

Lee Milteer's Millionaire Smarts® Coaching Program Decide: The Ultimate Success Trigger

Lee Milteer Interviews Jim Palmer

Transcript of Tele-Seminar

Welcome to this month's issue of the Millionaire Smarts® Coaching Program for Profit and Productivity with your coach Lee Milteer

Lee: Hello everybody! It is Lee Milteer and I am your coach for today, and I have a very special celebrity expert. You probably already know about Jim Palmer who is known as "The Newsletter Guru" because he has been with our coaching program for a very long time, but if you don't, let me tell you a little something about him before I start interviewing him.

He is marketing and business building expert and the host of Newsletter Guru TV and Stick Like Glue Radio. He is known internationally as the Newsletter Guru as I've said and the go to resource for maximizing the profitability of customer relationships. He is the founder and president of Custom Newsletters, Inc., a parent company of the No Hassle Newsletters, No Hassle Social Media, the Newsletter Guru Concierge plant and mail on demand, Magnetic Attraction and Retention Training program, Success Advantage Publishing, Double My Retention Stick Like Glue Radio, and Newsletter Guru and more and more and more.

He's the author of a whole bunch of books, and we're going to give you his bio on our membership site, but what we're talking about today is his brand new book and that is called Decide, and the subtitle is The Ultimate Success Trigger.

Now, just so you know, Jim is a guy who doesn't just give information. He actually lives it. He breathes it, and he has written truly a very beneficial book for business owners and entrepreneurs. So, welcome to our call, Jim.

Jim: Thank you very much, Lee. It's always a pleasure to be with you and your community.

Lee: Well, thanks so much. We love you in our community because you are kind of the tell it like it is guy, and of course, as I've said before, I've interviewed you before and I've hired you to speak at some of my coaching groups. You really not only speak from the heart, but you give very wise information, and so when you send me your book and I actually

wrote a testimonial for your book. I get so many books in the mail each month, and there's only so many I can read, but when yours came in, it got to the top of the pile.

Your book talks a lot about the importance of making fast decisions. So, I know the book is called *Decide*, but tell us why fast decisions are so important for us entrepreneurs.

Jim: Lee, one of the things about fast decisions, businesses in general thrive on momentum. So, it's always about building momentum and you can picture the classic snowball going down the hill. The faster it goes, the bigger it gets. It just keeps going. It gets harder to stop, and you could even scrape by an occasional tree in the forest. It will take out a chunk, but I just keeps motoring along.

The other side of that, the flip side of that is indecision. So, indecision is a drag on business, and what I have figured out just by studying some truly amazing people like yourself and Dan Kenney, Bill Glazer, just some really hugely successful people is that they seem to have an uncanny ability to quickly assess an opportunity or a challenge or decision in some way. They'll deliberate the pros and cons and then they make a decision yes or no, Lee is good, but what I say is if you're going to put something on the back burner or decide to think about it, that takes you to a place called "Squishyville" which is a place where opportunities go to die.

So, the ability to decide I think is in large part comes from confidence, and we know that confidence comes from success and that comes from being in action. So, it is all about action, momentum and moving forward and the ability to decide is something that keeps you moving forward and indecision is like tying an anchor around your waist.

Lee: What you say in the book which is very true, and I'm on page 15 is that before success, confidence happens when you first decide that enough is enough. So, let's just talk about that because in your book - of course the whole book is about decide, but what is enough is enough?

Jim: The whole book is about how decisions become - they're an integral part of our day. We probably literally make a hundred decisions, two hundred - I don't know. I've never stopped to count, but many, many decisions every day. So, Lee, one of the things that's different about this book from my other five books which are talking about strategies and things that you can do to grow your business, implementable things.

This book, one of the reasons I'm just so appreciative of your kind words was I was called to write this. I felt led to write this book because my last book came out less than a year ago, and I really wanted to take a break. It was five books in five years, Lee, and I said, "I've got to take a break," but something happened at one of my events. It was like I started sharing not just some techniques and strategies, but I started opening up about things that I have faced, things that I overcame and I started resonating.

One of the sessions I taught was about a 45 minute session called Success, Money and Mindset. So, I didn't just again talk about positive mindset, do affirmations. I shared what I went through when I was well over six figures in debt after unemployment and cancer, and then I started my business, and very slow going at first and even though I had debt, I kept investing in myself. I talked about that, and when I did, Lee, I looked out and saw at least four people with tears in their eyes. I knew that it wasn't just good information, but I was resonating.

I knew that at that moment, my story was their story, and a couple of people came up to me at the end and said, "You have to share this kind of what you're doing about sharing your personal life, you have to share this in a much bigger way. You've got to write a book about that." I'm like, "I don't want to write a book right now."

Lee: Not another book!

Jim: I kept hearing it over and over. So, Lee, I decided to write that book, and one of the reasons this book was so much harder to write than the others, I feel like for a good sixty days, I was on my therapist's couch just pouring out because again, there's a lot of sharing. I want to address your question.

Success happens when you decide that enough is enough, and in the book, I talk about a "Three a.m. holy crap" moment which every entrepreneur will face, or maybe you've faced many of them, and that's when you're laying in bed, it's pitch dark, your eyes are open, you're looking up at the dark ceiling, and you're going, "Holy crap, how am I going to make payroll this week? Holy crap, I haven't paid myself in four months and I own the darn business. Holy crap, when am I going to get a new client," and all these moments.

What I have learned through some good coaching and different books, like your book was one of the first one's I read, Success is an Inside Job, and so when I read books like that and what happens is most of the time if

you really whittle it down and peel away all the crap, the layers of crap that we surround ourselves with, as entrepreneurs, we are the impediment to our own growth.

So, it's nice to say that, what I did in chapter one, if you remember, I actually named some of the things that I was impeding in my growth. Number one, public speaking, hated it, didn't want to do it, you're not going to drag me on stage. Doing videos, running my own live events, all these different things were things that I knew very successful people that were kind of operating in the world that I'm operating in were doing, but I was bound and determined to find a way to be successful without doing them until it just became clear I'm achieving some success, but I really wanted a lot, and I had to have several three a.m. moments of holy crap moments where I had to say, "Palmer, get out of your own way, and man up and start doing this stuff."

You know me, Lee, I have twin girls and at that time, they wanted to go to college. They knew soon after that they'd probably get married. So, I had some serious outflow of cash, and I just knew I had to grow a bigger business faster. So, I became a speaker, and I even share in the book, I'm not sure if you saw this, but one of the first real tests for me after I so-called took the head trash out, did everything I could from Dale Carnegie to joining a monthly program. I went to hypnosis. I did everything and I actually got over my fear of public speaking.

Right about that time is when you and Bill invited me to speak at that first Peak meeting, and I have to tell you, I think there was probably ninety or a hundred very successful entrepreneurs in that room, and it was one of the most defining moments in my getting out of my own way by accepting that speaking gig.

Lee: Jim, I remember that clearly because when I asked you, I was so aware. Now that you mention this, and I can tell you, I was so aware of your reluctance that most people when I ask them to speak in front of all those people they're like, "Oh yeah, I can't wait to be there," and you're like, "Okay, I can do that." You've come so far since then. That was about five years ago?

Jim: I think it was 2009 time frame, and again, that was a thing where my normal reaction would have been, "I'm traveling. I can't do it," but that was such a defining moment for me. There was so many things I did. I practiced like crazy for three months because it was like three or four months in advance, and it was just a defining moment in myself and in

my life as an entrepreneur, and I can get on any stage now and speak anywhere. I actually enjoy it, but it was a major hurdle for me. That's part of the head trash that goes on. That's part of that reaching that point where you say, "Enough is enough, I'm going to do what I need to do to grow my business."

Lee: I think you're absolutely right. All entrepreneurs have those three a.m. or four a.m., for me personally, wake up calls of, "I need to make this change. I need to do this different thing." To do that, the demons are really inside of me holding me back. It's not like that I can't mail people or I can't produce a seminar or write a new book or any of those things. It's always, "How do I juggle the 19,000 things I have going now and do this new thing?" That seems to be a recurring theme in my life, and I too have written a book this year. It's called Reclaim the Magic. So, I totally understand the "I need a break, but that's not going to happen."

I do have another question. You used a word a while ago, "Squishyville?" I've read your book, every word of the book, but I know other people don't know what that means. Tell us what and where is Squishyville.

Jim: Well, one of the things our great mentor Dan Kennedy says is, "Successful people have their own language, their own terminology and things like that." So, for lack of a better description, it's the back burner, but I thought, "I can't just talk about the back burner." So, I call it Squishyville.

Now, when you have a decision to make, what happens is again yes or no, and they're both perfectly fine. Not everything is meant to be a yes, but when you say, "I'm going to think about it." I think that just takes people, it's like going off the superhighway. You're exiting off this place where everybody goes to hang out and, "Gee, how you doing?" "I'm good." "What do you think?" "I'm going to think about that," and nothing ever happens in Squishyville.

I was talking to a guy who was in the social media field, and I was explaining about when you make fast decisions, first of all, it's good for your business because you keep momentum, but you also don't miss opportunities. He said, "You're right." He said a couple of years ago, he had an opportunity to create a program in a certain social media platform, and he said, "I've come to revisit it, and it turns out that thing which was one taught two years ago has now changed. I'm not going to do that. I don't know if it would be good or not," but that's an example of where if you put things on the back burn or into Squishyville, that's where nothing ever happens.

So, people sometimes will say, "Well, I know I should invest in a coaching program, Peak Performers or anything else. I know I should do that. I know I should go to seminars. When my business gets to a certain point, I'm going to do that." That is Squishyville type thinking because you should know at a three a.m. moment that it is that event. It is that course. It is that coaching that will get you to that place.

So, we will seldom do it on our own because Lee as an entrepreneur, there's nobody that's going to call you down the hall, like when you say, "Get to that event, or go do this." We are the boss. So, if there's something we don't want to do - for years, if I didn't want to accept a speaking gig, no one is going to call me on the carpet and tell me that's wrong and force me to go do it. As entrepreneurs, we are our own worst enemy because so many of us like to live in Squishyville.

Lee: That's extremely true. Also, a while ago, you were talking about head trash. I think it would be really good for us to talk about why it's important to take out the trash if you really want to accelerate your growth, and of course, I spend my living talking about that. I always love to hear how other people phrase things. I actually like that term "head trash" because the old saying, "garbage in, garbage out." It really is true. It's false picture in our mind and references in our mind about what we're capable of. So, talk to us about why we need to get rid of that.

Jim: Head trash, for anybody who is wondering what head trash is, it is all the stuff - it's the garbage that's floating around in your head that is preventing you from moving forward. From the time we're born, everything we see, hear, things we've been told, watch, observe, it's all in there. It's the power of the subconscious mind that we've learned so much about it.

Your subconscious mind is effecting how you're thinking and what you're doing. So, head trash, as a kid - god forbid your parents said, "You'll never amount to nothing," that type of thing even up to current day where if you're hanging the wrong people they say, "Don't do that. Don't spend money. Just wait it out. Wait for the next election, whatever it's going to be."

Head trash, it's just made up of negative, self-limiting thoughts, and just like the trash in your kitchen, if you let it sit there too long, it's going to stink up the joint. Now, I share something in this book, when I went to a hypnotist as one of the things to get over public speaking - let me just do a

detour real quick. Lee, I also mentioned when I have a three a.m. moment, I don't just try something and see if it works. I go all in.

So, I mentioned the Dale Carnegie program. I mentioned hypnosis. I went to professional hypnosis. He taught me how to do self-hypnosis, the positive affirmations, all of that stuff. So, I didn't want to go and wait three months and say, "Okay, a little bit better. Now, try something else." I did it all.

So, when you tackle your head trash, you've got to eliminate a lot of this stuff. The hypnotist gave me an expression that I still use today that's just brilliant. He goes, "Jim, it's like you can't just say positive affirmations and expect that to be the good stuff that layers on top of all the bad stuff and have it grab hold and be successful. If you're going to do positive affirmations and try and change your thinking today, you first have to clean out the crud." He likened it to a coffee connoisseur, and you buy a hundred dollar bag of the ultimate roast of coffee. Then, you put it in like a ten year old coffee pot which has got stains and crud in the bottom. He said, "You have to clean out the crud first."

So, you really have to kind of address your fears and see what's going on, and then take out the trash, and then move forward. That's how you're really going to make some positive change with your mindset.

Lee: I'm very impressed that when you decide, you have those three a.m. moments, that you're going to full steam ahead, and the fact that you went to someone who would help you in all of those places. There seems to be, sometimes I don't know if it's ego involved or people are afraid to admit they have a problem and they are in denial a great deal that they don't need help, and they often try to do things themselves instead of getting another professional to help them, a coach or hypnosis or Dale Carnegie or whatever.

So, really congratulations. That's actually a very big deal. In our culture, women are seen as people often who are willing to do whatever it takes to move to the next level, and men have been very, very programmed to feel, "I should be able to shoulder this on myself." So, it's very refreshing that you share that because that will be very impactful for a lot of the people listening today.

In one of your chapters, it's all about the need to be perfect. So, how can we slow down progress? What do you mean by, "Good is good enough?"

Jim:

Well, perfection is the enemy of progress, and for a lot of folks who become entrepreneurs, unlike the rare few of who kind of grow up that way and just take off, but most people end up working for a company or corporate world or something like that. In that kind of environment, unfortunately, if you make a mistake, if you miss a comma on a 200 word document, you get called on the carpet. So you're afraid to do anything without a lot of people signing off on it, but in the world of entrepreneurs, it is the ability to move forward faster, and you do have the ultimate say.

So, perfection is the enemy of progress. So, one of the things that again we learn – I certainly quote Dan Kennedy a lot, to be honest he's the biggest influence in my entrepreneurial journey as I know he is in yours, but that's where I first heard about good is good enough.

It was at a Superconference, and I think it was Bill Glazer who was actually talking about this. This was the 2008-2009 time frame, and I had written my first book called *The Magic of Newsletter Marketing*. It took me almost a year and a half to write it, and I just couldn't get myself to pull the trigger because guess what, my name was on the cover. God forbid there's a mistake. I didn't find the last example where I said, "S-o-n" instead of "S-u-n" and this, that and the other thing.

Every spare moment I had, I'm trying to find all the mistakes because if I'm going to be published author, dog-gone-it, I want this book to be perfect. So, I'm learning about good is good enough, and I just think it was a blessing in my life that he likened it to being an author.

He said it this way, "If somebody was in Barnes and Noble, and they see your book on the shelf, attractive cover, good title, maybe they buy the book. You at least sold a book, and if the book is good and they read it, maybe you'll get a client." He said, "If that book is still in your word processor because you're looking for the very last spelling or grammar mistake, first of all, you're not making a sale, and you're not helping the people with your information." Being a man of action, my book was out three weeks after that Superconference in 2009.

So, that's an example. Now, people struggle with this good is good enough. Does it mean I can put out crappy work? Absolutely not, it does not give you license to put out shoddy or careless work. You want to put out your best work and then pull the trigger. You don't seek to be perfect because there really is no perfect, and again, if you strive for that, that will slow your progress down.

So, I'm going to give you a little bit of mindset tweak that I think can help people because they really struggle. So, what you want to do is choose to be judge on the value of the content and the value that you're creating. Lee, I fully know that when I launched this book - I wrote Decide in sixty days. I do have an editor. We both proofread it at least thirty times, but we pulled the trigger, and sure enough I've found mistakes. I've had people point out mistakes.

Lee: We're very familiar with that.

Jim: They'll take great glee, "Oh Jim!" So, what I did - I'm okay with that. Thank you very much. I'll change that in the next printing, and I remember in my second book *Stick Like Glue*, a friend of mine came back. I was so proud. I'm on the cover. Officially, that was the first book I put myself on the cover, and it wasn't even a business guy, just a friend. He said, "That's really cool. Look at you. You're an author," and then a couple of weeks after that he comes back. We were together for some reason. He goes, "Jim do you have an editor? I found a bunch of stuff, and there was even a few dangling participles." I was like, "First of all I don't even know what a dangling participle is."

Lee: I don't either.

Jim: I said, "Did you learn anything that could help you in your business?" He goes, "Yeah, there's a couple good things there." I said, "Good, that's the only way I choose to be judged." Now, it goes to what you just mentioned about ego. So, I never went to a journalism or writing school. I never learned how to be a speaker. I happen to think I have some smarts when it comes to marketing. This is the information that I want to share, and I choose to be judged on that information and not the fact that I'm not a trained author. I just happen to write books to share the information that I want to help entrepreneurs with.

Lee: I like that a lot. Choose to be judged and value because I used to do public seminars for six straight years, and no matter what workbook I put out there, there was going to be a ton of mistakes on it. I didn't go to any of those schools either, and I have no idea what a dangling participle is. That's why I have great editors, and every book I've ever done, every workbook I've ever done, even if we edit it 30 times, there will be a mistake.

I mean like a spelling mistake, and every author that I know, Jim, has also said to me, "We do our best, and it's just there's no such thing as a book

being absolutely perfect unless it's some textbook that's been over a hundred times by very anal people." The chances of people reading that are slim to none, and the other good thing about you not going to those schools is that you are very authentic. You speak from your heart, and you also write to ussups, meaning entrepreneurs and business owners. We have a wider view of we're looking for value.

The truth is most of us are skimming the book. We're looking for gems. We're really looking for what it is that I want to really read. I won't say his name, but I interviewed a particular author who is fantastic. He's a great speaker, but I have never seen so many mistakes in one book in my entire life, and I just laugh at them because the information is so valuable that you just overlook the misspellings. It's like he writes it and nobody edits it. It just gets published because he's published like 25 books.

So, I think it's very good that you give this kind of information. I used the term authentic self and I know that you write about this in that how we should all be authentic. Share what you mean by that.

Jim: I'm going to call it the olden days, so I know you'll probably remember Leave It to Beaver. Do you remember when Ward went off to work with his suit and his hat and his briefcase, and he had his work friends? Then, he came home on the weekends and put on the silly bowling shirt that you see so much on Two and a Half Men today, but that was the personal Ward, and seldom did the two worlds collide.

Today, with this ever connected planet that we live on thanks to the internet and with social media specifically, it is impossible to have what I deem a personal brand and a professional brand. So, people are going to learn about you. They're going to find out about you. One of the examples I give in the book is let's say you're a young couple and you have a new kid and both want to continue working so you're going to hire a nanny.

You whittle it down to two people. You bring them in the home for an interview. They both do really well, got good resumes, and then they leave, and then you say, "Honey, how do we decide?" So, you Google them and up comes Facebook, and you see some pictures of drinking parties and things like that.

Now, again, I'm not judging anybody. It's not our role to be judgmental, but I'm going to tell you that is going to have an impact on who you hire to take care of your kid.

The other way I talk about how this affects you is in the last few years, I think the general discussion we have, the discourse is just so people choose sides and they just scream at each other. I think of when you think of when movie stars or rock stars somehow in the last ten years starting sharing their opinions about stuff. There's a couple.

I'll tell you one, John Cougar. I probably have ever CD and album he ever had, John Mellancamp, and then when he started mouthing off about the war and stuff, I took offense – not offense, but it turned my feelings a little bit. I can't say I stopped buy his stuff, but it will taint your impression if you start sharing too much of your personal self in your business world. So, that can be detrimental.

Well, Jim how is that being authentic if you don't share yourself? Well, what I do, and the reason I'm on Facebook and other social media platforms, I choose to be my authentic self. I love to laugh. I love casual clothes. I love helping entrepreneurs. People know I'm just in love with my grandson and I've got my boat, and they know things about me that help them get to know me as a person, but I don't talk about my politics or all this sex, drugs, religion, all this hot button topics because personally I don't want to take the chance on offending people that could be potential clients.

Lee, there are people in my coaching program now. I know that I'd probably not hang out with them on a personal level, but we have a great professional relationship. I am my authentic self. I don't shy away from for example being a Christian, but I don't wear it on my sleeve, if you know what I mean. So, I think you've got to choose what you're going to share, and you want to share enough because people will find it.

So, kind of the second part of this is probably a little bit more of a complex chapter in the book, but you want to take note of what you're talking about. Maybe the causes that you're championing and things like that. When I market or when I share when I do my videos, I am my authentic self, but there's a filter that is there. It's like first of all would my grandmother approve of this, and or is this going to get people to know me, like me and trust me enough to do business?

If it wasn't for my business, I seriously doubt I'd be on Facebook or anything like that. So, I did learn the value of being authentic, Lee when I started doing videos. You can't hide who you are. Behind the written word of the blog or the article or the book, when you're doing videos,

people see everything. You do some great videos, but you can't hide who you are if you're going to be out there in front of the camera all the time.

So, you've just got to be your authentic self, but you also don't want to be sharing, "Hey, let me show you the scar from my surgery when I was a kid." Stuff like that, that was probably a silly example, but there's so much personal information you don't need to be sharing with your audience.

Lee: Well, I follow you on Facebook, and you definitely love your grandkids and you definitely love casual clothes, and all the pictures of you – there was a picture of you asleep the other day with your grandson leaning on you. It was absolutely adorable. I agree with you one hundred percent. There is not a need to aggravate and excite people unnecessarily about our own personal views of sex and religion and certain things. So, I don't talk about politics. I don't talk about those things. The people who do tend to attract the haters.

Life is already complicated enough. Why bring that upon yourself? So, I'm all about showing the authentic self, the good part of yourself, but we don't need to share things that aren't necessary for sure.

You also talk in your book about the importance, which I really believe in is being immune to criticism. A lot of people have a hard time with that. One of my favorite books is called *The Four Agreements*, and one of the four agreements is don't take anything personally. Yet, almost every day I have to remind myself when certain things happen, it's like, "Don't take that personally" because it feels personal. Tell us some of your secrets of how to be immune to criticism. We're out there. Whenever you speak, whenever you blog, whenever you're on social media, whenever you write books, whenever you do anything like that, people feel the right that you're a public figure to give you their opinion.

Jim: If you are going to be a highly successful entrepreneur, I don't know many places you can do that without having a high public profile, if you will. There's some day traders and guys that hide in their basement and trade stocks. That's different, but for the most part, if you're a speaker, coach, entrepreneur, you've got to have a high platform that you – I don't know if Dan originally said it, but the higher up the flagpole you go, the more your butt is going to hang out.

I added to that. I said, it's okay because the view is better up there. The bottom line is criticism is everywhere. When I started doing videos, I'll never forget when we adopted Toby almost five years ago, our beagle

Bassett, he started getting into the videos with me. Somebody took me to task in an email that must have taken them a half an hour to write about the value of dogs. They've got their own integrity, and you're using it as a prop. Seriously? Really? Oh my god.

Good lord, first of all, get a life because it's ridiculous. I love Toby and he's just a part of my life, and therefore I'm going to show. By the way, people love dogs and they connect with me because I show him. The thing is you will be criticized no matter what you're going to do, and the fact of the matter is the only people who aren't being criticized are those people who aren't doing anything.

So, what I have developed over the years is kind of this two step filter. The two step filter, is the person who is giving the criticism or feedback somebody that I know and trust? In other words, do they have a reputation of having a good understanding of whatever it is that I'm putting out there?

So, for example, suppose somebody says, "I don't like the cover of your book. It's very dark." I would say, "Are you an author? Did you write books? How many books have you sold?" That would be an inference.

The other part of the filter is, is it somebody whose opinion - because I may not know the person, but there may be somebody who has a wealth of knowledge and expertise in this area, and if they shared something with me even though I don't know them, I might want to look at that. I will tell you this, that two-stage filter has served me well, and the one thing it does is the amount of people that are going to criticize you don't fall into any of those categories. It's the people who are just going out there and just spewing venom, and a lot of it stems, I think from jealousy or envy or things like that.

If you're around the right kind of people, you should be around people who are lifting you up and supporting you and encouraging you and championing you and making you reach for bigger things. So, criticism is everywhere.

The final part of that, Lee is there's criticism that will come to you, but then there's criticism that you could invite. So, one of the things that you don't want to do as an entrepreneur is ask somebody for some feedback who hasn't earned the right to do that, and by the way, that could be a good friend or a spouse or something like that. I love my spouse, but I love my neighbors and there's some good friends I have, but I'm not

necessarily going to ask them about something in my business first of all if they're not a business or they don't have any expertise or experience in that area just because I want to get feedback.

In other words, you want to get your "okayness" met by people who really can add value to it because one of the things that's very harmful to the growth of your business is when people that you do know and like and trust, even if they're not qualified, if you understand the distinction there, it's like they're popping a hole in your balloon. So, if you're like, "Hey, look at this. Isn't this great?" They go, "I don't get it. I don't like it," and all of a sudden, you can hear the air squeaking out of your balloon. That balloon represents your ego and your self-confidence. So, you have to be careful who you ask for opinions first of all, and then if the opinions come flying over the transom so to speak, run them over the filter. "Is this somebody who I already know, like and trust and knows me, and or is this somebody who's actually got some experience and is sharing some real world helpful advice?"

Lee: To add to that, I think a lot of people have this attitude, if you ask them a question that they look at what's wrong. If you go to a doctor, they're looking for what's wrong. I find this with surveys. You see events, and you go to an event and you've had a great time at the event, and then they send you this survey about how was the parking, how was the food, and then suddenly, your mind actually goes up to look for what was wrong. My opinion about doing surveys for businesses has changed dramatically since I've gotten some interesting feedback, "I had a good time until I filled out the survey, and started thinking about what could go wrong."

So, I'm all onboard with everything you just said there, and I love the two filter process. That's extremely good.

Jim: Let me put a bow on it with this. If you want to be a very successful entrepreneur, the language I use is if you want to grow a dream business, you simply do not need the approval from others. You need to develop a thick skin. Know that what you're doing is right and keep charging ahead, naysayers be damned.

Lee: That's a great bow, and I think everybody in our world especially business owners, there are people just who are nuts, to be honest with you. They're just nuts. They defy gravity. They're impossible. They're not rational. I see them occasionally when we travel, just very outrageous people. Nothing can appease them. So, you just really want to stay away from those

people. Those are the people that you should fire from your list whenever possible.

Moving on because we only have about ten minutes left, but in your chapter called Delegation, you say you either delegate or you stay small. So, I'm a big believer in delegation. So, talk to us about that.

Jim: After I wrote the chapter, I thought I could have wrote this whole chapter and delegate or die because the fact of the matter is we all usually come from a corporate background. Maybe there's a nice support team involved, but then when you go to become an entrepreneur, in the early days, it is us. I'm sure there's some companies with public funding or whatever, but most people start at their kitchen table, dining room, spare bedroom or basement office. So, whatever core skill or talent that you have – so for me, fourteen years ago, I was going to help companies with newsletter marketing. So, that's my core skill.

Now, obviously being brand new and starting at zero, I didn't hire an accountant. I didn't hire somebody to clean my office. I didn't hire all the other roles that need to take place to have a good business, but there does come to be a point Lee and it's different for different people. Whenever that traction gets hold, there's a point where because you keep focusing – hopefully you're focusing on high revenue generating activities, talking with your clients, marketing your business, that some of these other things which are important are going to start slipping way.

So, a lot of entrepreneurs have that expression, "I can do it cheaper, faster and better than someone else." So, in the book, I say, "Let me take a little license here. I can do it cheaper, faster and better than anyone else, and I'll be darned if I'm going to pay someone else to something I can do myself. I want all the money I want in my pocket. I'm not going to hire anybody. I don't want any support staff, period." That's how a lot of people think about it.

What I've learned thanks to some good coaching and actually the very first mastermind I joined was when I first heard the term virtual assistant. You don't actually have to hire staff with payroll and benefits and all this and that. You may choose to do that, but there's a lot of things you can hire out through virtual assistants. It's kind of like 1099 contract work.

So, what do you do? You start looking for tasks that are taking up your time because if you're doing task oriented work that somebody can do for you, for anywhere from ten dollars an hour to fifty or a hundred dollars,

whatever it is, that is work that you should be delegating. The example is if you want to earn a million dollars, you should be doing work that's worth \$400 an hour.

So, if you're doing ten dollar an hour work, you're never going to earn \$400. So, you do have to release and let go, and that is a very hard thing for entrepreneurs for two reasons. They're control freaks. They want to be in charge and kind of what I call put their entrepreneurial stink on everything, and then the other reason is ego. They want to be in charge of their entire domain. They want everything to be theirs so they get all the credit. To me, I have a team of ten people that help me with my various businesses, and I love dishing out the credit. It's not about ego for me. It's about building my business. There's no doubt I help support some other folks in their endeavors, but I'm building a bigger business because I no longer feel that I need to do everything.

So, what I do is I focus on marketing my business, doing interviews like this, writing books, going to events, speaking and then probably the other major part of my business is working with my coaching clients. All the other stuff even the newsletters today with No-Hassle Newsletters, I put writers and designers in place that do things my way. I've set up the systems and procedures and things get done.

One last thing, and I know my answers are long, but let me give you one last thing on the systems and procedures. What you want to do as an entrepreneur is always have your eyes five years down the road, so whether that's five years down the road is going to lead to more growth or five years down the road might mean to selling out or cashing out and sitting on the beach or sitting on your boat, whatever that looks like.

The businesses that are going to sell for the most have a couple of things going. They have a good customer base, a good customer list. They have recurring revenue, good revenue stream, but they also have the systems and procedures in place so that when you check out on a Friday afternoon and get your check, the guy who bought your business shows up Monday morning and things still run.

So, if everything is in your head, you know all the different moving pieces. That's how you're operating today. Not only are you short changing your growth, but you are short changing your ability to sell that business someday.

Lee: That is absolutely true. Everything you said. Before we leave you today, you wrote about the imposter syndrome. So, how does that affect new entrepreneurs?

Jim: It's so brutal. It actually got a little easier. When I started my business fourteen years ago, having a home based office, it was getting more common, but it still wasn't common place. So, when I would meet with a perspective client, of course, I put on my one and only suit, and I'd have my business cards. I opted for the shiny gloss. I'd have some brochures and stuff, and I would usually go meet with them in their office or we'd meet at a restaurant or something, but obviously never in my house.

So, one of the things that I always feared to be honest with you is that I was going to be found out. That is the imposter syndrome. They're going to find out who I really am. We go out there talking a big game, and nobody every asks me Lee in all the customers I've ever gotten, no one has ever asked me, "How long have you been in business?" They always ask me, "How long have you been doing newsletters," to which I can say truthfully, "For over twenty years," which was a good thing. They didn't say, "When did you start your business?" That never happened.

So, the imposter syndrome just boiled down, it really has to do with this feeling like you're going to be found out. Again, what you need to do is reframe the fact that if you do operate out of a home office, a solo-preneur, the fact that you're not spending a thousand or five thousand dollars on an office and staff, if you don't need it, that doesn't make you a loser. It makes you smart.

Again, what you want to do is reframe your mind to focus on the value that you're creating, and so it has nothing to do with whether you have a home based office or you have a laptop at your kitchen table. If you provide a service or some kind of product, some value and it's really helping make your client's life better, faster, more profitable, whatever, that's what you focus on.

So, real quick, I'll tell you one quick story that actually happened to me. So, when I started bumping up my prices and I started gaining a little traction, getting a little confidence, I don't remember the exact price, but let's say I want to charge \$2000 to design a newsletter for a company, and Lee, with all my experience I could probably pull that thing off in about an hour and it would be killer. So, you do it for twenty years, you know all the ins and outs.

So, if I'm thinking, "How do I charge \$20 for something that just took me an hour, and what if they find out it only took me an hour?" That's some serious head trash imposter type thinking. So, what you want to do is reframe it so that you're focused again on the value that you're providing.

So, there's two stages of value in my world. Number one, if they didn't hire me and pay me \$2000 to do their newsletter and instead had to do it themselves, it would probably take them a week, two weeks or a month to do it. They'd have to hire designers and writers and editors and put the whole thing together. So, it's a big mess and I know that for a fact because that's why people come to my programs now.

The other thing is that's focusing on the immediate value, but the big value is if my newsletter that I put out for these people actually brings in more repeat business, more revenue, new clients, more referrals, that \$2000 potentially could translate to \$20,000 in new revenue. So, isn't that a bargain?

If you're feeling like you're only a solo-preneur and you don't have a lot going on. You're just operating out of your house, that is hogwash thinking. You've got to think about the value that you're providing and be rewarded handsomely for the value that you're creating.

Lee: Hallelujah. I've been doing Millionaire Smarts now for over thirteen years, and every once in a while, a sponsor will leave and say to me, "Oh I loved your program. It's been really fantastic, but we're going to do it in house." I can almost count within ninety days how fast they come back because it is so hard to do it in house – schedule the interviews, get all the reports, get the membership site up, and all the faculty and all the bells and whistles that we do. We have this well-oiled machine at Lee Milteer, Inc. The people there all know their stuff, and they have their parts and the machinery and it goes very fast.

It takes us almost a month to do it. So, people who are trying to do this on their own, it will take them three months to get out one issue or longer. So, I totally understand about the value and when they come back, they're always apologetic, which is kind of nice saying, "I didn't really realize." I'm sure you've had people drop out of your coaching program, and with excuses, "I really need to implement the things you've taught me."

You really need to stay in the coaching program so you continue to get appropriate ideas and feedback, but I do have one last question. In your book, you say, "Wealth rewards risk and speed." Tell us how that is true.

Jim: Again, it always comes down to momentum and wealth rewards speed. So, the faster you get stuff done, the more you do, the faster you put it out there, the more likely you are to be growing a growing profitable business, but wealth also rewards risk. So, I created some more language unlike Squishyville here. I said, "If you look at financial risk, one would be like a savings account." So, let's say you're a saving account entrepreneur. This is somebody who is okay putting \$1000 in the savings and loan down on the corner in their town, and that money will be there ten years, twenty years, thirty years. In fact, even if the bank goes bust, it's protected by the government. You'll always have your \$1000.

The reward that you're going to get for putting it in such a safe place is probably 0.5 percent, so it's a whopping half of one percent if that. The next risk level Lee is what I call a stock market entrepreneur. So a stock market entrepreneur with a little bit of intelligence, I can risk a little bit more money playing the stock market, and even today with interest rates down, you could probably earn five percent. There's people earning seven or eight percent right now without a great deal of risk. If the whole world goes kablooey, you could potentially lose that principle, but that's the way it goes.

Then, the third example is called a casino entrepreneur, and that's somebody who is willing to roll the dice. It's a much bigger risk, but if it hits, the reward is also bigger. Now, one example I site in the book was Fred Smith who in the late 70s started a company called Federal Express. Now, he didn't start with one used Cessna plane delivering packages to the state of Kentucky or Tennessee. He invested in multiple DC9 jets, and for months, if not the first few years, was flying these jets with pilots aboard, sometimes with ten overnight FedEx letters using millions of dollars until he built enough momentum, and the word of mouth spread and it just caught fire. It's a very successful business.

If you really want to grow a big profitable business, you need to move into at least what I call a stock market entrepreneur, and actually a casino. So, what does that look like in real terms. One of the examples I share is in 2008 time frame, I think was when I had an opportunity to join my first mastermind. It was \$400 a month, and Lee, I did not have it based on cash flow. I was still paying down debt. So, if my accountant was to make the decision, he'd say, "No way, you can't do this."

I knew if I was going to go in this mastermind, with my work ethic and desire to grow and a few holy crap three a.m. moments, I would take the

knowledge and everything, all the benefits of master minding and grow. Sure enough in about six months, I was bringing in more revenue than the \$400 outlay. The next time I really had to put on the big boy casino, roll the dice pants was when I had an opportunity to exhibit at my first function with Glazer Kennedy, and the booth space was significant. I don't know what it was at the time or what it is now, but it was \$5000 for the booth space. I had to create a booth. There was travel, hotel. It was a \$7500 investment, and again at a point in my life where the accountant would have said, "Don't do that."

To me, I wanted to roll the dice because I knew that I had something that was of immense value. I knew there was going to be the perfect crowd, the perfect audience, the number of prospects I'd meet, and I rolled the dice, and boom, I invested in my business and because I did it in a quick way. I went out there and did it. I certainly risked \$7500, but my business has grown dramatically because I was willing to invest. Investment equals risk.

If you're going to play a small game, if you're a savings account entrepreneur saying, "I'm going to grow my business based on cash flow alone. So, if I make a sale, I'll take part of that sale and reinvest it in the business. We'll keep going that way." It's not to say you can't do it, but you're going to be growing your business for years if not decades instead of really figuring out the right ways, the right systems, the right marketing and opening up the spigot in a big way.

Lee: Jim, coaching, if I'm hearing you correctly, coaching was the magic pill that actually gave you the motivation and the tools to do that, right?

Jim: Coaching and masterminding without a doubt. You can say they're one and the same. They're actually a little different. There's mastermind groups where you're meeting with all your peers, and again, you can learn some great things from your peers. I like to be in a situation where you're also getting coaching from somebody who you're investing in.

In other words, they have your permission by way of they're paying you money. They can get in your face and really hold you accountable and kind of scold you a little bit, and show you where you're coming up short. That is really in my opinion, one of the ultimate examples of putting your money where your mouth is because there's no doubt when I started doing my own live events just last year, but for at least the last two or three years, several of my peers were like, "Man, how come you're not doing your events?" I'm very busy. I make every excuse in the world, and

the truth of it is, Lee, the head trash is like, “Well, what if I do that, and it’s not a success?”

You’ve got to not only rent a room. You’ve got to guarantee the number of rooms will be rented and the caterer. You’ve got all this stuff, and what if nobody comes, and the other side of it is what if I’m very successful, and a lot of people come and I stink. That’s the head trash, but if you’re going to grow a big business, you’ve got to kick the head trash to the curb. Have somebody in your corner that’s pushing you in a big way to get out there and play a bigger game, and then you’ve got to go for it.

Lee: Absolutely. Okay, tell our people who are jumping at the bit to have your book right now, how they can get the book.

Jim: They can get the book at DecideForSuccessBook.com, and Lee, they can get an actual hard copy book in the mail for \$6.95. I’m giving the book for free. All I’m asking is that they pay for \$6.95 for shipping and handling. There’s also an audio book. It’s the first book I did a full recording of, and you’ll see an opportunity to get that if you like listening to the books as well.

The cool thing about the audio is not only did I read obviously the written book, but I found myself going off script sharing stuff that didn’t go in the book just because the way a little voice in my head rolled. So, DecideForSuccessBook.com, and you can get that for \$6.95, and if you want, you can get the audio version as well.

Lee: Not only do I recommend that you do that, but I also for anybody that gets the book, I think you should really study the marketing strategy that Jim has used to market his book, the free offers inside of the book, how he’s used praise. I’m leafing through the book right now. You even have a page that’s decide and save \$100. You talk about your different businesses and bonus offers.

So, if people would invest in this book, they would not only get great information about getting rid of the head trash and being your authentic self and taking action, but they would also get a really great example of literally how you should market yourself with absolute pride. Jim, as always, you rock. Here’s a standing ovation for you.

Jim: Thank you very much. It’s always an honor and a pleasure to be with you.

Lee:

It's always an honor and a pleasure to be with you, and for everybody else out there, thank you so much. Please make sure you go to the membership site, and we'll have some excerpts from Jim's book, and we'll also have his bio and all his information and particularly how to get the book for free by just paying shipping and handling. So, we're going to call it a wrap. Thank you very much. See you next month!