

# lock-in-2024-module-01-keynote

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## SUMMARY KEYWORDS

business, tony, asset, buyers, powerpoint, increase, strategies, work, prelude, risk, hand, raise, clients, approaches, irresistible offers, exponential, blow, easiest, higher, opportunity

## SPEAKERS

Jay Abraham

### Jay Abraham 00:11

What's your answer? Honestly, all of you watching all of you here, are you stuck right now losing out business to the competition and don't know how to counter that? Raise your hand. Okay, look around the room. Are you stuck? not selling enough? Raise your hand? Are you stuck with erratic business volume one month? It's great. New, new new buyers next month, it's down, you don't know how to mitigate it? Do you think you have mediocre marketing or selling approaches and you don't know how to improve them? Okay. How many of you want to achieve more scale or scope and do it faster, safer, more successfully? You all should raise your hand how many went? Let's go. Go back for a minute. Go back to that event. Okay, how many of you want less scale and scope and do it slower? More dangerously inexpensive? Good, okay. How many you want to increase your market penetration, your brand posture they told me show my daughter that one of the reason they wanted had the clearest, most powerful brand positioning, how many you want a superior competitive advantage that trumps and preamps everyone, okay, I want you to see the game we're going to play or what more desirable products and services to sell even it means reconstitute your existing one or need to find bigger, better opportunities to explode your business growth and profitability. And what better opportunities only a few, okay, you want less opportunity. I can give you those, I can change my PowerPoint, we can just talk about negative stuff you want to do that. Let me tell you how to basically run your business into the ground. How many anyone to find better sources of higher value buyers and repeat buyers anybody. And by the way, if you only have a one shot product doesn't matter, I can show you how to turn it into repeat buyer thereby for perpetuity if you understand the strategy, or wish you had a bunch of high profit joint ventures strategic alliance partners churning out no risk, higher margin, new found buyers from all kinds of sources you can't reach right now, da, only three of you. I'm going to prove to you if I can get to it in a PowerPoint, everyone should do that. Because the biggest corporations get something like 20% of their revenue and 40% of their volume from partners. Microsoft got something like I don't know \$20 billion from their distribution partners. So if you don't think that works, I basically did 250 million a quarter billion dollars of seminars when I was in that business. And my risk was \$300 300,000. Because I did Tony I did Success Magazine. I did every financial newsletter. I had every seminar company promoting me and I only paid him on the down on the upside when it worked. You guys don't want a lot of that. You don't want to be the recommended provider. You don't want to network a network of consistent referral sources. Okay, well raise your hand because I'm not Do you think I'm joking? I'm not. I am self regulating? If I see a lot of buy in and and and connection I'm gonna give you a lot more than you expect if I don't honest to god, I won't get we're gonna solve the real problem. As well as the

true opportunity. You need to better move. I can't read it. You stuck me here? No the other way the other way. The other way, ah, mine and monetize, you need to figure out what's the big focus. If you don't think you need any of these strategies I'm going to talk about do me a favor. Respect everyone else. Go to the back of the room, go sit outside, have a coffee and come back when Tony's here It's okay with me seriously, but if you need them, we'll work on it together. How many think I maybe think you don't have enough time to get all you need done to grow your business? Raise your hand. Interesting. How many don't honestly know what your biggest bottlenecks chokeholds constraints are that are holding you back? Raise your hand. Okay, if you know what it is that I'm hoping you're going to tell me when we do Tony that you're working on it? If you don't, then you really don't know it. Because a lot of times what you think is the cause is really the symptom. And it's a totally different thing. How many of you think there's not much difference in how one market out one marketing approach performs over another or one strategy or competitive advantage over a different one, you think they're all the same? You do? Good? Okay, anyone that raises your hand, go stand in the corner. How many of you understand that r&d doesn't just mean what Big Pharma does to discover new wonder drugs? It's what you do to discover new and better markets to penetrate, more competitive advantages superior marketing approaches more lucrative sources. have better quality buyers. That's what r&d is. How many of you understand that? If any of your assumptions are wrong, particularly about revenue marketing, clients value creation in your revenue generating approach, then guess what? Every assumption and action that follows from it is wrong. Do you ever think about that? How many of you think that lack of resources or capital is what's holding you back? Raise your hand? Okay, not many. I bet on few. Okay, cool. How many think that growth has to be slow, costly and incremental? That's good. One. Do you really? But that tried to castigate you. I just asked you if you really believe that.

05:52

Please ignore me ignore my hand.

**Jay Abraham** 05:53

Okay. It's great.

05:56

I am so I'm listening. Everything that you are saying and I want you're

**Jay Abraham** 06:02

just excited. Okay. All right. Good. It's great. Thank you. Yeah. How many of you think that a recession or down market has to be bad for your business? Raise your hand, think it has to be bad? It's fun, isn't it? Cool? How do you know the lifetime value of your different categories of prospects and buyers and that a prospect has a lifetime value? You guys know what it is? Not many. You need to? How many of you know that all prospects, all buyers, all types of buyers, all sources of buyers are not worth the same relative value to you and don't deserve the same relative amount of time investment? Or attention? Y'all know that? That's good. Okay, well, one. How many of you understand the blockbuster value of what is called allowable acquisition cost theory? Anybody understand that? You will, if I have time, I don't run out of time. It's the ability to give your business and unlimited marketing budget on limited marketing budget. Seriously. Speaking of that, how many of you decide what and how much you'll spend on advertising marketing or even sales commissions? out of thin air, you just arbitrarily decide, okay, I'm gonna spend 5% last month or Okay, I think we'll pay the salesperson 10%. Or, let's just arbitrarily spend 20 grand we had a bad month. Only a few of you are a lot of you. Okay, be honest. This is me trying to make sure I'm in the right room. Have any of you have a business that is referral based? Raise

your hand? How many of you have your hands up? Keep them up? Have at least three formalized systematize referral generating strategies you are applying to keep growing those on a consistent high value basis? It's good that a couple of you do congratulations. How many? How many of you really understand optimization highest and best use theory, and religiously apply it to produce maximum profit results from minimum time investment or effort? It's very powerful. How many of you not only make irresistible offers, your competitive your competitor doesn't or can't and continually test different forms of risk reversal? Okay, well, risk reversal alone can give you a 50% increase if you do it right. And there's three different categories or five directions you can take. So you should be how many of you even understand that if you don't make irresistible offers, this is hilariously realistic. It's a it's a reality check how many understand that if you don't make irresistible offers and unbeatable propositions? That means you're making resistible offers and beatable propositions think about it. I'm not playing games. That's what it means. How many of you how many of you or your ad people know the nine simple levers that can change in you can change part me in any ad you run anywhere to make it pull up to 21 times better? You know what they are? And 21 times is a rarity but it's been measured three to five times is not an it could be quality enhancing, it could be conversion enhancing, and anybody can do it. How many of you have your own advisory board or mentors and more importantly, what is called a masterful thinking partner to work through all your issues with you that comes at it from a war worldly point of view? Congratulations makes a difference, doesn't it? Big difference? Yeah, I bet it does. How many of you can clearly state what your one biggest problem or challenge or issue or underperforming opportunity is right now that's holding you back? He can't. And this is just, this is heartfelt how many can't? Okay? I mean, to be honest, because that's what I'm here for. How many of you understand the power of testing and the amazing profitability that lies in variability doing something one way you get access to it something else, you get 10x. That's good. Hopefully, Tony has done a great job of that. How many of you don't just understand but capitalize to the maximum profitability on the 8020 rule? By focusing greater time attention on those 20% that are the more valuable? Okay, not many. So how many are going to? Good? See, this is not really Prelude. This is a little sort of a subtle way of teaching. How many of you have purchased at least one either competitive or complementary? Business or strategically beneficial one in the last couple of years to blow up your EBITA? Did it help? A lot? Who else did it? Eric, is this fun? Am I doing okay? Thank you. How many of you know what your buyers purchase before, during or after it even instead of what they buy from you, anybody? One of the most pre emptive things you do is go into the business of what they buy before then you have access to them before anybody else. And if it's a product that's not terribly expensive, but it is a prelude, you can underprice it like mad or overvalue it with lots and lots and lots of bonuses or benefits. I could go on for hours. I really can't. And now I'm into it basically short and mid game strategy. In fact, every private is these questions provocative. Eric, tell them about my 200 question questionnaire. Is it a mind low? Did you answer at all? I have a 200 question assessment that we give everybody who's a client? Nobody can answer it. If you would like I'll give everybody the questionnaire even though it's almost an education, isn't it? Who else got you guys got it? It's pretty cool, isn't it? Ask questions that most people have never thought about. Okay. All right. So, show of hands, please. I'm imagining you want to learn all the right strategies today. So you can thrive in a down market and just kill it in up? Is that right? Or you want to kill it? You want to get killed in a down market? Okay. Okay. So we all agree that you recognize that your business has problems that opportunities, and it needs to solve a ie jobs to be done that I'm going to address them right now with the rest of the time I've got with the PowerPoint. But I want you to tell you how I see your business I see you as a Ferrari that's been unknowingly powered by a four cylinder 100 horsepower, very, very weak engine driving your growth and profitability. And I want to replace it today, not just with the session I do because I won't get it all done. But I'll give you the PowerPoint. But with the things Tony and I do and my ability to have little out of body demonstrations of

this is something I either covered or didn't. And I want you to again end up with a 16 cylinder 975 horsepower, supercharged AMG Type engine driving the damn business. Same time. So we're almost done with the prelude. Is this Prelude Cool? Is it getting you thinking? Can you imagine what the PowerPoint that I probably won't get through is going to be pretty damn impressive in its seven ways seven steps that blow your mind that anybody can do the moment you get home. So I think you've been wearing out that underperforming engine trying to compete or even those more successful ones lap and and lead the competition? Or should I say that many of your strategies and approaches and approaches your blank now probably aren't capable no shame in delivering the scope and speed of profit increases that you're really after. They just can't, they won't. But all you need to do this is the coolest thing I realized 40 years ago is replaced the worn out overtaxed, underperforming approaches with just a few not all that few of the higher performing super strategies that I will teach and Tony teaches. And everything honestly will change as Tony says in a heartbeat. Parenthetically, this was a fun thing. Yeah. Tony makes you walk over coals. I wanted I never did it. I wanted to build 100 foot whatever you call the tub of jello so we can have you walk through it with the metaphor. It's not that hard. I never did it but I always thought that would be fun. You can laugh. I'm gonna give you the method. I'm gonna give you the right strategy so that every day from now on whether you're in a down or up market, you're killing it. If you take action, you'll quickly know the few things to move the needle the most the easiest, the least amount of effort and risk or investment. And remember as we go through the PowerPoint if you're going to keep doing what you've been doing, honest to God, you can't possibly expect any meaningful different result. Anybody know Einstein's explanation of insanity? What is it?

#### **Jay Abraham 15:23**

Doing the same thing over and over again, you're gonna get no different result. That's insanity. So, okay, if and by the way, those of you doing very, very well if you think this doesn't apply to me respectfully think again, because I have found most successful companies are actually successfully stuck. You're outperforming you're compounding at 2030 40%. Your is mitten money. But guess what? What if you're accepting a fraction of the fraction of the true performance, the effort, the opportunity, the acids and play the salespeople, the brand distribution channel, the buyers, the prospects, the relationships could be delivery. So I'm gonna give you today a lot. And then I'm going to help you do what Tony, you know, is five to thrive. He just picked five easy ones that you can win with. So I've applied all the strategies we're going to cover they've all worked massively. Remember, I have 97 I've picked out just the seven best of them all the easiest, the most infallible, if you take action. I'm here to help you have more success starting tomorrow, but that won't happen unless you see that I have something important. Something vital, something mission critical or multiple things. You need to see that. Seriously. I'm not for my ego. I know it. Okay, so have I accomplished my Prelude? It's a long Prelude. But did I set the stage? Well, cool. Okay. All right. Now, a lot of you probably are so excited that you want to just stop down, get out of here early, get an earlier flight home and start doing it. And a bunch of your bigger companies probably want to run up right here and say, Can I give you money? Jay, I need you. But don't do it. Okay, because what we're going to do with Tony and I afterwards will blow your mind and we'll demonstrate applications that when you go home, it'll seed much better. Your understanding. Okay, you're ready for that PowerPoint? Let's do it. And you're gonna get it if I don't see you take notes. If I see you take notes you want now just don't get it all and who will be the loser? Me? Are you? Okay, okay, now we're ready for the PowerPoint. Let's do it. Got the PowerPoint? No, I don't need that. I don't need that anymore. The PowerPoint. Oh, over there. Okay. Thank you. Okay, so this is a quote that it's mine may go back, see if I did it, right. Is that back? Okay? Your goal in business I think is always should be to gain absolute ethical advantage and everything you do by making a bigger difference for your, your, your market by adding more value by caring more about people and by really

doing it differently than everybody else. It's just as similar. Okay. All right. So who here feels like in the pressure of the increase? I'm gonna actually going to we already did that. Don't need to do that since I did it. Okay, do you feel like it's hard to make the right decision? Do I decide to do this or that or spend this or that or nothing higher fire? Stay? Try this. Anybody feel that way? Raise your hand? Yeah, I know. So we're going to share is going to be showing you how to create wealth with your business proven strategies, recession proofing, and we already covered See, I always duplicate myself. So I'm gonna skip through. I'm going to teach you how to create all of this in seven magnificent steps, creating more business wealth without risk seven magnificent steps. This is how you recession proof any business. This is how you basically blow past the competition. This is how you sleep like a baby at night. This is how you have predictability and certainty. Okay, it's how to multiply yourself already said for no dates is I'm just giving through things that I've already covered in the prelude. But everything you do in and on your business should have a duality. It should be cashflow, enhancing, profit, boosting, but should also constantly being it should build the asset value, your net worth and the same average should and can so if you're not doing it, you need to rethink. So everything I do is based on taking the same time, same effort, same resource, same opportunity. And doing more with this and you may be here I don't know if you join. We have a client, very lovely client and one of our masterminds and he's got the most successful, classic guitar, resell platinum platform in the world. And they're very expensive. Anybody collect guitars. They're like 1520 30 grand. I got two of them for my son one's 20 Grand ones 18 are beautiful, and they're very valuable in the going up. But he sells three 400 a year. But he's got 400,000 People who play guitar who are aspiring guitar players who can't afford 15 or 20. But someday could that he does nothing with that's why the guitar is here as a metaphor to me to show you how illogical it is not to benevolently, but monetize, and help those people progress through the process. Okay, how do you guarantee your bottom line keeps growing while your net worth increases? Okay, you basically only work on the geometry of your business, you always operate what I call the exponential zone, not the incremental zone. I have a beautiful example. I'm not going to do it because it takes too long but it's cooler than hell. Cooler than hell. Maybe someday. Maybe I'll do it. When Tony are on. Okay, you discover and then probably apply the 1010 10 equivalent. Tony's taught it right. Raise your hand? Who knows the 1010 10? Keep it up for a minute everybody keep it up? Who is actually doing much with the 1010 10? Keep it up? If you are. Okay, the ones that have your hand up? Is it worked? As it works significantly? Has it work safely? Is it pretty profound? Well, guess what? I'm going to give you seven more 1010 dents to add. Okay, if you do anything with it. Cool. So everything about this small changes, I would say incremental small, slow changes, exponential use positive increases, rapid increases in size and scope of results. We already talked about you're all working your ass off and not getting the kind of things you want. You need what's going to move the needle, okay? And it's missing critical because here's the here's the challenge. I don't care what you make, let's say you're a you're a lifestyle entrepreneur and you're making I don't care 500,000 A million. If you take analogy imagine you had your your all your assets in a portfolio that was being managed and every year they're giving you 500 grand but then when you retire, they're giving you nothing because it's not it hasn't grown it hasn't really compounded that's what a lifestyle entrepreneur that doesn't figure out the asset value. And that's what an entrepreneur that accepts a fraction multiple of what it could be this book that you promised you're gonna read right you're gonna read it I sold you on everyone did I get 100% sales? Well I can walk off and tell Tony I sold 100% of the audience Pretty cool right? I need an award Okay, let's do a reality check when I first saw the slide they put in I thought it was a girl diving into the abyss but it's really I guess what is it she's goggles? Is that is that whatever they call them Oculus goggles or something. All right, so it's it's a new way of seeing things it's easier faster safer. I already made that case I wasn't going to do it originally but that's on how at a 10x bottom line is so much easier safer and doable than a 10x top line do you all see that? Okay, it's makes sense doesn't it then you do you use



that freed up newfound cash to fund the harder more dangerous risky speculative, costly and uncertain top line that you're going for? Okay. Your whole goal is to maximize performance everything you do these are how you do it you first of all you learn to maximize everything you do not minimize or sub optimize then you gain the highest best use Tony does a good job of doing it years ago we talked about this I think he ran with it in a very wonderful way his Optimax but that's what it is. So you always in my opinion want to work on my Sony has his five to thrive these are my you want to constantly increase predictable current income you want to constantly increase predictable future income you want to constantly increase what I call your WindFall new value income from all kinds of jackpot areas you want to have increased fulfillment, emotional psychic, if you're not having any fun you shouldn't be doing it. It's miserable, isn't it? You can't do your best and guess what number five is? Anyone wanna yell it out? Net Worth everyone increase their net worth so they don't have to keep doing this. Are you love it? Would you rather love it because you don't need it? Are you gonna love it because you need it? You want to love it because if you sell it you're gonna get a year or two of income and then you got to figure what to do or you want to sell it and get a lifetime of income da okay, I'm trying to give you a reality check. It's working. And my fine art is better than that. This is better than working. Should I tell Tony not to come on? Yes, sir.

#### **Jay Abraham 24:47**

It means getting fulfillment from what you're doing and rocked your boat it it animates your spirit. It makes your heart sing. Does that make sense? As opposed to hating getting up on a Monday morning you loved Getting up on a Monday morning work is not work, it's joy. You love not just the business you're in, not just the product or service or the industry, you love the people you impact. And there's three kinds of clients, we may or may not get into it. The people who pay you and the people you pay, you should be committed to wanting to grow and develop the collaborative benefit, and contribution value and, and in capability of your team for their benefit. And when you have the right attitude, it makes everything much more joyous. Can you tell them having a good time, I always have a good time. Because I have the right attitude. And I understand where leverage lies and where risk lies and how to really blow past the ladder and focus on the former. Okay, so your goal is always work is get your business always working harder for you. It's axiomatic than you work for your business. So what it means is you install something once and you're able to mind constant, never any compound profits, maybe not forever, but for sustaining period. That's how you have predictability, predictable revenue, predictable flow of clients, predictable referrals, predictable asset growth. So again, when you show everyone in the room, the seven easiest steps, and I'm gonna give you lots of examples time allowing it if not, I'll give you plenty of examples parenthetically, when Tony and I do the collaborative hot seats. Okay, I already told you to do that. So basically the same things that I use to grow long term, but I started using them in the beginning with icy hot entrepreneur, all these clients of mine, you don't need to see this. Hey, so most entrepreneurs think really erroneously, the goal is like I'm talking about or impossible but in truth, in truth, and I think Tony's done a good job of pummeling this in probably, in truth, they're only impossible unless you don't shift the game you're playing. Meaning that you don't just apply one category or no categories of the 1010 10. You harness all seven keys and you blow past that you use leverage on leverage and leverage and it's like, exponential reality on steroids. Anybody a mathematician? Do you understand that there are I think five or seven gradients beyond beyond exponentiation. I think they're called hyper operationalizing. And if you look at it the septet trade temptation, temptation plantation occupation, okay, with the other notation is, but if you look at it, and you wouldn't even calculate, it's off the chart. And if there is proof, you can perform well, well above exponential. Do you think setting a goal of exponential growth is really that hard? It's just shifting what you do and how you do it. Okay, so I told you, I've got 97 rule, I'm going to do the best seven. I want

you to think like a hedge fund manager about everything you do. And I want you to run your business like it by focusing squarely on how to achieve maximum upside and minimum downside risk, a hedge fund, maybe there's one here, theoretically, you're looking to allocate assets that will perform above market with less risk unless you're a very risk oriented one, I don't recommend it. And if it doesn't, you shift your asset pool, don't you? But see, if I did this, you know what it means you start generating returns on your investments that dramatically beat all the competitors you're competing against, I'm gonna really upset you in a minute. So if it's an if you're it's your business as a hedge fund, you have to allocate, reallocate the assets, you're allocating risk, time, opportunity costs, capital human capital odd, because most people don't have any clue what kind of risks they're taking on something, a person and area and activity and what kind of a yield they're getting. Now, in the future, if you don't know how can you possibly maximize? If you add your money with somebody that didn't have a clue what risks they were taking with it, what yield they were getting? Would you let them keep your money if they had all your capital allocated, and 60% was in something that had a 40 or 50% risk and a 3% yield? And only 10 was in something that had maybe a 50% yield and a 3% risk and they didn't shift? Would you keep your money there? But I really want to not shock you. But that's what you do with your business. Does that make sense? Think about it immediately connects, doesn't it? I'm very blessed. I can take very complex things. And in the past, I've tried to teach complex things, which I think is more wrong. I'm going to try to bring it down to lowest common connective denominator where you go, Oh my god, I'd see that. And then you go from app to yay, because you see now you can shift in a heartbeat, right? Okay. Big difference between spending for unpredictable unknown returns and investing for highly predictable, measurable returns. Most people don't understand that in their business. So think Larry about the profound difference spending is speculating oftentimes wasting money for low yield investing utilizes your capital to build your profit enhancing business portfolio? Okay, I still think she looks like she's off a diving board going into the deep reality check number two I have a very nice person that helps me do it. I didn't want to didn't want to hurt his feelings, but I think probably change that slide. Okay, get ready for this. You're ready. isn't so cool. I've never done this before I did this just for you. Okay, take a deep breath. Okay, guess what? Effort is an asset that has a return time is an asset media is an asset. Salespeople are assets one time buyers are assets. distribution channels are assets opportunity cost is an asset access to your market is an asset prospects and active buyers, their assets. Your value proposition is an asset, your website social media, they're all assets. Testimonials, endorsements reviews are assets, who's got a lot? Did you find that when you added more people basically, you had more credibility and you got more people buying quicker and longer? Yes or No? Would you say it's an asset? Is it an asset that dramatically increases your yield now and in the future? Yes. Good. Thank you. Okay, even satisfied buyers, you failed to secure killer testimonials and referrals from guess what they are? Acid Come on, what are they? Alright, jeez, okay. Remember, if you stop it, if I see you taking notes, I stop and go back and then I basically wait for Tony. So stay connected promise, the payoff to you will be unimaginable. Okay, this is just to show you, you have to look at any of this except for that. I think it's 40. I have a very dear friend, he's a specialist in SEO optimization. These are the 40 tools and apps that he uses to blow people's organic search and conversion off the chart. I actually have a relative that is a PII attorney, he had no placement at all and he went to him and the guy use this thing I'm not selling I'm just showing you the leverage. Nobody tells you about one area 40 Different things you don't have to do 40 different things but if you do know different things do you think maybe we did three or four and and my guy went by the way my cousin went from number no to the top and every meaningful category and they have more cases than they can handle on their biggest problem now which is good. They can't hire enough attorneys and and legal assistance but look at this one category. 40 different levers nobody probably

tells you about. I'm not based on a digital marketing. I'm not SEO I just found that mindblowingly impressive