

A hand is pointing at a glowing bar chart with an upward-trending arrow. The background is a blurred image of a person in a suit. A large dark blue circle is on the left side of the image.

9

HABITS
REQUIRED TO NET
OVER
\$1 MILLION
A YEAR

**and live
The Exceptional Life
in the process**

Think itBe it.®

OVERVIEW

Do you wonder what it takes to consistently earn over \$1 million a year?

As an entrepreneur in my 30s and 40s, I did too. And I also questioned whether I had it in me to achieve that level of success.

But in my 50s, I discovered the answer to both questions. First, I did have it in me... to achieve that level of success. Just like you do.

As to what it takes to consistently NET over \$1 million a year? I discovered it comes down to consistently doing 9 key habits.

By applying them, I was blessed to see my annual net income go to **\$5 million a year**. 25 times more than the \$200,000 – \$300,000 I had earned in my 30's & 40's.

And here's something you'll find interesting...

Only one third of 1% of people are able to net over \$1 million a year.

So what does that tell you? It tells me that you can't do life like everyone else. Because all that produces is the AVERAGE LIFE. But if you do the nine habits I'm going to lay out in this presentation, you can be in that one third of 1%. And net over \$1 million a year.

When I took my income to that level, the impact it had on my life was profound. And surprisingly, the material things weren't even the best things.

The best thing was the "sense of accomplishment" constantly flowing through my veins every day, 24/7. A new level of CONFIDENCE beyond what I'd ever experienced before. That caused my vision for my life to expand. I started living life larger. For the first time ever I saw that I could create a "dent in the universe" with my life I never thought possible before. That's why I created a foundation to help single moms.

Netting seven figures a year also gave me FREEDOM. Freedom to not “have to” work. What a breath of fresh air that was, after 30 years of “nose to the grindstone”. Also a sense of security, peace and calmness every night when I put my head on the pillow. That was, and is, priceless.

But most importantly, I had CONTROL over my life. Control beyond what I’d ever experienced before. But that control was NOT coming from the money...

Rather it was coming from one of the 9 habits that made the money possible. *In fact, the first habit I’m going to share with you made the other 8 habits happen automatically, without thinking.*

And that, in a nutshell, is the reason my income increased by 25 times to mid seven figures a year. I began playing the “game of life” at a much higher level. At 100% of my potential rather than 20%, as I had the prior 20 years. And as most people do today.

I finally found a “SUCCESS FORMULA”. Something I’d been looking for all my life. And it gave me an EDGE in life. An advantage over everyone else.

Simply put, my life experience has taught me you absolutely, positively need something that gives you an “advantage” in life. Otherwise you’re likely to end up having the average life. **And I hated the AVERAGE LIFE!**

The advantage I discovered only takes 12 minutes a day.



I feel soooo BLESSED

That's why I want to share this "EDGE", this advantage with you. So you can have it as well.
I'll also share all the nine habits with you.

But before I share all that, let me first give you...

THE BACK STORY...

I started my career as a CPA. At 30, I became an entrepreneur. And over the next 20 years, I was in 7 different businesses. Real estate development, restaurants, and publishing children books to name just a few.

But despite working harder than all my friends, I was NOT crushing it.

I innately I felt like I was playing the game of life at maybe 10% – 20% my potential.

But I didn't know why. So frustrating. Feeling the disconnect between my efforts & my results.

But at 50, I was about to learn why I'd been playing the game of life at a fraction of my potential.

When I turned 50, I felt the scarcity of time

I had two goals in my life. To make enough money so I didn't have to work and to find the woman of my dreams . At 50, I was falling short on both.

On the money, I always did okay. By sheer hard work I consistently netted \$200,000 – \$300,000 a year. And on the girl, at 50 I'd never been married. But I did a lot of interviewing. Well I called it "interviewing". My friends call it begging!

And one other thing...

At 50, I also did the math. I saw that to have the "Exceptional Life" I always dreamed of, I had to start NETTING over \$1 million a year. Low six figures a year wasn't going to cut it.

But how to change my 20 year history. Then it came to me. Find the top book in the world on SUCCESS, and apply that book literally "Word for Word" to my life.



To my surprise, there was one book on success that had been read by over 100 million people.

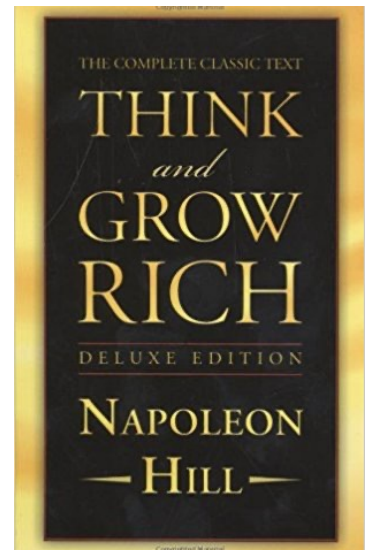
Did you know that?

That book is *Think and Grow Rich*. The next best selling book on success has been read by less than 10 million people. So Think and Grow Rich is the top book in the world on SUCCESS by a factor of 10! Exactly what I was looking for.

Then I discovered the PROBLEM ...

The book says there's a "secret" to success, but the author only gives you half the secret. It's on the reader to figure out the other half.

I am bummed. I mope around for probably three weeks. Then one day, I just get up and go "John – just man up, and figure out the full secret".



So over the next 60 days, I immersed myself in the book. Read it probably 20 times. And ultimately, I figure out the FULL SECRET. And a 12 minute a day technique to apply it.

I then applied the "full secret" to a new business I was starting in the reverse mortgage industry. Quickly my income started doubling, to the point where four years later I was blessed to be netting \$5 million a year, 25 times what I'd ever earned the prior 20 years.

Hey, I was just playing the game of life at a higher level. And I could feel it. I was applying science to my life to "UP" my success. Applying science to LEVERAGE MYSELF.

Finally I'd found that "success formula" I'd always been looking for. And it gave me an "advantage" over everyone else.

HERE'S WHY IT WORKED...

My income was dramatically affected because of three things. First, I was FOCUSED only on what moves the needle. All distractions fell by the wayside. Second, I had tripled my DISCIPLINE. And third, I had CONTROL over my life to a level beyond what I'd ever experienced before.

I felt like I had acquired a superpower. Because I had!

Now I could do things I could never do before. And they happened automatically without thinking. Because I had rewired my AUTOPILOT.

CREDIBILITY

So once I had enough money not to have to work, I shared my story with the former Chancellor and president at the University of Texas. He said “hey, you have to teach this at the University of Texas. And why don’t we teach it together”. So that’s what I do. I teach methodology to high achiever students and driven entrepreneurs.

I’m on the faculty at the University of Texas TOP 5 business school – the McCombs school of business. Where I feel blessed to say they consider my 12 minute a day technique to be the “Top Application In The World” of the top book in the world on SUCCESS.

The difference between \$5 million a year net versus \$200,000 a year...

As I was taking my income to mid seven figures a year, I was very observant about the process. Now keep in mind, I’m a CPA by training. So I’m very analytical by my nature. And I wanted understand what was different when I was making \$5 million a year versus when I was making \$200,000 a year?

I saw it came down to 9 distinct habits. Nine habits that I really had no clue about when I was earning low six figures a year. And that made me think about something.

My “COMPETENCE” competence as an entrepreneur...

When I started netting \$5 million a year, here’s a stark realization that came to me. When I was earning \$200,000 – \$300,000 a year for 20 years, that reflected my level of “competence” as an entrepreneur. Like Bill Parcells says, you are what your record says you are. Ouch! I was getting what I deserved.

But when my income went to \$5 million a year, I had simply raised my level of entrepreneurial “competence”. And like before, I was again getting what I deserved. But this time, I liked what I was getting!



As I was watching the transformation of myself, I became fascinated by the fact that you could take two key scientific principles and apply them to a person’s life and so materially impact their outcomes.

You’re about to learn those two key scientific principles.

Along with the nine habits to net over \$1 million a year... and live the exceptional life in the process.

And one last thing – you'll find this surprising...

I alluded to it earlier. The first habit I'll share with you made the other eight habits happen automatically without thinking. What a game changer that was.

So let's begin in teaching you the nine habits and the two scientific principles.

NOTE:

Watch our three minute video – the science of leveraging yourself by rewiring your autopilot.

[CLICK HERE](#)

THE "9 HABITS"

1. REWIRE YOUR AUTOPILOT – IT TAKES 12 MINUTES DAY...

And gain a level of control over yourself beyond what you've ever experienced before. *(Get ready for a little science)*

As I mentioned, at 50 I wasn't as successful as I thought I should be. But there was a little more going on in my life than just feeling the scarcity of time.

My MOM was dying of PANCREATIC CANCER...

And she was probably in the hospital in Dallas for like eight weeks. Every day after work, I would go see her. I'd hold her hand, talk to her, and just love on her. It was everything I could do to keep from breaking down in front of her. I'd spend two hours with her and then I'd leave.

I'd walk out into the cold, dark hospital parking lot. Get in my car and then cry my eyes out. This goes on for like eight weeks. Just crying my eyes out for about 30 minutes every night, before I'd drive home.

Obviously I was feeling the impending loss of my mom. But I knew there was something deeper going on. I'd never experienced this level of emotion night after night. It was excruciating.

What was really going on was I felt like I was LETTING MY MOM DOWN with my life. My parents gave me everything they possibly could. They sent me to Jesuit High School in Dallas. When they really didn't have the money.

They sent me to the University of Texas, and paid for everything. And night after night, I'm sobbing in my car, with this horrible feeling of letting my mom down.

After all the ADVANTAGES I was given, I wasn't making a dent in the world!

All I had was an AVERAGE LIFE.

And I HATED the average life!!!!!!!!!!!!!!

Because I knew I was capable of so much more. The pain I felt every night was gut wrenching.



As this was going on night after night, I'm reading the book *Think and Grow Rich*. And I didn't realize it at the time, but the pain I was feeling was like **ROCKET FUEL**. In causing me to go deeper and deeper into ***Think and Grow Rich***.

Deeper than any person on the planet ever had. To figure out the book's "FULL SECRET".

And during this time, there was one night where

MY LIFE WAS CHANGED FOREVER...

Like every other night for the prior few weeks, I'd spent 30 minutes crying my eyes out in my car after seeing my mom. But somehow, this night felt different. It was snowing. Now keep in mind, I'm in Dallas, and it doesn't snow very often. So as I'm driving home, I see the big snowflakes hitting my windshield. Things just feel different.

So when I get home from the hospital, I plop down in my comfy chair. I read a few pages of ***Think and Grow Rich***.

Now this is probably the 20th time I've read the book over the prior 2 months. As I'm digging deep to figure out the full SECRET.

Anyway, I read that night that "my **SUCCESS** in life comes down to my daily **ACTIONS**". The cumulative effect of my daily actions determines my success in each area of my life.

I'd never thought of it that way. I just thought you created success from having ambition and taking the "head down, work hard" approach.

But this idea of your daily actions determine your success was so profoundly simple. And it made soooo much sense.

Then I read something else...

"95% OF ONE'S DAILY ACTIONS ARE UNCONSCIOUS".

Hmm. That's interesting.

Well by now, I'm tired and ready to go to bed. So I put the book down and I go wash my face and brush my teeth. And I get in bed.

But I can't stop thinking about what I'd read. That 95% of my daily actions are unconscious. Then it hit me. I DON'T CONTROL MY DAILY ACTIONS.

Yet those unconscious daily actions are the very thing that determines my SUCCESS in each area of my life!!!

This feels like a powerful EPIPHANY. Life changing. So I sit up in bed and just think about that. As I watch the glistening snowflakes fall in my backyard.

Then I realized something profound. I only control my INTENTIONS.

But what "controls" my daily actions?

If 95% of them are unconscious, it's my SUBCONSCIOUS mind, my AUTOPILOT.

Now the dots are starting to connect. That's why Think and Grow Rich spends so much time talking about AUTOSUGGESTION and the SUBCONSCIOUS mind. It all starts to come together at that moment.

What's been holding me back for decades is my FALSE BELIEFS about success. Here's what I determined is true...

*My SUCCESS is DETERMINED by my daily ACTIONS.
95% of my daily actions are UNCONSCIOUS.
Therefore my success comes down to controlling my AUTOPILOT.*

Learning the truth about how success works changed my life.

THE “SECRET” to “Think and Grow Rich” REVEALED...

Then about a week later, another epiphany comes to me. I go to the hospital, see my mom, love on my mom. I get home from the hospital and I start thinking about my life as I lay in bed.

I think about the FRUSTRATION of working so hard for 20 years, but not having anything to show for it. The DISCONNECT between my efforts and my results. Never getting traction. So frustrating. It was particularly frustrating because as I mentioned, I WORKED HARDER than all my friends.

I thought back about when I TURNED 40. I decided to take a “NEW APPROACH”...

In my 40s I decided I was just going to “do my BEST”. That’s all I could control. So I was just going to “do my best”. And let the results be whatever they were. Put my head down and work hard.

But as I’m thinking about that, now an “INCONVENIENT TRUTH” begins to bubble up. And this one really hurt emotionally. I saw that for over 10 years I wasn’t doing anything close to my best. I wasn’t playing full out. I thought I was, but I wasn’t even close.

Because if my daily actions are what determines my success, and I’m not controlling my AUTOPILOT, I’ve been deceiving myself for years. This false belief I had of just “head down work hard” was all WRONG FOR DECADES .

The EPIPHANY that came to me that night was that I was playing the “GAME of LIFE” at only 10-20% of my POTENTIAL.

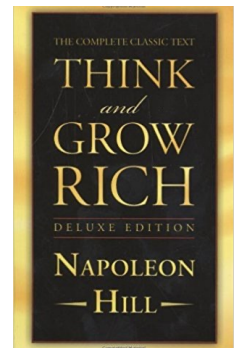
And that really hurt emotionally. Because “doing my BEST” was my IDENTITY. It was who I was. Like it is for a lot of people. And it hurt to see for decades I had a misguided understanding of what it meant to “do my best”.

I was working hard, but I sure wasn’t “WORKING SMART”.

I remember wallowing in that pain for like 30 minutes.
But then, that pain morphed into something LIFE CHANGING.

The FULL SECRET of *Think and Grow Rich* came to me. I saw that the “full secret” was this.

*“What you envision in detail, with emotion, on a daily basis
is what shows up in your life”.*



Let me say that again. “What you envision in detail, with emotion, on a daily basis is what shows up in your life”.

I realized I had to DEFINE EXACTLY the person I wanted to be, exactly what I wanted to accomplish, & precisely how I was going to achieve my clearly defined goals. The next day, boy I’m on fire.

Over the next two weeks I define all those things. Then I develop the key component of the “SYSTEM” I was creating. The template. I called it the “LIFE GPS” TEMPLATE. It made all the clarity I created succinct. So that it wouldn’t take very long each morning to read it. The template also allowed me to apply all the SCIENCE of the human mind I had learned from Think & Grow Rich. Reading it each morning was the REPETITION *Think & Grow Rich* said was required to influence the subconscious mind and rewire my autopilot. That’s the first scientific principle I mentioned.

The second scientific principle is your reticular activating system. It’s the filter for the brain. And it brings into your consciousness that which you tell it is important to you. And that’s exactly what the life GPS template was doing.

By reading my life GPS template every morning immediately upon getting up, after approximately three weeks I had rewired my autopilot. It took all of 12 minutes a day. Now I was in “CONTROL” of my life. To a level I’d never experienced before.

Finally I was playing the game of life at my full POTENTIAL. Rather than 10-20% as I had the prior 20 years. What an incredible feeling that is to play at your full potential.

I had actually CHANGED WHO I WAS. I had become a person who CONTROLLED MY AUTOPILOT rather than my autopilot controlling me.

One final thing...

Here's how the human mind works...

The conscious mind sets your intention and is influenced by logic. The subconscious mind controls your daily actions. And is influenced only by repetition. It doesn't care about logic.



Here's an example...

Let's say you want to lose weight. The conscious mind sets the intention to lose weight-based on the logic of the health benefits. But the reason people don't lose weight is not from lack of intention.

It's from lack of influencing the part of the brain that controls your daily actions. Your eating and exercise. Those two things are controlled by your subconscious mind. And it's only influenced by daily repetition.

Pretty simple, isn't it?

THE TAKEAWAY - Rewiring your autopilot

To net over \$1 million a year, you have to rewire your AUTOPILOT. So you can play the game of life at your full potential.

And to recap, the first step is you create immense clarity about your life. Exactly the person you want to be, exactly what you want to accomplish, and precisely how you can achieve your clearly defined goals. That's step one.

Then step two. You put that clarity on our life GPS template. Or you create your own template. The template makes the clarity succinct and specific.

Then step three. You feed that clarity from the template to yourself **12 minutes a day**. After approximate three – four weeks, the magic happens. Your autopilot is rewired, and the right habits happen automatically without thinking.

And immediately after doing this, you experience three things...

First, an immense sense of CONTROL over your life. Of course you would feel control because you're feeding the succinct articulation of your life to yourself each day.

Then the second thing you'll experience is CONFIDENCE. That's the result of the immense control you feel. That confidence and control focuses you only on what MOVES THE NEEDLE. All distractions fall by the wayside. It's 1000 times better way to operate than how most entrepreneurs operate. Most operate each day feeling stressed and overwhelmed.

Then the third thing you feel. After about 21 days, your autopilot is rewired. Then the right actions happen AUTOMATICALLY without thinking.

The key thing to appreciate

Your daily actions determine your success in each area of your life.

95% of those daily actions are unconscious. Therefore to attain a higher level of success than you're currently experiencing, you have to gain control over those unconscious daily actions. It's pure math. You do that by rewiring your AUTOPILOT.

When you rewire your autopilot, your life is never the same...

You have a true "advantage" in life, an edge over everybody else because now you have a proven success formula. From no less than the top book in the world on success.

So this is the first habit for netting over \$1 million a year. Rewiring your autopilot. It takes 12 minutes a day.

And here's the big bonus... Like I said before, once you get this habit down, the other eight habits I'm about to share with you happen automatically without thinking.

And you'll impact your romantic relationship and your health at the very same time you're impacting your income.

2. FOCUS ON WHAT MOVES THE NEEDLE

As I mentioned, when I was taking my income from \$200,000 – \$300,000 a year to mid seven figures a year, I was very observant of the process. And the first thing I observed was I had immense control over my life. Beyond what I'd ever experienced before.



Rewiring my autopilot was the reason why. And that was the first habit required to net over \$1 million a year. Because that made the other eight habits I'm going to share with you happen automatically without thinking.

Starting with focusing on what moves the needle...

I can't stress enough how important this is. As I was building my reverse mortgage business, I took it from zero revenues to \$25 million a year in revenues. Netting \$5 million a year. I had 175 employees. So there were lots of things going on. But here's what I realized. Most things really didn't matter. If they were done average, it really didn't affect the bottom line.

But there were two or three things that hugely impacted the bottom line. Those things had to be done GREAT. Average wouldn't cut it. And to make sure they were done great, I personally had to do them!

So I stepped back and figured out what those things were that moved the needle in my business. Really gave deep thought to that. Got it down to two or three things. Then once I figured it out, that's what I focused on. And the 12 minute day methodology I created made it happen automatically without thinking.

The beauty of it was that it made all distractions fall by the wayside.

Let me give you an example...

The two biggest factors in the success of any business is the entrepreneur themselves and marketing. So once I had my autopilot rewired, I was laser focused on the marketing. That's what moved the needle.

I'm going to discuss that in more detail in a subsequent habit. How I used a "marketing copilot" to help me on marketing. But trust me on this.

Marketing is going to be one of the things that move the needle in your business.

So think about how you need to be personally involved with your marketing on a weekly basis. Again, more on this in a subsequent habit. But I bring it up now because marketing is one of the 2 or 3 things that moves the needle in your business. I promise that's true.

But as you think about what "other things" moves the needle in your business, let me give you another example...

This pertains to my client Wayde in Portland. He's in the storage, mini warehouse business. Sharp guy. When I started working with Wayde, he was netting \$2 million a year. And that's not unusual for our clients. Half come in netting six figures a year and half are already netting seven figures a year. In mentoring Wayde, I ask him what moves the needle in his business. He tells me it's "getting properties he's already acquired fully developed and producing income. That's what moves the needle."

I hear that but I don't really think that's what actually moves the needle. So I ask Wayde what his "special talent" is. He tells me it's seeing storage opportunities that other people don't see.

After reflecting on that I told him that what I think moves the needle in his business is getting more properties in his evaluation pipeline.

And having metrics around that along with a monthly goal.

Wayde then saw that that's what really did move the needle in his business.

And by having that clarity, combined with our 12 minute day methodology, that's what he focused on every day.

And that one thing took his net income from \$2 million a year net to \$4 million a year net.

That's the power of focusing on what moves the needle!

The Takeaway for you...

Step back and think about your business. What really moves the needle? Figure out two or three things. Get clarity on it. Really think about it deeply.

And then once you figure out what those two or three things are, you need be personally involved in those things. Focus on them every day. Farm out everything else to other people.

Watch what happens when you do that...

3. SETTING ASIDE TIME TO JUST “THINK”.

Do you set aside time to just think each week? This is a habit the top entrepreneurs in the world do. People like Elon Musk and Bill Gates.

But this isn't just regular thinking. This is DEEP THINKING. And when you establish this twice a week ritual in your life, the results are powerful.



And here's how you do it. First figure out which two days of the week you're going to do it. I like Wednesday mornings and Sunday mornings. Wednesday mornings because my week is halfway completed, and I've got most of my important things for the week done. Sunday mornings makes sense because it's the weekend and you're just more reflective about your life than you are Monday through Friday. So that's the first step – figure out when you're going to do it.

Then the second step. Where are you going to do it? Pick your favorite place at your home or in nature. Just make sure it's not your regular workstation. I choose my deck on Lake Austin at my home.

The next step is to create your “Thinking Tablet”. This is just a nice leather binder with blank sheets of paper in it. But get something nice, because you may find this is one of your most valuable and precious personal possessions.

So once you've established those things, DEEP THINK twice a week for approximately 30 minutes. Is a....

Three-step process...

1. Write down what comes in your head (first 5 to 10 minutes):

Once you're in your nice comfy place and you're staring down at the blank sheets of paper in your Thinking Tablet, write down the day and the date. Then write whatever comes to you. Just whatever comes in your head.

Often times you'll see that "To Do's" come into your head. That's okay. As much as anything, this first step is a process of cleaning out the junk in your head for what's to come in step two. But sometimes, some real pearls of wisdom will come as well. Do this "freeform" thinking for 5 to 10 minutes.

2. Ask yourself a question (for about 20 minutes)

When you ask yourself a question, it changes your brain chemistry. And takes your thinking too a much deeper level. So figure out the question in your life that you need the answer to. Take a couple minutes to really figure out the question. Einstein said that if he had an hour to solve a problem, he would spend the first 50 minutes figuring out the right question to ask!!!

So figure out the right question for you and then write it down. Now over the next 20 minutes or so, work on the solution to the question. And write down what comes to you.

3. "Take-a- ways" and action steps

After you answer the question to the best of your ability, draw a line under the last thing you wrote. Then on the left side of the page write the two or three takeaways. On the right side list your action steps. Then take those action steps and put them on next week's To Do's. So you're connecting your thinking to taking action.

Why this works...

When you get your week going each Monday, a lot is going on. You're talking to people and you are learning things. But in the moment, you don't always recognize the significance of what you're learning or hearing, relative to your life and what you're trying to accomplish. But you give your subconscious mind a couple of days to process the input that's coming in, watch what happens.

This is powerful because you are giving your subconscious mind a much needed OUTPUT VENUE. For all the input that's coming in.

And from a big picture standpoint, what you're doing is taking the first step towards proactively, and with intention, *"manipulating" your subconscious mind*. Which is what the top book in the world on success – Think and Grow Rich – is all about.

The result of doing this twice a week ritual is brilliant ideas come to you on a regular basis. And it's how you make ongoing "micro adjustments" to your direction in life and in your business. Think that might make a difference in your life?

If you find this interesting, watch this short video link:

[CLICK HERE](#)

4. ORGANIZATION

My unique talent in life is the ability to take someone that's netting six figures a year and then show them exactly how to net over \$1 million a year in their business. The exact path.

And so often in working with clients, I ask them to rate their level of organization on a scale of 1 to 10. And many times they tell me they are a five or six. My response is "how do you think you can ever start netting over \$1 million a year if you're a five or six on organization"? It's not going to happen. So we fix it. By using a simple SYSTEM that does three things:



1. Plans your day the night before
2. Time blocks your day
3. Highlights the top three priorities each day.

The value of the highlighting is that if your day gets off schedule, you just focus only on what's highlighted. And the effect of this is every day you get your top three priorities accomplished. Think of the power of that. Getting your top three priorities accomplished every day.

So being highly organized comes down to having a very simple yet effective "system." And here's the thing to appreciate. The system I described is not a digital system. It's a pen and paper system that fits in a nice leather binder that goes everywhere you go.

For some, that may be a turnoff. But hold on for a moment. Even my Silicon Valley clients evolve to loving this system. And it fits hand in glove with your digital calendar, which stays in place.

One of the reasons this system is so powerful is the physical act of crossing things off as you get things done. The visceral feeling of accomplishment is really powerful. You need that psychic energy during the day.

And one other thing...

As you plan your day each morning, make the morning ONLY for your agenda.

Each day we all have two responsibilities. We want to get our priorities done and we have to be responsive to others. Because the MORNINGS are your most productive time, you want to reserve that for YOUR PRIORITIES.

Make the afternoons the time you're responsive to others. That's when you're going to return your phone calls and emails.

NOTE: You might find this short video link helpful as it shows this organizational concept in more detail. And shows you what you're daily "To Do" form looks like.

[CLICK HERE](#)

5. HAVE A MARKETING COPILOT

I mentioned this before. The two biggest factors in the success of any business is the entrepreneur themselves and their marketing. And here's what my partner Kelly and I have discovered about marketing. Most people that claim to be experts in marketing are clueless!

With most professions, maybe 10% of the people in that profession are great. With marketing, it's 1%.

And so often our clients say "I'm not an expert in marketing, therefore I have to farm it out".

We discovered a better way. First off, if marketing is going to determine the success or failure of your business, like it or not you're going to have to be a marketing expert. So we teach you how to do that. And it's easier than you think. All you have to do is learn the basic framework of marketing.

But we also believe in having a marketing copilot. Someone that knows all the latest technology and influencing strategies. This person will be responsible for executing your marketing strategy. All you personally have to do is two things.



- Knowledge of your customer: People buy on emotion, therefore you must provide your marketing copilot with the most important component of your marketing campaign. What emotionally moves your customer to buy. Who knows that better than you?
- Accountability and testing: It's your job as the owner to make sure that your marketing performance is being measured weekly and you're constantly testing. The market will tell you what works. That's why testing is so critical.

And the beauty of this marketing copilot approach?

It only takes *two hours a week of YOUR TIME*. I personally used this approach in taking my reverse mortgage business from zero to \$25 million a year in revenues.

And it gets you out of the position of putting the most important component of your business completely in the hands of a third party.

6. CREATE ACCOUNTABILITY IN YOUR CULTURE

Could I share a quick story with you?

As I was growing my reverse mortgage business I ultimately had 175 employees. But when I got to 70 employees, I had to blow the company up. Because I had done a poor job of creating a culture of accountability.

The result is I had a culture of ENTITLEMENT. Can you relate to that?

Let me explain how to create a culture of accountability.

You put in EOS, entrepreneur's operating system...



The beauty of this well-known system is it teaches you how to conduct weekly, monthly, and quarterly meetings. And builds those meetings around measurement of performance and accountability. Also aligns everyone with your core values. So you create a culture based on your core values. How enriching is that?

And to put this in perspective regarding the intelligence of putting EOS in your company, consider this. Not too long ago I created a title company with a private equity company in Dallas that has \$3 billion in assets. We own the title company together. And the founder of the private equity company told me something interesting. He said that he has 25 different operating companies. And he requires every one of those companies to operate using EOS.

So how do you put EOS in your company...

There's a three ways to do it. The first way is to hire an EOS implementer. If you choose that route, they come in and do everything for you. That may cost \$25,000.

The second way is to read the book "TRACTION" by Gino Wickman, the creator of EOS. From that you could create EOS for your company on your own.

The third way is we give our clients a simplified version of EOS if they don't want to spend the money on an EOS implementer or read the book.

7. HAVE FINANCIAL CONTROL OVER YOUR BUSINESS

As I mentioned, I'm a CPA by training. When I was a CPA in my 20s, I discovered that my unique talent was I could make the complex simple. That unique talent played out throughout the rest of my life.

And today it plays out by making SUCCESS SIMPLE for my clients.

Anyway, I stopped being a CPA when I was 30 and became an entrepreneur. But once I started teaching clients my 12 minute day methodology much later in my career, I discovered something that surprised me.

Virtually NONE of my clients knew how to read financial statements. To me, it was second nature. But I was looking at it from my eyes.

In order to have financial control of your business, it's way simpler than you think. Here's what has to happen:

- **Get your financials done by the bookkeeper by the 10th of the month. This is not a problem for most bookkeepers.**

- **Create a spreadsheet that lists the key numbers each month. Typically there's only 5 to 7 key numbers in any business that you need to consistently track.**

Additionally, included in the spreadsheet, is a short narrative each month explaining what the numbers are telling you. Also your action steps as the owner/entrepreneur to take in the coming month.

Putting the numbers on the spreadsheet and the first draft of the narrative can and should be done by your bookkeeper.

- **Monthly review of the financial statements – takes 30 minutes a month.**

It's the most valuable 30 minutes you can spend. And you put the responsibility on the bookkeeper to make this financial review process happen like clockwork each month no later than the 15th of the month.

And the end result is you then have financial control of your business.

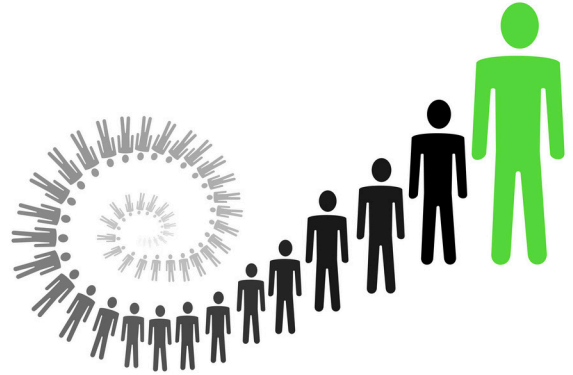
Something the vast majority of entrepreneurs simply don't have!

8. PERSONAL GROWTH

As an entrepreneur, clearly you want to begin netting over \$1 million a year. Because you see that until you do that, you really can't reach your financial goals, create your desired nest egg, and live your desired lifestyle.

And you're never going to have that total FREEDOM you always dreamed of.

Well here's something I learned by crossing over to the other side of netting seven figures a year...



You have to have a "SYSTEM" to grow each and every week!

The system makes your personal growth CONSISTENT every week. Also makes it strategic. Relative to the things you need to know to net over \$1 million a year. In key areas such as marketing and sales, time efficiency, empowerment of employees.

If you don't bring into your head the wisdom and ideas of true experts in these critical areas on an ongoing basis, you're a closed loop. You continue to think what you always think.

And you continue to get the same results!

I was a closed loop in my 30s and 40s...

No wonder I was stuck earning \$200,000 – \$300,000 a year as an entrepreneur. But I didn't see it. Back then I was "too busy" for personal growth. Big mistake. Thank God I fixed it in my 50s – by creating a "system". And what a profound difference that made.

No coincidence that my income went up by 20 times to mid seven figures a year.

So often I remember my employees would say to me "where are you getting these ideas. It's a new idea a week". They weren't my ideas, rather these were the brilliant ideas of experts. In key areas I needed expertise in.

So a question for you. Are you a closed loop today, just like I was?

Are you consistently growing as much as you should?

Most people will say they are. But literally 99% of people are NOT. Because it's not consistent and it's not STRATEGIC, relative to what they want to accomplish. Like netting \$1 million a year.

The secret to personal growth

As I mentioned, you have to create a "system" for personal growth. And here's how you do it.

First, the content needs to be AUDIO. Way better than reading. That way you can listen to it while you're doing something else. Either driving in your car during the day or exercising.

As to what to listen to, here's how you determine that. Pick one podcast in each of the key areas you need expertise in. Every entrepreneur needs more expertise in marketing. Every entrepreneur needs more expertise in being organized. Every entrepreneur needs more expertise in employee empowerment and building a culture.

So you pick your top podcast in each of those 3 areas. Then on Monday of each week, you download or identify 2 or 3 specific podcast episodes. The "best of the best" from your three podcast sources.

This should be the first thing you do every Monday morning. Takes all of five minutes. And all you do is then listen to the selected podcast episodes you selected on Monday by the end of the week. You make that commitment to yourself.

You just do what you say you're going to do. Which is a key principle in life you want to follow.

If you do this consistently every week, your life will never be the same.

You might enjoy the following link that explains this methodology for personal growth in more detail.

[CLICK HERE](#)

9. IMPACT YOUR ROMANTIC RELATIONSHIP & HEALTH AT THE SAME TIME YOU ARE IMPACTING YOUR INCOME... LIVING THE EXCEPTIONAL LIFE

We believe “The Exceptional Life” is a combination of three things. Netting seven figures a year, having a great romantic relationship/marriage, and having great health.

So why is netting over \$1 million a year important? Because when you can take your income to that level and beyond, you get what we all want. Freedom! And the lifestyle commensurate with your hard work.

But what good is it if you don’t have your health, or a great romantic partner to share your fabulous life with?

Let’s take a look at HEALTH. It’s pretty simple. It comes down to having the discipline to control your eating and doing consistent exercise.



If you’re doing the first habit we explained in this presentation (rewiring your autopilot), controlling your eating and doing consistent exercise happens automatically without thinking.

And that first habit will also affect your ROMANTIC RELATIONSHIP – so you take the right actions automatically without thinking in this important area of your life as well.

But in having that great romantic relationship, we found that there are a number of key components:

- **Doing a weekly relationship talk.**

My wife and I do this at 8 PM every Sunday. First half of the talk is we discuss anything that was a problem the prior week.

Second half of the talk is how much we love each other and why we love each other. Pretty simple. And the power of doing this is it never lets anything build up. And it’s a shot in the arm each week to hear why your partner loves you and appreciates you.

- **Knowing your love language as well as your partner’s.**

The idea here is each of us has one primary way that we experience love. And our natural tendency is to express love to our partner in our own love language- rather than our partner's desired love language.

So what you need to do is identify what your primary love language is and well as what your partner's primary love language is.

Then express your love to your partner in THEIR love language. And ask that they do the same with you.

So here's the five love languages:

1. Words of affirmation.
2. Acts of service.
3. Receiving gifts.
4. Quality time.
5. Physical touch.

• **When you have a fight, practice "Mirroring, Validation and Empathy".**

This is a psychological technique developed by Harvel Hendricks, the world renowned marriage therapist who wrote the book "Getting The Love You Want."

And here's how this works. When you really have a serious disagreement with your romantic partner, you sit down and first acknowledge that you're going to do this "Mirroring, Validation and Empathy" technique.

It starts with one person going first and explaining their side of the problem. The listening partner just reminds quiet. Let the talking person say everything they need to say. Then the partner that is listening says the words "is there more"? There's always more!

Once the talking partner has said everything they need to say, then the listening partner is going to MIRROR BACK what the talking partner has said.

But appreciate this. The listening partner don't have to agree with it. They just repeat back what the talking partner said.

And once the "first round" of mirroring is completed, the talking partner will adjust what has been mirrored back to them by the listening partner.

Fine-tune it a little. Then the listening partner will mirror back again what the talking partner said with the adjustments.

The end result is what is getting mirrored back is essentially accurate to the ears of the talking partner. That makes the talking partner feel heard.

Then once that's accomplished, the listening partner then validates the feeling of the talking partner and provides empathy for their position.

Once that is done, then the positions are switched. The listening partner does the talking. This is such a powerful technique. And if done properly, always resolves the argument.

THE TAKEAWAYS FROM THESE 9 HABITS...

The purpose of this presentation has been to show you the
9 habits required to net over \$1 million a year....
and live “The Exceptional Life” in the process.

The big Takeaway I want you to have is this. As we said at the inception, only 1/3 of 1% of people net over \$1 million a year. Therefore, you need an “EDGE”. Something that gives you an advantage in life. If you want to create the exceptional life.

But let me go back the key point I mentioned in the first habit.

Rewiring Your Autopilot

95% of your daily actions are unconscious...

Really think about that, and how that applies to YOUR LIFE.

95% of your daily actions in your career are unconscious.

95% of your actions in your romantic relationship are unconscious.

95% of your actions in your health are unconscious.

If you don't believe this is true, Google it. Query “what percentage of my daily actions are unconscious”. In big dark letters it will say 95%.

So here's the bottom line...

Gaining control of your autopilot is the key to creating a successful life!

Pure and simple!

Because your success in each area of your life comes down to your daily actions.

95% your daily actions are unconscious.

Therefore the only way to have a “higher level of success” than you're currently having is by rewiring your autopilot.

It's pure math!

And when you do, you play the “game of life” at a much higher level.

Where the right actions are happening automatically without thinking.

And the beauty of it all, it only takes 12 minutes a day.

Watch what happens...



Cool – what's next?

To help you even further and apply our methodology to your exact situation and goals, you're invited to reserve a private **1-1 strategy call** with John.

To discuss where your business is at today,
remove some hidden obstacles,
and
create a path and a plan for you to hit your
exact income, lifestyle, and freedom goals. No nonsense.

Maybe get 3-4 ideas you can use immediately.

Send John an email at john@thinkitbeit.com