

# Lifestyle Mastery

## NOTES

Welcome to the Lifestyle Mastery For Entrepreneurs session.

In this session, I describe the overall approach and the mission of our work together. And I'll guide you through a reexamination of your objectives and direction as an entrepreneur.

You'll discover new tools for uncovering hidden opportunities, as well as unleashing your own hidden, suppressed or misdirected talents.

We'll discuss, at length, what I call the preferred lifestyle package and what I call the lifestyle imperative.

You'll be asked probing, provocative questions, and you'll hear brief, illuminating conversations between me and a number of my private, one-on-one clients, successful entrepreneurs who have reengineered their businesses and their lives to support their preferred lifestyle package.

Since our mission together is to help you define, carve out and live your own ultimate lifestyle, I figured I should devote some space at the beginning here to laying a proper foundation for doing that.

Before you can hit a target, you need to know where it is.

So to begin, let's answer the question, "What is the ultimate lifestyle?"

First of all, it's different for different people. There are no rules or formulas, which is something you'll hear me say a lot, especially in the 11<sup>th</sup> Element work.

For some people, ultimate lifestyle means a lot of money, a lot of stuff, a fast-paced and jet-set sort of lifestyle.

For others, it means a very simple, slow-paced life that focuses on service to others.

For some people, it means working hard, doing something that they love, even if they don't need the money from it.

And for others, it means working very little.

On and on it goes. And again, there's no rules or formulas. There's no right or wrong lifestyle, no good or bad lifestyle. There's just what works for you. And it will likely change over time. I know that it has for me.

No matter how you end up defining your ultimate lifestyle though, now and in the future, as you tweak it and refine it, there are eight components that must be considered.

So, let's talk about those eight common components before we continue.

The first one is income streams.

To live your ultimate lifestyle, you've got to have income streams flowing, preferably more than one, that allow you to easily pay your bills and fund your preferred lifestyle, including all of the extras and the luxuries and the kind of things that you really want to have as part of your lifestyle package.

To me, the ultimate target to shoot for in this arena, and the target that I've been able to hit, is to have income streams flowing whether you show up for work or not, so to speak, so that you can choose what you want to show up for, even if you choose to show up for what you would now call a job or work.

That's what I've been able to achieve by applying my 11<sup>th</sup> Element strategies combined with direct marketing on and off the internet, and a variety of the other things that you'll be hearing about through your Academy membership.

At the time of this recording, I have five income streams flowing. And I plan to add four more in the near future. And only one of those – speaking engagements – requires me to show up in order for them to flow.

Having income streams flowing whether you show up or not may seem like pie in the sky to you. It does to a lot of people. But it's actually very doable in today's world. You'll learn more about how to do it through other sessions in this welcome kit and through your Ultimate Lifestyle Academy membership, the other components to it.

Number two: emotions and beliefs.

Many people fail to create their ultimate lifestyle because they've got emotional blocks or they've got issues or they've got beliefs that hold them back from putting all the steps and systems in place in the first place.

Other people have produced extraordinary results and they could live their ultimate lifestyle, but their blocks or issues or beliefs prevent them from doing it or from fully enjoying it.

Therefore, living the ultimate lifestyle must, must, must include having access to resources and skills that allow you to uncover and remove, or heal or release, or whatever you want to call it, any blocks or issues or beliefs that hold you back or limit your ability to fully experience the ultimate lifestyle.

Number three: fulfillment and satisfaction.

A big part of living the ultimate lifestyle means getting as much fulfillment and satisfaction and joy from everything that you spend your time on as possible. Personal and business.

Many people never focus on this at all. And therefore, they never get it.

You must make it a part of your intention and your focus.

You must be committed to it and make it priority number one.

You've got to be ruthless about it, which I'll be talking about a little bit later.

You'll see a lot about this topic in the 11<sup>th</sup> Element manuscript and the other components of your Ultimate Lifestyle Academy membership.

Component number four: living environment.

How and where do you want to live? Do you want to live in the mountains? Do you want to live in a big city? Do you want to live on the water? Do you want to have multiple homes in different environments? Do you want to live in a big house or a small one? Is privacy or seeing beautiful scenery out your windows important to you? Do you like modern furnishings or antiques, or an eclectic mix?

Living the ultimate lifestyle means asking these questions, and having a home base that nourishes you and that you enjoy at a very deep level.

My family and I recently moved to Charlottesville, Virginia in pursuit of a nourishing living environment like that. And we got it.

Actually, when we actually got here and started living here, we found that it was even better than we expected and better than we intended.

It's very important that you put serious consideration into what your preferred living environment is.

Number five: relationships.

What good is having income streams, a healthy, emotional life, empowering belief systems, a great living environment and a sense of fulfillment and satisfaction from how you spend your time if you're alone and you don't want to be, or your relationships with significant others – be they parents or siblings or kids or employees or business associates or whatever it is – are a mess?

Believe me, I know about this one from long, personal experience. Because in the Murphy's Law years that you heard about earlier through other ways in communicating with me, my relationships were a mess. So I know about that one.

So living the ultimate lifestyle has got to include having access to resources and skills and tools that allow you to attract and build and maintain healthy business and personal relationships.

Now, we're not focusing on relationships in this welcome kit, but we'll focus a lot of attention on them through the other aspects of your membership.

Component number six: health.

Again, what good is having income streams, a healthy emotional life, empowering belief systems, a great living environment, fulfillment, satisfaction and great relationship if you have health problems that drag your quality of life into the gutter?

Dr. Robert Lindbergh has a great quote. Here it is.

“We spend most of our life gaining wealth, and we then spend most of our wealth on getting back our health.”

And that is so true of so many people, especially entrepreneurs.

Living the ultimate lifestyle means having access to knowledge and resources and skills that allow you to get truly healthy, if you're not right now.

And, by the way, we've got to be real honest about this. It's too important to pretend about or to be uninformed about.

So we're talking about being really healthy, if you're not now, staying healthy once you get healthy, and having a way of quickly resolving any kind of health or physical difficulties if and when they arise.

Now again, we're not focusing on health in this welcome kit in detail. But we'll focus a lot of attention on it through the other aspects of your Ultimate Lifestyle Academy membership.

Component number seven: time.

You can have income streams, a healthy emotional life, empowering belief systems, a great living environment, fulfillment and satisfaction and great relationship and solid health; but if you don't have any time to do what you love or to follow your non-work passions, or to truly enjoy anything, what's the point?

In recent surveys done with successful entrepreneurs and other successful people, the number one thing that they reported wanting more of was time. Not money or stuff, but time.

I wonder if you agree with that. Most of the people that I know, that's absolute priority number one, having more time. And that will be one of the big focuses that we have in your Academy membership.

Component number eight: wealth-building, management and responsibility.

The final component to living the ultimate lifestyle, which we discuss in detail in the Money Mastery session, is having systems in place that allow you to use your income streams to create wealth, as you define that term; to manage it, to grow it, to protect it, to structure your financial and business affairs for maximum efficiency and personal benefit, and to find ways of contributing and giving back, if that's something that's important to you – which it is to me and my wife.

See, there's a continuum that I see in business and life. And I'm going to be real general here, but you'll know what I mean.

At the far left side of the continuum, you're broke, you're unhappy, you're unhealthy, you don't have enough free time, you don't have any control over the time that you do have, and somebody else basically tells you what to do, when to do it, and how to do it.

At the far right of that continuum, the opposite extreme. Your entire life, all seven areas that we focus on in the Ultimate Lifestyle Academy, are cranking on all cylinders.

You're happy; you have mastery over your emotions; you're healthy; you're wealthy; you have income streams flowing whether you show up for work or not; you have the rest of your financial act together; you have great relationships, personal and business; you have total control of your time; you only work when you want to work, doing only what you want to do when you do work; plus you have plenty of time to chill out and do the things that you love.

I started out my journey towards living the ultimate lifestyle at the far left of that continuum.

Then I had a bunch of breakthroughs in my financial life, but I still had health issues. I had acne, I had back and shoulder pain, I had sleep problems, and I was still what I call a neurotic mess emotionally. My relationships were a mess.

Then I got my health and my emotions and my relationship acts together, but I didn't have all of my financial ducks in a row, as I'll discuss in the Personal Money Mastery module of the welcome kit.

Then I got my financial ducks in a row and started focusing on tweaking and refining everything in my lifestyle, and giving back, sharing my discoveries and systems with others, contributing to charities and a lot of other things that I call giving back.

The Ultimate Lifestyle Academy is about moving as far to the right on that continuum as I described as you choose to go. And giving you the tools and the assistance that you need to get to that far right of the continuum as quickly as possible.

It's about freedom in a very real and practical sense.

As I said – and I'm repeating this because it's so important – the ultimate destination of ultimate lifestyle, from a financial perspective, is having income streams flowing that allow you to live your preferred lifestyle, whether you show up for work or not, so you can choose what you want to show up for, even if you still choose to show up for something that could be called work or a job.

The key is you're choosing what you do because it provides you with joy and fulfillment, not because you've got to do it to pay the bills or because you've got a commitment, or whatever else that's forcing you to be there when you don't want to be. And there's a huge difference there.

I show up for work because I choose to and because I love the work that I do.

Creating that kind of lifestyle is easier when you're choosing certain paths. But it's still possible, although a little more complicated, when choosing other paths.

For example, it's quite easy to do, to create that kind of lifestyle, when you choose a business model like my current one, where the primary product, if you will, that's being sold is information. And it's information that can be delivered by book, tape, special report, home study course, seminar, CD-Rom, through talks or workshops where my material is being presented but where I don't necessarily need to be present for it, and so on.

Now, we'll be talking more about information products and that sort of passive income stream in the other modules.

Creating this sort of lifestyle is more difficult, but it's still doable if you have a business with employees, overhead, lots of commitments and so on. You can still do it.

But over time, you may have to make major changes to your personal habits, to your focus, to your business model. You may have to hire someone to run things for you or to do a lot of what you're doing now.

My friend John Asarat, for example, did that. He hired someone to run his Remax Indiana real estate operation that does \$4-billion a year in sales. And now, he spends just 12 hours a year reviewing reports.

You can sell your business or work out some other arrangement that allows you to truly live your ultimate lifestyle while retaining ownership.

There are lots of options when you get clear on what ultimate lifestyle means for you and you're absolutely committed to living it.

Now, I didn't carve out my ultimate lifestyle overnight. It took me many years.

Your membership in the Ultimate Lifestyle Academy and your application of the 11<sup>th</sup> Element System will help you to accelerate your progress, if you choose to do it.

But no one expects you to do it overnight. And we all need to go into this understanding that it's going to take some time. And the more complicated, if you will, your present situation, the more time it may take. But it's important that you set it as a target.

The problem is even though the ultimate lifestyle is achievable no matter what your current situation is, few entrepreneurs ever actually live it.

Now, why? Why don't people live it, if it's really attainable?

The reasons vary. But in most cases, it comes down to the following options or realities.

Number one: they're too busy or stressed-out to think about it.

Number two: they don't think it's possible.

Number three: they think it's possible, but they don't know how to do it and they don't know where to start, so they don't do anything about it at all.

Number four: as I mentioned before, other emotional or limiting beliefs or attitudes or issues block them.

I see a lot of successful people who convince themselves that they're living their ultimate lifestyle because they've got big incomes, big net worths, they're living in fancy homes, they've got expensive car, expensive toys, they take expensive vacations, and they travel first-class.

But they're kidding themselves. They're not really living the ultimate lifestyle, even though they could be. They have freedom in potential, but not in reality.

So why, you might be wondering, is there such a big gap between the potential for living a lifestyle and actually living it?

There are actually six primary traps that people fall into. Some people fall into all of them, of which I am guilty as charged at various points in my life.

Others fall in just a few of the traps.

But as the saying goes, "I've been there and done that." So I know what I'm talking about here and I know these traps intimately.

So let's take a look at them and discuss how you can free yourself from the ones that may have trapped you.

Trap number one: most people become entrepreneurs because of the passion they have for the business that they decide to start; and also, because they want more freedom. They want more control over their destiny and they want a better lifestyle than is possible working for someone else.

Is that true for you? It certainly was for me in all of my entrepreneurial efforts.

I had a passion for what I wanted to do and I wanted to be in control of what was going on.

Once you get into business, though, when you start out with a focus like that, all of a sudden your mind's got to shift to a focus on success and money, because that's what it really takes to actually become more free.

Then the quest for success and money becomes so intense and so preoccupying, that after a while the game isn't about freedom



anymore. It's about money and success. And you forget why you originally got into the game in the first place.

Trap number two: when you're just an employee and you're restricted to the 9:00 to 5:00 Monday through Friday model, the boundaries between work and personal time are very clear.

As a result, employees tend to work certain hours and take off certain hours.

But when you're the boss or you're the owner or you're a one-man band, there's so much to do and the seven days of the week and the 24 hours in each day get blurred together. And you start working too many hours without realizing it.

Trap number three: before you know it, working too many hours becomes a habit, and then it seems normal to you.

Trap number four: the habit of working too many hours causes you to sacrifice your personal life. And that could be spouse, kids, family, friends, your health.

You tell yourself that you're going to rearrange things as soon as some target is hit. But then you find it's a moving target and you never seem to hit it. So the sacrifices continue and the damage, if you will, to your life mounts.

Trap number five: When you finally create the success in money, assuming that you do, the excitement and the opportunity that that brings or the fear of losing it often drives you to work even harder. And you get more deeply caught in the other traps.

Plus, in many cases, you then spend years trying to undo the emotional and health and relationship damage that you did on the path to your success. And by then, it's often too late.

Trap number six: after you get caught in the traps, an inner feeling of sadness starts to creep in. It may be subtle or it may be a knock-you-over-the-head kind of thing.

But you start feeling like something just isn't right here. I'm not doing what I want to do. I'm not living up to my potential. I don't really have true freedom, even though that's what I wanted.

And all these kinds of feelings further decrease your quality of life and they also increase your drive to work harder to change things.

So those are the traps.

Does any of that feel familiar to you? Have you fallen into any of those traps? Are you stuck in any of them right now?

The solution to freeing yourself, if you want to go all the way to the right side of that continuum that I described, that has nine steps, you might not need to take all nine steps, depending on where you are in the continuum, how close you are right now to living your ultimate lifestyle, and how many changes you need to make for it to be possible for you.

But then again, you might need to take all nine.

You also don't need to take all the steps at once. You can move through them at your preferred pace.

The key is to be committed; to want to do it; to make daily progress; and not to fall into any of the traps again.

By the way, if you've been wondering or worrying about whether living your ultimate lifestyle or making some of the changes I'm going to be talking about would mean a reduction in income, you can stop worrying. That will only happen if you choose it. And in some cases, that's a good choice.

Later in this session, though, you'll be hearing from Gay Hendricks. He made the decision to make major changes to his business model in order to live his ultimate lifestyle.

He was willing to take a reduction in his income to do that. And he thought that that would happen. He thought that his income would actually drop.

But he actually ended up tripling his income through the process, by doing some of the things that we're going to be talking about in your welcome kit and through your membership.

Now, nine steps may sound like a lot to you. It may sound like a lot to do. And in some cases it is, and in other cases it isn't.

After going through the steps, you may think to yourself, "This sounds good on paper but it can't be done in the real world, at least not in my situation. My situation is different."

If you find yourself thinking stuff like that, I urge you to reconsider your position. It is all doable. And through your membership, you're going to see how, you're going to see lots of people who have done it, including people who have extricated themselves from incredibly complex and difficult and challenging situations in order to do it.

I do it myself every day. And I've taught many other people to do it, too.

The rewards are phenomenal and well worth it to make the effort. And when you tap into the 11<sup>th</sup> Element to make it happen, it gets infinitely easier and doable.

Alright, here are the nine steps.

Number one: reconnect with your passion for freedom, and keep the connection strong no matter what. No matter what!

Always keep your mind focused on the ultimate lifestyle, no matter how demanding your path becomes, how busy you get, or how many opportunities come your way.

Step number two: Recommit yourself to creating and living with that kind of freedom, no matter what it takes.

Go beyond just connecting with your passion for freedom to actually looking for ways to live it, to live your ultimate lifestyle every day, a little more every day.

Number three: take the time to define what the ultimate lifestyle really means for you. Most people, most entrepreneurs never slow down long enough to ask themselves how they'd really like to live; to ask themselves what the ultimate lifestyle really looks like for them.

Stop! Ask. And listen to what your heart tells you. Or use the 11<sup>th</sup> Element System to ask for help to gain the clarity you need on what ultimate lifestyle really means for you.

In their terrific book, *Your Money Or Your Life*, and there's a link to getting this book on the private site if it interests you, Joe Dominguez and Vicky Robin wrote this: "What is fulfillment? Whether in the sense of accomplishing a goal or enjoying a moment of real contentment, fulfillment is that experience of deep satisfaction, when you can say, 'Ah, that was a delicious meal!' 'A job well-done,' or 'A purchase worth the money.'

To find fulfillment, though, you need to know what you're looking for. It's fairly easy to know what fulfillment is in terms of food or other temporary pleasures. But to have fulfillment in the larger sense, to have a fulfilled life, you need to have a sense of purpose, a dream of what a good life might be."

You'll also want to update your definition of ultimate lifestyle as appropriate. As time passes, as things change, you'll naturally want to revise your definition of what the ultimate lifestyle means to you.

I'm constantly revising mine and making changes as things change in my life or my preferences change.

Step number four: take one step towards your ultimate lifestyle every day. No matter how small it might be, take one step towards living your ultimate lifestyle as you define it.

Step number five: this is so important. You've got to get ruthless about living the ultimate lifestyle. Once you've defined the ultimate lifestyle for yourself and you've started moving towards it, you've got to become ruthless in your commitment to living it.

Now, ruthless sometimes means walking away from opportunities or reengineering them to fit within your ultimate lifestyle.

I've become masterful at reengineering opportunities to meet my terms. And when I can't do it, I walk away, because I'm unwilling to sacrifice my quality of life and my lifestyle.

The world is filled with opportunities, and I know others will come along that will fit within the lifestyle I've chosen. So I'll walk away from ones that don't.

And again, sometimes you think if you do that, you're going to have a financial pain or a hardship from it. But if you do this right, you don't. You simply improve your quality of life.

So you've got to learn to resist the temptation to make compromises, even short-term ones, on the path to being on the far right side of the continuum and living your ultimate lifestyle.

Step number six: schedule plenty of what I call rejuvenation time. This is critical, especially while you're on the road to living your ultimate lifestyle but you haven't quite gotten there yet.

No matter how much is on your plate, you have got to take plenty of time to relax, chill out, have fun, and get away from your work. And you've got to schedule that time – a lot of it – rather than trying to take it on the fly with the best of intentions, or constantly scheduling things and then canceling them because some fire came up that you had to put up, or some other problem surfaces.

I've also discovered that it's vital to regularly experience the rejuvenation effect that comes from taking entire 24-hour blocks of time. And that means midnight to midnight or 6:00 p.m. to 6:00 p.m., whatever the 24-hour block is, and preferably multiple 24-hour blocks in a row where you do nothing at all related to work.

You don't take 10 minutes here and there to make a phone call or to check voicemail or e-mail. You've got to completely disengage from work.

You'll be shocked at how rejuvenated you feel after taking off entire 24-hour blocks, and how much more productive you are when you return to work.

Let me give you two stories to illustrate this.

When I first learned this, about how powerful the 24-hour blocks were, I realized that probably for 10 years previous to that, unless I was on a pure vacation vacation, I never took a complete 24-hour block of vacation. There was always a day where there was 10 minutes or there was 15 minutes or there was an hour reading something or checking voicemail or checking e-mail, or whatever it was.

And I would say to myself, "What's the big deal? I took the whole day off, except for those 10 minutes or that hour or that 30 minutes, or whatever."

But what I didn't understand was if you take those five minutes or you take those 10 minutes or you take that hour, even if you take off the rest of the day, your brain engages in work mode and it doesn't disengage.

So even if you think you're taking off the rest of the day, if you activated your business thinking, if you will, your business mode, it continues. And if you looked at e-mails or you checked a voicemail or you read something, part of your mind keeps working on it and you don't completely disengage.

When I forced myself to start disengaging for complete 24-hour periods, I could not believe, number one, how hard it was in the beginning and, number two, how amazing it was when I then came back to work because of that rejuvenation.

And I'll tell you one other quick story.

There's a woman named Julie, who's now working with me. She's my chief operations officer. You could call her that, although that's not her actual title.

Before we talked about this, she was a bit of a maniac. She worked pretty much seven days a week – maybe not all day, but seven days a week – and worked an awful lot.

And then we talked about this. And she decided, "Alright, I'm going to take an entire weekend off, from Friday at 5:00 to

Monday morning at 9:00. I'm not going to do anything related to work at all."

And she found, the first time she did this, that when she came in to work Monday morning, she got more done in that morning than she ever had before. And, in fact, in that morning, in the first couple of hours, she got done everything that she would have kind of messed around and gotten done over the weekend, had she worked over the weekend.

It was an amazing aha and enlightenment for her, and she never went back after experiencing that.

Being rejuvenated and at your best at all times, when you're actually living your ultimate lifestyle and certainly when you're on your way to it, is so important because you cannot carve out your ultimate lifestyle, you cannot reach the far right of the continuum if you're fried, if you're exhausted, and if you're not operating at full capacity.

You also can't take maximum advantage of the opportunities that come your way.

You can't build full value for your business, which we'll be talking about in another session.

You can't master your money, which we'll be talking about in another session.

You can't do any of this kind of stuff that you really want to do if your energy level, your decision-making abilities or whatever are compromised because you've been working too much, there hasn't been enough down time and there hasn't been enough rejuvenation time.

Component number seven: unleash your own hidden, suppressed or misdirected talents.

Boy, this is a big one, so I hope you'll listen extra careful.

Here, you want to focus relentlessly on what I call your MPEA's. MPEA stands for Most Productive and Enjoyable Activities.

Here is a powerful exercise to perform as soon as possible. And your toolkit includes the templates that you can use for this.

Number one in the process. On one of the sheets in your templates, list everything that you do in an average day; or, if your days really vary, in an average week for your business, for your work.

Step two: then, to the right of each of those entries of the stuff that you do, in a separate column, put a plus sign, a minus sign, or the letter N.

A plus sign means you love doing that particular thing. A minus means you do not like doing that particular thing. And an N means that you're neutral about it.

Step three: go back over your list and put a P or an NP to the right of the plus, the minus or the N.

P means it's a productive use of your time. You make lots of money or you receive lots of benefit from doing that particular thing.

NP means not productive; it doesn't make you lots of money, it doesn't contribute in big ways to the success of your business or fueling your ultimate lifestyle.

Step four: then take a look at your list and copy all of the items with minuses, with NP's and with neutrals to a separate sheet of paper, and take a good look at them.

Number five: on that separate sheet of paper, to the right of each item, write the name of somebody who's already on your team, who has the skill or the ability to take over that function from you. And if no one is presently in your orbit who could do it well, resolve to find someone; whether it means a new hire, a third-party contractor, or some other resource. Find someone who can take that over from you.

Step number six: commit to getting out of doing all the NP's and as many of your minus and neutral items as possible, with a goal of getting out of all of them as quickly as possible, so that you're left only focusing on the tasks that you enjoy and the ones that are the most productive uses of time in your business.

Do this exercise first for your business, and then I would suggest that you also do it for your personal life and the tasks or the so-called jobs that you may have at home as part of running your household.

I've already done it for my business. And at the time of this recording, I'm making big changes at home to optimize things there, too. A lot of things have changed since we moved here to Charlottesville.

Now, another related aspect to what I just said, to the MPEA's, is a concept that's called unique ability.

This concept was taught to me by a guy named Dan Sullivan, who's got a company called Strategic Coach; which is a wonderful program, by the way, that's very complementary to the Academy but works with entrepreneurs in a different way.

Dan Sullivan taught me that everyone has something that he calls a unique ability. Unique ability has four parts to it.

Number one: it's something that you have a superior skill in, and it's a skill that you notice and other people notice and value.

Number two: you love doing this thing, and you really would love to do it as much as possible, because you enjoy it so much.

Number three: doing that activity is energizing for you and it's energizing for the other people around you, too.

And number four: you keep getting better at this thing and you never run out of possibilities to further improve your ability or skills.

When you're passionate about living the ultimate lifestyle and about maximizing the results that you produce from your efforts in your business, when you work, you only want to be focusing on unique ability activities.

And, as I mentioned in the MPEA section, you want to have someone else who does everything else that doesn't fit into that for you, that is not your unique ability.

And then, you only want to have other people doing those tasks that you take off your plate, so to speak, when it matches their unique abilities.

So your entire company is built around what Sullivan calls a unique ability team; where everyone's doing what they love, everyone's doing what they're best at, everyone's doing what's most productive and the best use of their time.

Now, the interesting thing is most companies are filled with CEO's and executives and employees who are not primarily focusing on their unique abilities. And tremendous losses are being incurred in a lot of ways, as a result.

Your ultimate lifestyle is in severe jeopardy for as long as that remains true.

When you start this process, you've got to scan everything that crosses your desk or your to-do list on a regular basis, and ask yourself two questions. "Does this match my unique ability and my



MPEA?” And the second question is, “Do I enjoy this?” If you get no’s, then delegate it or find another way of getting it done.

That’s what I do and what has been such a tremendous benefit to improving the quality in my lifestyle.

Now, at the time of this recording, I’m about 95% focused on only unique ability and MPEA activities. And the remaining 5% will be handled in the next few months, as I complete the delegation process and complete the core dump from my head to the heads of some of my team members.

I’ve also created a unique ability team to run my businesses. And the impact on my lifestyle and business from all of this has been huge.

Now, let me tell you a really interesting story to illustrate this, that Dan Sullivan told me about his unique ability concept.

There was a client that he had that took the unique ability concept and ran with it at his company. He held a meeting. He explained about the concept of unique ability. And then he had everybody on his team write down, on yellow sticky notes, what daily activities they did for their jobs. One activity on one sticky note.

Then he had them put all the sticky notes on a wall. Then he asked all of his employees to walk around the room and scan all the sticky notes that were on the wall, and pull off the wall the sticky notes that included activities that matched their unique ability.

Now, two fascinating things happened when he did that.

First, everyone – and I mean everyone’s – job description changed.

Second, a bunch of sticky notes were left on the wall, which meant that nobody wanted to do those things.

So from a real-world business perspective, if nobody wanted to do those things, they either were not getting done or they weren’t getting done well.

And there’s a lot of downside in a business to that being the case.

So in addition to everybody’s job description changing and people focusing more on their unique ability, which would make them more productive, he also hired some new people to handle those things that were not being done.

Now, as a result of this, an enormous increase in morale and sales and profitability.

There's a psychological profiling system that we'll be sharing with you on the private site, that you can use to clarify your own unique abilities, if you don't already know them – and you might – and to find out the unique abilities of your employees, and to prescreen candidates for job openings before you hire them, so you can make sure their unique abilities match the activities for your job openings.

This is very, very, very powerful stuff.

Now clearly, taking full advantage of the MPEA and unique ability concepts involves learning and mastering the fine art of delegation.

The copy of my grandfather's book that was included in your welcome kit has a fantastic chapter on delegating. It will motivate you to delegate and it will give you lots of tips for doing it in a masterful way.

I cannot tell you how many lives have been transformed by just reading that short chapter.

Besides the 11<sup>th</sup> Element, delegation was my grandfather's biggest secret for business success and living his ultimate lifestyle.

The chapter I'm referring to is chapter 13 in the book. And it's called "Who's Tending The Store?"

I strongly urge you to read it soon. It's short. You can read it quickly. It could absolutely change your life, especially when you link it with unique ability and MPEA.

If I disappeared tomorrow for a month or two months or three months or six months, my business would still run very well. And it would continue to grow and be very profitable without me, because I've set it up to run that way.

It took me a while to get clear on my MPEA's and my unique abilities, and to put a team in place – a small team, by the way – with many, many things being outsourced.

But I got there, with a lot of help from the 11<sup>th</sup> Element.

My grandfather got there too, even though he headed up a monster-sized company. And you can get there too, if you make it a priority.

Number eight: Always seek to produce the success and the money you want, but only within the confines of the ultimate lifestyle.

This is the biggie. This is maybe the most important lesson to learn from this entire session. This is what I call the lifestyle imperative.

Results can come wrapped in any lifestyle package.

For example, many people I work with have income goals of earning a quarter of a million dollars a year, half a million dollars a year, a million a year. Or they have the desire to become multi-millionaires or to multiply their millions if they already have them.

The truth is those goals can be achieved by working 20 hours a day or two hours a day.

They can be achieved with hundreds of employees or no employees.

They can be achieved within a fast pace, high-stress environment, or in a relaxed and laid-back one.

They can be achieved while having a lot of time to spend with your loved ones or very little.

They can be achieved with lots of traveling or very little.

You've got to become passionate about producing results within your preferred lifestyle package.

Let me give you a great example of being creative when it comes to this.

My friend, who we'll call Frank, is one of the most skilled and successful surgeons in the country. He used to get high fees for the operations that he performed, because of his superior and unique skill.

As a result, he created a lifestyle where he worked only three days a week. He totally enjoyed doing the surgery, and he easily met his financial goals by just working three days a week.

But then the health insurance policies in the country changed, and suddenly, if someone was using insurance, he could not get his high fees paid by the insurance companies anymore.

Now, he wanted to maintain or even increase his income, but he did not want to have to go back to working five or six or seven days a week, or whatever to do it.

So what did he do? He decided to think outside the box. He realized that after every operation he did and the operations other

surgeons like him did, patients needed a variety of devices, if you will, to help them through their rehabilitation.

So he started buying up rehab device manufacturing companies and sales companies with the goal of consolidating them, building up their value – which we'll be talking about in another session – and selling them for a big payday that could help him to live his ultimate lifestyle.

He's also about to create a series of information products to create additional passive or nearly-passive income streams for himself, by teaching other people how to navigate the crazy medical world right now, both individuals and doctors.

Now, if he wasn't passionate about lifestyle, if he was not committed to living his ultimate lifestyle, he never would have looked in directions like that. He would have just had to deal with a lower income or with having to work a lot harder to maintain the status quo.

So sometimes, living your ultimate lifestyle or maintaining it requires some creativity.

The ninth step: use automation – what I call efficiency enhancement tools – and outsourcing to increase your productivity, your joy and your fulfillment.

So whenever you've got to invest your precious time and energy, you spend the least amount of time possible, even on personal things like bill-paying and such, so that you've got more time to do the things that you love.

This is a fantastic time in history to outsource things and to be able to use automation and efficiency enhancement tools to improve your quality of life and reduce how much time it takes to do things.

There are so many people and software programs, and online services and companies that are available today, that can help you to get things done faster, more efficiently, and more accurately than you could possibly do on your own or with your own employees, in most cases, and without any of the costs or the hassles or the personnel issues, or the overhead or the responsibilities or the big time commitments.

I'll give you a good example of this.

My friend Tony owned a group of companies that were doing \$200-million a year in sales.

After going through a lifestyle mindset shift, he ended up making some big changes. He actually downsized his company to \$100-million in sales, reducing his head count and his overhead. And through the process, he ended up generating more profit at the \$100-million-a-year level than he did at the \$200-million-a-year level, and his quality of life increased by leaps and bounds.

As I said earlier, many people don't think it's possible to really have it all. They don't think it's possible to have a successful business, build it, and still live the ultimate lifestyle.

They think it's either/or, or they think it's a sequential thing. First the success and the money, and then the ultimate lifestyle.

But in many cases, so many cases, beliefs like that are total nonsense. You can do it all and you can do it simultaneously instead of sequentially, or at least take great strides towards that target.

But you've got to first shift your focus and start asking yourself questions like, "How can I produce X results and live my preferred lifestyle," instead of just asking, "How do I produce X results?"

You've got to start asking yourself, "How can I do this without sacrifice," instead of "Alright, I've got to sacrifice my quality of life to get X, and I'm willing to make that sacrifice."

It all starts there, with a new commitment, a new focus, a new passion for finding ways to get the results within your lifestyle package.

And again, as a reminder, you want to be using the 11<sup>th</sup> Element every step of the way to help you with all of this.

Now, I'm going to ask you a series of probing and provocative questions, that I really want you to just start thinking about right now. And I'm going to go through them quickly, but you're going to see them in the transcripts and they'll also be on the key point reminder cards.

So you can ask them and maybe take some notes or spend some more time with this later. But right now, I'm just going to kind of go through the questions.

We'll be working through them in more detail and help you to take action to make changes, based on your answers and through other components of the academy membership.

So here it goes with the questions.

Why did you get into business in the first place?

What did you want, when you got involved with your business?

What did you think it would give you?

What did you think it would help you to do or to be or to have?

Are you getting what you wanted, or are you really just a slave to your business, trapped by it?

Is everything in your business dependent on you?

Does everything have to flow through you for approval, so things back up on your desk?

What would happen if you disappeared for a month or you were hit by a truck? Would everything in your business fall apart?

What brings you the most fulfillment and joy? And how is that related to money?

What is your unique ability? Do you have more than one?

Have you ever asked yourself what your ideal day would be like?

Later in this session, you'll be hearing from Fred Gleeck, about what his ideal day is and about his commitment to have as many of them as possible in his life.

What did you want to be when you grew up?

What have you always wanted to do, that you haven't done yet?

What have you done in your life that you're really proud of?

If you knew you were going to die within a year, how would you spend that final year?

If you didn't have to work for a living, what would you do with your time?

What can you change inside yourself or outside yourself to improve your overall quality of life?

Would you prefer to work from home instead of an office?

Would you love to take more days off to travel, to be with your family, or to just plain relax?

Are there any health issues right now, major or minor, that you've been struggling with, that maybe you weren't really doing anything about, you were just kind of dealing with?

Are there emotional issues that you know you have struggled with, buttons, if you will, that you have within you, that when they get pushed they cause you to feel anger or frustration or sadness or self-doubt or depression?

Do you have fears you'd love to overcome?

What about your relationships, business and personal? Could they use some improvement on one or more levels?

Is anything else dragging down your quality of life?

Could you live a simpler and lower-stress life and would that serve you?

Are you caught up in what I call a more, more, more loop, without actually being consciously aware of it, without knowing the reason why or what's really driving you?

As exciting of all of your affairs and the opportunities that you get are, would it make sense to slow down or downshift?

What's it all for? Why are you working so hard?

Those are the questions. And again, we'll be working with them more in detail together, and you can take the time to go through them again at your leisure.

What I want to do now, to kind of close up this session, is shift gears and let you listen in on a couple of interviews I did with two clients who have made the commitment and the changes necessary to live their ultimate lifestyle.

First, we'll hear from Gay Hendricks, and then Fred Gleeck.

Remember that these are telephone interviews, and the sound quality is quite different than what you've gotten accustomed to with me here.

Now, Gay will be with you in a minute, and then we'll go right into the Fred Gleeck interview. And then I'll come back to close the session.

## CD #2

**Bob:** Alright, I've got a good friend of mine and an associate named Gay Hendricks, who's here with us today to talk about lifestyle.

You may have heard of Gay. He and his wife are two of the leading international authorities on relationships and making

relationships work and bringing more love into your life, and a variety of other things that are related to that.

The reason that I wanted to chat with Gay here for a few minutes and let you get the benefit of it is because Gay is one of many people who have made a decision that, in terms of running their business, they've got to be thinking about lifestyle first and they've got to be making decisions and changes in their life at various points and on an ongoing basis, to make sure that they are taking care of their lifestyle and they're living the way they want to life, versus their business running them.

So Gay, welcome.

**Gay:** Thanks, Bob.

**Bob:** I hope I gave an accurate introduction to your situation there. You've become so skilled in so many things about relationships, that I didn't really quite know how to say it.

But if you could just tell us a little bit now about your story, how you built up your business originally, what happened to cause you to decide you had to make a change, some of the changes that you made originally, and then the ongoing tweaking that you do to make sure that you take care of your lifestyle and not just producing the business and wealth and income results.

**Gay:** That's a great question. It actually is kind of a lifelong process, because I can remember the very first time I locked in on this idea was maybe 30 or so years ago, when I was a PhD student at Stanford in the Counseling Psychology Department.

I met a man, a psychiatrist, who was one of the happiest, most successful people I knew. And one day, I just kind of out of the blue, I was trying to figure out what I wanted to do in my career, I asked him, "Why are you so happy? What accounts for that?"

He laughed and he said, "Well, I've gone to a lot of trouble to integrate my life and my work, so there's no difference between my life and my work in the sense that I love what I do. And also, my partner that I live with, it's what she loves to do. We work together."

And he said that he had kind of been a socialite doctor some years before and had been in a different marriage, where they were trying to have a huge house and the 3.2 cars and everything. And it was just driving him nuts.

So he got his life integrated, and that made a huge impression on me, because seeing so many of my friends come out of the PhD



program and they would immediately get into private practice and they would be seeing 40 or 50 clients a week, and I would see the gray hairs start to appear on their head right away. And I'd hear them come back and talk about how stressful life was.

So it became a big issue for me to try to find that sense of balance and integration from the very beginning.

I think it's what everybody wants, but a lot of people have the equation a little off in their mind. They think if they attain certain things, then they can have the lifestyle that they want.

Whereas how it really worked for me was I had to figure out how I wanted my lifestyle to be and how I wanted my life to be balanced, and then let things grow out of that.

**Bob:** I absolutely agree with that.

**Gay:** That's one thing I really respect and admire about your work, Bob, because you really have tapped into something very powerful there.

As I went along, I found that there's a real sense of needing to keep your eye on it, because there's a tendency to drift.

What I mean by that is a pull, oftentimes, to get bigger or have more employees or kind of that's the way it is kind of in a consumerish society, like we live in. And I think there's a lot of push in that direction.

So I, for example, slipped into doing a bunch of things that really began to stress me about 10 years ago. I had a number of employees at my center. I think I had nine at one time.

And I remember I had a bit of an epiphany one time because I came back from a seminar trip, where I'd been out teaching seminars and giving talks, and I found out – on the same day – that I'd met a goal, which was to make over a million dollars giving talks and seminars in a year.

So I found out that I had met that goal, but my accountant also informed me, that same day, that I was going to have to borrow \$120,000 for myself to pay my taxes because so much of the money had been eaten up with other things.

That was just the money that I'd made from talks and seminars, not to speak of the other things, from book royalties and things.

I remember standing there, in the middle of this big 4,000-square foot center that we had at the time, just standing there by myself, thinking all of this over.

**Bob:** How many employees at the time?

**Gay:** I think we had nine.

**Bob:** Okay.

**Gay:** So I began to realize that I had drifted, big time. And all for very good reasons, too. People would want to take a certain number of seminars, so I had to hire more people to fulfill that, etc., etc.

So I began to look at that very carefully. My wife Katie and I sat down. She also goes by the name Katherine, that's on the books. But around the house, we call her Katie.

We sat down and actually started going through every single activity we did saying, "Does this really support the lifestyle we want to live? Does this really contribute to how we want to feel inside, what we want to have around us, or it doesn't?"

And we began to eliminate one thing after the other, that we were doing just to please other people or doing just for the sake of making money, or whatever.

And here's the amazing thing.

As we began to recalibrate ourselves from this big drift we'd gotten into, our income actually tripled over the next couple of years.

So we were afraid, when we first started doing the kind of leaning down process and honing in on our lifestyle, that it immediately we would make less money and we'd have to compromise a little bit or cut back on certain things we liked to do.

But it actually worked the other way around, so it led to more prosperity, rather than less.

And that was a really good confirmation of how I actually thought the universe worked and could work.

So I was pleased to see that it actually worked.

So over the last few years...

**Bob:** Excuse me for one second. How long did that recalibration process take?

**Gay:** Well, it probably took the better part of two years to actually kind of get it to where we really wanted it. Once you've got things like if you run a ranch and you've got 40,000 cows roaming over 200 square miles, it takes a while to go out and reign them all in.

And it was kind of like that with us, because it required a lot of conversations with a lot of people and that kind of thing.

Yeah, I'd say it was a two-year process.

**Bob:** I'm sure a lot of the people listening, if they make that decision, which I'm certainly going to urge them to do and it's part of the whole purpose of the Academy, that it's going to take a while. It's not something that happens overnight, if you already have an existing structure in place.

**Gay:** That's really true. I also got some counsel from some friends of mine, that really helped me out at that time. I went around and I visited a few people that were successful in the same area that I'm in, and just kind of looked at what they were doing. And that gave me some ideas about how to restructure things, so it was a little more elegantly designed, so I wasn't trying to do all these things I didn't like to do.

Fundamentally, I don't really like to do a lot of administrative kinds of things. Yet, as I became more successful, there was always this pull to kind of be the administrator of things.

So I'm really glad that I got that managed and kind of reigned that back in, because now I've created my life – over the past seven or eight years – so that I really don't have to do anything I don't like to do. And I can spend all of my time working in the areas that I'm really passionate about; things like writing and making tapes and doing interviews and things like that, rather than having to do the administrative kinds of things.

I still have an administrator that works with us, but we really have leaned things down to the point where we have a full-time administrator, but then she oversees a number of contract people and things like that.

My wife is also an incredibly brilliant and well-organized person, whereas I'm not particular well-organized. So Katie is very helpful in this whole process because she can oversee – lightly – the administrator that we have and can relieve me, fortunately, of having to do much of that administrative stuff myself.

**Bob:** You had some fear that your income would go down from the changes, which it actually ended up tripling. Other than that fear, was there any pain, so to speak, associated with making those changes? Or was it really just a question of deciding what to do and doing it?

**Gay:** There was some pain. And I'll tell you where it related to, for me.

I had the pattern of – and Katie had this pattern too – of kind of being big mama or big daddy, kind of getting into dependency relationships where people kind of projected their parents onto us.

The positive side of that is it kind of feels good, from the parent perspective, to help somebody meet their needs and to kind of be there for somebody, and that kind of thing. But it's incredibly draining, and it's also a disservice to the other person, as well as a disservice to me.

And yet, I found that I had kind of an old, unconscious program that pulled me in the direction of kind of being the parent figure to a whole bunch of people.

So there were a number of kind of painful conversations where, once we spotted that, we had to break up that pattern and say to people, "Okay, look. We want you to take full responsibility for your life, rather than looking to us to make your life work."

So that was painful but liberating. I really found, at the end of the day, or the end of the year or two years, that everybody was better off. In other words, I was better off and they were better off. They came back and thanked me later and said, "That was the gift of their lives." And I appreciate that, although the process in getting there was a little bumpy at times.

**Bob:** Any other pain, or was it really a lot easier and the results much more positive than you expected when you made the decision?

**Gay:** Definitely, on the whole, the results were much more positive than I could have ever imagined. I was prepared to take a financial hit or a financial loss in the process of doing that. I thought, "If that's what it takes, I'll do it."

But I was so happy that it turned out the other way around. It just opened up a lot of incredible possibilities in our lives, that I don't think would have been possible if we'd been operating at that level of stress that we'd gotten ourselves into.

**Bob:** Yeah. And from the perspective of the 11<sup>th</sup> Element, it drastically changed the master biography file entries that were in the network and sent a completely different message into the invisible network of how Gay and Katie want to operate and what kind of opportunities they want and what they want to get out of them.

That's the gift I think so many of the people listening have, is that if they decide to make this decision, they can then tap into the 11<sup>th</sup> Element and say, "Look, I've taken a look at this. I want to make

this change, I want to make that change, I want to simplify this, I want to get out of doing that. Please help me to find the best and the least painful way. And, at the same time, I'd like to keep my income where it is or perhaps even increase it."

They can get that kind of help going into the process.

**Gay:** Yeah. We're getting a little wink from the universe as we're having this interview, Bob, because a beautiful eagle just landed on our property here, as I'm looking out the window.

**Bob:** Is there anything else that you'd like to share with the new Academy members who will be listening to this interview, about the process of coming to the decision, getting the courage up – if it took a process to get the courage up – to actually start making the changes, making that list of how you want to do it or dealing with the whole thing? Is there anything else, other than what we've said, that you'd like the listeners to know?

**Gay:** I think the main thing is that it's really worthwhile and it's really done 10 seconds at a time.

I think the thing that's scary about it is that people think it's like diving off a cliff or something.

But it's really done by little moments of tuning in inside, and then doing the work that needs to be done on the outside or having the conversations that need to be had on the outside.

So it really boils down to just a bunch of little moments, rather than something that was cataclysmic.

**Bob:** And was it hard to even get clear on what you liked and didn't like, to even be able to say, "I want to change this, I want to change that," or was it all real clear?

**Gay:** Well, I wouldn't say it was easy. Because, like many of us, I got programmed from a very early age not to listen to what I really wanted and that there was something wrong with that.

So I think I had to go through mental barriers or emotional barriers on a number of occasion, just to find out how I wanted things to be.

I found that very worthwhile, because I'm descended from a long line of martyrs who don't pay attention to what they want inside and then take it out on other people or take it out on themselves in the form of stress illness and things like that.

So I feel very grateful that learned how to do it another way.

**Bob:** And I can just tell everybody listening, too, that Gay and I have been working together on a variety of projects and we've talked a lot on the phone about a lot of different things. And I'm constantly hearing him talk the same way that I do, which is every opportunity that comes along, every bump in the road that comes along in the execution of a project or a plan of how is this going to impact my lifestyle.

And if you find yourself going down a road that isn't serving you immediately making a change, to redirect it to just being what I call ruthless about maintaining the quality of your life.

So I solute you for having made the decision and gone through the effort and the pain, and then continuing to tweak it. Because the other thing, too, and I've said this before on the tape, before the interview with you, but I'll just kind of repeat here and then you might have something to share about it, is that it is that it gets done in little 10-second increments here.

But the other thing, too, is that things change. There were things, five years ago, that I didn't like doing that I still don't like doing. And there were things five years ago that I really liked doing, that I no longer like doing.

So I've had to constantly make changes, as I change and as the environment changes in my businesses, to maintain that lifestyle.

Okay. Is there anything else you'd like to share, Gay, before we sign off?

**Gay:** Well, I think in recent years, what's been more important than anything else in terms of running decisions through, is to really think in terms of relationship.

Like in my relationship with Katie, the flow of love and harmony between us is the sacred element that's the primary factor in my life.

So I make every decision based on is this contemplated activity going to enhance that? Or is there any possibility that it will slow down that flow of love and harmony?

If it's something that's going to take me to New Zealand for three weeks, that's usually a pretty easy decision where I say, "Well, we're going to have to do that separately. I don't think so."

So I really put a big focus on that flow of love and harmony. And that has helped me, more than anything else, to make decisions that honor what's most important about my lifestyle.

**Bob:** Yeah. And that's the thing that's really important about the process, is putting those benchmarks and putting those measurements in place that say, "This is what I'm going to judge quality of life by. This is what I'm going to judge my success by and my ability to act." You combine the money and the growth of the business and everything else with it, but knowing what the things you're going to measure against are, so you can see when you're on-track and off-track.

Well, I really appreciate your time. Those of you listening, you're going to find links to the work of Gay and Katie from the member area. And I believe that you'll be hearing from them in various other ways, as part of the Academy. Gay and I are just talking about that now.

But there will definitely be links in the member area to Gay and Katie in their work related to relationships and other things that they focus on.

Gay, thank you very much for your time. I appreciate it. And I know that the listeners will find this very insightful and enlightening, especially the whole thing about the fear of income going down and the fact that it actually went way up.

Have a great day, and we'll be talking with you again soon.

**Gay:** Okay. Keep up the good work, Bob.

**Bob:** Bye-bye.

Alright. This afternoon, I am here with Fred Gleeck.

Fred is an information marketer and already in this welcome kit, you've heard about information products and how excited I am about them, and that I recommend that you seriously consider adding them into your mix.

Fred goes by the moniker of the product guru. He's a very multi-talented and versatile kind a guy. We've gotten to be very close friends, as well as business associates recently. And I'm very excited to be able to spend a few minutes with him and have him share some of his experiences with you related to lifestyle mastery.

So Fred, welcome to the call.

**Fred:** Thank you for having me, Bob.

**Bob:** The first question I want to ask you, and I've said to everyone who's listening to this tape, that one of the things that you really need to do with ultimate lifestyle is define what it really means to you.

And sometimes, that definition is general and sometimes that definition comes down even so far and specific as to what is an average ideal day for me.

You and I are going to talk about a bunch of different things. But I know that you have, in fact, done that. You've defined for yourself what an ideal day is.

So why don't we start out by you sharing with the listeners what an ideal day is for you and how you came upon that, and then we'll continue?

**Fred:** The way the ideal day came about is I first started out, like you were saying, on a very macro level. I said, "What is it that I really want to do in terms of my business life, my personal life," and divided my life up in various sections.

After I did that with all of the various components of my life, which business is one, personal is another, I then brought it down to a micro level and said, "Okay, in order to live this sort of very ideal life, I have to bring it down to its smallest component parts, at least reasonably speaking, which was the ideal day.

So I set about thinking about how would I like to live every day, if it was going to be sort of the best day; at least as I look at it now?

So I started out with a chart or a piece of paper in front of me that basically listed the general hours that I was up. I usually get to bed a little bit later, so I might get up at 8:00 or 8:30, and I usually go until 12:30, 1:00, whatever.

So what I started to do was say, "Okay. If this were my ideal day, if this were a day I'd want to live the same way every day, at least right now, and really make it work, what would I do?" And I broke it down by the hours.

So I started out in the morning and I said, "What would I really like to do, if this were an ideal day where I first got up in the morning?"

So I started constructing. "Probably, the first thing I'd want to do is I'd probably be a little thirsty. I'd want to drink a nice glass of purified water, with a touch of lemon in it." And I literally broke down from the moment I woke up, all the way through the day, through the time that I went to sleep and through in some things like I have some dogs that I love and love spending time with.

It involved a period of time where I would take them to the park and throw the ball to them, and things like that.



So I broke the day down further, into 15-minute or half-hour chunks, and then just filled that in with those activities, in the order in which I felt made the most sense.

And again, when I did this, I didn't look at it as a document that was set in stone, that couldn't be changed, couldn't be changed tomorrow or couldn't be changed three months from now. But this was my ideal day.

If you can find a way to create that ideal day, enough of them strung together will really create an ideal month. And later on, probably and hopefully, an ideal life.

So that's how I did it.

**Bob:** Very cool. Now, you split your time between living in Las Vegas and living in New York City. And then you travel at other times, like during the winter you go to the sun, whether it's a Caribbean island or whatever.

Talk to me a little bit about how and why you picked those towns, how that kind of integrates into the ideal day, and then we'll go from there.

**Fred:** Absolutely.

Well, one of the things is that I grew up in the Philippine islands, so I really got used to not having to be around really cold weather.

And frankly, we're now talking in sort of the middle part of January and we just went through the Christmas season here.

Christmas, to me, used to be associated with going to the beach. Because, to me, I like to stay relatively warm all year round.

So one of the things that I did, living in New York, when I started sort of embarking on this path of trying to live my ideal life which, again, broken down into the ideal day, I said, "Where would I like to live?"

And although I loved living in New York City, I didn't like living in New York City full-time. I didn't like living there when it was really, really freezing cold. And I didn't like living there when it was really, really hot and humid.

So I tried to then think about, and also I was thinking about the fact that I'm a registered libertarian, which only means that I'm trying to find the best way to have the least government intrusion in my life, which means that I'm looking for a no-tax state.

Unfortunately, New York State and New York City, taxes, income taxes were coming out to 11½%.

So I embarked on finding a city in which I could spend sort of the cold months, if I was still in the United States. And I narrowed it down to Tampa and Las Vegas area.

I did that based on four criteria.

First was I wanted to live in a city that was in a no-tax state. So both Tampa and Florida and Las Vegas and Nevada qualified.

Further, I wanted to live in a city that had relatively good weather during the winter. And both Las Vegas and Tampa do. Tampa, I've found out since I live here, 10, maybe even 15 degrees warmer, which a bit bums me out, as a matter of fact.

But both cities were relatively warm in the winter. So that was the second criteria.

The third criteria was good value for the dollar in terms of real estate.

I had always lived in a small apartment in New York City, was going to be buying a house, and thought, "Where is sort of the best buy for the dollar?" And again, both Tampa and the Las Vegas area seem to fit that bill.

And the last criteria, the fourth one, since I have to travel a fair amount, was I had to be near a world-class airport that had non-stop flights to some of the major cities.

Again, both Tampa and Las Vegas had it.

So when I narrowed it down, those were fairly even. But having gone to school in Florida, in Gainesville, Florida, and Tampa being not that far away, I didn't really enjoy the humidity and I didn't enjoy the topography of Florida. It was relatively flat and it's relatively humid.

Whereas here in the Vegas area, it's relatively dry and it's relatively mountainous.

So that's why, when push came to shove, I chose this particular place to live.

Now, I go back and forth. So if it's January here, I'll stay here through probably about mid-May. Then I'll head back to the New York City area.

And starting this year, I'm even thinking of spending – if I can figure out exactly how to do this with the dogs and the logistics...

**Bob:** Because you take your dogs with you, right?

**Fred:** July and August, which are two really hot and humid months, in Europe.

**Bob:** You take your dogs with you, obviously, when you rotate. So they're part of your ultimate lifestyle, too.

**Fred:** Absolutely. The dogs are part of my ultimate lifestyle.

So now, the real question is do I a) find a way to park them on the east coast while I take off and go to Europe? I was thinking about that, where do I want to go.

Well, for the first trip that I'm going to be doing this summer, I'm going to probably take a month or so and get on a train with my wife and run around, and see which cities we really like.

And then for the following year, then we can be a little bit more permanently based there.

Now, I may or may not buy a place over there. But, at one point, I was looking at a little flat in Brussels, which is fairly centrally located in Northern Europe.

Now, by the way, you don't have to be rich to do this. You just have to structure.

Now, if you work for the company that requires you to be in an office, it's going to be a little bit tough to do. But if you're self-employed, you can construct this kind of a lifestyle relatively inexpensively.

I don't have to live in fancy, nor do I live in big, fancy places in either the Las Vegas area or New York City. And you don't have to buy, you can rent.

There are lots of ways you can live this kind of a lifestyle, without having to spend a lot of money.

In addition to that, when you're gone you can rent your place out, if you're so inclined, or find a roommate and do things that can create this ultimate lifestyle for yourself without a whole lot of cash being spend.

**Bob:** Now, you built up a business that you're currently running with these kinds of ideas in mind. Is that correct?

**Fred:** That is correct. I thought to myself, “This is the life that I want to live. What am I already doing, that I enjoy doing, that could support this kind of a lifestyle?”

Yeah, that was part of the plan.

**Bob:** And at the time, were you working with someone else or did you have some other kind of commitments or ties and you had to dissolve and extricate yourself from them so that you could end up doing this?

**Fred:** Well, fortunate for me, in a way, is that corporate life had decided, as well, that I should be self-employed after I was fired for like the fifth time back in 1983.

So for the last 20 years, I’ve been self-employed at various stages of success, and have been able to not really look at that as an obstacle, whereas a lot of people might still have that as an issue, that they don’t like or want to change.

**Bob:** Okay. Now, you said that you don’t need to spend a lot of money to live the lifestyle, and I talk about that through the Academy and my other work as well. And despite this, through the business that you do run – and we’ll get into that in a minute – you make quite a bit of money and you have a target. I’m not sure how close you are. I’ve heard you mention this target. You can mention it, if you want to, or don’t have to.

But you’re doing extremely well. It’s just that you don’t have to spend a ton of money to live the lifestyle.

**Fred:** That’s correct. I’ve got sort of a stated target to net a million dollars a year, with no employees. I’m not there yet; moving in that direction, I would imagine, depending on how things go in the next two or three years, I would hope.

The nice thing about it is that, for me, I don’t really need a million dollars a year to live this kind of lifestyle. But that’s sort of just a target in terms of financial goal that will allow me to not only live the lifestyle; but then, if I want to support people and causes that I believe in.

So that’s sort of why I have that as my current stated goal. It can always change.

But realistically, I think that people could live...

You take a great basic example. Depending on whether you’re married or single or with another person or have kids or whatever, if you’re a single person you could rent a small condo or apartment

in the Las Vegas area. You could rent a small apartment in New York City or just outside New York City, and then sublet it when you're not there. And do this really, really inexpensively.

So whether you're making literally \$50,000 a year or you're making a million a year, you can still live this lifestyle, if you have work and you have a system set up that will allow you to generate income, given that movement from place to place.

You don't have to be rich to do it, financially.

**Bob:** I understand. I agree with you. And even if you are, you don't have to choose to spend it. That's one of the other things that I talk about through my work. Even if you're a multi-millionaire and you have a multi-million-dollar income, it doesn't mean that you have to spend it on all kinds of expensive, fancy stuff or living situations that are expensive or high overhead if it doesn't serve you.

So let's talk a little bit about the way that you've structured your business in order to support this.

Maybe share with the listeners what products or services you sell, some of the ways you've chosen to offer those, and some of the decisions that you've made to accept certain kinds of business, to walk away from certain other kinds of business, and your commitment to live this ideal ultimate lifestyle for yourself.

**Fred:** Sure. Let me sort of give you the quick-and-dirty description here.

First off, I sell information. I sell it in various forms. Books, e-books, audios, videos, what I call experiential events, whether it be seminars or teleseminars, or what have you.

And I do that within very specific market niches. And even within those niches, I then concentrate on the topic of marketing.

So, for example, I just got an order this morning, and this is a perfect example. I've got about 155 domain names that I own. I have nine primary market niches that I go after with these information products.

Now, this is not something that's happened overnight. I've developed this over the last 20 years.

And I have started, over the last five, six years, to put everything online.

So what I have done is created a large number of niches, in which I've developed these products. And now, I'll give you the perfect example.

I will find someone who's an expert in a topic area where I need a product developed. I'll interview that person, say, either on the phone or in person. I'll take that audio material, I will have it transcribed by my transcriber that I use all the time, and take the transcription and send it to the copywriter that I use all the time.

I then take the copy that's written and send it to my webmaster that I use all the time. They will put up a website. I will then send the completed audio to my fulfillment and duplication house that I use all the time, that will then duplicate and fulfill whenever any orders come in.

So my whole goal, once I've done all those things, is to then send traffic to the site or do everything I can to get traffic generated to that site, which sells products, and then automatically sells people other products and services.

So I've got a system down that once I create the product, which happens to be part of my ultimate lifestyle and that I love doing, that's something I enjoy doing, once I've done something like that, I can then find a way for it to create an ongoing stream of revenue.

Just this morning, I got an order for a product I don't concentrate on much at all. It happens to be for caterers. It's called The Autopilot Catering Success Program.

Basically, it shows caterers how to make more money as a caterer.

Well, I got an order this morning and realized that was one of the products that we sold very infrequently, so my duplicating house and fulfillment house didn't even have copies of it. So I'm having to do it myself; which, by the way, I don't mind. It's sort of fun. I have all the masters sitting around here. Every once in a while, it's fun to take a trip to the post office myself.

But I had to do that a lot before, which I didn't like. So now I'm able to job that off to my fulfillment guy, who does a great job of both duplicating and fulfilling.

Going back to your issue and the question you raised of accepting and not accepting certain clients...

**Bob:** Can I interrupt you for one second?

**Fred:** Sure.

**Bob:** Before you go off into that, can you share what some of the other niches are that you sell products and services to, other than caterers?

**Fred:** Absolutely. Caterers is one of the lesser niches. Some of my bigger niches, I help a lot of authors, people who do speaking for a living, consultants. I work with a lot of self-storage operators.

And obviously, these niches are very far a field from one another. Some of them just happened by chance.

I've always been an author, a speaker and a consultant, so those are three logical niches.

Let's take sort of the less logical niche.

The catering example came as a result of a buddy of mine who had a catering business and I was helping him.

But the one that happened totally serendipitously was the self-storage industry, where I was hired about 10 years ago to give a speech to the Self-Storage Association in Washington, DC.

I walked around their tradeshow floor and found that there were no good, professionally-developed training materials for that industry.

I asked to find out how many people there were in that niche. And although there were only about 20,000, 22,000 buying units – if you owned more than one, that still counted as one buying unit – even though there was sort of a fairly small number of buying units, I was able to discern that this group loved buying and paying for products of this nature.

So I produced a whole line of products for the self-storage industry. And I am the guy in that industry that produces training material.

And that niche, that happened just by chance, really, is now probably one of my top three most lucrative markets.

**Bob:** And you help the people in all of these markets to do better and increase their sales and profits and such?

**Fred:** My entire goal in each of the niches can be summed up by this.

How do you get more customers as a blank? Fill in the blank with a niche.

How do you get more customers as a caterer, as an author, as a self-storage operator?

So everything that I produce for them revolves around what I consider to be the one most pressing issue for each and every niche, which is how do I get more customers? Or, at least the perceived biggest need of that niche.

**Bob:** I interrupted you, so let's go back now to decisions that you make day-to-day about what kinds of business to take, what kinds of business to turn away, what kinds of customers to take and customers to turn away, all in search of living this ultimate lifestyle.

**Fred:** Again, this is for me. As we know, everyone will vary on what they consider to be the ideal lifestyle. But for me, I don't really want to work with any customers or clients that I don't personally like.

I would rather make less money, get to my goal of a million dollars net a year more slowly, than have to work with people that I find abrasive or whose personalities – I don't even want to say abrasive – just don't fit with me well.

I don't want work with clients to actually feel like work.

So in that same vein, and it really dovetails Terry Walabus, I just started this thing called [VacationsWithFred.com](http://VacationsWithFred.com), where all of my coaching clients and my clients, I set up vacations now throughout the year and people can come with me on these vacations that I take to nice locations, to relax.

So I actually invite my clients. People who are existing clients come for free. Those who aren't, can pay to come.

But the whole idea was I feel comfortable enough with the choices that I'm making for people that I want to do business with, that I also want them to be my friend, and even far enough that I want to have them go on vacation with me.

So not only do I make a selection of whether or not to take on a client, based on whether or not it's going to be a good business situation that's going to make some money, but also are these the kind of people I'd want to go on vacation with, literally.

And that's the kind of person that I want to have as a client.

Now, I find that because I'm being so specific in the kinds of choices that I'm making, number one, I'm attracting those kinds of



people because I've decided that's what's going to happen; which always seems to be the case. Doesn't it?

And also, having made that decision, I'm really only spending time with people who make my day and my life more pleasurable and more fun to be with.

I don't mind if we're talking business, but I want to be talking business with somebody who's a reasonable person, who's fun to be around and I enjoy hanging out with.

**Bob:** Alright. So suppose that you choose a client like that, using that kind of a criteria, and then you find yourself in the middle of the business relationship and it starts turning out differently than you had intended and differently than you would like it to be.

What do you do?

**Fred:** Well, number one, I sort of then ask myself whether or not I need to readjust my criteria for selection. Because I think although I'm not going to be perfect with my selecting the right kinds of people to support this lifestyle, I think that I've got to improve every time I make a mistake.

So I initially say to myself, "What did I do here that I probably put myself into this position?" Obviously, I did it myself, either knowingly or unknowingly.

So what I do at that point, once I'm already in that situation, is I try and find a way to look at what the arrangements were financially with that person and just sort of say to them, "You know, this doesn't seem to be working quite as well as I think either of us would like it to. It seems to be filled with more tension than we really should have. What do you think would be a fair solution if we were going to sort of terminate this?"

I've actually had some really good success with that, because people who have then decided that we should sever our relationship – I just had one 10 days ago – come back to me and say, "You know what, Fred? I want to start this up again and here's my situation."

Actually, that was not based on my not sort of feeling simpatico with that individual, it was more based on their particular situation financially at the time. They stopped and I said, "Hey, no problem. You don't want to do this, you can't or whatever, that's fine."

So I think that putting it into the other person's court and saying, "Hey, what do you think is a good way to do this?"

Because if I'm feeling the tension, they must be as well. And that's one of the components of my ideal lifestyle, which I live as stress-free a life as possible.

**Bob:** You'll walk away from business, not particularly worrying about, "If I cancel this contract, I'm going to lose so many thousand dollars," because you just have a very strong belief that there's lots more clients and there's lots more opportunities. And you're committed to your lifestyle."

**Fred:** Absolutely. And I think that my ability to commit to my lifestyle also has a lot to do with the fact that one of my philosophies is to keep my overhead fairly low.

So even though I'm committed to netting a million dollars a year, currently, as I've discussed with you offline, I've got a personal overhead hovering around \$2,000 a month.

So I don't really need to make a whole lot of money to be able to turn business away, because it puts me in a position to be able to say no very easily, because it doesn't affect my lifestyle to do so.

And that, I think, is key, at least for me, in this process.

**Bob:** Absolutely. Now, when someone's an entrepreneur, particularly if they have a thriving career where they get lots of opportunities that cross their desk and lots of people calling them up and asking them to do things, it can get really tempting because you just have so many opportunities in front of you to overwork, to not take as much time off and to start sacrificing this ideal lifestyle because whatever.

You run a number in your head that says, "I'm just going to do these three projects and then I'll relax," and then you don't. Or you just keep getting opportunities and you think, "I don't know if I'm going to get opportunities like this again." So you drop into an overworked mode loop.

So has that happened to you? How do you deal with the temptation, because so many opportunities cross your desk?

**Fred:** Well, it's a really good question. The answer is yes, it has happened.

I make sure and avoid that by really asking myself, when new potential business walks in the door or knocks on the door, is this something, number one, that I'd really like to do?

So let's assume it is. Then the question becomes is there time to do this now?

I think it really all comes back to the whole idea, which certainly wasn't mine, of prioritizing all of your tasks. And instead of using the typical priority of what's going to make you the most money, it's what's going to advance your ultimate lifestyle the most?

Obviously, money is one component of the advancement of that ultimate lifestyle.

So when I'm considering lots and lots of different projects, I want to keep a balance. I still want to be able to live my ideal day. And if I now take on three additional projects, so that I won't be able to take the dogs out to the park everyday, that can't work. That isn't a workable project.

Now, for me, what this has meant is I've been doing quite a few joint ventures with people. People will come to me and say, "I've come up with a great idea," and they do it all the time. And I welcome those people calling or contacting me.

But what happens is somebody will come up with a great idea and I will find a way to work with them on that great idea, in which I might get a smaller percentage of the business that we create together but they end up doing the bulk of the work. And I want to make sure that they consider that fair.

I just had another thing cross my desk for somebody who's really interested in helping me create some memberships sites for some of my market. And I said, "Fine. Why don't you tell me what you would consider a fair offer of how we can split this, if all I do is contribute the content and you do everything else?"

And they came back to me and gave me a number, a percentage number on the amount, and I actually upped their percentage by 5% and said, "Fine, we'll do it if I give you more than what you want."

And that's how I do it.

**Bob:** Super. So the focus is always everything goes through the filter of lifestyle. That's the same way it is with me right now.

Alright. If you imagine, for a moment, that the majority of the people who are listening to us right now are entrepreneurs who are not yet living their ultimate lifestyle, part of why they joined the Academy is because they want to start moving in that direction or accelerate their speed towards it, or whatever, but they're not doing it right now.

And maybe they've got some beliefs swirling around in their head saying, "I'm not sure I can do that in my business. I'm not sure

it's really possible in today's world." And they've got some yeah-but's in their head.

Is there anything, before we close, that you'd like to share with someone that's kind of on that road, either from your experience or from clients you've worked for or whatever? Just on the concept of making the changes that are necessary to really do this and how easy it is to really do it if you get committed and start down the road.

**Fred:** Well, I think I have a good answer for that. At least it's an answer for me. I think other people may find it valuable, as well.

The first thing is that entrepreneurs generally, by nature, are fairly competitive animals. And what happens is if you take a look at whatever field you're in, there are people who are sort of "ahead" of you, or you perceive them to be ahead of you, at least financially.

If we were talking about direct marketing or the internet marketing space, or any of the spaces that you and I have had some involvement with, Bob, we know that there's some people that are really cranking some big dollars.

And oftentimes, our tendency is to look at that individual and say, "I'm as good as they are. I can be as big."

But the problem is that that person, when you perceive it from the outside, only in terms of a dollar or notoriety, kind of on that level, you may be pursuing or putting someone up on a pedestal as what you'd want to achieve that isn't near achieving their ultimate lifestyle.

They may be – and again, I'm saying maybe – they may not be as happy.

But I think that this competitive nature on the part of the entrepreneur has got to be set aside. Because if you're competing strictly on a dollar basis, my dad always used to say to me, "There will always be someone, no matter how good you are at anything, who will be better than you – at least over time."

So even though Keith Sambas was the top tennis player or Tiger Woods is the top golfer, over time someone will be better than you. And if you make your whole life about being the absolute best in comparison to others, you're going to be in trouble.

If you make yourself the absolute best in terms of a comparison to yourself, you can always win that game.

The other is a very illusive goal, whereas self-comparison is what really needs to take place. So when I catch myself – and I still do this myself – I catch myself very frequently saying, “I’m better than they are, I can do better than they do,” the answer is, “Yeah, but so what?”

If the goal is to live the way you want to live in that ultimate lifestyle type of category, notoriety and dollars are just one of the many items that contribute.

Now, as a quick follow-up, I would also say that I think a lot of entrepreneurs can’t live their ultimate lifestyle because they have high fixed overhead.

People have taken on a lot of obligations – cars, boats, houses, and lots of other fixed expenses – that make it so that it’s very difficult for them to live the ideal lifestyle because they’ve got such a big nut to hit every month.

That’s my opinion.

**Bob:** I agree. A lot of people set them up in that situation, and it causes pressure and it makes it more difficult to do things, unless you also make certain choices that allow you to way exceed that kind of income that it needs to hit that nut.

But I’m a big believer in simplicity, living well but also simplicity and as minimal fixed overhead as possible. I’m very much into that, too. Although I live very well and I have some overhead, but not the kind of way overload that we’re talking about that causes so many people stress.

**Fred:** But you’ve also made the choice to take on that overhead, because it’s something that’s important to you.

**Bob:** Yeah. And I have things in place right now where the income streams are flowing. A lot of them passive, some of them where I do show up to generate the income. I have such a surplus over what that overhead is, that it is not a problem.

**Fred:** And that’s what it’s all about, exactly. So your passive income and your passive, combined with the income that you enjoy creating through whatever work is involved, is greater than your fixed overhead.

**Bob:** Right. So that it’s not stress.

**Fred:** Yep.

**Bob:** That’s great. Fred, I appreciate the time that you’ve spent with us. And for those of you who are listening, you will be

hearing from Fred again through other ways, through the Academy.

Fred, thank you again. I hope you have a good day. And everyone who's listening, I wish you a good day as well.

**Fred:** My pleasure. Thank you.

**Bob:** Well, that completes the lifestyle mastery session.

Is your head spinning with the possibilities that I've suggested here? I hope so.

If it is, don't worry. We'll work together. We'll take everything one step at a time, and we'll get it all handled together.

I'll be chatting with you again soon, through another session or another component of your Ultimate Lifestyle Academy membership.

**For more information on Ultimate Lifestyle Academy, visit here:**

**<http://www.ultimatelifestyleacademy.com>**