

# lock-in-2024-module-07-hot-seats

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## SUMMARY KEYWORDS

people, business, years, work, offer, scorpion, give, pest control, started, autism, world, build, service, program, number, buy, pay, children, model, clients

## SPEAKERS

Tony Robbins, Jay Abraham

### **Tony Robbins** 00:11

Let's go to Muhammad over here. Give it up for Muhammad, ladies and gentlemen. Are you doing brother?

00:22

Good, thank you. Thank you, for your time. I'm in the business of health and social care we provide form for children with learning disabilities and complex needs. And it's a government funded, it's a business. It's not a nonprofit. And my question is, it's how does one scale the business when it saw your individual needs of young people because we can be working with young people who have autism, as opposed to high functioning autism. And we might only have one person per home, but we're getting paid over a million pounds for that young person per home. So hard is one sort of skill and model, which is so unique, but essentially, make it universal, but still meet it still deliver a fantastic service to a young person in terms of meeting their needs. Okay, there's

### **Tony Robbins** 01:10

quite a bit of echo.

### **Jay Abraham** 01:11

Yeah, not really. But it's, I didn't know well, let

### **Tony Robbins** 01:16

me see if I understood part of it. Here. Muhammad, there was just I'm sorry, there's an echo and you have an accent. It's not much of an accent at all. But it's a little different from what's coming through our ears right here. Yeah. So if I'm understanding it correctly, you work with your ideal customer is someone with a family who hits has child with autism, or some other form of

01:35

is the government. So it was so basically, so the government

### **Tony Robbins** 01:37

though, but you're selling governments to buy the services for people with autism? Yes, that's correct. One government sale, but ultimately, you're serving, the government's going to pay for it, but you're gonna serve us that part of the population that has those needs?

01:53

Yes. And live this residential homes where the parents can't manage another fallen into the system. But then they'll stay with us if they come to the aid or stay with this at

**Tony Robbins** 02:01

all.

**Jay Abraham** 02:02

So you have a home that you may Okay, now I get it. Okay. And is the government pay you for each person?

02:09

Each person from 300,000 per million to pay?

**Jay Abraham** 02:13

What's the differential?

**Tony Robbins** 02:15

What do you mean by 3 million or two for another?

02:19

Depends on the knees. So depends on how complex they are. So more stuff in more therapy more.

**Jay Abraham** 02:24

Okay, so what's the real quick now we understand what's through? By the way, are there a lot of people doing this?

02:31

There's 10,000 homes, but the national crisis in the European husband report is okay,

**Jay Abraham** 02:36

so there's a lot of them, but there's an inadequate supply. Is that what you're saying?

02:41

Not inadequate supply one an inadequate in terms of outstanding delivery for the young people? Because we

02:46

have great delivery, right?

**Jay Abraham** 02:49

best in the country. All right, that stated. And where are you? Are you in UK?

02:54

Lens? Sony England?

**Jay Abraham** 02:55

Okay. All right. So what's the real question or issue?

03:00

In terms of scalability? How do we build a model, which is scalable, will also build remain unique to the each individual needs of young people? Because all the young people have different needs? So how do you scale that?

**Jay Abraham** 03:15

Well, how do you how do you do it? Excuse me? Go ahead.

**Tony Robbins** 03:17

No, you go first.

**Jay Abraham** 03:18

How do you how do you do it right now? How many people do you? How many homes do you have? 11. Okay, and in the 11? What's the average number of residents? varies between how many please? Two to three per home? And are they allocated by the severity or the complexity? How are they allocated? Okay, so do you have models of how you deal with each of those categories? Right?

03:47

Yes. On a skill as opposed to a company approach. It's common sense of having to begin an autism specialist and learning. You

**Jay Abraham** 03:57

got 11 homes now. So I'm not trying to be difficult, but how do you manage the 11 homes? How are you scaling there?

04:06

We've scaled up until this point, but what we've realized is there's not enough skilled people to bring in to scale to the 100 or 200 numbers in terms of poems,

**Jay Abraham** 04:14

if you ask a question, if you had those people, are there plenty of business for you? If tomorrow morning, you had the skilled people? Could you actually get all the placements you wanted?

04:25

I'm getting 5200 referrals a day.

**Jay Abraham** 04:28

Okay, so what are the skill sets required that you can't find and where are they and who are they working with? And if you overpaid, or you trained? I mean, what's the lifetime value of somebody in your home? I think it comes down to knowing your numbers, doesn't it?

04:44

Yeah. So I'll leave it at that a little. 8 million pounds a year. Now that's 10 million people believe in that 18 young person I understand.

**Jay Abraham** 04:59

But yeah, But I'm trying to understand. I'm sorry, Tony, but I'm trying to. Yeah. You got an unlimited? Pardon me, you have an unlimited capacity? If you have the people? Where are the people? Who are they? Do they exist? And you can hire them? Do they sort of exist? And you can, you know, train them? What is the real? I don't understand the real problem, do you?

**Tony Robbins** 05:21

I think I understand part of it. Okay. Sorry, if I'm gonna, if I'm understanding part of it, just to try to clarify. Do you have all different types of ages and people in each home? Or do you have special one home? That's for those that then the most in need? One home for medium level? Me? I thought it was like diets, or are they mixed? Now? So

05:41

it's all complex? We don't have we don't work with young people. What will lessen these really forks are the complex young people. But they require psychologists, therapists, autism specialists, and that's where we're struggling in terms of bringing them people. So

**Tony Robbins** 05:55

the question, Do the people have to be there in person?

05:59

And yes,

**Tony Robbins** 06:01

yes, based on what?

06:04

Based on,

**Tony Robbins** 06:04

here's, here's what I'm trying to ask, I can get you the best experts in the world, I can do a financial program and bring people the JP Morgan does not get this team knows that I've done it every year, I go to the JP Morgan's conference, and they go, Well, who's come to your conference, and I tell them, look at me and go do that. And it's pretty simple as relationship. But B is that don't demand they all be there, we bring some of the people in by zoom just like you are. And people get the exact same experience, but they get the best in the world, not who I can get to fly to that location on that day in the middle of the night. Because that type of deal I'm talking about wouldn't do that for any amount of money. So I access the best on Earth. And I find ways to meet their needs. By the way, there's some of that is based on friendships, I've done things for them. Some of them, I donate a bunch of money, but I know what each one's needs are and I do it, and then I make it really easy for them to go and now I have unlimited access to the best on Earth. Some only do it for a ridiculous fee. And I'll do that some will do it as a gift to me, because I've done things for them. But my point is, in your business, if I was trying to scale your business, I do three things. One, I get a design program and stop saying it's all these things. Because

everybody in this room has different needs to there are people in this room that haven't started their business yet there are people in this room, we got a seven and a million dollar your business, how to service them all. That's was the beginning of business mastery was like How the hell do I do this? Well, how do I help people grow a business when every business is different, because I stopped believing that. And I started believing that there are certain fundamentals that are needed each stage. And once I know what those are, I can serve as everybody. So there are certain things and you need to design a program in an app program, not all of it has to be alive in person I know that has to be in person for care. I'm not arguing with that. But I'm talking about your cycle, all these other things you're describing, we're living in a modern world where a giant screen right here in front of them interact with with a person that's there who's doing the basic fundamentals, you could leverage the best people on Earth, instead of hiring a bunch of mediocre people that you have a hard time finding. But I would design, I also would not have them all in the same home unless logistically, it's really required based on where people live, I would have my super high end care place. And that I'm gonna staff that with all those people. That's all we do there. And then you're gonna get economies of scale. Instead of I got pi and one time I got medium here something there's I would divide my locations up, make them concentrated concentrate the focus. Also, that'd give me marketing advantage go, that's all we do at the Center. This is all we do at that center as children, if you're tight, that's all we don't do anything else. And we have the very best people and we've refined the very best program and we're not limited to somebody we can just hire locally, because we brought in this expert, this x from Harvard, this person from Cambridge, the best on Earth. And we have a program that is proven to work over 12 months, six months, three years, 36 months, whatever the thing is, but you need to shift your own psychology because what's happening is most of you go I don't have the resources. That's what he's really saying. And that's the game that almost all small to medium sized businesses say to themselves, even large businesses sometimes, and it's never a resource problem. It's a resourcefulness problem. It's your thinking that's getting in the way What did I say before the own the chokehold on the growth of your business is you but it's not you. It's your current psychology, your current beliefs about things, or your current skills. And it's usually 80% psychology because 20% skills, you can get any skill. So for you divide and conquer, decide you're going to have the best center for the, you know, the most difficult cases, the best center for them. And I'm giving terrible language because I don't know your business and the best center for the light autism group, and that you're bringing in the bat and you have a program and you can show them with social proof the very best people in the world they have. And now when I go to the government to sell it, they're going holy, I know that name. I know that name, oh, this is a whole different world, mom, then you build a brand for yourself. Another way you build a brand for yourself as you're known by the company you keep jotted down. You're known by the company you keep. So early on, when I did my infomercials, I knew I wanted to do different types of testimonials. But I wanted some major players in there. And because I gotten results for them, they did it for me for free. So you know, I had senators in there, I had gold medalists, I had all these people in there. Then they told the story. So people say that's the company you keep. And my business world. When I wrote, when I went to write money master the game, Simon and Schuster had not written a book in 20 years, I do not like writing books. And I've written four or five. Now 10 years, eight years, but I hadn't written a book for 20 years. And I went to Simon Schuster and said, I am pissed off. Because there's 2010 years when I went to visit with them, I said, I am pissed off, because I've seen what happened in 2008. It's not getting better. There's a small number of people have screwed people over. And people need to know what to do to protect themselves. And I know they can still win the game because I got access. And I told him I got to go interview 50 of the smartest people in the world and show people how to win the game of money. And the chairman, it's not him. President Simon and Schuster, who is considered one of the smartest guys across the entire publishing business said to me, Tony, you don't want to do that. I

said, What do you mean, I don't want to do that. He said, I will pay you a million dollars not to do a financial book, said What do you mean? Because I made a million dollars more. I said, Well, I'm gonna donate all the money. So just give me a million dollars more anyway. And I'll do the financial book. He said, No, no, I'm telling you that is a subject that has been picked clean like a vulture there is nothing there is no interest. There is no way you're gonna write a number one best selling book on this. And I said, I didn't come for your permission. I came to tell you what I'm gonna, what I'm gonna write, and I sent them to give all the money anyway, so pay me a million dollars less. I'm still writing this. And then how do they do it? I went out and I entered because I knew that if I got up into this, even though I've coached Paul Tudor Jones for 24 years, at that point, 18 years, most people didn't know it. So they think of Tony Robbins. They thought of the infomercial guy, or they thought of Tony Robbins as a motivator speaker or whatever the they thought of me. They sure as hell didn't think of me as an expert on finance. But I looked around and said, Who are the brands that are most respected and fight it's who did the general population is influenced by? And there were so few big brands, Warren Buffett, but you didn't have access to him. So if you read a few books on him, that was it. Who else Ray Dalio had not done any books. He wasn't accessible to anybody. So who else it was at work crazy woman on MSNBC. What's your name? The screams of people? Today shout it out. Suze Orman screaming at people about you shouldn't spend money. I mean, come on, give me a break. I said that's the best. She was the biggest brand out there. And I told him, I will within a year be the biggest brand and finance for the general public period. And I remember I came in, because I wrote the book and who was in the book who endorsed me, being chairman of the Fed, who endorsed me, Ray Dalio who endorsed me the biggest names on the face of the planet, Jack Bogle, the author and said, This guy's a genius. And that's social proof. All of a sudden, people want to read me then they read it, and I am a genius and humble about it. And so guess what? All of us say watch it. And guess what? That book is still the number one selling financial book of this century, the century is only 23 years old. But give me a break. I remember walking in his office with books number one I walked in because I was in New York when that was announced. It was number one, walked through his office. And he said I just have three words for you. You were right as I don't get by being right, but don't ever forget and a future that we have no limit to what we can do. You're known by the company you keep I went and learned from those people. I made sure that book, you couldn't attack me. You could say anything you wanted. But everything in that book was unassailable. Why? Because it came from the best in the world. And when it came to the motion, it came from me because no one's gonna argue as any intelligence is, that might not my bailiwick or not my skill. But now that I've done three books in that area do about doing my fourth, I dominate the category. So you just need to think about it differently. Muhammad, you need to say, I want to own this brand, not just you're thinking about the lack of resources you have, you're in a scarcity mode. Let me design a program that's better than anything else on Earth with the very best people. They don't have to be here. I'm not limited to that. Certain people have to be there. Let me concentrate my focus. So I build something that's the best thing where I'll normally go to the government and say, here's what we do compared to anybody else and have great contrast and what you did versus then Elson, you'll get all the business. And then I find some limited partners, perhaps that help you buy more buildings if you have to buy versus lease. Right? So you have some expansion capital to be able to go because you're gonna have plenty of the demand is there, you're just not providing the supply. Is that helpful?

15:17

Thank you. Thank you both. You're welcome.

15:28

Hey, I'm I'm Corey, I'm from Arizona. Jay, I'm excited to talk to you because I used to sell your package and Infusionsoft, I've been very excited to meet you since and Tony, you change the trajectory of my life to dramatically. I'm just so excited. Thanks for Thank you. Okay, so I'm in the pest control industry, I sell to homeowners that have scorpions. And basically, the biggest problem that I'm facing, there is 1200 pest control companies in Phoenix alone. And every one of them has the model have we do more for less? Maybe not every single one. I haven't talked to all of them. But that's the general way. And then the marketing in our industry is typically. So we have like our initial cost of acquiring a customer, but much is minus 250 bucks. And let's say what are they worth? So they're worth typically \$620 in their first year, and how many years lifetime value? Yeah, lifetime value? Well, so my average customer says 2.7 years. So two points.

**Tony Robbins 16:28**

He knows his numbers is fairly nice, isn't it?

**Jay Abraham 16:33**

So what's it cost you to acquire them? 250

16:35

baht? Okay. And

**Jay Abraham 16:37**

so what's your question?

16:38

So my question is, with the normal marketing method of we'll start your service at 47 bucks when it costs 250 To earn them. How do you do it? So I've got radio website, social media,

**Jay Abraham 16:55**

which the big question, my big question

16:57

is, the more customers I acquire the deeper in debt, I go,

**Jay Abraham 17:00**

Yeah, so let me give you I'll give you a solution. He may also. So who has their trust, work out a JV or many jayvees, I've had 40 or 50. At the same time, you can pay this is funny, you can pay anything you want. Anything you where you made \$500 at the rate of 50% of revenue that comes in to somebody it doesn't matter. What matters is you find people that already have the you know, the audience go to their house. I mean, if you had if the influencers and influencers can be all kinds of people can be the hair salon, it can be the dentist it can be somebody's got a database, it can be the general manager of the radio station, have somebody basic What's it cost you to actually do the treatment? Very little right? Not much. So you take your marketing budget, and instead of using it to, to spend correlated to all the people you could do a year treatment with and you're seeding their endorsement, Haman, it's got an audience say, can I treat your house, I'll buy it for you for a year. If it really works. I want you to tell everybody, and I'll either share with I mean, just just shift your your economic model. Well,

18:14

I did also try. So Tony and I talked a year ago about my incredible offer, and I completely revamped it. And what is it? No. So now there is no what was it? What is it? What was it? So when we talked a year ago, I was trying to identify the people that would refer me the business so I was given them six months of free pest control just what happened? We did we have made a little bit of money,

**Jay Abraham 18:36**

you get an economic incentive to it?

18:39

Well, no, it was six months of free pest control. Okay, but

**Jay Abraham 18:42**

then write that test and it didn't work. So did you try another one? So my new one is, how many did you try when I asked peoples please? No, no, no, don't be sorry. But I'll say, Okay. How many dozen approaches? Have you tried? So far? I've been I'm gonna make a point. You don't remember this? It transformed my life. Sorry for my voice. I sound like you. So when I first was working with you, I came to a date with destiny. I'm gonna paraphrase. So you're doing all these interventions. This is relevant, relevant to this gentleman. So some guy comes up, and he says, Tony, I've tried everything and you're good to your voice. Yeah, everything good. Try to figure out how to, you know how to make a lot more money. And you said something to the web. Okay. Well tell me the last 20 or 30 businesses. You've looked at the last, you know, business opportunity shows you've gone to tell me all the basic business opportunities try tell me about maybe 10 or 15 of the of the retraining things you've done. And by that time, the guy melted into a tepid pool of water and just rolled back to his. And I'm not saying that. We can think we're doing a lot when we do a little and I just said something, it didn't register. I said you can pay somebody, almost anything if it's correlated. to a portion of the revenue, we bought businesses and overpaid, let's say mark it on it as 3x, we'll give you 7x, it doesn't matter at 25 or 30% of the revenue, who cares. And then if we do it if it's really work, and we short, we shorten and just give them a buyout, but it's a way of thinking differently. Anyhow,

**Tony Robbins 20:21**

I just, I just I'm in the negotiation right now for 10 gigawatts of power plants, those are 10 power plants that each produce electricity for a million homes, each huge amount of money for these power plants billion and a half dollars, right. And I gotta convert them, which is about a billion dollars. So large game, yeah, right. So I've got one I bought myself, I put all the money into the whole thing leveraged 120 5 million bucks, pull that off, it's gonna be great. But to get these others, I gotta figure a way, I got a guy that said, I will give you \$200 billion dollars, if you give me 4x of my return. That sounds totally absurd. They'll get four times their return. I said to him, Well, if we could do it over time, as a percentage of the profit, we could make a deal. And we just made that deal. So it's like, he's gonna get unbelievable, but I also gonna make 10x on it over time. But as long as it's over time, I'm there. So but the other part is you you gave them six months for free? Do you ever try three months?

21:15

No. So I'm sorry. Yes, I did at a trade show. I tried three months for free. Well,

**Tony Robbins 21:21**

you did once a trade show. Yeah. And

**Jay Abraham 21:24**

besting how he even presented it.

**Tony Robbins 21:26**

Yeah. What's the language you used?

21:29

On the way I marketed it, that it was I will give you six months for free or three months for free, depending on who I was doing it for. So six months for free. And then I want you to give this to a friend as well. Because that, to me that started what is your Christian Corey?

**Jay Abraham 21:45**

Great whenever we do anything, and we don't charge, we always say, J will buy you, J will buy you. And because my time is pretty valuable. If it's an hour deal by you basically \$10,000 of his time, J will buy you first of all, I mean, you probably in it's not a criticism is very clinical, you probably haven't tried very much of anything yet. And just because somebody rejects you, they may not be rejecting your value, they're rejecting the value you are conveying. Right, right?

**Tony Robbins 22:17**

So so let me offer one separate thing just for a moment. Because when you're first starting, how do you differentiate yourself from your competition? So

22:25

that's actually part of what my new offer is, I want to be known as the guy that keeps scorpions from stinging children.

**Tony Robbins 22:30**

When you started out, I like that a lot. Yeah, I would build that problem. Meaning how many people in Phoenix get bitten by a scorpion or have their childhood by a scorpion, and even how many people when it happens, how brutal is what's the impact,

22:44

it's severe, if you get stung, you have a one out of or it's like a percent of people that get stung go to the hospital, and they have to get the anti venom and it's \$20,000 a vial? And usually you need two vials. And

**Jay Abraham 22:55**

what's the statistical probability and average house? Or an average? Or

**Tony Robbins 23:00**

how many times has that happen? And yes, in the last year or five years, I've

23:03

been working on getting the aggregated data, I just can't seem to get a hold of specific statistics. But you

**Jay Abraham 23:09**

know, one of the things that I do with clients, we don't have an empirical, we'd have an anecdotal, our research shows that

**Tony Robbins 23:16**

right? I like that. Yeah, yeah. Because you really do the research, you

**Jay Abraham 23:21**

know, based on your own experience, don't lie. But if you don't have nobody has empirical, you have some basis, if you've treated 5000 houses, you know, historically, before you treated them what happened in the neighborhood, or in the news, or you can go to hospitals, you gotta be some starting point. I mean, if you don't give up, there's always a way you

**Tony Robbins 23:44**

need, you need something, you need to be able to give the benefit of your product or service. So it can be seen on a foggy night at a mile away. Not they gotta fight through to figure out what your benefit is. That's the first two people three people stood up, that was how it was communicated. And yours is not quite there yet, either. But you can get there very quickly. I like the direction you're going, but you need contrast. So my contrast would say, you know, I would talk about I'd have the impact, I'd even see if I can find someplace where there's a story that can be done, because then you can or support the story or provide the information for the story. So you know what this is somebody sincerely, maybe it's a news person, I want to come to your house and this doesn't happen to you. It happened on your street or happen to the somebody here, I do my homework, and I get a story out about it. And then I pull from the story you may have seen on NBC News on CBS and Fox, whatever it is, that's the kind of thing that happens here. But you know what most people do they see some ad and I would tell my offer of my my, my competition. I'm sure you've seen these ads for \$27 We'll do this. They don't protect against scorpions. You know, it's to get you on board, you're going to still end up spending 250 Let me come in and do the following. Let me buy the first three months for you. So your scorpion free To show you that not only scorpions, but this, this and this, I'm like anybody else, you need something to contrast against.

**Jay Abraham 25:06**

Yeah. And one more thing, if you could find, I go to the hospital anyway, you could find a bunch of parents whose children have been stung and you gave that you bought them. And nothing happened for the next year. And they say, My child was stung. I've been using whatever your service ever had, and you get 20 of them.

25:25

I'm actually gonna Did you see? Did you? That's

**Jay Abraham 25:27**

awesome. Did you see the it's really cool to just see the new Netflix on the Sackler family? No, well, it's it's all it's it's really interesting to watch. It's all about the opiate. And the bit and they mandated that they did a disclaimer. So they have all these parents of children whose who died reading the disclaimer, and then crying. It's so powerful. And they say, you know, it says there it is fictional this and that. And that is a but what's not fictional? Is it my son died at age 20. He was a reader. And it just kills you to read about 20. Oh, very powerful. But that's what you could do.

26:03

I'm actually bringing in a bunch of my cousins, I have tons of stories of, okay, only because we have to be grown, I give you my irresistible offer. And yes, in my industry, everyone does it backwards, they treat the house in the yard and try and keep scorpions out, and they offer to seal the house. If I gave you a blacklight you go to the cinderblock wall, and you'd find all your scorpions, we seal up the wall, we do pest control, so we put up a physical barrier seal in the wall, we do pest control, and if you find a scorpion alive in your house, I give you 100 bucks, and we keep going.

**Jay Abraham** 26:34

That's pretty good.

**Tony Robbins** 26:35

I don't know if I want to find a scorpion for 100 bucks. The same reaction I did. Yeah, like, well, it's not very comforting. Maybe big Have you said to me, if I had to find a scorpion, it's \$1,000 \$5,000 How many 5000 bucks if you find a scorpion would use the service. So by the way, you might have somebody on but that one 5000 will make up for godly knows how many people that will trust you, you may need to make an offer that is so risk reverse that they are see like you must really be able to deliver to make this kind of a promise.

27:09

So increase my, my warranty.

**Tony Robbins** 27:13

I had a credit card guy. So we've you've seen the video because I did it years ago from from Canada, he decided to try to compete selling credit card services to the banks. And the higher was good guy hard salespeople, they went out. And he had you know, this offer and it was doing okay. It was mostly doing okay, just because the volume. I mean, I heard so many sales movie about so many lists. So they call companies and say, Look, we can save you money or credit cards. And so when I said can offer, like call them up and say listen, I know you got a million calls and time is your most valuable resource. I can save you 30% 20% Tell me what the real number is. And if I don't, I'll give you two tickets for you and your wife or two of your business associates to go to why. And guess what? You went from a 12% close ratio to a 38% close ratio. It's awesome, right? Because he made the offer compelling, right, and his business started growing geometrically. So Majan all those things you know about that we talked about here when you were looking at you know, increasing your business incrementally, and then making the irresistible offer on top of it and the numbers go crazy. And

**Jay Abraham** 28:18

one thing and then we got to move on but there's many things you can test and the offer the package the articulation, it's a pain, but the payoff you're gonna get if you do it and once you do it once don't mean you can I mean I did Deming I did multivariable testing. Your goal is to constantly raise the baseline and key Don't Don't ever be satiated even if you find something much better because you can always find something much better.

**Tony Robbins** 28:48

But helpful. Thank you. Yeah, good man.

**Tony Robbins** 28:58

Jay, I'm gonna make something for you out of that, as well as if you got something for you. Make sure you write it down. Here we go.

29:03

Hello, big man. Thank you. I'm Adam. javelin. Nice little just a little bit. Yeah, yeah, it's better. I'm Adam. Javelin Nice to meet you. Thank you for the presentation. Big man. Thank you for everything. So what I do is I free people from alcoholism, addiction, unhealthy dependencies through their hero's journey. It's my passion. It's my mission. A lot of things that I'm understanding, especially this business mastery, I'm a slow learner. The first one was kind of like a fire hose. This time I'm kind of processing it is that I'm so in love with my mission. And frankly, I just love what I do to a point that it's a fault that I don't really have the systems underneath me to actually build a platform like this. I love my client. I love what I do. It's my favorite thing in the world. And I'm looking at bad cop and if you don't mind me saying worst come up today to crack me open. And just show me like, how

**Tony Robbins** 30:03

many people? Do you have a facility to describe your what you have? Who's your ideal customer? And what is your offer?

30:10

Yes. So I do not have a facility. I don't want to be in the rehab business. And I really, there's just a lot of it that I don't like. So how do you do it? So I got blessed over my 17 years in recovery. I got a lot of referrals. And then when I started marketing it the right way, I put about \$107,000 of sales into marketing, and got a million in return just from the eight. Yeah, from about the 800 clients that I got. How do you service those clients? Yeah. So that's my I am one on one all in pouring every ounce of what

**Jay Abraham** 30:47

your what your capacity?

30:50

Unfortunately too much, because I won't I won't take away from my client. I won't take away from my kids. We

**Jay Abraham** 30:55

don't know what your combat is. We ask it differently. How many clients in any given month? Is it a year

31:01

long? No, it's okay. Three month transformation. Okay.

**Jay Abraham** 31:06

And how many can you hit? Well, I'm gonna be faster. Just go ahead. Let's go. How many people can you do in three months? 12. Okay, and what do you charge them? It

31:14

really depends on the clients and their needs. So it's value based value.

31:18

Okay, no problem.

**Jay Abraham** 31:19

So are you the only one that can do what you do? As of right now? I'm the only one. That's not the question. Can you transfer 80% of what you do to somebody and the 20%? Maybe you can intervene at intervals?

31:34

I'd like to learn that.

**Jay Abraham** 31:35

Well, I'm just asking a very simple question. So

31:40

many times when I want to train somebody, it's like they just

31:44

don't have any people in charge. Yeah. To train them are no, no, no, no, no, no. I

**Tony Robbins** 31:50

said you very valuable. Give me this. What's the center of your business?

31:55

Three months, three months. 60,000. Who pays? Well, sometimes other than sometimes the mom and dad, sometimes the professional sports team, sometimes the wife, very often it's not them believe what

**Tony Robbins** 32:09

usually wouldn't be them. So here's what I would offer you. I did my very first date with destiny, I came up with the idea that I transform myself with it. I had other huge seminars, but that one took intensity took focus took so much more than a general seminar. So I did it for 4038 people in my living room, and I got to 50. And then I got to 60. And then it was like, should I really want to reach more people? Because I want to touch more people. But how do I get beyond 60? Then I end up with 75. And they couldn't fit my living room. So I moved to this little hotel, I got 225. But then I had developed new systems. And when I started doing that, I got it to 1000 5000. How did I do that? I did what the Army did, I built teams. So I knew I could get things done inside of smaller groups. If you go to date with destiny, we're all part of a giant group. But then there's all these individual teams, certain teaching happens, interaction happens to those teams, I can measure, I can see, I can hear from the leaders who's in trouble. So when I stand up from the front of the room, I know examples are people I might go after, because then I change them and have a ripple effect on everyone. Your mistake is thinking you only do one on one. As long as you're one on one, you're trading time for money. And I love your passion. I know it's very sincere and I believe you produce great results. But you need to change it. So I'll tell you a model that I love. I just invested with a woman, brilliant woman, I just bought her you know, I'm one of the owners of Forbes magazine. Now there's 12 of us that bought it. It's gonna be eight official in a few months here. But I did a program and I brought in all these, you know, people that are doing groundbreaking work. And one of the areas that people are concerned about, obviously, is drug addiction, especially since COVID. So I brought I found this lady, I'm besotted with her. And she went out and took opioids specifically, and said, it's never going to be solved by sending people to a

center. A it costs too much money P B, they have to leave their work. See there's a certain amount of shame that's associated to it. And they're just and and the ideal person for taking these, by the way has been young mothers. So she created a system where she treated him physiologically with nutrients and with dietary change and some pharmaceuticals based on what they were doing, initially to get him off the drug. And then she created what's their biggest problem, their biggest problem is getting to the facility, a single mom. By the way, she did this now with alcohol, it's even more impressive. She built this business. She's produced an 82% success rate. Nobody has a 12% success rate. She never sees the people in person. She gives them a what he called VR piece, and they attend VR sessions with six other people and they don't even have to show themselves. They're animated. So you become the personality. So it really the only thing about Alcoholics Anonymous is it's not anonymous. I mean, they got this in their name. So they really can't be anonymous. So she started dealing with alcohol because alcohol is a bigger problem than opioids make much bigger problem nobody talks about. And the number one source of alcoholism, since COVID, is a single mother, who was home all day long, trying to take care of that kids used to have a little wine on the weekend, and it was a little wine each day and there was a box of wine. And they can't leave their work, they can't take the shame, they can't leave their children, they can't go through three buses to get location. So they do the whole consultation for the person, they do it on Zoom, they send them a component. So now they're able to be in another person and be in all the sessions. And you can read their facial expressions, because the thing reads their face and mimics what's going on inside their face. And she gives them this period, and she makes a different goal. The goal is not to be abstinent, the goal is what is your goal because most people are not going to be abstinent that throws them into scarcity. So it's like reduce, reduce, reduce, reduce. And she's got 87% success ratio, because she also does it over a year and charges what you charge for 90 days for a whole year. Actually, less, I think it's 50. And guess what, people love it, they can stay home, there's no shame. It's really cool. The interactions are more open and honest, because they're not being there, they're getting the benefit of other people. And this lady really knows, like, you know, you're using a different vehicle, the vehicle you've selected is an operator for the rest of your life. And problem is like myself, you're an artist. And so I didn't grow my businesses geometrically for a long time, because it's like, I was so dissatisfied, serving people's lives. And there's no greater gift than to see people's lives completely change and to feel that connection to that you had a part in that, or people share that with you. So I was so filled up. But one day, I said, No, I owe it to the world to get this to a mass number of people. So I've got to figure out how to do things at scale. So I got to figure out do things in groups, I got forgot to make data density and bigger and bigger ones. When I talk to you about going to 100 people, I was like, Oh, that'll never happen. No, there is a way what's the way how do I organize it differently, you get the outcome still, right. And now with technology, it's a whole different game. My wife tomorrow is going to my wife, platform to talk to women. So we're not going to 300,000 Women tomorrow. I mean, it's not bad for our first little talk. She's like, you know, we have a giant platform that you can use. Now that platform is so much bigger than if we announced the before and tried to do a woman seminar, you know, maybe maybe would have got 1000 People 500 People 2001, maybe 300,000, and then how that will find the cream of the crop to go deeper with the ones that are hungry, that are driven, and will serve them well. We can serve them where they are, they don't have to fly somewhere. For people to do business with me before think of all the restrictions they had, they had to fly to another country or another city 90% of the time, because they only go to so many cities, they had to go through all the whole process, they had to spend the money on the plane, they had to rent a car or Uber, they had to rent a hotel room for four or five days, they had to leave their family and four days is really six days when you count travel. And by the way, they spent three times more on getting there being a part of it than they did on the seminar, I didn't see any benefit from that. I made the airlines better the hotels better Gisli I still love doing it. And people still want to do that, like people want

to go to a live concert. But I can also now service a much larger audience. And I've learned how to do it in the middle of the night and keep people compelled and get the real results. So your limit is your belief system and there are platforms you need to go to. Yes. Can

**Jay Abraham** 38:37

I make one roof. So this is where being preeminent comes in and you have a moral obligation if you can help a lot more people, but you're not able with your current model and you know that you're going to produce a far superior impact outcomes sustaining they're going to have a lower incidence of, of whatever it's called recidivism and you don't try to come up with different models. You're stealing from all those people out there whose lives you could be more permanently transformed.