

100526 Nick Skolsky 30,000 Prospects in 60 Minutes

INTRODUCTIONS:

NICK SKOLSKY: I'm going to start it off, because Alex is starting to sound like a Verizon commercial, can you hear me now? Can you hear me now? Let me go ahead and begin, because I know your time is valuable. As I mentioned earlier, Alex, who lives in LA was on the East Coast back in New York City, and Nick and Helen took a little time off and went to Las Vegas. Had, not just the gambling and the hotels like we usually do. But I didn't realize that Helen has never seen the Hoover Dam, so the best boat to have is your friend's boat. And I got friends with a boat, and it's a heck of a boat. But, we spent the day cruising on Lake Mead, right up to the dam, catered by a staff of seven, just an unbelievable day. The kind of day we all need every once in a while. No cell phones, no computers. Just chill out with some old friends and some new friends. But, you know, you have very few days you can mark on your calendar and say that was a perfect day. That day on Lake Mead was a perfect day. So, I hope you guys find some time to relax while we're filling your brain with all these different tactics and techniques and strategies.

If you are new to the call, let me welcome you! My name is Nick Skolsky. I'm greeting you tonight from South Carolina. Soon to be from Florida, next month for a little while anyway! And Alex Weiss is out in LA, Alex are you back now?

ALEX WEISS: I sure am. Can you hear me a little better now?

NICK SKOLSKY: it's a little better, but it's still a little weak. But, much better than it was.

We'll check in with everybody. I don't know what's wrong with your connection, though.

ALEX WEISS: How about now?

NICK SKOLSKY: Same thing, Alex. We'll go with it, and check live, and see if they can hear us ok.

Anyways, for those who are new to the call. This is a safe place to learn. We don't do any product endorsements or cross recruiting. It's totally compatible and noncompetitive. If you've got an entrepreneurial spirit, this is probably a good 60 minute investment. The next thing to know is, Alex is pretty modest, he used to run a hundred million dollar company. I think he knows a little more about business. And I have the distinction of being the top recruiter with four different companies. So, in the networking and outside the networking industry. So, hopefully I can share a little of my experiences that you can apply immediately. And, I got to recognize some people. I get a lot of emails. But, one of our students, Bill McDermott, Alex is up in Atlanta. Bill's a guy, who used to be a mortgage broker. He used to earn over \$200K, and actually closer to the \$250. With the

market the way it is, he's going in and becoming an entrepreneur. And he's kind enough to email me and told me he made over \$1450 in one two-day period.

Valerie Thomas is a realtor down in Florida. Another entrepreneur. She's another member of our team. She's another student of these calls. A very good one, actually. And she made over \$1700 in one weekend, and managed to sell some real estate simultaneously.

And I got another email from Jonathon Trapman. This guy's pretty amazing. He's in the UK, but he works US hours. Jonathon is on this call right now. And I imagine its one or two in the morning, there's a five hour time difference. And he just came off of a \$3300 week.

The neat thing about this is, when I get an email from one of our students, they normally enclose some information, a technique, a strategy, maybe a mindset, that they applied that was kind of the tipping point to get them to where they deserve to be, instead of where they've been. We've all been there, right? You've been there, I've been there. And to get everything out of the 24 hours that each of us is blessed with every day.

So, feel free to email me. The other thing I want to mention to you, if you have some people that want to take advantage of these calls, you can go to Nickskolsky.com, which is our blog. www.nickskolsky.com. And as a matter of fact, after this call tonight, if you've got one good idea, one good transitional phrase, if you've got one piece of momentum, that you can build into your life, so you can be bigger, better, bolder, whatever, however you want to phrase it. But certainly more successful. Able to operate more efficiently, more profitably. Go on that initial blog post, where I welcome people to our community, and put your name up there, and a comment, or two. That's a good place to let us know how you feel about the calls, and what direction you'd like the calls to take in the future.

I'm going to share something with you guys, that I actually shared with my team, awhile back. And I got a pretty good response. You know, everybody likes it fast, quick, slick and easy. Maybe that's the American way. But, certainly we want to take the course of least resistance. But people are always looking for a magic formula, or silver bullet. And I want to share about seven or eight minutes with you before I turn this over to Alex. And then, later this evening, I'm going to give you a marketing system that will show you how to contact 30,000 people in less than 60 minutes. And more importantly, I'm going to show you how to directly contact those people. And if some of you have that system already, I'm going to show you how to refine that system, so you get the maximum benefit from it.

But, I just want you to write down two words. And then, I want you to sit back and relax with me for a few minutes. And all I want you to write down is Bold. Now, some people refer to this as posturing. And I'm certainly not referring to it as arrogant or rude. I am referring to it as a way to develop an attitude. Like Zig Zigler talks about. Your attitude and your altitude. And it starts not from that old clique, Fake it till you make it. It starts

by acting and becoming or looking and speaking, and thinking like the person who you're striving to be. You know, we grow our income by growing its people. Right? And everything starts up between the ears.

Now, just sit back and relax with me. I don't care if you're out in LA. If you're out in LA, you probably call it being assertive. And you would probably be kind enough to share that with me while you're behind the wheel of your BMW texting somebody. And then you say, Nick, you've got to be more assertive. In the New England part of the world, they probably say, and I wish I could do the accents for you, and get the right verbiage. But they probably say he's got a spark. A spark. It's something that separates an individual from the group. It's something that stands out, not in an ostentatious or outlandish way, but it's something that says this person is unique. This person has the three things that I'm looking for, and I'm going to cover those in just a second as well. What those three things are. And in the south, they probably say that little lady's got a lot of spunk. Whether it's a spark or a spunk. I like the way they talk down in New Orleans. By the Bayou country. They refer to it, it's not the skin, it's what's underneath the skin.

What do you mean by that, Nick? Well, they got another way of saying that. It ain't the hide of the gator, it's the soul of the reptile. Think about that...it's not the hide of the gator, it's the soul of the reptile. You see, the way that you present yourself, the way that you posture yourself, the way that you present an image, whether it's over the phone or its face to face in a casual conversation, or you're on a stage addressing a group of people, whether its 500 people or 5000 people. The image that you paint is your verbiage. The image that you place by being bold. In New York they might say they've got a set up chops. In Chicago they might say they got some brass. Down in Texas they'll say they got a set of horns. In Mexico, they refer to it as alcohonies. I just want you to remember the word be Bold. There's magic in boldness. There's magic in not being (unknown). I don't want you to be a timid bottom feeder. Though the great thing about our industry is, that we don't have to know a whole heck of a lot. We can run on enthusiasm. If you're excited about yourself, if you're excited about what you do, and you've got definite goals on a daily, weekly, monthly, yearly and beyond basis, you are going to get to where you're going to go. And not only that, you are going to be the beacon. You are going to be the shining light. You're going to be the leader.

You see, in our business, there are two types of people. There's leaders and there's followers. Can't be both. Both is kind of like a monster. Monsters create problems, create headaches. Cause disruptions. And sometimes you got to be the follower, in order to be the leader. I refer back to a lot of emails. Nick, I'd like to start branding. Well, you know what, my suggestion is you find something to brand. I don't care who you are, I don't care what your level of income is. I'll use Alex as an example. Alex didn't get that hundred million dollar company in a month, a day or a year. And he didn't learn the techniques and the mindset in the business (unknown) by learning from people who were followers. But, sometimes we have to be a good follower in order to be a good leader. Sometimes you've got to be a great soldier in order to be a great general. And that's for two reasons. I say we can run on enthusiasm. Feel good about yourself, feel good about what you do, and definite goals. Nick, I've heard you say that about ten times. Well, I

hope you internalize it and make it part of your daily (unknown). I hope you realize in a business as simple as the one we're in, that just based on enthusiasm which is contagious, you are going to attract a lot of people to you. You're going to attract people that are attracted to your charisma. You're going to attract people that are going to be attracted to the fact that you seem to be purpose driven. That you seem to be having a lot more fun in your 24 hours, than a lot of other people who are shackled to a 9-5 job.

So, think about the people that right now have their money in the stock market. And the market's down today about 1000 points for the month. And I see where our national debt is up to 13 trillion dollars. And did you notice, when I was talking earlier about Bill McDermott up in Atlanta? You know, if he was still in the mortgage brokerage business, it would be kind of tough, cause the rules have changed, right? There's no more where there's no verification income loans. Where you walk in and you ask for that \$20,000 and you can put down 20% and buy that 100,000 house, because you said you made \$52,500 a year, and nobody verified it. You know, in Valerie's case, as a realtor, it's a little tougher. You know, while you're trying to buy a house down in Florida, but you got to wait on the other house up there in Atlanta, or up in St. Louis to sell.

You know, if you're up on a car lot somewhere selling cars, you got to kind of wait for those ups to come onto the dealership premises there, before you're in a position, to help somebody out, fill a need, and make a commission for yourself. In our business, in the networking industry, we create our own environment. As a matter of fact, we are attracting more quality people right now, because the way the economy is and the way things are changed, you got to stop and ask yourself something. I've asked myself this a couple times. Right now, today, right where we are, with another \$250 billion dollar package ready to go before the senate and the house, do you think our country is on the road to recovery? That jobs are coming back? That we don't have to worry about inflation? That the real estate and construction and all the associated financial markets are going to return to good health? And we're going to be back to happy days are here again? Or do you think that we're in for a period of extension, of some additional misery?

Do you think that would be the national healthcare? That you're going to be able to get the quality of care you deserve, if you can afford it? Or, do you think a lot of companies are going to say, you know what, I'm AT&T. And it's going to cost me 1 billion dollars to implement this plan. I might be better off just not providing health care and paying the government the fine. Now, the neat thing about us is, we don't have to get caught up in all that. We can make the money to buy the best health coverage that you, your husband, your wife and your family deserve. We're in an industry where what dictates your activity, is your ability to prospect. And how simple is this business? There's only two ways you can build this business. I don't care if you're with a seminar company, health company, a technology company, a travel company, whatever. It comes down to people you know, and people you don't know. And most people are reluctant to contact people they know. I'm the same way. When I lived on Hilton Head for 15 years, I made it a point never, never, and there's only one exception, and that's my friend Bruce Taylor, who's on this call, never to recruit anybody that I played with in a social environment. I

don't want to be on the golf course, and talking about business. I'm on the golf course to relax. I work hard, and I play hard.

But, now that I'm going into a new endeavor, I need to be in an environment where I want to recruit my friends, my neighbors, my bump ins, my three foot rule, my three mile rule, whatever you want to do. But I also recognize, in most cases, what we should do is just contact our associates in our warm market, our comfort zone. Make them aware of what we're doing. And part of being bold is, if you're going to send an email out to your database, that you've got an Outlook Express, or whatever you've got on your computer, is to make everybody aware of what you're doing. Why not? Why set yourself up for failure, when you can set yourself up for success?

And I get a kick, I talk to a lot of people, I do a lot of three ways today, and some other stuff. And I'm setting up some new business accounts. But, people say, what about that money back guarantee? Well, your company probably has one. But, you've got to kind of wonder, where are people focusing their mind if they are worried about the money back guarantee even before they get started. The focus should be on, hey, what if I watch a little less TV and invest 10 hours a week on a part time basis, could I really create fulltime income? Could I pay off those credit cards. Could I actually pay a house off? Could I get out of an apartment and get into my own home? Could I pay a car off? Could I save some money up for healthcare? Car insurance? Or get my kids through college?

You see, recruiting is part of it, I gave you the magic word. Bold. Be Bold. Be direct. Be assertive. Have some spunk. Have some power. Recognize it's the soul that's going to paint the picture, not the skin. Have some cahonies, have a set of horns. Go out and do it. And then, when you send that little email out to your warm market, whoever it might be. That'll distinguish who's your uncle, or who was in a business with you previous, or who did that, or who shot John. You just get the message out. Cause let your warm market is going to watch you. And when they watch you, if you do what you are capable of doing, and producing what you're capable of producing. And I can name you all kinds of stories of people that made 5, 10, 15, 20, 25, 30, 45, 50,000 dollars and more their first 30 days and built from there. But, even if you just made an extra \$2000. Or an extra thousand dollars. You're going to start people to watch you.

What would an extra thousand dollars or 12,000 a year mean in somebody's life? How much less stress would that be? And certainly, if you can make a thousand dollars your first month, when you really don't know what you're doing, and you're running on enthusiasm, what could happen when you've got some training behind you? What could happen when you got some techniques and some more confidence, and you could be a little bolder? And then when you start driving the car that you want to drive, and not the one that you can afford, and you start living where you want to live, and how you want to live. And its expressed in your attitude, and your conversation has a certain (unknown) to it. You seem to be having more fun. You seem to be more excited about life. You seem to be more excited about living. Law of attraction sets in. And people come to you. Why? Because you were a little bold in the beginning.

And going back to the branding question, instead of worrying about branding, worry about being bold. Get something to brand. Go do something. Be that fish that swims in a different direction while the herd is going one way. Recognize the value of being an entrepreneur in an economy like we have. Recognize that regardless of how old you are or how young you are, how new you are to the business, or you're a veteran of the networking wars. What your religion is. How tall, how short. What your gender is, how you spell your last name, the color of your skin, what church you go to. Nick, I've heard all that before. Well, good. I'm glad you heard it. Why don't you internalize it and recognize that this is one of the few industries that I'm not just talking about it. It's one of the few industries where the playing field really is level. I don't know about you, but I've had pizza's delivered to my door from kids that are 16 or 17 and people who look like they are 60 or 70, and probably everywhere in between.

There are people in our industry that got PhDs and people that are high school drop outs. And because the business is so simple, it's really your core desire. How bad do you really want it? Well, what about, I need all the how tos. You don't need the how-tos. You just need to figure out what you really want in life. And then, if your why to's are big enough, bad enough, bold enough, you'll find a way.

Ed's going to come to my house tomorrow afternoon at 2:00. Ah, don't know if I can make it, Nick. If I had a \$10,000 check here, you might fly, you might drive, you might hitch hike, but all of a sudden you're focused in. So, I want you to be bold. I want you to embrace enthusiasm, and recognize that's the most valuable weapon, without exception, in the recruiting arsenal. You will attract people because of your positivity. As long as its followed up by your activity. And then I want you to recognize that recruiting is based on two things. It's based on ego drive. And that's why you've got to have the enthusiasm and the boldness. Nick, you've said that about 10 times. That's right. Why you doing that, Nick? Called space repetition. I want to get the message across. I want to make sure you take it, embrace it, internalize it and use it. Not next week, not tomorrow, tonight. Right now.

And then, I want you to take that enthusiasm, and I want you to take that boldness, and I want you to go out and have that attitude. And I want you to be like a dear friend of mine told me one time, I have no competition. Nice conversation. This guy makes about \$20,000, I'm talking to him. I'm talking about competition, and he takes his eyes off the road, looks me straight in the eye. He could care less if we got in a wreck or not. He looks me straight in the eye, and he says I have no competition. Why don't we all have that type of confidence level?

And it starts by being bold. It's backed up by embracing enthusiasm. Now, the reason I bring all this up, is I want you to write this down, TLC. I want you to, and this may hurt some of y'all's feelings, but you know me, don't shoot the messenger. I'm not going to tell people what they need to hear. Excuse me, Freudian slip out. I'm not going to tell people what they want to hear. I'm going to tell you what you need to hear. And I don't care how old your company is. And I don't care how great your product is. And I don't really care what your comp plan is. Those things are all important in making a decision,

but they mean nothing unless you can get yourself directly involved. And understand that recruiting is based on ego drive, which is all of these little bullet points I gave you rolled into one. And all you got to do is remember to be bold.

The ego drive is going to give you the energy to go over, under, around and through. The ego drive is going to be the perception that when you run into a road block, or you can't handle an objection, or you can't recruit somebody that you thought you would recruit. You'll at least learn from the experience. And be a better recruiter the next time out. BJ Fisher. Learn while you're earning.

And what people want you to understand, is where they are. And that's the second part. You've got the ego drive, and statistics tell me I can only maintain your attention for twenty minutes. I've got like two minutes, Alex, and then I'm going to turn it over to you.

But, people want you to think empathetically. So, we've got ego drive and we've got empathy. Ego drive produces the activity, helps you overcome the obstacles. Helps you to maintain your focus. And continue to be bold. The empathy allows you to put yourself in the other person's shoes, and if you want to know why I'm such a great recruiter, and I don't mind saying it because I'm pretty dog gone good. I've been where most people are. I know what it's like to have bill collectors and get (unknown) letters. I know what it's like to have a car, when my wife is going to work, and I hope it doesn't break down because first of all I want her to be safe, and second of all, if the transmission falls out it is probably more than the car's worth.

I know what it's like worrying to pay income taxes, or hoping I'm getting a refund, and actually think I'm getting money back. I know what it's like to be in a situation where you're worried. And because you didn't have health insurance at the time, one of your kids or something, needs medical attention. And how sometimes this worry can manifest itself physically. And can really become debilitating, both from a physical and an additional mental problem. I know, I've been there. I know what it's like to live with money and live without money. I know what it's like to live with stress, and I don't think you ever really get rid of stress, but I think they are like butterflies. I think you can learn to channel your butterflies and get them all to fly in the same direction. And all of a sudden all that negative stressful energy became another burst of positive energy.

And you know what, I've reached up and people have reached down. And I've learned from mentors who know what they are doing. And I've been able to adapt that into my life, and my lifestyle, just like you can. And you all listened to the river story. Where 90% of America gets to enjoy 10% of what America has to offer. And 10% of America gets to enjoy 90% of what this great country has to offer. And believe me life is a lot better on the other side of the river. And we can all get there. And listen to that. Make sure it resonates with you. No, you don't have to wait to inherit money. You don't have to marry money. You don't have to hope you win the lottery. You just got to find a little niche, in the networking industry. Somewhere where your passion lies. Whether it be an

internet company, whether it be a health company. And then recognize these three things. I'm going to close on this point.

If you've got the ego drive, and you can put yourself in the prospect's shoes, if you can recognize their financial dilemma, and show them you've got the financial plasma. I get a kick out of people that sometimes they say, well I want to try the product first. Well, go ahead and try the product, but I thought we were getting together to make money? I mean, most of my time has been spent in the health industry. I understand if people want to lose weight, want to sleep better, they can go to GNC and buy all the products they want. There's a lot of good stuff down there. But, in our industry, we can get our products for free, and we can generate the cash that we need to live life on our terms as we want to. Instead of like it's dictated to us, right? And that's true in the internet industry. That's true in the seminar business. That's true in all these other little niches in the networking industry.

TLC. Number one, T. People want someone they can Trust. If you want to be a trustful person, you make sure that you are as good as you can be on the knowledge of the company, the product, the money and the opportunity and yourself. You be bullet proof. You be bold, you be confident. That confidence evokes trust. If you ain't got it, you got to get it. A lot of people don't like the word ain't. A lot of people ain't saying ain't that ain't doing too good.

L, Leadership. Even being a follower, you are honing your leadership skills. And there's nothing wrong with being a great follower, if you're going to become a great leader.

C, Confidence. People want to know that they are associating with someone who's going to be a real marketing partner. Who's going to take you down on the smoothest journey, that's going to be the most productive, the most fun, the most efficient, the most convenient for them to get to where their goals are. We'll get to our goals by helping them get to their goals. So, they are looking for Trust, they are looking for a real Leader, leadership, and they are looking for someone who's Confident. And the best way that you can exemplify that you're that person is whether you're face to face or over the phone, have the confidence that embodies and speaks that for you. And recognize that all confidence comes from knowledge. And you only need two types of knowledge. You need your product knowledge for whatever industry you're in. And you need your people knowledge. And that's what we share here. We share about open relationships, not closing sales.

You know, I was talking to somebody a while back, and they were ready to go. And I said, hold on a minute. Just because you got a credit card doesn't mean you're going to be my marketing partner! You got to sell me on you. Write that one down. Was that a take away? Absolutely not. Was that a ploy? Absolutely not. That was a business decision that everybody that wants to join me, has to pass that test. I only have 24 hours in a day. I'm not going to waste them. And some people stand up and they talk and they convey sincerity and conviction. And they become my marketing partner. Some people don't know what to say and some people fall apart. And I just leave those people alone.

They can be the timid bottom feeders of life that want to wish for something better, and they want to hope for something better, but we all know hope is not a strategy. It's a good place to start. But it's not a strategy.

Alex, I went a little bit over, but wanted to share that with everybody. It was on my mind. It's good to be back.

ALEX WEISS: Well, welcome back, on behalf of everybody. And it was good to hear it. Missed that energy and that voice. Can you hear me now?

NICK SKOLSKY: I said when you're gone, you were starting to sound like a Verizon commercial. But let me go live here and make sure. I think we can hear you good enough to get through this. But, bear with.

ALEX WEISS: As you know, Nick, I come up with these ideas just bouncing off you. As you were talking about people, I kept seeing in my mind people trying to figure out how to make how much they want to make. Reach their goals. And I learned about 15 years ago from a great teacher. I had a lot of great teachers. I was very lucky. I found a really good way to get an indication if you're going to make what you think you're going to make, what you think you're worth. And that is, take the amount of money you want to make per hour per week, per month, whatever the timeframe is. And then, look in the mirror, and ask yourself, I want to make \$10,000 a week. Based on what I'm doing, would you fire me or not?

If you want to know whether you're going to make what you expect to make, be honest with yourself. Because you are the boss. You don't have a boss. You are the boss. It's your company. And guess what, you're chief cook and bottle washer. It's all you! So now the question comes up, ok, so it's you, and you judge yourself. Because nobody in the company's going to fire you. Are you deserving of what you expect? And if you don't think that you deserve what you expect to make, based on what you're doing. Then you have really three choices. You can do nothing about it and just make believe. Or, you can do what it takes in that person in the mirror's opinion. To earn what you think you're worth. Or, fire yourself. Quit. Cause you ain't gonna make it.

Nick, does that sound reasonable?

NICK SKOLSKY: I'm in total agreement with you. I was pretty proud that I got you to use the word ain't.

ALEX WEISS: I don't think my fifth grade grammar teacher would like it. But, if it gets the point across, it counts.

NICK SKOLSKY: I would like to put one comment in there, if I may. I agree with you. I think people should do it, and if they can't do it, go find something else to do. But, I also think that if the desire is really there, if there's really a passion to get somewhere that you can't get with what you're doing professionally, then I would seek out a better mentor. I

would seek out a better coach. I'd make sure I was getting my instructions from a better source. And I would go in there one more time, and I want you all to write this down. There is always one more thing you can do. Now, this isn't like we're teaching rocket scientist. Or you gotta have an MBA from University of Chicago, or a doctorate from Harvard. This is something that anyone, if their why, their desire, is big enough. If you can get the proper coaching, and there's a lot better coaches out there than me and Alex, I make no bones about that. But you can do it. So, there's always one more thing you can do. But, Alex, if you're not going to go 100%, cash your chips in. And you know what, be happy with your 9-5 job and forget about being an entrepreneur. Even those people win, don't they Alex? They've tried it, it's not their cup of tea. And they win, too.

ALEX WEISS: Absolutely. So, I was....how do you change? What moves you from one place to another. What moves you from loser to winner, from failure to success. You're in a funk, it isn't working. What moves you? So, I was listening today to Eric Worre, you know he's one of my favorite teachers. And he said, when you're in a funk, the perfect solution, and really the only solution is a burst of tremendous energy, enthusiasm and work. That's the solution. If you don't recruit as many people as you want to, guess what? Go talk to twice as many people!

So, you're right. You're Miss O'Reilley, or what's another good one, American Idle. You can tell I watch that every night. But, you know, it just takes something. And I wanted to share a few things that really bring this to a head. Again, I have my book that I put together over the years. I call it my borrowed knowledge. Because I don't want to say I stole the knowledge. But, I borrowed it. And this is from Ken Blanchard. Ken Blanchard, if it sounds familiar to you, is the person who wrote the One Minute Manager, whenever it was, 15 years ago. And he's gone on to be a tremendous leader. He said like this, he said he talked about the difference between interest, when you're interested in something. And commitment. He says there's a difference between interest and commitment. When you're interested in something, you do it, but only when it's convenient. When you're committed to something, you accept no excuses. No excuses, only results. And a friend of mine, Dennis Apsher expanded on that. He said somebody's life is made up with either producing the desired result, or producing a reason why one doesn't get the desired results. And the difference is, commitment. Choosing to produce the desired result, regardless of circumstances. In other words, if you have your goal to recruit one, two, three, ten people a day, ten people a week, ten people whatever your personal goal is. Nobody can tell you what to do. You always end up doing what you want to do anyway. But whatever your goal is, if you set that goal up to produce the desired result, and put the activities into play that will produce it, you'll get there.

I've told some of you who have spoken to me, and maybe I have said this on this call. 35 years ago, I attended a mind enlightening organization called Est.

NICK SKOLSKY: People now know we're over 30 Alex.

ALEX WEISS: You know what, my youngest daughter is going to be 40, so I am so over 30! So, when I went to Est, you learned that if you want....you learned a simple thing.

My wife and my kids hate it when I talk about it. Because it's really demoralizing. To me its energizing. If you want to know what it is that you want. All you have to do is stop for a second, open your eyes, and take a look. Because what you have is what you want. And of course, everybody jumps up and says, oh yeah! I want a million dollars. I said, no problem. Take a knife, put it to my throat, and threaten to kill me unless my family gives you a million dollars, and you'll get the millions dollars, I hope. And that's the way....oh, you don't like to do what it takes to make a million dollars that way? So, you want to make a million dollars, but you don't want to do what it takes? Well, guess what? You're not going to make it.

The two go together. You can't make it if you don't do what it takes. So, let me share with you another gentleman that I never thought I would look up to him as somebody I would learn from. And this is Bob Parson. He owns GoDaddy. And GoDaddy is that company that sells URLs and you know, he has these X-Rated advertisements that he put onto Super Bowl. I mean, I'm a little bit conservative. I guess I'm a lot conservative. And I don't hang around with people that do that kind of thing, usually. So, then I looked into him a little bit, because somebody who I respected says you gotta listen to this guy, what he has to say. I said, leave me alone. He said, no really. Take five minutes. You'll see, you'll like him. So, I went to this guy's website. Bob Parson founded Parson's Technology. I did business with Parson's Technology. They made a software called Money Counts in the late 80s. And he started off in 1984 with a company called Parson's Technology, that he did in his part time while he worked a full time job. And it took him three years, till 1987, and he was able to quit his job and focus completely on Money Counts on Parsons. Eventually, when he sold the company in 1994, which was seven years later. It was a 1000 employee privately held company that he sold to Intuit, Quicken people, for 64 million dollars.

This is a guy that started from scratch. I love people that start with nothing. And do it in their part time. Well, he then went on and he founded GoDaddy. He's the soul owner of GoDaddy. Now, this year, he already manages or sold 40 million domains. 40 million URLs. And he's the largest in the world. His closest competitor is 1/3 his size. You got to listen to this guy talk. I mean, he's gruff, he's tough. He doesn't have time for anybody. And he put onto his website, and his website is bobparson.me. So, www.bobparsons.me. So he gave 16 rules for success in business and life in general. And the guy actually sells a poster of his 16 year old! He doesn't need the money, he's got plenty of money. But, I guess he learned how to make money from everything. So, the 16 rules. And I think it's worth a few minutes just to listen to these.

If you go to www.bobparsons.me, you can get it for free there, also. Because you can get it off the website. But, if you want the poster, he charges for it. So, rule number one. Get and stay out of your comfort zone. And he says it, I'll just read it. I believe that not much happens of any significance when we're in our comfort zone. I hear people concerned. But I'm concerned about security. And he says, my response to that is simple. Security is for cadavers. If you want security, you'll get it when you're six feet under.

His second rule is never give up. Cause he says almost nothing works the first time it's attempted. And just because you're doing something and it doesn't seem to work, doesn't mean that it won't work. It just means, and here we come back to doing what it takes. And this is his rule. It just means that it might not work the way you're doing it. If it was easy, everyone would be doing it. And you wouldn't have an opportunity. We have an opportunity. We work for ourselves. What a golden opportunity not to have some boss to have to tell you what time to wake up and what time to go to sleep. You have no idea how lucky we are to work for ourselves.

Rule number three, when you're ready to quit, you're closer than you think. There's an old Chinese saying, he says, and he thinks it's true. The temptation to quit will be greatest just before you're about to succeed. So, you know, it's like Edison said, that after he tried it 1000 times, and it didn't work, what he did, he succeeded. He succeeded in finding the thousand ways it didn't work. Now he could go on to find the way that the electric light bulb did work.

Rule four. With regards to what worries you, not only accept the worst thing that could happen. But, make it a point to quantify what the worst thing could be. You are your own worst enemy sometimes, because you sit around and worry about this nebulous concept of what might happen to you. Quantify it. He says very seldom will the worst consequence be anywhere near as bad as that cloud, that amorphous cloud of undefined consequence. He said his father used to tell him that he was struggling, and he was losing his shirt. I mean, everybody goes through that at one point. I remember I counted once that my father went through 21 different businesses. 21 different businesses! And he always said to me, don't let yourself get down. Don't let yourself get down. And I, thank God, have had more than that many failures. But, he says his father told him, well Robert, if it doesn't work, they can't eat you. I mean, it really isn't that bad. Those ghosts, and those monsters and goblins are not that bad. Quantify it. See what it really is.

Number five. Focus on what you want to have happen. Remember, as you think so shall you be. When you go to sleep, think about your goals. Think about your goals and want it so badly. I know this happened to me. Then I get back out of bed, and I go back to work! I've worked 48 hours straight. At the end of 23, 24, 25 hours, ask any doctor that's been an intern, at the end of that many hours, you get a second wind. And it's unbelievable. It's like a narcotic. You just can't go back to sleep. You're living on adrenaline. So, if you go to sleep when you think about what you want to do, what your goals should be, and keep your eye focused on your goal. And do it in such a way that when you wake up, the first thing to pop into your head is your goal, and what you have to do. And you realize what you have to do to get there. Then you'll get there.

He says, Number six, take things a day at a time. No matter how difficult your situation is, you can get through it if you don't look too far into the future. And you just focus on the present moment. You can get through anything. One day at a time. When the day is over, the day is over! It doesn't come back. It's gone. You can start a brand new day, the sun starts over again every morning. And you can start every day again as there was nothing there. You are your own worst enemy.

Rule number seven, always be moving forward. And never stop investing. And I would add investing in yourself. Never stop improving. Never stop doing something new. The moment you stop improving your organization, or yourself, I add, it starts to die. Make it your goal to be better each day. Each and every day in some small way. And this is the Japanese concept of (unknown) And it's the way that Tony Robbins calls *cansei*, constant and never ending improvement. Small daily improvements eventually result in huge advantages. You just take a look at that little ant at work. That ant works every day. Day in and day out. Building that mound, and building whatever he's building. They never stop. And they eventually get, I was just reading one article today about some ant colonies that are centuries old. Centuries old. And they are huge, they cover hundreds of meters. Little ant!

Be quick to decide. And I don't quite agree with him, but this is what he says. Be quick to decide. Remember what General Patten said. Good plan violently executed today, in other words, even if you mess it up, but you're just moving forward, a good plan violently executed today is far and always better than the perfect plan tomorrow. You'll never get the perfect plan. It's always just a figment of your imagination, a perfect plan. It always gets screwed up. Look at BP down in the coast. Down near Louisiana. I mean, they spent billions of dollars, billions! Do you think anybody thought that wasn't the perfect plan? They thought it was perfect. Everything gets screwed up. But, you have to take action. Immediately. Today. Now.

Measure everything of significance. And he says I swear this is true, anything that is measured and watched improves. And those of you who have heard me before have heard me talk about improvement and documenting it. And once its documented, measuring it. Take a look. Just keep a journal. People do it with diets, people don't do it for work. Take a look, keep a journal. Don't keep it for every ten minutes, or you'll want to jump out of a window. You'll see how little you accomplish. Keep a journal for every hour. And just write down what you accomplished that hour. Don't keep it for 24 hours. Keep it for six hours. Take a look at what 25% of your day accomplishes. And I think you'll give yourself a swift kick in the pants.

NICK SKOLSKY: Or a good pat on the back. Six minutes by the way.

ALEX WEISS: I'm up to number ten.

NICK SKOLSKY: I got a special treat for everybody. You're still going to find out how to contact 30,000 people in an hour. So, stay with us. Go ahead Alex, take your time.

ALEX WEISS: Anything that's not managed will deteriorate. If you think it's going well and you're not keeping an eye on it, not looking at it, not measuring it. It's not going that well. Don't kid yourself.

Number eleven. Pay attention to your competitors, but...I always told my kids what but means, forget about everything I said until now, here's what I really mean. So he says

pay attention to your competitors, but pay more attention to what you're doing. When you look at your competitors and remember, everything looks perfect at a distance. Even the planet earth, if you get far enough into space. Looks like a peaceful place. It's not. It's not. Look at what you're doing yourself. Don't worry about the competitors. They'll look after themselves.

Never let anybody push you around. This guy's a real tough guy. He rides this motorcycle. He looks like a Hell's Angel. In our society with our laws, an even playing field, you have just as much right to do what you're doing as anyone else, providing what you're doing is legal.

Here's a good one, number thirteen. Never expect life to be fair. Life isn't fair. You make your own breaks. You'll be doing good if the only meaning fair has to you is something you have to pay when you get on a bus. Fare. Bus fare.

Fourteen, solve your own problems. Remember, you're your own boss. Solve your own problems. You'll find that by coming up with your own solutions, you'll develop a competitive edge. And he quotes the founder of Sony, who said you never succeed in technology, or business or anything, by following the others. He says there's also an old Asian saying that I remind myself that a wise man keeps his own council. You're not that stupid, you're not that bad. Use your own ideas.

Don't take yourself too seriously, number fifteen. Lighten up. Often, at least half of what we accomplish is due to luck. None of us are in control as much as we'd like to think we are.

And number sixteen, there's always a reason to smile. Find it. Find that reason to smile. After all, you are really lucky to just be alive. Life is short, and more and more I agree with my little brother. This is him saying it, he always reminds me, we're not here for a long time, we're here for a good time. I don't know if I agree completely, but not a bad idea. Find a reason to smile.

Nick I left you seven minutes to tell us how to get 30,000 people in what we're doing in an hour.

NICK SKOLSKY: Do me a favor. I enjoyed that. Would you get Laura to post that up on my Facebook, and also tell her to put it on my Fan page.

ALEX WEISS: Ok, sure.

NICK SKOLSKY: That's really good stuff there. I got a couple emails while Alex was talking. And they said, Nick, you seem to be filled with a lot of hoopla. I guess they meant hype. I'm not a hypey person. But I am an excitable person. But here's the point, the point is, if you're not going to get enthusiastic, you're not going to get the people around you excited. You know, so we have to be excited, in order to share the enthusiasm. And it's all related to mindset. If you take what I gave you and you back it

up with a battle plan, that little checklist that Alex just gave you, you could start right now being more that person you envisioned yourself to be. And less of that person that you've been. And we all want to improve, right?

Let me give you something real quick. First of all, Alex, I liked the thing about the ants. In Las Vegas we stayed in the Bellagio, and in the conservatory there, ironically were these bronzes of these ten foot ants. And of course it went into the story about the ants and how they work. And they carry X number of times their own weight. I'll put that video up on Facebook. But I'll think about what you said when I look at it.

But, going back to my point. Let's, whether it's your first day for real, or its your virtual first day, because you're going to start right now being more the person you're capable of being. Being more of that trusting leader that's confident. Who exudes confidence. Keep this in mind. You could be talking to a prospect right after this call or tomorrow morning. And that prospect is spending his or her time looking for a way to make money. To achieve the things that are absent in their life. We're investing our time making that money to fill those financial holes in our life. In other words, you have found the vehicle, operative words, investing and making versus spending and looking. Let them know they are on the other side of the marketing fence. Let them know, but let them know life's a lot easier, a lot better, and a lot more fulfilling on this side of the marketing fence. If they really want it and they are willing to work for it.

Two quick things here. I've got to say hi to Peter and Jack, like Sam and Dave said years ago, hold on, I'm coming. But, I have a blog at NickSkolsky.com. When this call is over, if you've gotten anything out of this call, I just want you to go on and on the main post, the first post, where I welcome people. I was going to launch the blog on the first of June. I'm going to launch it tonight. Just go ahead and put a post-up there, Alex, there's even a way people can send a photo. How can they send a photo in?

ALEX WEISS: you're asking me, I'm not sure.

NICK SKOLSKY: We'll get that information to you. But you can submit a photo right there, too. But, put a post-up there. I'd like to hear what your experiences are. What you've gotten out of our previous calls, or what you got out of tonight's call. But, what I'm going to do, is I'm personally going to mail you, and I'm also going to post this up. A 45 minute in-depth explanation on how you can produce leads just like this. And I'm going to get this...the quality won't be that good, but you'll hear it. I want you to hear two types of leads. And then, I'm going to take this last three minutes to explain how you can do this. And then I've got another bonus for you. So, don't leave me. Hold on one second here. Incidentally we don't sell or promote anything, but if you are on this system, it'll make your life a lot easier.

This is Mike Brown, returning your call. I've been the top seller in any organization that I've joined. And I do it, I have a ramp up period of 14-30 days. Give me a call at 916-412-8732. My email is mike455@comcast.net. Again my phone number.

NICK SKOLSKY: And of course he goes on and on. Alex, is that a pretty good lead?

ALEX WEISS: It sounds like someone I'd like to get if you didn't call them yet.

NICK SKOLSKY: And I've already recruited him. So, please don't anybody use that email or that phone number. I've had people do that on these calls. But, are they all like that? Absolutely not. Write this down. I can give you a script, and I can give you software, where you can literally get ½ of 1% return. And probably 20% throw away. That leaves you a lot of good people to talk to. Remember, if you're looking for a simple formula, it takes a good presentation, plus a good prospect, and you've got a marketing partner.

Now here's the message that went out. You could do this, couldn't you? I'll even give you the scripts. I'll give it to you in an audio and I'll give it to you written down. And all it was was a little outgoing message, it said, hey, this is Nick Skolsky, I was hoping to reach you live and in person. But in the alternative, I'm going to leave you this brief but important message. A little while ago, you responded to one of my e-marketing campaigns. So you have a serious interest in making money. I don't know if that's full time income on a part time basis, or a couple hundred bucks. Or you're trying to get out of what you're into. But I can give you complete information right over the phone. And then I leave them a non-toll free number. There's a lot of little things that make this a little more efficient that I'll share with you. And that's the kind of result that I get.

And I know what time to do the mailings. And I know to target voicemails, because good prospects are at work during the day. I know how to make the prospect jump through hoops, because they've got to come home and listen to the message, write down the non-toll free number. Call back, and listen to another message, and then leave their name and phone number. Would that make your life a lot easier? And then when you do that for about six weeks, and you're making a little bit of money, I'll show you how to send a message out like this. And what I do now, I go to my database, that's on my cell phone. Or that's in my outlook express. Or where I've got a collection of phone numbers of people that know me. And it says something like this.

Hey, this is Nick Skolsky, and I haven't talked to you in a while, but you're a friend of mine, and I just made \$16,000 in the past 12 days, and I made another 5400 yesterday. Now, don't do this unless you did it. I just made \$55,000 in cash and awards in my first month in this business. Whatever you did. I don't care if you only made \$3000. But it goes on to say, and I'd feel bad if I continued to prosper and at the end of the year, you came up to me and you said, Nick, you made all this money, and didn't tell me about this? This is like you winning the lottery and not inviting me to your victory celebration. And then, you know what happens? You get messages like this, from people I haven't talked to in four years.

Yes, this is (inaudible name). Obviously I'm responding to you from one of your email campaigns. But if you remember, 3 years ago, I came all the way from Fremont, NC to Hilton Head. I can't remember the guy you were working with, had the big house,

and car that he was giving away, the Cadillac. (inaudible) with a whole bunch of boxes, and you know (inaudible) get ahold of you, and lost contact....

Anyway, he goes on and on. And he lost contact with me. And that's true, we did do a big extravaganza. We gave away a Cadillac Escalade. Which was a pretty big promotion. But, you know what? It's a simple way of producing more business, so you spend less time prospecting and more time sharing the opportunity.

Now, there's one last point here, and I appreciate you all staying on for the extra minute. Alex, we always want to give people a way they can create business by putting their time in when they don't have the money? Right?

ALEX WEISS: Its certainly an advantage.

NICK SKOLSKY: Ok. So, Alex and I have been experimenting with Craig's List. As a matter of fact, we're becoming students of the game. And we found out that you can post these ads on Craig's list, and we've assembled a database of some ads that really work. And we found out how you can be posted in several different cities with different messages and not pay any money for it. Just your time. You see, regardless of where you are, we don't want to give you any excuse. If you've got more time than you've got money, we've got a plan for you. If it's the reverse, we've got a plan for you as well.

So, next Wednesday night, I'm going to turn the microphone over to Alex. And his assistant Laura. I'll be on the call, I'll take the first five minutes. But, Alex is going to walk you through on everything you need to know about how to recruit on Craig's List. Everything you know. And then we are going to record the call and we're going to put it up on the blog and we're going to take Q&As. So, what I would like you to do, you know, this is a real joy for me and Alex to invest this time with you. It's a way that we pay back, or pass it forward. I look forward to this call every week, more than any training situation. Because we don't expect anything in return. I get more emails, Alex, people are waiting for the shoe to drop. Waiting for me to try and recruit them or endorse some product. Ain't gonna happen. But, if we can make your life quicker, easier, more financial profitable, more fun. It comes back to you tenfold, but we don't ask for anything in return. Because that's one of the conditions. But, I would like you to do me and Alex a favor tonight. I'd like you to go to www.nickskolsky.com and I'd like you to put a quick simple post on that first blog post where I welcome people to the community. And let you guys get a head start. And then, each of you will receive a 45 minute explanation on how you can use that system to develop your business, regardless of what it is. Alex, I'll give you the last comment, and then we'll give everybody a chance to say good night.

ALEX WEISS: I just wanted to let everybody know that my reading of the 16 points, and Ken Blanchard's points. I was talking to someone very specific that I know well. And that's not as well as I'd like to, and that's me. Cause I was looking, when I got started, I got so inspired by the changes I could make. Cause you know, there are times I'd fire myself. No question about it. So, please nobody take it personally. I was definitely talking to myself.

NICK SKOLSKY: I'm going to say this. And I'm going to be done in 30 seconds. But, please hear me. What Alex just shared with you is exactly the remuneration that I get out of these calls. Alex, I didn't know that. But, I'm talking to myself. I'm reevaluating my focus. I'm evaluating my energy. I'm upping my goals. I'm getting the negativity out of my body. I'm getting more energy. I want to be all I can be, and live all that I can. That's kind of funny, Alex. We share that in common. So, I guess we are a little selfish in a way.

So, I appreciate your time tonight. As always, I hope you got one good technique. One little different way of acquiring the proper mindset to get you to where you want to go. And if you take a minute to go to that blog tonight, I'd appreciate that. I'm going to open the lines up and let you all say good night to Alex. Alex, as always it was a pleasure. It's a privilege to have you as my mentor. And you know, if I were to die tomorrow, Alex would be one of my six pallbearers. But, I'm not planning on dying tomorrow, Alex.

See you next Wednesday night, we'll cover Craig's list. And I will get that information posted up on Facebook. And I will get caught up. I've been out of communication for about six or seven days here. I will get caught up with everybody. God bless you, take care. And thank you for being here.