

lock-in-2024-steve-sims

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SPEAKERS

Jay Abraham

00:00

I am an aggravated curious five year old. And I've I've never grown up as a young lad, leaving leaving school very young. I was taken into my father's construction firm. But even then I couldn't understand why this was my future. I came from a period like a few of us on this on this screen here and yourself included, Jay, we came from a period where we didn't have the the glory to be judged by social networks. We didn't have YouTube to be able to reach out to consume your media, we didn't have the ability to understand that there were other possibilities. We literally were told by our parents, this is where you go to work. This is how you do things. This is how you grew up. So we were living by other people's parameters, and boxed in narrow concepts of what was possible. As a young lad. I didn't see those boxes, I wanted more, I wanted to experience more and experience being the big word I wanted to travel, I wanted to understand, I wanted to look outside of what was possible. So I started a journey by joining many different companies getting fired for many different jobs, failing consistently in areas and arenas, which I had no reason to be in before I suddenly started to realize where my, my skill level was, where my aggravation was leading me where I was strong in understanding and one of the I don't know, even if you remember this, one of the greatest compliments I've ever, ever got was actually from you, that actually said that my ICANN is greater than my IQ. And I remember you saying that to me. And it was, it was beautiful. I didn't then I didn't allow my intelligence, or my lack of education in a certain Amina to stop me trying. And so as I've gotten older, I've been very fortunate to have friends, like you be able to travel the planet, be able to work with some of the most powerful people in the world, doing some of the most amazing experiences that I've now got to the point that I realized my greatest skill sets has always been my curiosity, and my willingness to try. And that's where I am now I ran a very successful concierge firm. I've written two books, blue fishing is actually available in Japan, I don't think go for stupid as yet. But I've been very, very fortunate to be able to constantly look outside of the parameters that people normally accept. And I like living out there. I like trying different things. I like pushing the boundaries. And yes, sometimes he gets me in trouble. But other times it gets me having a conversation with the Pope or walking through SpaceX, with Elon Musk or closing down a museum in Florence and having Andrea Bocelli, seven, eight clients of mine and a feat of Michelangelo's David,

Jay Abraham 03:19

that that's a great starting point. So you have you have a transition from a concierge service provider to a very high level advisor. And part of your advice is always to open up your sense of possibility your

paradigm to not try to be status quo in anything you did. Let's talk about that. And I'm just throwing you a lob a lob, everybody has a big softball that he can knock out of the park, if he wants to. Go ahead.

03:55

I just noticed that we still live in the constraints of either our parents, or in some situations, our culture. And if you look at how we reacted to people that had money in the 90s, we almost bowed to them. And now we look at people that have made money and we're quizzical you know, how did you do this? Please share with me your wisdom. And we were a lot more of a curious society to understand in. But in the 90s you would never confront someone that was successful and say, Please teach me how were you successful but today, we're more curious. And I think that's one of the births and benefits of social of interaction of communication. And on that line, I think that is communication which is always going to keep us ahead of the curve and allow us to grow and You benefit, and I'm on a zoom here with over 170 people, most of them can't understand what I'm saying, then don't worry, people, people in Los Angeles can understand what I'm saying, either. So there's a lot of people that we've never been able to have a congress and we may never meet. But you're in a situation now where we're having an hour's conversation from both myself and Jay, who have spent our entire lives looking to do things differently, and challenging the norm and challenging the the paradigm, the parameters. And so I'm really praying at the end of this, you're gonna look a war, you can disrupt war, you can challenge war, you can push the boundaries have to extend yourself into a new normal.

Jay Abraham 05:56

Great answer. So let's talk about what your work today. Covers entails the kinds of scenarios situations, challenges, people bring you what you try to do to act actively get them better results, better, thinking better actions, just run with that.

06:24

So I've got to start really back at the beginning of my book, and I want to talk about the room. And this room, I would like to focus on as well. As I was growing, and you knew me well before the book. In fact, you were very proactive and prominently in helping me release the book. But at the time, I never thought the poor could go anywhere, I had an opportunity to write the book, I had an opportunity to tell my story. And if I had sold 20 books, I would have been amazed. I just didn't think the way that I did business, which was very simple, very basic, very impactful, I always focused on the impact, never over overcomplicated things. If something was complicated, I would avoid it and look for something that was simple, because I always focused on the simplicity, and with simplicity, becomes ease of repetition. And with that ease of repetition becomes the impact. So when the book came out, you and I discussed the book, we released the book. And then I was stunned. I was stunned because all of a sudden, people were reading the book and going, Hey, I never thought of doing that. It's so easy. And as a society, we very much openly look for something that's complicated, maybe even expensive. If you offer something to somebody and go, Hey, if you do this every day, for 30 minutes, you'll achieve this. Or for \$20,000, you can buy this tablet, a lot of people just naturally try to find a way of purchasing the easy way out. And we look to pay our pain and effort away. So when the book came out, I was suddenly grabbed by a lot of readers all over the planet. And it got released in nine different languages. And I mentioned even in Japanese as well. And all of a sudden I got people coming at me going, Hey, can you help me. And I realized now I'd gone from being an author to almost having an obligation to help people. And where was I spent 25 years spending billionaires money to give them really interesting cocktail stories. Now I was in a situation where I can help you change the way you do business. And I love that obligation. I love that commitment. So now what I do is I coach, I speak all over the planet. Recently, I was in the

Biltmore in Asheville, North Carolina, Venice, Italy, London, all within the same month, which was about six weeks ago. So I get to travel a lot, speaking on stages all over the planet, trying to get you to challenge the way you do things. And when I coach clients, my first questions are, where are we going? What are you doing to get in there? And why are you repeating that? And repeating the same thing you've done for five years, but expecting a different outcome? Things are changing. We all know about AI. We all know about Chachi PT we all know about fake news and fake pictures. You know, we now can create form a series of prompts an AI generated avatar that can do all of our speaking for us and we can even infuse it with our accent and tonality. But it's not us. And I believe today, the AI that we're in is another The tool that we can use should never allow it to replace us. But we should utilize it to amplify us. So now I'm here to find out what are my tools in the tool chest that I can do to get my message out there? And when I'm coaching clients, which one of those tools? Can I get to utilize your ingredients? to propel you where you need to be? Faster? Okay, good, good, good.

Jay Abraham 10:24

So, let's take a hierarchy. Let's take the 8020 rule for a minute. What are the 20%? What are the 20% of the questions that solve 80% of the issues you see in your clients? Or however you'd want to articulate that? Maybe I'm not asking it the right way. But, you know, I find that I get asked tons of questions. But really, there's a handful of applications, scenarios and answers. And those answers will pretty powerfully address the vast majority, but people don't really understand to ask them correctly. So let's, let's give some perspective. Now let's give some answers to questions that maybe they don't even know how to properly ask. Okay,

11:14

yeah, that's a good one. And again, I'm gonna bring you up because you're the master of this you. I remember very well, you teach. And if you want an excellent answer, you've got to first of all, ask an excellent question. I learnt to ask exceptional questions. By first of all, realizing I was asking terrible ones. And so I learnt to get into conversations with people in position in power and influenced by asking bad ones reading the reaction I was getting, adjusting and constantly tweaking the next question to the next person, until I understood the questions I needed to ask in order to get the questions or the answers I needed. And you can literally and we've done it before with events, you can ask 40 people we could ask 183 people that are here on this zoom now? What is your problem? That if we were to solve in this zoom call, would make the attendance worth it? Now that is 183 people currently watching this. But you'd still get the same five questions. How can I get the clients that I really want? How can I amplify my business into a wider market? How can I increase my my profile and in accordance, mud, the price tag my invoices? How can I mark it accurately an authentic brand is the same things that are constantly repetitive. And with that repetition, you've got to look at well, okay, how can I do what's necessary to answer that with ease? And I think the biggest problem is today, we're easily distracted, we see something coming out whether it'd be AI, whether it be a new social network, I don't know how many people here on threads. The threads is the new distraction this week. And we've had tick tock answers to distraction. And we've had many other social platforms, these distractions. But we're constantly in a world of distraction. If you can learn how to take those distractions, and compartmentalize them, if you can look at that distraction, or go okay, is that working for me? Or is it working against me? And once we defined that answer, move on to the next thing, then we can focus on how to utilize our skill to deliver the answers to those things. How do we amplify How do we show up? How do we get the clients we want? And all of those answers? Always start off with you. How are you proposing yourself? How are you marketing? How are you communicating? And one of the things that I do notice a lot which is one of our biggest problems. And everyone here needs to know I am a

mad fan of Jay Abraham, bad fan J noses are wearing on a t shirt forever. Huge fan of Jay. Jay is the master of many, many things. But the one thing that's my love is his ability to communicate. And we're in a world today where not only are we getting really bad at it, we're actually choosing to avoid it. And those people that are using technology today to avoid having a conversation with that end user that client that customer is just waiting to be put out of business by another form of transactional service. Communication is still is the leading skill required for any business out there? And if you start ignoring or being distracted by the other things out there, you're actually just about to be unemployed.

Jay Abraham 15:14

That was great. So let's talk about the two different books and what they each focused on. Okay.

15:23

Okay. All right, go ahead. So the first book, I was I was at a party, and I got asked if I would write a book. And I always try to make sure that I'm in a room of great people and great opportunities. And you guys have in you, the young ladies and the young gentleman, the older gentleman, the older ladies that we've all chosen to take our time today, to be in a room to be potentially challenged to do things differently. So I'm always very, very selective to make sure that I'm in the right room. And the right room can literally be a zoom call like this. When I was in the White Room, I got offered the chance to do the book. Now for me, and Jay will be able to tell you this, because I went straight down the Jays to have that night to talk over the book. I wanted to discover, could I write a book? Could I be an author? Could I do this? And could I change somebody? Could somebody meet it. And as I've already mentioned, I expected only a few people to purchase the book, I was very wrong. If you write a good book, people will read it. That's a fact. I wrote the book. And surprisingly, it took off. But it was all very simple things. Anybody here that grabs the book, I'm gonna pre warn you. There's nothing complicated. It's very simple basics of how I've been able to connect, communicate brand and market to the most powerful people in the planet. And it's simple, and you can replicate it. And the book took off. And then it was a lot of other people that actually asked me Are you going to write a second book, writing a book. And James wrote many more than he's wrote many more than most people. But writing a book is an effort. And it's a skill level. And it causes you to focus on one thing, the distribution of your message to an audience that can operate it. It was a lot of headache for me. And it was a lot of stress for me. And I had always said, I've written one book, and never writing another book. And then COVID appeared. And this yoke me, as I'm sure shook, everybody, in fact, I know it shook everyone. There's never been a situation throughout time, where everybody in the planet can have a conversation on the exact same topic. You could have phoned up anybody in Australia, London, Los Angeles, New York, you could have phoned up anyone in the world. And just when they answered the phone, just gone. Hey, how's COVID treating you? How are you handling it never had recessions never was the entire world we've been in the recession, even the world wars. Not every country in the planet was in a world war. And we were certainly not sharing the same experiences. But during COVID, it was a period of time where everybody in the planet knew the same topic. But here was the strange thing. We were actually pulled away from communicating with each other. And a lot of people chose this as the time to get lazy, and to stop communicating with each other. And this annoyed me. I am, I will admit, easily aggravated. And I get annoyed, quite easy, and things can make me get quite angry. But I got very angry at the way people were using COVID to actually move away from people. When it was the time that we should all have connected more. I know I did a lot of zoom calls with 1000s of people. And here's the funny thing. Everyone was at home. No one was on a business trip. I could phone up Jay anytime I like knowing that he wasn't flying around to the other side of the planet, because everyone was at home. It was a wonderful time for me to be able to communicate and increase my relationships with so many people. It

was a benefit to me. And I got to spend all day every day at home with my wife, my dogs, and my three kids. Now, I know I love my wife. I know I love my kids. But I had missed out on how much I also liked them. I actually enjoyed spending time with them. This was a wonderful time for me and my family. We did gardening. We talked, we played cards. Yes, so many other people. Were using it to ignore each other, and waste time. What can I watch on TV? You know, how can I avoid doing this? Oh, I don't want to go back to work. We all came up with excuses. And then we all started rebelling on each other. And I found that aggravated. So I noticed all I thought at the time, it was today, I thought the problem was today's society, today's media, you see, I couldn't be here in Los Angeles. And I can fall over on my face. And if someone records down tick tock, someone the other side of the planet can save two seconds later. So I was wondering, is the problem today, our society, our media, so I used time during COVID, to investigate. And I found out No, I found out as a species as human beings, we're actually not very nice. And we're also not very smart. I noticed throughout time, whether it be the invention of the car, the light bulb, electricity, anytime something was invented, for our benefit, a group of people would riot against it. And they would moan about it. And I noticed that during COVID, those people moaning became very, very noisy. And so I started making little notes. And I started writing things on my social posts. And I started sending out emails, trying to get people, Hey, we don't need to be like this. In today's world, why don't we? Why don't we focus on our business today? Why don't we focus on our relationships today, you've got time off, you've got a pause. In COVID, let's focus on us. For when we come out of COVID. I didn't expect it to be a book. And people started saying to me, you should put it in a book. And I realized that a lot of people didn't like people, this stood out. You know, you don't want to stand out, you don't want to be different. But then everyone we admire and respect today is different. Jay is different. Elon Musk is different. Everyone that we look at is doing different things, and we respect them. But there's also a lot of people that yell at them. So I thought what if we could be in a situation where we would be prepared to go for a stupid goal? something ridiculous. If you're going to put the effort into your business to make an extra \$20,000? Then why don't you put that effort into make an extra 100 and file and make 50 I couldn't understand why we were limiting our goals and our achievements, as opposed to just going for something that was laughable. So I looked through some of the most powerful people in the planet. And I looked at their mindset, how they saw creativity, how they saw success, how they valued success, and success and wealth, that two different things. And it started to become a book, I didn't think it was gonna be a book, but it started to become a book and eventually I went, this is the book that people need to read. And they need to realize that they should go for stupid goals and then risk achieving them and stand out. And that's what I wanted people to do. So my second book is hopefully a way of getting people to do things differently. Be prepared to push themselves and be prepared to actually start having laughable goals. And if people around you are laughing at your goals two things one, it's the right goal to have and to you've got the wrong friends what's

Jay Abraham 24:22

what's the new book call

24:23

as the new book is go for stupid? It's a book of aggravation that stemmed out of COVID where everyone suddenly became more and more aware of people laughing at them therefore they didn't try and so I wrote the book go for stupid with the concept was if you could stop going for impossible goals, but go for ridiculous goals. And that's what I wanted people go because as you know as you know quite openly, when you start getting to a point of where you want to be intimidation can come in and you suddenly start going well, I'm going to, I'm going to break through this. And well, maybe I'm not capable,

and you suddenly start getting tense. But as you know, if you gamify, what you're going for, then different new ones come on, you start becoming a five year old child that plays with the problem. And when you play with a problem, and you play with a desire, and you play with anything, your creative juices suddenly start coming in. And the greatest people out there, you know, Bezos mask any of these people, they gamified, what they were going for. So that was the whole genesis behind the book to get people to stop being fired to being laughed at, but actually go for goals that people would

Jay Abraham 25:42

write, I love it. So what are you talking about? You speak on three or four or five subjects, what

25:47

are they? It all stems around the single one of communication. And I am going to say for the crowd here, the amount of stuff I've stolen from you is, it's just incomprehensible. So the whole point is that in the 80s, and the 90s, and we're going back, and I've seen the crowd, there's a few of you that lived in our period. We've all heard about communication, how you showed up, how you interacted, how you valued people, how you showed empathy, your value ladder, and then that kind of got diluted, in the in the birth of the Internet, and even to now where you're just shout a message at the Internet, and hope someone picks up on it. I think communication is king. And I think communication and relationships are our bank account. You know, look, look at this morning that we're having here. I don't do Saturday mornings for anybody. But when you called on there, I believe today, we've got to get better at communication. And here's the thing that's good about it, is I'm pretty good at communication. I'm not brilliant. I'm pretty good. But with the rest of the planet getting so bad, I look absolutely amazing. And I did notice though, as I was actually working around with people, and you know this, because we've known each other for a long time, I didn't have the intimidation, I'm sure. Actually let me do you do a little survey here. I can see the crowd here. Put your hands up. If you ever get intimidated by walking into a room and sometimes get that little bit of kind of all should I be in this room, the imposter syndrome? Are all of you like really confident or do you get a little bit nervous? Yeah, you see, the nervousness is all about you. If you walk in with an asset and a value, it's now about them. And you can hide behind that. Now as 240 pound a bike of ugly, a lot of people don't think that I've worked with kings and queens, the Vatican, you know, top tech people, celebrities, you you have no debt, Jay knows that I've worked with these people. And I've never worried about what I look like how I turn up because Jaya Telly, I turn up on a motorcycle, black T shirt, absolutely everywhere. And it's me because I'm not trying to entice you to like me, I'm trying to show up as the solution to your problem. So that's what I always focused on very, very early, if you can actually show up as the asset. And we've all got these things nervous. You know, we've all got technology in these phones, that beat beat what you had in NASA, you know, back in the 90s. And we can Google anybody, we can find out about anybody, do a little bit of digging, and then show up and go. Hey, it's a pleasure to meet you, Bob. I noticed you're working on x, y, z. Have you thought of this? And Jay is a master that how many times you talk to Jay and Jay, he's like, what's that? I have looked at that. But have you considered a bang, he shows up as a value add. I here's a I don't know if this is going to be possible. But there's one of these things I talked about, which is always a great little icebreaker. And it's, it's going to be pretty hard to do it in this environment. But you can play this game with your people. Okay, so when you get back to your office or to the normal world, you can actually play this game. And I call it the barbecue game. So what you do is you say to someone Hey, you know I'm having a barbecue Saturday night. I'm in Los Angeles. So are you do you want to come to my barbecue? course you do. It's me. What's your first question? And you'll get people turn around go, oh, what should I wear? Great question. You want to know what to wear? You don't want to turn up looking silly. It's not a fancy dress. It's going to be this. Okay? Where is it? Great. You

need the address, otherwise you wouldn't be there. And what time's your start? Perfect question. What are you cooking? Who's gonna be there? Can I take photographs? Will there be celebrities? People run through all of these questions and I urge you to try that with your people. And then sooner or later and whenever I do this live, I never pick on the ladies. Cuz you ladies already kind of like the first questions always, what can I bring? But the guys were not tuned like that. So the guys are they're trying to find out what they can get out of it. The ladies are they're thinking, What can I bring to it? And if you think about relationships and communication, if you think of everyone you ever want to get in front of, and you ask yourself the question, before I enter into that relationship, what can I bring to the party, all of a sudden you move with purpose, you move with intention, and all of that intimidation goes out the window, because you're showing up as a solution to somebody else's problem. All right, so I've known this man for many, many years, and he's still scares the shit out of me. Right? So there's a couple of things I want to run through with you. And I'll go got a very, very small screen of the crowd. So it's hard for me to see too well, but can you put your hands up and show me? Are any of you here? Speakers? Alright, not see him? Do any of you hold morning meetings with your sales team? Okay, do any of you have conversations with your kids or your your loved ones. So the bottom line of it is, communication is something that we all need within our daily life. Okay. Now, for any of you that are speakers, you'll understand a little bit of what I'm saying here. But it's going to translate into how you position to be able to take what Jay is taking, and put it into effect. So still, please bear with me a little bit. So when you go to a comedy show, and I'd take it, you've been to a comedy show, or you've been to a concert, you know, pretty much assume most people have done that. Whenever you turn up at that comedy show or that concert? What's the first thing that you get before the main act? You get the warm up act don't Yeah, you get the new comedians or you get the new band or, and they set the same for the concert. If they can get you laughing. Then when the main person comes on, you already in tune to laugh. As a speaker, we don't have the benefit of a act being a performer or being a comedian, we don't have that warm up out, we literally have to run off to whoever was up before us. And hope they've set the crowd up. Well, and I'm sure Jay, Jay spoken up way more stages than I am. But he'll tell you as well, there's some times the act before you isn't always the best. And then you've got to get the crowd back up to neutral before you take them up to the elevated experience they want. I know you've had that, Jay, you must have. So we've all had that. But here's what I want you to think about. You're on stage now. What is your audience like? Now think about that. Everyone in business wants to speak to their clients or prospects? They have relationships, what mood are they in what temperature they in? Whenever you step into a room, as a speaker, the first thing you do is you look at the room. And you know, you get there a little bit earlier just to see are they laughing at the right jokes? Do they like this, and you check out the room you get a temperature of the audience that you are communicating with, with that audience is the planet. And that audience is getting belted with distraction at the moment. We've got politics, we go World War, we've just come off a COVID where we were moaning about we couldn't connect and communicate and how many times during COVID Did you see someone going, oh, you know, I hate COVID I can't go to the gym, when they're fat ass wasn't going to the gym before COVID. That was the world that we were in. And so we were moaning about things. And what happened when we lost the ability to communicate. We suddenly started going in turn on attacking each other riots, topics suddenly started elevating to the top of our conversation. And then on top of that, we started hitting on each other with the canceled culture and the godless society. We're saying that we couldn't connect. And then we started feeding and feasting on each other. Now we're in a point of time, where we're scared to say something in case a meme suddenly pulls out. And we're laughed out on Instagram the following day. So how do we avoid get laughed at? We say nothing. We're combat in bad negative communication by having no communication. So we're actually going in reverse. Now, if you're in business, you need to have conversation you need to speak to your clients, you need to speak to your

prospects. But if you understand the temperature that they are in, they believe they've been lied to for many, many years. And what's the easiest way to get past that kind of distrust, brevity, to the point, I solve this to you have that problem, I'll await your call. That kind of brevity, that kind of directness, that kind of lack of miscommunication and making sure that you are and you can write this down, impossible to misunderstand. Anything you do today, the one thing you do, and it's something that I do with all of my clients, is I focus on their brand, how they show up, how they appear, like, give me a give me a show of hands. And again, I can see the screen here. How many of you have Googled yourself in the last week? What do we got there? About 15%? How many? Yes?

Jay Abraham 35:54

What? Probably five.

35:56

Okay, five people. Okay. How many of your prospects and your potential people with a problem that you are a solution to? Do you think Google jus? Don't you want to know what they see? Now everyone goes, and I do this all the time I get on stage, how many of you Googly, and they all go, and now embarrassed? Bollocks to that I want to know what the world is seeing. So that I can be in charge of my narrative, my story, or my solution, if you want to get ahead in business, first of all, understand what are they seeing. And then we act accordingly. It's going to be very hard. If you don't focus on your messaging, your positioning, your clarity, you're gonna have all this information from a man that truly is, and I'm not blowing smoke, one of the greatest men in the planet, and a true friend and mentor, you're gonna get all of this information. If you don't simply focus it how you deliver it, then it's going to be very hard for you. The good thing about branding properly, and becoming impossible to miss understand is you reduce the amount of conversations you need to have with people looking for you. You also reduce the amount of closing calls you need to have, and you also reduce the amount of money you need to spend on advertising. Because you always come through crystal clear and to the point, I hope that rant helps, was

Jay Abraham 37:20

great. I like that, that's great. I don't want to abuse the time, right? Before you say goodbye, you got one more or, or an integration of one more profound hit the same word division understand insane.

37:39

I love Jake, because he comes out with all these words that I can't even say let alone spell. I so I'm gonna, I'm gonna, I'm gonna lay one down for you. It's a very everything I do is simple. You know, the hammer is not the sharpest tool in the shed, but it carries a lot of impact. I do. Everything I do is simple and easy and works. So we've already identified that most of you have no Googled yourself, I am going to assume cuz you're smart, you're not there to waste your time, that very soon, you're going to google yourself, let me ask you this question. Are you going to google yourself on a laptop, or you're going to google yourself here? Okay, here's the truth, over 85% of the planet use this little screen. So when you go and google yourself, do it, where people go, my data was used to say if you want to go fishing, go where fish feed, if you know, everyone's got one of these in their pocket. And you know, everyone's going to google yourself on there. To make sure that any marketing website media, any digital presence, looks good on a five foot by five inch by two inch screen. And here's the other thing. This is what I want you to do is the only exercise I'm going to ask you to do on a desktop or a laptop. This exercise can't be done on an iPad and it can't be done on a phone. I want you to open up multiple browsers. On each one of those browsers. I want you to put your social profile. I want you to put your

LinkedIn Yeah, your Twitter, your Instagram, your Tinder, whatever it is, open up a browser and stick all of your social profiles, so you can see them all. And then I want you to ask yourself one question. Am I the same person on every platform? I am being amazed when we do clarity and we do media calls with clients. You look on LinkedIn and they've ones leaning up against a pile of books they've never been of read. And then you go over to Facebook and they're sitting in a hot tub with my Chinese girls gone wild for some reason. For some reason, we You think that LinkedIn, or that's the professional network? Yet we all know the biggest business network in the planet? is Facebook. Yet you are different on Facebook than you are here. Look at Jay. Every time you see Jay, every time you interact with Jay, whether it be in person on stage on website on social, he's Jay, I swear like, and I'm going to do this one day, Jay, I'm just warning you now, I'm going to knock on your door, one o'clock in the morning, I guarantee you're gonna turn up with a beautiful jacket on an acrobat. You just always Damn. Okay, I know it's gonna happen. But the bottom line of it is, j shows up as him every single time, which makes it very, very easy for you to go. I liked this guy. Or I disliked this guy, which is also just as valuable. Because let's be serious, we want to get rid of the people that aren't worth it, don't we? So you want to make it very easy for the person to go yes or no. But what you don't have is the fences. So this is what you need to do on those browsers. You need to make sure your picture is current, you need to make sure your bio is an accurate Ignacio have a conversation of what it is you do on mine. I've got speaker I've got on now. I think he's like, awesome, more amazing podcast guest. Why? Because I'm an amazing podcast guest and I want to be on podcasts. So I put it very, very simple and concise and blunt. What it is I do. And he's the exact same bio on every single one of my socials. And it's the exact same picture. And here's the funny thing. A lot of people that know me know, I like an old fashioned cocktail. So in my social postings, I've got an old fashioned cocktail, you'll be amazed at how many people only on LinkedIn have gone. You can't put a picture of you with alcohol. And I'm like, why not? Now, like it's a business network? Where does it say I can't put a picture of me with an old fashion. But the amount of people that relate and go, Oh, I like history, that's probably an old fashioned on the ground. I like those. So you make yourself easily identifiable, identifiable to these people? And if you're worried that Oh, no, I've got to be different on LinkedIn that I have on Instagram, and I've got to be different on tick tock, than I am on Pinterest. Then at the same time, open up apple, and open up Nike, and open up Ford. All of these brands are exactly the same on every social platform. And the reason the social platforms are so important, is because when you learn about someone, you do this, you pick up your phone, you call out to the Google gods. And of course, Google's never got any bad information. We know Google tells us the truth. And you end up on someone's website, or website that you are in control of to show your best pictures, nicely photoshopped. So you see you've lost a 20 pound on there. But when you really want to know the person, what do you do? You look them up on social. So again, websites one thing, social is everything. And this is your point of consumption. How you show up on here, says everything, you should be Googling yourself, you should be checking yourself out. You should be checking out how you show up digitally, on a weekly two week basis. Just so you can make sure that the conversations don't get confused by information being out there that's inaccurate. was wonderful. I can

Jay Abraham 43:34

pick your mind for hours. There's an adage you want to leave them wanting more. So how do they read you all again?

43:47

This is another test boy, I'm Steve D Sims everywhere. So wherever you consume your social you want to get to Steve D sims.com. D for Daxing and only one aiming Sims. I'm absolutely everywhere under

the exact same name. So reach out let me let me know that you saw us on this, this zoom. And hey, good luck with today.