of areas that are sort of working, meaning they're really not working the way you want.

So, where does it all start to get things working? It starts with having the inside emotions, the inside beliefs, and the inside faith. You see, with absolute faith, there's no room for fear. If you don't like where things are right now, take a really good look at things on the inside. If you're sick and tired of being sick and tired and are ready for a change, what it takes is understanding.

How do I get around the right people? How do I get the right education? How do I learn the skills to allow my brain to think differently? You're destined for greatness. It's only the inside that holds you back. Your mental programs.

The programs are continuously engrained. As a kid, we're told "No" over and over and over and over and over. So, what do you think gets engrained? As I said earlier, if you watch the news, it's not positive. You know it's negative. So, if you wake up to negative and go to bed to negative you become really negative.

You see, when you listen to the audio CDs in our *Success by Design* program and watch the videos, it's going to help you understand how to develop success on the inside first – and then live it on the outside.

Get your posture and your belief system in the right place first. Then, you're ready for the next part of having the right systems. The systems will help you have the right ability to connect with people. You need to have both an online presence that works and an offline daily method of operation that works. Both will allow you to be more effective and make more money.

Have you ever asked the question, "How do I make more money?" That's always the question, right? You may want more money

because you want this or that. No, you don't want more money. What you truly want is the wisdom to create more value so that more money just flows towards you—just like the waves flowing toward the sand on the shore. It happens automatically.

You see, when you create so much value in the marketplace, the money will come at you. And if you're serious about making changes in your life, if you're ready for the big programs, you've got to get started.

Invest in the education. Buy the programs that you know other people are using that works. When you begin to use our Success by Design System, it will lay out the tracks for you.

How do you have the best plan to win? How do you begin to think about specific answers to these questions: "Where am I going? How will I get there? Who will I get there with?"

Could you imagine owning your goals? Could you imagine having the power inside you to achieve? Could you imagine knowing the processes that it takes to live those dreams?

That's what we do at Powerteam International. Since we designed our own program, it's specifically designed to help you understand the language that commands you to win.

Once you've done all that, both the mindset and the posture are right for success. Then, get some of the systems on track and put them in motion. Next you've got to be with the right people. Think about who is on your mastermind team. If you're inspired and you're educated—you're going to win. What if you could be around people on a day in and day out basis who are cheering for you?



## LIVE THE DREAM

Often in your life you will find yourself surrounded by really negative people, who just want to keep you down. They want you to stay exactly where you are at. If you're ready for a big change and are looking for a huge increase—maybe it's changing your zip code, maybe it's a new car, maybe it's giving back to your kids, or whatever is most important for you—you've got to have the belief system. You've got to have the systems. You have to get the right teams around you.

When you do the Obvious, you get to live the dream life you design!



# 16

## Joint Ventures

If you were going to get into the joint venture business, how many of you guys would like to make money on joint ventures? People are always asking me, “What is a joint venture?” You have to know the questions to ask. Does someone you know have a great product or service you believe in? Do you have a great product or service that you would like to bring to the market? Do you have relationships with people who have great connections to bring products to the market?

If you answer yes to any one of these, that is what I call a great answer to a good question. Ask yourself today if this something you would like to do? Is this a space you would like to be a part of? Where literally you have no products no inventory, all you have is your time, your service, your connections, and your belief, to go out and serve people at a high level that have a big interest in creating more customers.

Did you understand a joint venture before reading about it today? Would you love to do more joint ventures? Here’s what you have to look for.

- Who has a great offer or do you have a great offer?
- Who has a great offer you believe in?

If you know someone with a great offer, here’s the question you need to ask yourself. Is their offer something you would market if

there were no business opportunity attached? Is it something you totally believe in? Have you ever been to a great movie? Did you tell some people about it? Did you say, "Wow this is a great movie you have to go see it?" Have you ever received a check from Sony, Spielberg or Miramax? Or have you received a check from any movie theater group?

No, but make no mistake about it, they bank on the fact that if you love the movie you're going to tell somebody about it. There's a movie that came out many years ago called the Blair Witch Project. They paid about fifty dollars to make it, maybe a little more, and it raked in over 100 million dollars in gross revenues. Why? Because people started saying, "Wow. This is a cool idea." And, people liked it. To them it was a great offer.

The second thing I look for in a joint venture is the potential for residual revenue. Is there a way to keep getting paid after the first renewal, long after the first customers buy. Look at recording artists that make more money after they are dead. Elvis Presley makes a lot more money now than he did alive. The money keeps coming in but he's just not allowed to spend it.

It's true that artists understand what is called a golden residual. The music business has been built financially on a golden residual model. The same holds true for movies. Even in television. There are stars that will be in a TV show and then they keep getting paid for years after the show is canceled because the show was picked up on station(s) to show re-runs.

The thing you have to remember is that the success for all of this to happen revolves around marketing. What your gift in a joint venture relationship is when you can find someone who has a

great product, figure out the residual revenue component and then jump in the middle and market it. This happens with traditional products every day. It happens with Visa®, American Express® and all kinds of traditional products that you may not think would be open to a joint venture.

Make no mistake. All of these companies are open to customers, because customers are good for business. If you have access to another group of customers that they don't know about or are not tapping into, then it's your job to share the message.

The thing I want you to remember is that it has to be a product you believe is a great offer. Then it should have a residual component and finally it should be a product you would market if there were no business opportunity attached. These are great qualifying criteria for ideal joint ventures. The next question is how to effectively set up these joint ventures.

What do I look for in great joint venture partners? It all starts with who you are doing business with? For example, I know for a fact that when I refer someone to Kevin Harrington (recently on ABC's *Shark Tank*), or Marc Victor Hansen (co-author of *Chicken Soup for the Soul*), or Brian Tracy (NY Times Best-Selling author for over twenty years) and that person buys their products or services, people will have a great experience, every single time. These guys are seasoned professionals and they have been doing this for a long time.

When I look at the thousands of info-products available online, I wonder how they generate the massive sales for these products. It's because people around the world are craving good, solid information. If you look for info products that are already selling

and create the opportunity then as you begin to build your contact list you begin to introduce products to that list.

When you believe in products and a model like this, before you know it you end up with what? More residual income. Residuals are great for business. They are also great for vacations. Are you ready for more vacations?

In this scenario, your job is simply this, to introduce a product or service and become the marketer. If you're not a good marketer, then do you know some good marketers?

Think about it. Who do you know that does a great job at marketing products? Then you can get on the phone and say, "Listen, I've got this amazing offer from so and so, here's the price point, the offer and here's the commission. As an added bonus, you can get paid a small percentage of their total sales." The funny thing is that there's an amazing amount of money out there in the market place, there's unlimited amounts of cash with an abundant universe full of money, but most people are struggling because its not showing up for them. And the reason it doesn't show up for them is because for the most part they are not willing to go out and hustle or work at it to create a sustainable business that provides value to customers.

That's a key component of what you are looking for in a great joint venture. You're looking for someone that is going to provide sustainable, exceptional customer service, tremendous value to the customers and finally, someone that customers are going to rave about. You want them to come back to you and say, "Thanks for the referral and thanks for introducing me." Before you know it they might tell four or five people that tell another four or five

people and all the while you are building relationships, great relationships in fact. You are also building your brand and your lists.

There are people that make amazing amounts of money and all they do are joint ventures. Many times it is not joint ventures for their own product or service. Someone they know has a great product and they see the opportunity offer it to their customer base. They become the go between and they get paid every time those customers buy something. Believe it or not you probably have a number of joint venture opportunities sitting right in front of you.

When we look at different options we talk about the ways to actually do this. Of course it begins with building a relationship. Then creating a deal structure and making certain to look for the potential for a lifetime of residual income with this joint venture partner.

When you look at companies that have had massive positive turnarounds, look at the individual components of what they did. For example, Gunthey Renker, one of the largest commercial companies in the world, sells Proactive® globally, switched from selling basic products and moved into selling more cosmetics and health and wellness products.

Why did they make this switch? Their buyers would buy once and then would get put on an auto-ship program and they would automatically continue generating sales month after month after month. Look for programs, products or services where the customer stays active in the community and develops into a lifetime residual customer. You may make a little less revenue on

the front end of the deal but you will make a lot more on the back end for life. Especially if it is a product or service where there is a continuity program and the people stay for more than six months. If you can find this, the people usually never leave. They continue to stay on and keep buying and every time they buy you get paid a residual.

Now let me take you through the process of what a joint venture looks like. You obviously have a company that has an offer. You have to go out and find these offers and then make a decision that you like that company's product. For example the product may be twenty dollars. You need to believe that this product is a great value for twenty dollars and you believe that you can bring the product to the market place.

Next you need to put together the deal. What does the process look like if you refer customers to their business, how will the customer and customer's order get tracked and how will you get paid? That's the type of information that you are looking for. The rest you can figure out. But you've got to find a product or service that resonates with you. You have to realize is that this is a company you want to do business with and then is this company congruent and in alignment with who you are and where you are going?

Otherwise, it just goes back to being about making some money and if that's all it's about, you are not going to be happy. What I want you to think about in the joint venture world is how you can be focused on representing companies that have products or services you believe in, and then create the deal points that allow you to get paid simply by referring a great product, story, a great movie or a great software piece of equipment.



It is anything that allows you to create the space for getting paid multiple times, not just one time. Who has heard of J. Paul Getty? He was at one time one of the wealthiest people in the world. He said, "I would much prefer to make one percent from one hundred people's efforts than one hundred percent of my own." Over the next two years I would challenge you today to go out and make some great joint ventures. Go out and create amazing affinity or affiliate relationships with products you believe in where all you're doing is sending e-mails out.

I don't even want you to send your e-mail out, I want you to go and give it to your personal assistant. Let that person create the email and coordinate sending it to your list. You need to begin building your list from Facebook® and Twitter and all the things you are doing your community will begin to respond to and take note of what you believe in.

When you find good offers, have done your homework and work with good companies and amazing products, you will quickly become known as a connector. As you get into this space, more people come to you and ask for your opinion on specific things. Even ask how you like a particular product or service, and from this you will end up with more customers.

More customers mean more money. The neat thing is that as you begin to build the process, it gets even more exciting because you are earning commissions when you sleep. Then as you begin to grow this you can explore what I teach at WIN University, which is GRR (gross royalty revenue). This is a roadmap on how to get paid on all the sales that you make.

Can I get paid on the other products or services you offer? Cause you always want to ask people what is the rest of your funnel? What else are they going to sell your client? Because as soon as they buy something from that company, if they like it they might buy more stuff. And you want to ask them, are you getting paid on those other opportunities.

If you get big enough, you can ask the person for ownership. You start driving all the customers into their business, and you can then ask to get a piece of the growth of the company for bringing in the sales. When you do this, you want to make sure you're locked up for future offers they might have. Can you get first digs? Can you also ask for advanced sales? Can you get 7 days before it gets out to the general public?

It's a great idea with great joint ventures where you can offer tickets or something special that tells people what they are going to get if they arrive early at an event or do something in particular. The beauty of joint ventures is that you get paid 24/7. All of this is built on build great relationships and you've got to continue to foster these relationships.

You have to understand that you need to become selective on who you do your joint ventures with. It's neat to spend time with Donald Trump and Robert Allen and all these different guys. I have learned they are all open to the same thing, I don't care what level they are at. They're all open to new ways to bring on customers to grow their business. And what will make you unique in the market place is to come up with unique ways to get to customers that they could never reach.

In the entrepreneur world, if you look at big companies, like Quicken, even Microsoft, the toughest mile for them is the mile to what is called the solo entrepreneur. Because a solopreneur may not go to the store all the time, they may not get in front of the TV all the time. What we found is that a great way to access the solo entrepreneur is through relationships.

They definitely respond to e-mail, they certainly respond to value offers and they are always looking at new ways they can save money for their business. Your job is, if you don't have marketing expertise, and you found something you really believe in or a product or service then who should you bring it to?

Bring it to some other people that already have big lists. If someone already has a list that has a million then market it. I get deals all the time where people ask what I think about something. Some of these I pick up, if they are the right fit for us. If you're the joint venture expert who put it together you're getting paid on all of those customers. When would be a great time to start doing some of these deals? Now because it doesn't cost anything.

It's free. And yet the funny thing is that we see this happening all the time yet we don't take time to realize how the equation works? Questions like:

- "If I make sure that I send the e-mail out, how is it tracked?"
- "Is there a way to get paid on every one of the click throughs and then paid more on the actual purchase?"
- "What's going to happen to the customer?"
- "Is there an evergreen model?"

These are common questions because this is not taught anywhere. They don't teach the power of how great joint ventures work and how profitable they can be. Make no mistake about it, Fortune 500 companies are doing this every day. If you watch, you will see that Yahoo does a deal with this company or that company and then when you go to a sporting stadium, they've got this and they get the billboard advertising for free. These are called JV swaps.

It's nothing but a joint venture swap. If you'll help me with this, I'll help you with that. If you've got this we can do that. Before you know it, these become marketing machines. That's the same thing in your business. You have to ask yourself, is this something that fits into who you are, where you're at, and where you're going.

I would highly recommend that if you're interested in increasing your life score and you want to take the residual income from a number 1 to a 3 or 4, this is a very powerful way to do it without having to expend tons of money, tons of phone calls. Simply find products that you're congruent with, that have a great commission based opportunity and form a joint venture.

You want to get paid on what you're worth. You want to get paid on your production. You're not asking for any handouts, you are simply saying, "If I bring you customers, what do you bring me?" Or the question may be, "If I bring you people that can bring you customers, what will that bring to me?"

And before you know it, you can build an entire business around doing joint ventures. And if this could bring you an extra \$100,000 a year would that be ok? For simply making some phone calls and getting behind some products or services that you would market, even if there were no business opportunity attached.

When you look at the affiliate market world it's very similar to this and it still works out as a joint venture, it's really no different. When you're an affiliate of somebody it really is a joint venture but you're the direct-connect. Now you're the one that's marketing, instead of just setting up a joint venture.

Remember that one of the goals of a good joint venture is that it can go both ways. They may want to market your product like you want to market their product. When I look at joint ventures a lot of times I will look at it and say, I will either do like a list swap, or a product swap, or an offer swap, or a stage swap, where it becomes a win-win.

Win-win is priceless in business. And when we talk about win-win-win, you need to make sure the customers are also winning. You have to make sure this is really a great fit for your customers that you're promoting this out to. I look at the affiliate marketing component of this and there are a lot of opportunities out there.

I want to help you understand that if you look at a JV offer, and you start to realize, how do I tap into a good JV, what does a good JV start to look like, part of a good JV says if you look at the JV side of the equation, they're going to ask you what is the offer?

And you have to think, what is your offer? What is it that you have today that you would like somebody else to market for you? The second part of the equation is what the commission is that you would offer somebody to go out and market your product or service? What is the commission that you would pay someone to bring you customers? Whatever your business is, do you have something you would give to them if they were bringing you

customers? And the other thing you have to know, and this is important, is that who is your perfect customer?

Take five minutes right now, and I'd like you to think about this. What is the offer that you bring out to the market place, what is your current product or service offer? What is the price of that? What is the commission you would pay somebody? If I could bring you twenty five customers tomorrow, how much would you pay me to bring you those customers? And does that commission include anything about lifetime revenue?

Joint ventures have been a really powerful way for us to grow our business. A lot of the success of our business has been getting in front of the right people, helping them grow their business, in return they have also helped us with our business. How does this relate to every business in the world? I can promise you this, if you are doing more joint ventures, you are spending a lot less money on marketing. You are also getting great customers and you are getting referred from a trusted source.

Joint ventures rock.

# About the Author



## **Bill Walsh**

*Business Coach / Venture Capitalist /  
Entrepreneur / Movie Star / Speaker / Author*

Bill Walsh is the CEO/Founder of Business Coaching/Venture Capital firm Powerteam International. Bill hosts and speaks at events all over the world! His passion is to empower entrepreneurs and business owners to create massive success. He loves to help people to understand specifically what it takes to build successful companies. He is an accomplished author, speaker, radio personality and movie celebrity, He has a very successful background in finance and marketing. He has spent two decades working with start-ups to major global brands increasing sales, productivity and overall success. He is an innovator with a remarkable ability to determine and dictate success strategy to seize global market opportunities.

For everyone that owns a business or would like to capitalize the entrepreneurial dream his message will enlighten them with knowledge and action principles to turn that passion into success! Bill has an extensive background in foreign currency trading, real estate development and building business in more than 30 countries. Over the past two decades, his firm has specialized in helping companies launch, grow and

create exponential valuation in the market. The Rainmaker Summit and WIN University programs offered through Powerteam are designed to assist entrepreneurs in creating the focus, plans and partnerships required to build multi-million dollar companies!

In 1996, Bill entered the public speaking arena on a full-time basis. In 2005, he formed his own company, Powerteam International to spread his message to a wider audience. Powerteam International LLC provides Internet learning programs, motivational tapes and materials, workshops, and personal/professional development programs aimed at individuals, companies, and organizations required to create success. The empowerment of one's future is based on one's ability to take ownership today! When your company is need a great speaker to inspire, motivate and your team think of booking Bill for your next event. For booking information visit [www.billwalsh360.com](http://www.billwalsh360.com)



## Powerteam International Success Programs



For information regarding our success programs and courses visit:

[www.iPowerteam.biz](http://www.iPowerteam.biz)

## Your VIP Bonus Pack includes:

Over 1 Hour narration of the book "The OBVIOUS" from the author in video and audio format.

*Value: \$97.00*



Complimentary Membership Access for 30 Days to the SuccessClub2020.com Website. This includes interviews, live events and priceless insight from some of the sharpest thought leaders in the world. **www.successclub2020.com** use code 7777

*Value \$59.00*



Complimentary Access to the Inspiration2020.com Global Success Conferences. With this Access code you will be able to attend this breakthrough event as a guest of Bill Walsh and meet and learn from top business leaders.

**www.inspiration2020.com/obvious** use code 7777 for your complimentary Live event tickets.

*Value \$394.00*



Complimentary 30 minute Success Session with one of the Powerteam International global success coaches from around the world. If you need help in Social Media, Sale & Marketing, Joint Ventures, Sales Process or any other aspect of building a successful company, this offer will be of incredible value just for buying the book. **www.ipowerteam.com**

*Value \$497.00*

# \$100.00 Coupon

good toward  
the purchase of Any



**Powerteam**  
Courses & Programs

