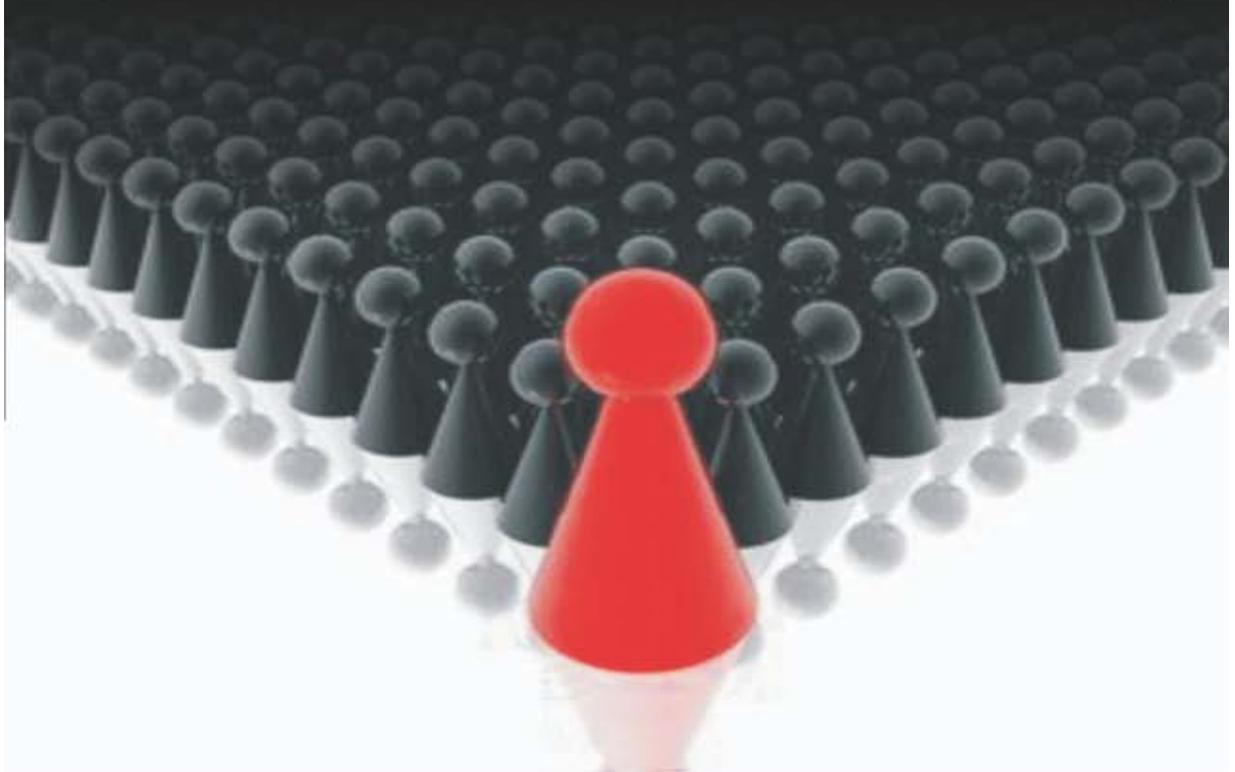

— BECOME A —
MOGUL



7 MAJOR SUCCESS
PRINCIPLES FOR THE
URBAN ENTREPRENEUR

CHARLES MAJOR

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Introduction

Michael is a 16-year-old whose father passed away when he was only two years old, due to gang violence. His mom is on food stamps and works two jobs just to keep the lights on and a roof over their heads.

Nikki is a 15-year-old who never met her dad. He walked out on her mother while she was seven months pregnant. Nikki's mom does not work, but she would not be caught dead with food stamps. What she does is run errands for the local drug dealer in order to provide for her daughter.

Michael and Nikki live in the same building, and often they both like to sit and stare out their windows, dreaming of a better life. That's where the similarity ends. When Michael looks out the window, he sees the local drug dealer, the bums on the park bench, and the prostitutes on the corner. He feels that this is the life he is destined to live, and he knows he will have to fight everyday to survive in this environment. He will have to prove himself more fit than the others. He sees competition everywhere he looks.

Nikki lives on the same side of the building as Michael, and she has the same view. But when she looks at the drug dealer, the bums, and the prostitutes, she sees a community that she loves and it makes her want to help. She understands that the more she succeeds in life, the more she can help her community. Her dreams of success not only include herself but everyone in the whole community.

Okay, so what does this story have to do with becoming a mogul? Everything! Think about it for a moment: How can two people from identical situations be the same, yet so different? What is it in Nikki that Michael just can't get a hold of? If you had to pick which one is likely to succeed, who would it be?

Become a Mogul, is a book about how to define success, attain it, and keep it for good. In this book you are going to learn the difference between becoming rich and becoming wealthy. You are going to learn how to build an empire without losing sight of your family, your spiritual life, and everything else that is important to you.

As we begin this journey together, I would like to welcome you to the first day of the rest of your life. Remember from here on out nothing in your past matters. As we look forward and create a plan for success, keep in mind that my system works, but it is not a magic bullet. You have plenty of work to do! There will probably be missteps and false starts. There may even be times that you will feel a great deal of pressure and wonder if you can continue following the plan. But remember that the

plan you will create is your plan, designed to reach your goals in life, no matter what they might be: personal wealth, family harmony, community service, or any other aspiration.

The pace at which you advance will be a pace determined by you, so although it will push you harder in more specific ways than you have pushed yourself before, each accomplishment will feel incredible. I guarantee that if you continually place one foot in front of the other and make a deep-down commitment not to quit, no matter how difficult the journey appears, the rewards will outweigh all the hardships you faced on your way to mogul status, and it will be worth it.

This book is going to motivate you to view success in a new way in order to get out of your own personal prison, whether it is the prison of indecision, of self-doubt, of fear, or of poverty. You will learn to see possibilities where before you only saw hopelessness. I am going to show you how to look at your life anew, decide on what it is you really want and what is worth fighting for. Then, I'm going to coach you all the way to achieving it. It isn't magic. It's a matter of learning seven simple principles that you can utilize today. Right now! Anyone can do it, whether you are a kid growing up in the projects or an entrepreneur who wants to take a mediocre business up to mogul status.

By picking up this book, you now have access to the same secrets that the world's most successful moguls have utilized for years. The seven principles that you will learn are tried and true, but I added my own spin to make them easier to understand and implement.

About Me

I started my first business at 19 years old. Alongside my business partners, we were able to have a tremendous amount of success early on with our own clothing line. Because of disappointments and ego clashes, we disbanded. I was left to start all over again and garner the success I had previously. As I started to do this, I began to document the steps I took to start over and that was how *Become a Mogul* materialized. I am currently the Chairman and C.E.O. of C-Major Enterprises Inc. the holding company for several different businesses including ACEO Worldwide Entertainment Group Corp., HipHopOurWay.com, Major Fashions Co, and Major Mogul LLC. I am also behind the non profit organization, Raising Our Own Foundation (R.O.O.F) which was built to help young people from troubled backgrounds succeed regardless of their circumstances.

Become a Mogul has been a 10-year journey for me, with a lot of sleepless nights and 23-hour days. You may be surprised to learn that I did not achieve my success by attending college. Instead, I bought one book after another on self-development, motivation, and autobiographies of successful individuals. I devoured them all. I tried their techniques, analyzed the results, and came up with a system that worked for me, which I now call the Mogul Plan. My Mogul Plan contributes a great deal of new, very practical information straight from the trenches.

I have found that many people have trouble achieving success, not just folks who grew up poor. Even those who were “born with a silver spoon in their mouths” have a lot of trouble setting and keeping priorities, managing time wisely, and building a supportive network. So this book is for everyone, no matter where you came from or where you want to go.

I am happy to say that, through my consulting business, and by using my Mogul Plan, I have been able to help many people achieve their ultimate dreams. For instance, one young lady used my principles and went from making \$35,000 to \$250,000 a year. I also helped a clothing store associate quit his job and go on to live his dream as a professional recording artist. Among my clients are lawyers, rappers, fashion designers, and entrepreneurs, all of whom have used my Mogul Plan to achieve the lifestyle of their dreams. Wouldn't you like to be among them?

I want you to understand that I will always keep it 100% real with you. I will never portray myself as something I am not, and I will never share information with you that has not been tested and proven to work. To be honest, as I sit down to write this passage, I can not help but crack a smile. Why, you ask? Because I am not a writer, not by any stretch of the imagination. I am just an entrepreneur who, over the last 10 years, has abided by seven principles to garner a level of success. Now, I want to share them with you. I guess I can say I am not a writer; I am just a businessman who happens to write. My high school English teacher would be shocked if she could see me now. After all, she was the one who told me that my writing was sub-par at best (note to self, send English teacher a copy of *Become a Mogul*).

What is Success?

Remember this: Success is not a privilege; it is a choice. One metaphor I hear used a lot compares the path to success to building a house. After all, you first have to devise a plan for the overall look of the building. Then, you have to put together a team of skilled workers, and then pour a solid foundation to build upon.

Throughout the house-building experience, you will discover unexpected surprises, and not all of them will be good. Some of your team members may even quit on you. But when it is all said and done, if you have stuck with the Mogul Plan I am going to teach you, everyone will stand back, awestruck by what you have created. This is because I am not just going to teach you to build a house but a skyscraper!

What I mean by a skyscraper is a career and a personal life that work together to be everything you dream of. So what does that mean for you? You will have to use your time wisely. You will have to push yourself to limits you never thought you could reach.

You will develop what I call a “Mogul’s Mindset,” and it will change how you think about yourself, your life, and your competition.

I am so confident in my principles that I will be chronicling all of my business moves on my website and social network for my moguls in training, BecomeaMogul.com. My reason for doing this is to prove, on a day-to-day basis, that my principles work, and that despite the highs and lows, our faith and dedication to our work gets us through every downturn.

I always wanted to meet Russell Simmons before he became Russell Simmons, Hip-Hop Mogul, or Warren Buffett before he became Warren Buffet, Investing Mogul. Well, Becomeamogul.com will enable you to see my own growth as a businessman and as a mogul, and realize that success does not happen by accident; it happens on purpose using the principles I explain in this book.

In Praise of Struggle

I won’t lie. You can not become a mogul without struggles. However, our struggles define us and create in us a desire to strive. They show us how much adversity we can take, and test our will power. After all, your struggles made you pick up this book today so that you can change your life and become the mogul you were destined to be. I tell my clients that pain and struggle is the resistance with which God sculpts our souls.

Recently, I had an opportunity to sit down with a mentor of mine. This gentleman is worth millions of dollars. We began discussing personal struggles and how different people handle them. He mentioned that when he was broke he didn’t think it could get any worse. I remember him saying, “When I was broke, all I could think was if someone would just give me a million dollars, I would be all set!” Then,

he went on to say that if someone had given him a million dollars, he would have blown it all within a year and been broke again. It was because of his struggles that he learned how to manage money and become the success he is now. “In hindsight,” he said, “I am very thankful that no one ever handed me anything. It made me the man, father, and son I am today. They could take all of my money away from me, and by next year I would be right back on top, because the knowledge I have in my head is something nobody can ever take from me.” Now that is a mogul mindset.

Starting with a Mogul Mindset

The reason I started this book with the story about Michael and Nikki is two-fold. First, it’s a story that is true for many people who have grown up in rough circumstances and just didn’t have the will to make it. No one has ever told them that success is just right outside their window if only they would look hard enough. Second, it was my lure. It is something that I am sure you were not expecting and it got you to continue to read further. I guess I did a good job because you are still reading. That is just a sneak peek of some of the principles you will learn from this book.

Let’s go back to our characters Michael and Nikki for a moment. How can two people at the same place at the same time, seeing the same things, have two different perceptions? It is simply a matter of having different mindsets. That is the first key to achieving everything you have ever wanted.

I know what you are thinking: “A mogul mindset, hmm, easier said than done!” Sure, many of us know all about the need to create a mogul mindset, yet we don’t do it. Well, don’t kick yourself. I’m here to tell you a mindset can be very difficult to change because the following reasons:

- You have no support system in place.
- You are surrounded by negative people.
- You have not seen positive results, so you stopped believing.
- You have not fallen in love with yourself yet.
- You simply don’t know how to believe.

Relax! By the time you finish this book, you will have a jumpstart at solving all of these setbacks.. Think about a mogul that you admire--Oprah Winfrey, Jay-Z, Bill Gates, Barack Obama, Paris Hilton... Okay, maybe not Paris Hilton. How do you think they deal with struggles? Think about their support systems, think about

the people they are around on a regular basis. Think about their dreams. Think about their confidence or swagger. Can you tell they love themselves? Do you think they know the power of believing? Well, they do, and you will, too. I want you to keep your own heroes in mind, whoever they may be, as you build your skyscraper to success. When you are lost and are tempted to quit, think of what these people would do if they were in your shoes. Every one of them proves one simple fact: success is not in your genes, and it is not luck. It happens on purpose. And it will happen to you.

Chapter 1 - The Mogul Mindset

Before you begin your day-to-day practical steps to become a mogul, you must first learn about the mogul mindset. You just will not be able to apply any of the principles in this book unless you first commit to making a paradigm shift from the mindset you are currently in to the limitless, positive, forward-looking mindset of a mogul.

Why Become a Mogul?

In order to make that shift, the very first thing you need to ask yourself is, “why?” Why should I bother? Why do I care about success? Usually the answer to your “why” involves a “who.” Who am I doing this for? Is it:

- To honor my mother/father who has given so much of her/his life for me?
- To support my spouse who I love deeply?
- To raise my children who are my constant inspiration?
- To become a leader in my community and contribute to the success of others?
- To contribute to the world’s great achievements in science, art, or medicine?
- To praise God by becoming the best that I have been put on this earth to be?

Everyone has a different “why,” so it is crucial that you determine what yours is. It should be something positive and deeply meaningful, like the above examples, not something negative, egotistical, or purely material, like the following:

- To prove that I'm the best!
- To get revenge on my enemies
- To get rich
- To become powerful

I'm not saying that to be judgmental. After all, we all have those reasons, too. We all have someone we would like to prove something to. We all want material things, power, and prestige. It's only natural. But if those are your primary reasons for seeking success, if materialism and egotism are your only motivation for doing so, very soon you will find yourself just as unhappy about going to work every morning for yourself as you would be if you were working for someone else at a low-paying job. These reasons are just not enough to keep us going and, ultimately, they don't provide happiness. They won't make a mogul out of you. If you don't know what your inspirations are, sit down now and work that out as we talk about setting priorities and establishing goals in the chapter on Creating a Blueprint, your "why" will come more clearly into focus.

Once your "why" is clear, then what I call the "I must because" becomes a driving force in your life. For instance,

- I must play it safe in the stock market because my children's college fund is not something I'm willing to risk.
- I must be fearless in business enterprises because I want to set an example to the kids in my community that purpose and thinking outside the box actually pays off.
- I must always follow ethical business practices because the reason for my success is to honor God and my family.

Just a note: Personally, I find it very important and helpful to let God in when I think about my "why." Most people have some concept of a higher power, and when making big decisions about the direction your life should take and the reasons behind taking risks to achieve success, you will find too that keeping God and your spiritual path in mind will be very helpful.

The Movie of Your Success

Let's do an exercise. I want you to grab a pen and paper and write down what success would feel like to you. I'm talking about emotions here. I want you to use

the most descriptive adjectives you can think of. Would it feel vindicating, powerful, easygoing, thrilling, or invigorating? Would it feel relaxing, enlightening, peaceful, or red hot? We are doing this to understand that when we think of success, it is not the material trappings of success that we truly want. What we want is the positive emotions that those material trappings can give us.

Now, play the movie of your success in your mind. What happens in that movie? Are you stepping out of a shiny limousine into a cheering crowd? Are you handing out free meals at a shelter for the needy? Are you sending your two children off to school with kisses, hugs, and homemade lunches? Everyone's vision of success is different, but the one thing they all have in common is the positive feelings associated with success. These positive feelings all result in happiness and a sense of fulfillment. So go ahead and play that movie of your success over and over. Write it down in a paragraph or so. Keep it handy, because those images in your mind, and the feelings associated with them, are going to carry you through the tough times ahead.

You Must Have Your Own

I can't stress enough how important it is to have your own company and be your own boss. I am not suggesting that you quit your job today, because you need that income, for now, to pursue your dreams. What I'm suggesting is that you go ahead and ask yourself what you really love to do. Ask yourself what your dream career would be. Whatever it may be, start a side business toward that goal.

Now, you may say that because we are in tough financial times, it's too risky to put up your own business. It's just the opposite, actually. Because now that the economy is down, people are getting laid off left and right. People can no longer count on their day jobs to get them through. So this is the perfect time to think, "What can I do or sell or make that people need? How can I guarantee my employment by becoming my own employer?"

Everyone is good at something, but not everyone is The Best at something. Anyone can learn to play basketball, but not everyone can be Michael Jordan. Anyone can learn to play golf, but not everyone can be Tiger Woods. This is simply because Jordan and Woods are so highly motivated in their area of expertise that they make it a point to practice hour after hour, every single day, in order to become the best and stay that way. So when you select your area of expertise, it should not only be something that you have a natural affinity for; it must also be something that you are motivated to practice and improve upon ENDLESSLY. What separated

a young Michael Jordan from any other wanna-be ball player out there? Hard work and limitless motivation, that's all.

The Scripture states, "He who earns money does so to put it in a bag with holes." I think of this as pertaining to those who depend on a "steady job" to support them throughout their lives. The fact of the matter is, and this is sad but true, there is no such thing as a steady job, because if you get laid off, what then? When you are working for others, you simply do not have control over your livelihood, and that is a very insecure position. Yes, owning your own business can be difficult and stressful, and it can cost you a lot of money before it starts making a profit, but it is a start of eventually being able to control your own destiny.

What Type of Business is Right for You?

What is your business idea? You may know exactly what you want to be successful in. You may already be a musician or painter; you may already be a doctor or a lawyer; or you may have no idea what type of business you want to start. You may only know that you don't want to spend your life working for someone else, going into the boss' office once a year with hat in hand, and hoping you have been considered worthy of a raise.

No matter what you plan to do, it is important to remember this: 1 out of 10 small businesses succeed. Does that mean you shouldn't bother trying? Certainly not! What it means is, you have to be prepared to try 10 different ideas, if it comes to that. It also means, you should expect hardships, but you must not quit. Each business that you start will give you practice in following your Mogul Plan. If at first you don't succeed, don't despair, just try again. So don't become married to a single business idea; brainstorm instead. Write down a long list of business ideas that you find interesting. Try your favorite one first, but if that doesn't work out, don't be afraid to move on to the next idea.

If, like me, you are interested in Hip-Hop music, remember that you don't have to become a recording artist to become successful in that field. The Hip-Hop industry needs accountants, graphic designers, photographers, and sound technicians. There are numerous careers available within any area of interest, so don't be too narrow-minded when choosing a path. Also, it is a good idea to ask supportive friends and family members what they think you might be good at. Outside perspective may surprise you and offer some exciting ideas you would not have thought of yourself.

Until your business is literally doubling your income, Do Not Quit Your Day Job. The following are practical reasons for this:

- It usually takes some time before you find a business idea that is perfect for you.
- It will take time for your business to enter positive cash flow.
- You will need practice and time to run your business efficiently.
- You will need time to build up your network of contacts and team members.

Keep a Positive Self Image

Being a mogul means being the best that you can be. It does not mean trying to emulate the success of one of your heroes or modeling your life after an icon in the industry you want to penetrate. Look to your heroes for motivation, not emulation. You might not reach the level that they have reached, but you will reach the level that is just perfect for you based on your “why” and the emotions you wrote down earlier. Do you want to be the best mom that you can be? That is being a mogul mom. Do you want to be the best basketball player that you can be? That is being a basketball mogul. Whether your focus is making money, raising children, or perfecting your craft, you must remember that you can only compare yourself to your own past. Don’t compare yourself to others and don’t look to others for approval.

Sure, this is easier said than done, but you have to understand how crucial this mindset is. Constantly strive to evaluate yourself fairly, which means comparing your progress with the successes and failures of your own past. You make your evaluations based on the learning you have done over time, not based on what someone else has achieved at the same age, or with the same funding, or with similar talent. There will be failures; these are part of the process. Embrace them, and consider them learning opportunities. Don’t get down on yourself about it, and never give up.

Another recipe for keeping a positive self image is to simply believe in yourself. After all, if you don’t believe in the inevitability of your own success, then who will? It is also important to stay consistent in this. It is easy to get really inspired after some big seminar or motivational speech, and then later, when it is time to work, you let that motivation dwindle. I call this Keeping an Even Keel, and I will talk about it more in the chapter on Weatherproofing. Also, in the chapter on

Creating a Blueprint, we will talk about creating a team of people who believe in your success and who can help you keep your dream alive.

Think of it this way. Have you ever been to a casino? The idea behind a casino is that, considering the odds, the longer any gambler stays in the casino and keeps on betting, the more likely he is to lose his shirt. The casino owners want to keep you there so that they can get their hands on every penny you have. Now, think of yourself as not an ordinary gambler, but the casino owner himself. For you, the longer you stay in the casino, the more money you will make. The whole enterprise is designed to serve you. That is how we are going to think about business. We are going to stay in that casino, we are going to own that casino, and we are going to watch the chips pile up.

Don't be Afraid of a Defining Moment

I want to share a story with you. This is about a defining moment in my life and my pursuit of success. It is a story about how much you can actually endure when you have a dream and the determination to turn that into reality.

I was involved in a start-up business venture a few years back, but times were tight and every dollar mattered. Well, it got to the point where I realized I was going to have to choose between paying my electricity bill and funding my project. That's how tight my budget was, but there was no doubt in my mind. I chose to fund the project. My electricity went off, but I was prepared for it. I knew that some local gyms will give you a two-week free pass to try out their facility, so I went ahead and got one of those. Since I didn't have hot water anymore, I showered at the gym every day. I also had no television or lights in my apartment, so I was a little low on entertainment. What I did was go to the library and check-out several audio books. I'd turn up the volume really loud on my CD player and listen to them with these high-powered headphones I had. So that was entertaining and also inspirational for me. It kept me thinking positively and didn't allow me to give up.

I knew that I was expecting a check in two weeks, so I knew that I only had to endure this lifestyle for a limited period of time. But I also knew that I could not falter. I could not lose faith in myself or my goal. I did everything I had to do to get through it, and I did. I took care of my physical needs and also my emotional needs, because without those inspirational audio books, I might have got down on myself, and that is one thing I knew I could not afford to do.

Somehow during those trying times, it dawned on me that this was a defining moment in my life. I knew that if I could get through this, I could get through

anything, and I was right. After that time, my success gradually increased, and I felt that it was because I made a decision where my mind, my reasoning faculty, was fully in tune with my heart, my innermost desires. They say that God will never give you any trial that is too tough for you to handle, and I really believe that. I think these types of trials, these defining moments, are the things that make us stronger and turn us into moguls.

Sure, not everyone would have taken that risk. A lot of people out there would have considered that temporary lifestyle change to be extreme or weird to try. But I knew that if I didn't take a risk and make a dramatic change, I could keep the electricity in my apartment from getting cut off, but I also wouldn't have a chance to really burst forward out of my rut. Not being afraid to get out of one's comfort zone is a crucial step to transforming a seemingly average person into a mogul.

Now, I know that everyone is not in the same situation I was in at the time to make such a type of sacrifice. Hell, I was young, single, and I didn't have any children. So a decision to cut off the light might not be an option for you. The question now is, what are you willing to sacrifice instead? How about one hour less of sleep a day? How about not going out to a club for one whole year? How about giving up your house to live in an inexpensive apartment? Some of this might seem a little too extreme for most people. The truth is, my situation seemed extreme to me before I was placed in it, but when that moment arrived, there was no hesitation, no second guessing. I knew what I had to do. I promise you this: When that defining moment comes your way (there will be several) and you are standing at the fork in the road with success on the right and failure on the left, I believe with all my heart that you will make the right decision.

Identify Negative Thinking

Negative thinking can take many forms, some of them subtle. To stay focused on your goals and priorities, and not give up, you must get rid of all forms of negative thinking. Are you ready for that? It's a big job, but nothing in the world is truly more worthwhile. Here are some ways that negative thinking can manifest:

1. Making decisions based on your age, race, or sex. This type of thinking will only limit you unnecessarily.
 - “There are hardly any African-American airline pilots out there. I might as well not try to go into that field.”

- “Women always hit a glass ceiling in business, so why set myself up for failure?”
- “I’m an old dog that can’t learn new tricks.”

2. Talking about your problems a lot. Sure, everyone needs a “bitch session” to let it all out once in a while, but if you find yourself talking continually about your problems instead of your successes, you need to change your mindset. You are bringing yourself, and others, down. If you can’t think of something positive to say, don’t say anything at all.

3. Dwelling on your dysfunctional family. C’mon, folks. Have you ever seen a functional family? I haven’t. Nobody is perfect out there, and having issues in your family is pretty common. Just like endlessly dwelling on your own problems, you need to stop focusing on your family’s shortcomings and become a forward, not backward, thinking person.

4. Hanging around with negative-thinking people. Even though they don’t really mean us harm, sometimes our family members and friends can be downers. Some people just don’t believe in themselves, and as a result they can’t believe in you either. Just as a recovering alcoholic has to stop hanging around with his old drinking buddies, you have to limit your exposure to your negative-thinking associates.

Never Become Stagnant

Some people attain success relatively early in life, and then they lose it. Others attain a mid-level form of success, but never really go for the gold. Why is that? Often it is a matter of people becoming stagnant. Some folks will attain their goals and then say, “Great! I’m done!” They do not reset their goals. What we want to do in order to truly become a mogul is have what I call an Endless Tunnel of Goals. Whenever you achieve a goal, you want to up the ante for yourself. You published one book? Great, now publish three more. You ran one marathon? Great, now aim for the triathlon. You raised two successful children? Great, now share your skills with other kids in your community, or help other moms learn how to be successful parents.

Staying happy as a mogul is always about having goals to shoot for and enjoying the process of attaining them. Along these lines, it is important to always have some kind of a continuing education. Some people choose to attend formal classes that will help them update their skills, while others use a mentor or coach to

help them reset their goals and learn how to achieve them. This is something that we help people with on www.becomeamogul.com, with our mentoring program and our many resources for up-and-coming moguls.

When you are thinking about creating that Endless Tunnel of Goals, how does that make you feel? When you are thinking about pushing yourself to have your own business, understand your life's true priorities, and become the best, most successful individual you can be, how do you feel about that? If you are excited and motivated by that, then we, at www.becomeamogul.com, can help you. If you can see all the good that is going to come from your work, and you can see how you will improve the world with your business, then we are ready to work with you. But if you are still vacillating, still not sure if you want to take the trouble of becoming a mogul, still unsure about entering the realm of goal-setting and hard work, in that case, you need not come to us. Instead, wait until you are ready. When you are ready, we will be ready for you, and you will see results.

Now, I don't say that to be harsh. I say it to be real. The reality is that I can help anyone, from all walks of life, to have the level of success that they want. However, if they don't really want it, then they will fail. Guess who will be the bad guy, then? I had to learn early on in my consulting/mentorship business that not every client is a good client. You can not help someone who does not want to be helped. That is the reason I put my clients through a rigorous screening process before I do any one-on-one coaching with them.

Understand Your Finances

In order to be in business, you need to understand how cash flow works, how your profit margin works, how commerce works. You don't want to go into business and start randomly experimenting with raising or dropping your prices, changing locations on a whim, and so forth. These things have been done before by experts, so you don't have to reinvent the wheel. You can study how business works, have a coach to help you along, and make intelligent decisions right from the beginning. You don't have to have an MBA to be superior at business, but it will definitely be a plus factor if you can enlist the help of someone who does, or someone who has had business success before. Reading books is also an excellent idea to learn about a business. One book that I highly recommend is *Rich Dad Poor Dad* by Robert Kiyosaki and Sharon Lechter. It will give you the basics on cash flow and money management. We have a link to this on our free resources section of www.becomeamogul.com.

You have to start handling your finances responsibly right from the start. A lot of people say that they don't have enough money to save, to invest, and so forth. That's just bull! You know what, let me put it this way: If you can't handle 100 dollars responsibly, then why in the world would I let you handle 100,000 dollars? I firmly believe that everyone should put aside 10 percent of their earnings into savings. Another 10 percent should go into an investment of some kind. Personally, I believe that giving away 10 percent is also important, via tithing to your church or giving to community outreach. If you only have a dollar, that means 10 cents go into the piggybank right away, 10 cents go toward an investment, and 10 cents go toward your church or community. Don't hesitate. Never use lack of money as an excuse for not saving. After all, that lack of money is the result of not saving, isn't it?

Economists suggest that we should have enough savings to last us six months. This means, even if you lost your job or your business, you would still be able to survive six months before you ran out of money. How many months could you survive? If the answer is under six months, I suggest you start on your path to financial independence today. Grab your wallet or purse right now, and take out 30 percent and place it in the corresponding piles: Savings, Investment, and Tithing. Okay, okay, I can hear some of the moans and groans already. You are all saying, "I can't afford that!"

Look, I will make a deal with you. Let's just start with one percent. Is that fair? That means that for every hundred dollars you make, you are only setting aside three dollars. I know everyone can do that. By the way, for those of you who can afford the 10 percent, please do not use my generosity as a cop-out. Go for the 10 percent. Continue this process, in good times and in bad, and eventually increase the percentage over time. When you get that raise, or you land that big client, that means it is time to up the percentages. Your ultimate goal is to save, invest, and tithe 60 to 80 percent and live off the remaining income. You did say you wanted to live like a mogul, right? Well, this is how moguls live.

I know I have been a little tough on you in this section, but if you can not handle your finances, you will have a long hard road to reach mogul status. So start small, dream big, and save that money!

Some Tips for Success

Act As If

Act as if you are already who you want to be. In restaurants, don't tip like a poor, stingy person; tip like a wealthy, generous person. Be that wealthy, big-hearted person, or that compassionate, straight-talking mother, or that creative, dedicated artist that you want to become. Act as if you have already achieved the success you seek. You may be surprised at how much success and confidence acting-as-if can bring you all by itself.

"When" not "If"

View your success as a "when," not an "if." Remember, in the mogul mindset, failure is not an option. You will succeed because within this book are all the tools you will need to do so, and because you are determined. So when you talk about your life, always say "When I am a millionaire..." instead of "If I ever become a millionaire..." Also, as a way to transition to this mindset, try this exercise: Write down all the negative thoughts, fears, and worst-case-scenarios that stand in the way of your "if" becoming a "when." Now just tear that paper to shreds. Destroy these blocks to your success. Next, write down what will happen when you succeed. How will your life change? What will be different? Keep that list close to you so that you can notice when those things begin to come true. This way you'll see your "if" turn into a "when" right before your eyes.

Stay Healthy

Start an exercise regimen. Ensure that you have a way of getting healthy meals every day. I prepare my meals on Sunday for the rest of the week, just to make sure I don't have to resort to fast food. You may have a different method, but make sure you think ahead about meals and setting aside exercise time. Also, drink plenty of water every day. Remember, you are your company's biggest asset!

Keep the Business Separate

An important aspect of owning a business is making that business as a separate entity from you. Don't mix up your personal finances with your business finances. Your business should pay you a salary. It should be created as an LLC or a corporation or other structured business entity. Every business entity has a business structure that works best for it. My suggestion would be to consult an accountant or a lawyer to determine what would be best for your specific business. Another good resource is www.score.org, which is a nonprofit association dedicated to educating entrepreneurs. If you would prefer to speak with someone one-on-one,

I would suggest contacting your local small business association. You can find a location near you at www.sba.gov.

Stick with the Mogul Plan

In this book, we are going to talk about the various components you will need in order to build your skyscraper to success. I'll prepare and motivate you with "drawing up the blueprints," then I'll help you get plenty of reinforcements as you "set up the support beams." Next, you'll learn how to enlist others in your dream as you "sell office space." Your success will be ensured when you learn how to "own the building," and finally, we'll talk about the all-important subject of "weatherproofing your building," which will make sure that no storm can knock down your beautiful creation.

Just think about what it means to become a mogul. Some people work at a job for 30 years, not knowing if the next economic downturn might result in their layoff, and knowing that their mediocre level of success causes them to feel mediocre about a lot of aspects of their lives. This is not your destiny. As a future mogul, you may have to pour yourself into building your business for one year, three years, maybe even four years, but when you have finally succeeded in building an empire of your own, you will have achieved extraordinary success in every are of your life: personal, financial, spiritual, and intellectual.

As you struggle, please know that I have your back and that I also go through the same types of struggles every day. Don't neglect to check out my website, www.becomeamogul.com. There, you can read my blog to see my own everyday successes and struggles. You will be able to notice how my own priorities and goals, as laid out in my Mogul Plan, have led me to the work that I do. You'll know that you are not alone as you strive to achieve the life of ultimate success, the life of a mogul.

Chapter 2 - Create Your Blueprint

Picture this for a moment. You're going on a cross country trip across the United States, what's the first thing you would do? Plan out your trip, right? You might grab your GPS system and turn it on. Your GPS system will then determine your current location. Once that is determined, you can enter your final destination. You might want to make stops in St. Louis, Chicago, and other cities along the way, so you enter that information as well. The GPS will give you an overall plan for how to get from coast to coast, and it will also give you subsets of instructions to guide you to your various destinations en route.

As I'm sure you know, you don't need a hi-tech device to do this for you. People have been doing this with a simple pencil and a road atlas ever since the highways were first built. You highlight your route on the countrywide map, then switch over to the statewide maps to get a better look at the smaller, scenic roads and to circle the attractions in each state. Why would you go to all this trouble? Why don't you just get in the car and drive toward the setting sun, hoping for the best? Because a plan ensures that you don't get lost. This is important, so I'm going to say it again: A plan ensures You Don't Get Lost.

Isn't it ironic that many people have no trouble planning a road trip, but when it comes to their lives, they don't bother to plan out the journey? After all, this is the longest journey you are ever going to embark on -- the journey of life! So this chapter is going to actually teach you how to have your own built-in GPS system for life. I like to call it the MPS, or Mogul Planning System.

This chapter is designed to help you draw up a detailed plan, or a blueprint, for your success as a mogul. Just like an architect designing a blueprint for a skyscraper knows that every client has different needs, I know that everyone's dream of ultimate success is different. Keeping this in mind, we are going to talk about how to determine what your blueprint will look like, what shape success will take for you, and how you will manage to take steady steps every day until you achieve it.

What I'm going to do is go one step at a time and show you how to put together a Mogul Planning System to guide your life in exactly the direction you want it to take, to achieve the things that will bring you financial, emotional, and spiritual success. Will this plan help you to become incredibly financially secure? If you utilize it correctly, yes, but it offers so much more. You will achieve total happiness and satisfaction in your life. That is guaranteed.

First, let's talk about time management. I have read approximately 30 to 40 different books on the subject and tried applying the various systems to my own life. They all contained some great ideas on how to put together a system that truly works, but I didn't find any of them to be really grounded in the realities of life. Some systems entail so much work that they just aren't practical, and other systems are easy but not detailed enough.

So I developed my own system that has worked really well for me. It's simple, but also very exact, and it pushes you toward your goals through organization as well as inspiration. What I did was compile the best aspects of all my reading and my personal experiences into an easy-to-follow, easy-to-do system that I call my

Mogul Planning System. It's going to help you achieve goals and move forward in your life.

Using this system, has helped me to run five different successful businesses. People often ask me how I find the time to manage them and also have a personal life. Well, to be honest with you, sometimes my personal life is affected. But generally, I do have an active, enjoyable life outside of my work, and that is because I plan out every single day. Before I go to bed at night, I write down exactly what I need to do the next day, and I wake up with that knowledge, knowing exactly where to start. I know what the most important goals are for that day, and I know what the less significant goals are, in case I have extra time.

You don't have to have five businesses to juggle in order to benefit from this system. This type of planning is for everyone who has goals in life. The simple truth is, after reading this chapter and implementing this time management system, you will be able to get more things done than anybody you know and still have a lot of free time.

The first thing you need to do is purchase a few items from an office supply store. It should cost you around ten bucks. You need a thin 3-ring binder and a pack of ordinary loose-leaf paper. Then you need some dividers with file tabs . You also want to get some clear plastic sleeves, large enough to hold a sheet of printer or loose-leaf paper. Put some of the loose-leaf paper in the binder and insert the separators at regular intervals so that there is paper in each section. The sleeves go in the front of the binder.

Next, you want to get some pictures that inspire you. They can be anything: your dream home, dream car, your kids, or your spouse--anything that is important and meaningful to you and which pushes you to succeed. You can download pictures off the internet, take them out of your family album, cut them from magazines; it doesn't matter. Whatever motivates you, that is what you're going to put in the front of your book.

You might think this is silly, or just a decoration, or that it has nothing to do with time management, but it is actually very important. A lot of people, myself included, are very visual, so having that actual picture of your goal in front of you at all times is really essential to keeping you on track. Slip those pictures into the sleeves in the front of your binder. Have you heard of Vision Boards? Well, this is your Mogul Planner that you bring with you everywhere you go. It will be a constant reminder of what you want to achieve and who you are achieving it for.

Priorities

After the photos are in the binder, you will start your first section which will be labeled “priorities”. There, you are going to basically make a list of your priorities, and these are the priorities in all areas of your life. This is something that many people overlook when they are trying to create a time management system. They think it’s all about how to run my day, how to organize my week, but they never sit down and say, “Why am I doing all these things? Why am I trying to achieve these goals? Who are these for? What do my goals mean, ultimately?”

Now, before we go any further, a lot of people have said to me, “Okay, skip the binder. I’ll do this on the computer, or I’ll do this with my Outlook or my PDA” -- No! There is something special about putting everything on paper that makes it more real and makes you understand it on a deeper level. Trust me. I still use Outlook on occasion; I have used a lot of organizing-type programs, and I discovered that when you write it out, it does something subconsciously.

This is one of those things that I don’t know why it works, but I just know that it does. They always say that success leaves clues. Well, this is one of those clues to success that I've paid attention to. Many moguls, from Warren Buffet on down, use a handwritten method similar to my method. Buffet only uses a 4 x 6 card, so his system is slightly different, but I’m telling you, writing these things in long hand is the best way to get the job done.

I’ll give you a breakdown of my own list of priorities so you can understand what I mean when I say you need to write this list.

1. Number one is my relationship with God. That’s very important to me, and it’ll always be number one on my list.
2. Second is my relationship with my goddaughter, Trinity. I don't have any kids right now, but I made an oath to God that this little girl is basically my daughter. She means that much to me.
3. Next is my family and friends' happiness and security. It's really important to me that all of the people around me are happy and that they feel secure. They are basically the reason I do what I do.

4. Next is my health. To be honest, a year ago this might have been last on my list, but now it's pretty high up there. The reason this has been moved up in my priorities is because my father passed away recently. He was diabetic, and I understand that this is hereditary. So this made me realize that my health is very important to me. Basically, in order to do all the things I want to do with my life, I have to be healthy. That's why I work out six days a week, like a maniac sometimes, but there is an important reason why I feel I have to do that.
5. Fifth is improving our community. That's something that's really important to me because I understand that other people have paved the way for me. To be honest, for a long time I kind of felt like we, as a community, had lost our way, but with the recent election and a lot of the goodwill and spirit of cooperation that has been in the air lately, I think we finally have an opportunity to improve our community, both nationally and locally. I feel like I'm ready to represent the now generation and say we are actually prepared to step up and do our part.
6. Lastly—and take note that this is my sixth priority, not my first—is my business and my career. My career is, of course, very important to me. I spend so much time on what I do because I love it, I have become successful at it, and I can't see myself doing anything else at the moment.

So now you have an idea what my list of priorities looks like, and you can make your own list that includes all the elements of your life that make your work worthwhile and meaningful.

Dreaming Big

Under the second tab you're going to basically take every single one of your priorities and create your long-term goals from them. This is the section I like to call “Dreaming Big,” and I mean really big. This is what separates a mogul from a manager or even a CEO. Moguls dream big and have visions that are really over the top. That's what I want you guys to understand. You have to think the way you want to go and start seeing yourself in terms of where you really want to be. Here's a quick example: Because of my spiritual life being such a high priority, I have a strong spiritual goal. I want to be able to eventually tithe over a million dollars a year. It's a serious goal, but I don't state it exactly that way in my list of long-term

goals. It's important to always think in the present tense, so I state it as: "I tithe one million dollars a year."

I have strong, visionary goals like this for each priority. Here is another example; I would like to own my own plane. That one is under the priority of being a successful business mogul. It's just one of the things that I've always said I wanted to do. So, in my long term-goals, I state it as: "I own my own plane." Don't forget to think positively and in the present tense. I think you guys can take it from there. You want to take each and every one of your priorities in order, and list one or more optimistic, visionary, "dream big" goals that pertain to that priority. Here are some examples from different peoples' lists:

- I am the lead singer in an R & B group signed to a major label.
- I am putting my three children through college.
- I am a bestselling romance novelist.
- I am an award winning fashion designer.
- I am living in a beautiful two-story home I built with my own hands.
- I live off the interest in my bank accounts while hanging out on the beach all day, working on my tan.

All together, the items on your list of long-term goals should paint a picture of the person you want to be, so dream big and be specific.

The Three-Month Breakdown

Label the next tab "Three-Month Breakdown." Here you are going to write three-month mini-goals that pertain to each of the long-term goals. In this section, you want to be realistic and suggest achievable milestones for yourself. First, label the time period. So if you are starting on January 1st, the time period will end on April 1st, and the section will be labeled 1-1 to 4-1. Doing this will take some time at first, but as you get used to it, it will get easier. You will also enjoy setting these goals for yourself, achieving them, then moving on to the next three months, where you can see yourself getting closer and closer to your long-term goal.

Here are some examples: Under the long-term goal of "I am the lead singer in an R & B group signed to a major label," this person wrote these three-month goals:

- Make a demo tape.

- Advertise for a band.
- Enroll in voice lessons with a better teacher.

The person who wrote as a long-term goal “I am living in a beautiful two-story house I built with my own hands” was not a carpenter, owned no land, and had a minimum wage job, so his three-month goals started at the basics:

- Get a better job.
- Set aside \$30 per paycheck for a total of \$120 into the savings fund for the house.
- Enroll in school for carpentry

The Weekly Breakdown

Next comes, you guessed it, a weekly breakdown. I usually do this on a Sunday night. I sit down and ask myself, “For this week, what do I want to accomplish?” This includes what I want to get done and also what has to be done, because there are always certain things that have to be done whether you like it or not, and you never want to forget those. When you do your weekly breakdown, you can also go all the way back and take a look at your priorities and your long-term goals as well as your three-month goals. Ask yourself: “What do I need to do this week in order to accomplish my three-month goal and, ultimately, my long-term goal?”

This method of planning from the macro to the micro level is going to force you to stop procrastinating. When you see those goals written down and the larger goals they will achieve above them, you will move toward them. You will start to enjoy crossing them off and getting that feeling of moving closer to your goal, whether it is owning a plane or winning a Pulitzer Prize. You will also find, once you get into the habit of doing this, that your week goes by really efficiently. It makes your life so much easier, because now you know exactly what it is you need to do to have the life of your dreams. That's critical!

The Daily Breakdown

The last section in your Mogul planner is the most important section. Here is where you use what I call the “20 power minutes a day.” I usually do this right before I lay my head down at night. This is where you write what you are going to accomplish every single day. Put everything down: from phone calls you need to make, to business meetings you need to attend, to personal items you need to take

care of. I even schedule in my relaxation time, my workout time, things like that. Now this scheduling is something that a lot of people say, “I have that in my head,” so they won’t write it all down. They think it’s silly or overly detailed and they say, “I’m not going to do that.” Look, if you want to take your life to the next level, this is something you have to do. No ifs, ands or buts about it. But remember, you don’t have to schedule yourself with an impossibly tight time frame. Schedule things realistically so you accomplish your stated weekly goals at the level of tension or relaxation that you feel you need.

But when you are scheduling, keep this in mind: Your time is very valuable. Think of it this way—figure out how much money you would like to make in one year. For some people it might be a hundred thousand dollars, for some a million dollars. For the sake of argument, let’s say it’s one hundred thousand dollars. Then let’s divide that by 52, because there are 52 weeks in a year. So now we see that every week you want to make about 1,923 bucks.

Next, let’s take that \$1,923 and divide it by 168, which is the number of hours in a week. This gives us about \$11 an hour, give or take. Let’s round it up and say you’re making \$12 an hour. Mind you, this is whether you’re working, sleeping or having dinner. Whatever you’re doing, you make that amount of income. So imagine going to work or not going to work, and you still make \$12 an hour. If you never go to work again, you still make \$12 an hour. You could sleep for 24 hours a day on a continuous cycle and you still would make the money. Now think about how you would manage your time a little differently if this were the case.

Actually, I’m still being a little pessimistic. Let’s have what I call a mogul lesson right here. Let’s say you want to make what I think any mogul following my plan has the ability to make, and that’s one million dollars. You want to make one million dollars a year. Take that million dollars divided by 52, you end up with about \$19,230. Then, divide that by 168 hours in the week. Now, suddenly, your time is worth \$114 an hour, whether you’re asleep or awake. So think about it: How would you manage your time differently? Would you still sit there in front of that TV if you were making \$114 an hour?

So when you’re working on your projects or when you’re up late at night doing what you love to do, remember that your time is worth \$114 an hour. So when that person calls you up to gossip, remember your time is worth \$114 an hour. And when that business meeting is dragging on for no good reason, remember your time is worth \$114 an hour. This is critical for good time management; now back to our Mogul planner.

What you're going to do with your Mogul planner is to simply break down each weekly section that you've been writing, and break down what you need to do the next day in that week. You write every single thing you feel you need to do in that day. Now I'm not talking about simple things like taking a shower or getting dressed. Okay, not that simple. We're talking about concrete things you need to do in order to make your weekly goals.

Grading the Daily Planner

Now, this is the critical part of the daily planning exercise, and this is the part where a lot of people fail to follow through. They start planning and they set goals and they break down each section, but they fall short in setting the priorities again on a micro level. You need to grade each daily action plan.

What you're going to do is figure out what the most important thing is, and this is usually the hardest to do and which will take you a little more time. But if you get this done, you will feel like you've accomplished a significant portion in completing your weekly goals.

We grade these types of high priority items with an A, then, sub-prioritize them as A1, A2, A3, and A4. I usually don't go higher than A4 because, to me, if you have more than four primary things that you need to get done, a lot of times either you're trying to do way too much or those things are not really as important as you think. It is very important to make sure that we have things that are of true relevance labeled as A's. Once you are done with the A's, you move to the B's and you grade them the same way: B1, B2, B3, B4. Then you move to the C's and grade them as C1, C2, C3, C4.

Once again, there is something I've noticed from all the clients that I've taught this principle. If you are going into D's, usually you are either trying to do way too much or you're just putting in too many random things that you're really not going to get accomplished. Or, if they are easy to accomplish, you are probably just putting them on your list to say you accomplished something. That's not what we're about here. These daily actions are about leading you directly toward your weekly, tri-monthly, and long-term goals in a straightforward manner that cuts out wasted time.

Staying Focused

So now, if you have followed the instructions, you should have your list. You have your inspirational pictures, you have your prioritized list, your three-month

goals, your one-week goals, and now your daily goals. Obviously, your daily and weekly goals will change frequently, and your three-month goals will change every three months. Your priorities list changes from time to time, but for the most part it stays pretty much the same as do your ultimate goals. Sometimes, priorities change because we change as people, but once you have decided on them, they are not likely to change very frequently.

As you get started with this system you'll notice that a lot of the goals appear to be monetary things. But once you really get going, the money starts coming in and you will start to notice that these goals might change slightly. That's okay, just make sure you change them in your Mogul Planning System and change the three-month plans and the breakdowns accordingly.

Also, keep in mind that it is critical for you to go in and do your daily list Every Single Day. This system doesn't work on an intermittent basis. You have to be faithful to it and make it a habit. I can't stress enough how important that is. You will find, once you get used to doing your next day's planning the night before, that you wake up more refreshed, worry-free, and raring to work.

It makes perfect sense. Think about when you're in high school and you've actually done your homework, or you have really prepared for a test. You have the information down cold. You walk into the room relaxed and confident. School becomes so much easier.

Now, imagine if, for whatever reason, you didn't do your homework, or you didn't prepare for that test. You become stressed and nervous, and it gets worse every minute. You feel like you have a heavy weight on your shoulders. So I really want to make sure you understand that this is a way to take the weight off your shoulders. On a daily basis, you have to really look at those eight things, or twelve things, on your plate, and try to get them done.

Having the goals and the priorities, as I said before, prevents you from spending your day just doing busy work. I'll be honest with you: So many times before I started using this method, I was caught doing busy work. You don't want that. You want to do work that is going to push you forward. That's what doing your weekly and your three-month plans helps you to do. Here's how you can make sure: If you find that everyday you're putting the same A1, A2, A3, A4 items on your list, then you're not doing something correctly.

If, as you go along, you have any questions about the mogul planner, you can check out my website, www.becomeamogul.com. There, you can link to a YouTube

video that shows me actually putting together a mogul planner. Pretty soon we're going to actually offer our own mogul planners, and you'll be able to order those as well from www.becomeamogul.com.

I really need you guys to make sure that you get this done Every Single Day. No slacking. Make sure you grade your lists daily. It's going to take time to get used to, but once it becomes second nature to you, you'll find that you are getting so many more things done. Also, your time will open up a lot and you'll be able to enjoy free time without any guilt feelings that you probably should be doing something else. That is one of the true rewards of this system, and it comes to you very quickly.

Remember, as a mogul, or a future mogul, You Have To value your time. You are now worth \$114 an hour; you're pretty important. So you need to make sure that you do everything you can to make your goals happen.

Tips and Tricks for Staying on Task

Next, I want to give you some tips and tricks that I've learned over the years that really help me stay on task. Sometimes, there are things we can't prepare for, like distractions, and often these little things overwhelm our time and cut our productivity. Then again, sometimes, the problem is just simple procrastination. They say procrastination is life's greatest thief because there is only one thing that we can't ever get back, and that's time. But we are now going to plan for that with our Mogul Planning System, designed to alleviate procrastination and get the job done.

Phone Calls

Now, being a mogul, you will get a lot of phone calls. My friends will tell you that my phone rarely stops ringing. I've managed to curtail that a little because a lot of people know now that I only allot certain times to taking calls; otherwise, I'd never get anything done. Now, I've read books where they say you should only take calls once a week. Personally, I just can't do that because with a lot of the business I do, I have to be able to stay in the forefront of the action all the time.

So here is what I do: When I do decide to answer the phone, I let people know that they need to get to the point. Instead of saying, "I only have five minutes to talk," I tell them they have seven minutes, or three minutes exactly. When you say odd numbers like that, instead of using the usual "I have 5 or 10 minutes," people understand that you're really serious about it. They tend to keep it quick. But if you're going to say that, you have to mean it. So for instance, when someone calls

me and I say, “Hey I only have six minutes,” I really mean I only have six minutes and I stick to that promise. Also, I make sure the person is talking about things that are relevant to the issue at hand, not just rambling. Sometimes, you just have to tell them in a nice way to get to the point.

White Board and Calendar

Here is another tip. There are two more things I want you guys to purchase: one is a white board (also called a dry erase board) and another is one of those really large calendars that are available in any office supply store.

I use the white board for every task that I have to do on a regular basis. For instance, I have to mail out books and packages to my clients. I only do that on Tuesdays and Thursdays. That's just what I found are the best times to do it. By doing that, I always know that it will get done because I have set aside the time to make sure of that. Imagine if I tried to jump to the task every single time a package or a book order came in. I'd be running back and forth to the mailroom all day long! It makes more sense to do things in batches.

The calendar is also very important for writing down what I call “one time events.” This refers to unexpected meetings or tasks that you have to add into your plans for the week. Personally, I also use my Outlook to remind me of stuff like that so I will be sure not to miss it. The calendar also enables you to tell someone on the phone, who is trying to schedule a meeting with you, exactly when you are available all week, at a glance. Just pencil it in.

Even though electronic organizers are great, there is really no substitute for that calendar where you can see everything at a glance. Birthdays and stuff like that also go on to my calendar every single month. I make sure of that, because you don't want to miss someone's birthday (trust me, it's not a good idea). So use your calendar and plan everything. Planning these little things are really important because you'll find there are times when you have to adjust to circumstances quickly . It's easier to adjust when you know what other times you have free to reschedule something, so the rest of the day or the week doesn't get out of whack.

Emails and Social Networking

We have talked about phone calls, but emails can be just as much of a distraction. Don't fall into the trap of answering any email as soon as it comes in, unless it is an emergency. I find that we spend way too much time on Blackberry's (aka Crackberry's), PDAs and laptops, acting as if every communication requires urgent action, but it doesn't! It takes up so much of your time to do this. (Once

again, your time is now worth \$114 an hour.) You need to decide that you will answer your emails on certain days. I answer mine on Mondays and Thursdays. I don't spend precious hours of my day always checking my inbox because what I do spend time on is getting my A1, A2, A3, and A4 priorities done and checked off.

What you'll find is, if you document, just for one day, how much time you spend answering emails or responding to messages through FaceBook, MySpace, and other networking sites, you'll notice that although each response may only take about five minutes, when you are doing 12 a day, that's already an hour right there. Now you might catch yourself someplace, like on a train, for instance, where you have nothing else to do to move toward your goals for a while. That would be the perfect time to answer emails and respond to MySpace, but don't do it when you can be working instead on your A1's, your A2's, and so forth.

Unnecessary Chatter

Eliminate unnecessary meetings. If there's one thing I hate, it's a meeting for the sake of a meeting. I know so many companies and so many people who have meetings for no good reason at all. Nothing really gets done. They just discuss the same things over and over again. So if you're having a meeting or even a discussion of any kind, and it's on your work time, make sure it's actually about something that is relevant to your goals.

Here is another point I feel is really critical: No gossiping! So many people waste huge amounts of time with the "he says, she says" stuff. Ladies and Gentleman, take gossiping out of your system—for good. Once again, this is where the phone technique comes in: "Hey, I only have four minutes. What do you need?" If someone is talking to me and it turns into gossip, to be honest with you, I really don't want to hear it, and I really don't have time. Sure, a lot of people enjoy gossip, but if you seriously have a mogul mindset, and you want to cultivate this mindset that is focused on success beyond your wildest dreams, you don't have time for that.

Work Area

Keep your work area clean. It's so much easier to work that way. Sometimes, I know it's difficult because you're running around and living a mogul lifestyle, but you have to try to keep your work space clean. It helps you think more clearly and find things quicker. Once again, your time is worth \$114 an hour, so you don't want to spend 10 or 20 minutes trying to find that file that you need so desperately that's hidden under a stack of something-or-other on the opposite side of the room. Here is a quick tip to keep it clean--schedule it. That's right. Make yourself an appointment to organize your workspace.

Learn to Say No

This is very important: Learn to say NO! As a mogul, especially when your business is booming, people will want to pull you left, right, and every which way. There are certain things, unfortunately, that you are just going to have to say 'no' to. This is something that brings down a lot of the moguls and would-be moguls, because they want to be everything to everybody, but really you can't. This is where a good team comes in handy. That is something we'll talk about in the team building chapter. An efficient team can represent you on different levels and in different situations, allowing you to say 'yes' to more things than before. Nevertheless, there will always be situations where you simply have to say 'no' nicely but firmly.

Make Appointments

Another thing that has worked extremely well for me is to turn my daily 'to-do' list into a series of appointments. For instance, if you want to write a book, you make an appointment to sit down and work on that on Sunday from 6 PM to 9 PM. This simply makes your planning more specific, and, just like telling people you have exactly four minutes to talk, it compels you to get down to business.

This little trick has worked wonders for me. When I do my daily list, I'll actually put a specific time next to certain things I have to do, especially those A1, A2, A3 things that need to be done. I set aside a certain time to get an important task done, and I'll work on it until I complete the task. Now, if I finish it early, great! Then, I can actually have some free time. I might go play Xbox or basketball because I finished what I had to do. That is one of the nice perks of scheduling appointments instead of having an endless 'to-do' list.

Speaking of free time, don't be afraid to reward yourself. There's nothing wrong with having a good time, but the work has to get done first. That's something you have to remember.

Be on Time

Some people are habitually punctual and others are chronically late. For those in the latter category, it seems like some kind of supernatural force simply prevents them from being on time, no matter how hard they try. If you're one of those people, you need to understand that this can change and that it must change. Arriving late means wasting other peoples' time. The message it sends is: "I didn't want to be early, because that would waste my time. So, I came late in order to waste your time instead." There are four strategies that provide a method for

always preventing lateness. If you apply them with dedication, any chronic lateness problems you have will vanish.

Step 1 - What's in it for me?

Ask yourself the following questions:

- What's in it for me if I'm on time for this event?
- Will I make a good impression on a potential business partner or client?
- Will I get to be the first to speak on the subject at hand and win people over to my point of view?
- If I'm early, will I have a chance to work the room and network with potential business contacts?

By the same token, you must also ask yourself:

- What am I putting on the line by being late?
- Will a sloppy entrance diminish my chances of success?
- Will another lame excuse for my lateness put a blotch of suspicion on my reputation?

Step 2 - Have work to bring along.

If you are of the mogul mindset, you are probably disgusted by the thought of arriving early and wasting precious work time alone, waiting for an event to begin. You must prepare by finding work to occupy your wait time. If you are attending an event with your laptop, there will be countless items you can take care of in that time. If you have your briefcase, you can skim that boring document you have been putting off looking over. You can even grab your mail on the way out the door and sort through it while you are waiting.

Even if you have nothing with you, there is still work you can do. You can think of an important upcoming event and visualize every step of it, ensuring that your planning hasn't overlooked anything. You can practice a sales pitch in your head. Or, if you wouldn't mind a little relaxation time in the middle of your workday, just keep a novel in your bag or briefcase. There is always some way to occupy your time when you are early, so save those tasks for just such an occasion. For me I use that 10 to 15 minute window as an

opportunity to gather my thoughts for the upcoming event and maybe listen to some music.

Step 3 - No last-minute tasks!

Many individual's chronic lateness stems from succumbing to the temptation to squeeze one more task into the few remaining minutes before they have to leave the office. Typically, one task leads to two, then three, and before you know it, those couple of minutes you could have been early has turned into the 15 minutes you were late. Don't do it!

Instead, keep a notepad by the door where you can write down all those last-minute tasks you thought of just as you were going out the door. You can schedule them into your Mogul Planning System later. You don't have to do them at the eleventh hour. When you are tempted to squeeze them in, revert to step #1: Remember what you have to gain by being early and what you have to lose by being late.

Step 4 - Create a 15-minute margin

Do not move all your clocks up so that they are 15 minutes fast! This so-called "tried and true" method has never worked. After all, you know exactly what you have done to your clocks, so you, of all people, won't be fooled. Other people, however, may be, and it looks unprofessional to have an office where all the clocks are wrong. Try this instead: Make it a habit to move your appointment times 15 minutes ahead. If you are to be there at 9:00, make it 8:45. If the appointment is for 5:30, make it 5:15. And don't forget to bring some work along to pass the time when you are early. There have been a few occasions that I thought I was late but in all actuality I was 5 minutes early. Trust me, this tip works wonders.

It is very important to set up your blueprint for success by creating the optimum mogul planning system for yourself and sticking with it religiously. The tips and tricks I have mentioned above are useful ideas to add to your organizational style. If you follow them faithfully, you will find that you accomplish a lot more than before and that goals that once seemed out of reach are slowly but surely starting to seem perfectly realistic.

In carefully planning your time, you will also enjoy it more. You will, as I mentioned above, be like the student who knows he will ace the test. You will walk with confidence and joy, fully aware of how much work you have to do each day and

exactly how much free time you have as well. If you have planned your days carefully, you will even know who to spend that precious free time with, and you can look forward to that all day. I guarantee that your level of success will increase dramatically, and you will definitely be on your way to mogul status.

Chapter 3 - Effective Communication

It's game 7 of the NBA Finals. The Cleveland Cavaliers versus the Los Angeles Lakers. Up to this point, there has been an epic battle between LeBron James and Kobe Bryant; LeBron has 35 points while Kobe has 38 points. Lakers are winning by one point. Cleveland has the ball on the opposite end of the court with 8 seconds remaining in the game; they have to go 94 feet and score to win the game. Cleveland inbounds the ball to LeBron James. He fakes left, then dribbles right.

Then, suddenly, it happens. Your significant other walks into the living room, where you sit rapt in front of the television, and you hear those words that strike fear in your heart: "Baby, I think we need to talk."

Now, what is wrong with this picture? Is it the fact that a discussion needs to happen, or is it the fact that the timing is just oh so wrong? Just as timing is important in relationships, it is also important in business.

In this chapter, we're going to talk about effective communication. Communication is the very heart and soul of business, yet so few people know how to use its tools effectively and appropriately. This fact was brought home to me recently when I was speaking to a friend, and she actually said "LOL" to me. Now, for those of you who are not into text messaging, that means "laughing out loud." There we were, communicating face to face, and instead of actually laughing, she just said "LOL." Communication techniques are really specific to the type of venue in which they are used, such as face-to-face, telephone, email, and internet chat. Technology gives us wonderful opportunities, but there is still no substitute for face-to-face interaction.

Most of the members of "generation now" are so used to communicating through the internet that, many times, they actually have trouble with old-fashioned one-on-one communication. We have to remember that technology is a tool. It needs to be used judiciously and appropriately, and becoming proficient at online communication should not mean that we lose our in-person people skills. Much of the business and personal worlds still rely on making that good first impression and utilizing the art of conversation. In this chapter, we are also going

to touch on proper communication via the internet, and how to use technology to its best advantage.

Whether you are a parent, a salesman, or an entrepreneur, the techniques we are going to learn about here can basically unlock the doors of communication for you. They will make it so much easier to get along with people and move forward in business.

Like in the example above, the delivery and timing of a message is often just as important as the message itself, when it comes to getting the results you seek from a communication experience. I can remember watching a Cosby Show episode where Cosby's daughter, Vanessa, brought home her new husband. The fact that she was married was a total surprise to the parents, and things didn't go well. Eventually, Cosby explained that there was nothing wrong with the husband himself; the problem was how he was presented to them. He compared it to a delicious steak dinner being served on a garbage can lid! So, let's not be Vanessa. Let's talk about how to effectively time your communication and present it to your audience in the most effective manner possible.

There are four critical elements to effective communication. One is respecting the people you hope to communicate with. That includes valuing their time. The second is understanding that different people have different frames of reference. Sometimes, we see things narrow-mindedly, instead of trying to put ourselves in the shoes of others. The third element is simply utilizing the skills of efficient and effective communication. The fourth skill is paying attention to what motivates people.

1. Respect
2. Barriers
3. Communication Skills
4. Motivating Factors

Respect

When you respect someone's communication, you are using your body language as well as your speech to show them respect and attention. If you have a habit of rolling your eyes, shaking your head, tapping your foot, or doing any kind of nervous gesture when another person is speaking, you need to become aware of it. It

shows impatience and unwillingness to listen. You are putting up certain road blocks which are going to impede further communication.

People respect you a lot more when they feel you are listening to them, so you want to really watch those nonverbal signals you send. Also, you want to make sure that as you listen, you offer some kind of response, such as “okay,” or “I understand,” or “I hear you.” These little comments don’t make the speaker feel interrupted. Instead, they send signals that you are listening. They allow you to check in as a listener and let the speaker know you are still there.

Barriers

If you want to become a mogul, you really want to think about preparing and having very precise communication with people. When you do this preparation, keep in mind that there are barriers to effective communication, and you want to avoid them all. These barriers are:

1. The listener’s frame of reference
2. The listener’s ego
3. Gender differences
4. Personality types
5. Differences in definitions of things
6. Preference to speak rather than listen
7. Opposing opinions
8. Time or availability of the person
9. People’s impression of you

Frame of Reference

Part of communicating is predicting the response of the listener. We all do it. You think, “How exactly should I phrase this?” when you want to break some bad news. When people are afraid of a bad reaction, they often take extra care to put themselves in the listener’s shoes, and phrase things in a way that will seem appealing to that listener. Well, even if it is not unpleasant news, you should always practice this type of care with your communication. You want to take extra care to see things from all angles.

One thing that can ensure that you view a situation from various perspectives is preparation. Whether it's a conversation with your child, your spouse, or your employees, you want to make sure you prepare. When the communication is important, don't just jump into a conversation hoping for the best. After all, do you think the world's greatest moguls got to where they are now by simply "hoping for the best"?

The Listener's Ego

If you communicate in a really confrontational way, people are going to take exception to that. It hurts their pride and makes them really defensive when you communicate harshly and abruptly. The last thing you want is for your listener to get on the defensive. You want him or her to be open to what you have to say, not become guarded. So watch out for bruising your listener's ego in any way.

Gender differences

There are different cultures in the world where communication strategies are different. We all know that. But sometimes, we are unaware of the subcultures that exist within our own communities. Two of those subcultures are the male world and the female world. The genders work very differently when it comes to communication. Typically, men communicate in a way that is more immediate, more focused on simple problem solving. A woman's approach typically, is more complex and tends to incorporate peoples' feelings and their emotional reality into analyzing a situation. Nothing is wrong with either way of communicating, but we do communicate differently, and it is important to try to see the other gender's perspective when communicating with a person of the opposite sex.

Personality Types

In the teambuilding chapter we will discuss, how people have different personality types, and these types respond best to different types of communication. If you are able to assess whether someone is a steering wheel, a tire, a brake, or a gas pedal personality type you will have a better shot at choosing an effective communication strategy for getting your point across.

Different Definitions

It is very important to make sure that the person you are speaking with defines terms the same way you do. This is another aspect of a person's "frame of reference." Some terms may have bad implications for one person, and good implications for another. Some words may mean one thing to a person who has an academic background and quite another to someone with a street background. Of course, you don't want to insult your listener by defining your terms as if you were a

schoolteacher, so you might want to say something like, “When I talk about [term], what I mean is [brief definition]. Is that also how you see it?” or “Are we on the same page?”

They’d Rather be Speaking Than Listening

Because so many people would rather be speaking than listening, your listener will sometimes not pay attention to what you are saying. Often, people use their listening time to simply sit and wait for another opportunity to speak. Don’t be one of them! In the networking chapter, we will discuss the importance of listening and the benefits it can bring you. In a few moments, we are going to learn a technique I call “baiting” that will actually help you to make sure that others are listening to you.

Opposing Opinions

If a person has an opposing opinion, it can, of course, be very difficult to talk with him or her. We are often set in our ways, and it just gets in the way of logical, rational conversation. Just think about politics! You have your Republicans and your Democrats, and there are always some who can listen to the other side, but some folks just won’t listen to any new opinions at all. You can’t control it when someone has an opposing opinion, but what you can do is make sure that you, are not so set in your ways that you can’t hear a logical argument from the other side of the fence.

Time

The issue of time refers not just to your timing, which we discussed above, but to an awareness of how much time the person has to talk to you at any given moment. It is part of giving respect to simply be aware that the moment when people are on their way out the door, or in the middle of a project, may simply not be an appropriate time for delivering your message.

You

You are the essential key to your own communication. If someone already has a bad impression of you, it’s going to take you that much longer to break that perception. This is why it is important to create a good first impression and then to continue with your good listening skills to make people want to communicate with you, and to see it as a highlight of their day.

Good Communication Skills

When you are an effective communicator, you will, in an instant, take your listener on a rollercoaster ride. In doing so, what you're trying to do is overcome the four challenges. We talked about the barriers previously, now we're going to talk about the challenges. These are the following:

- Grabbing your listener's undivided attention
- Holding that attention to a very high level throughout the conversation
- Having the listener understand and feel exactly where you're coming from
- Making the right choice for the right reason.

In order to conquer these four challenges, there are three effective communication techniques that you must grasp.

1. The Lure

The first technique is your lure, which is an opening line or paragraph that grabs the listener's attention. This could be a very strong statement, a personal reference or funny anecdote, or a specific question that gets your listeners thinking and wondering about your topic. You'll notice that I used a lure to open this chapter of the book. My story about a basketball game had a little humor to it, a little excitement, and a surprise ending. Hopefully, it caused you to smile and made you want to read on.

2. Baiting

After the lure, and throughout your talk, you want to make sure you do something called "baiting." This is where the rollercoaster effect comes into play. People typically only concentrate on something for about 20-30 seconds at a time, so in order to keep them focused on you, you have to keep stimulating them with intriguing remarks. You might make a statement or pose a question that creates some kind of curiosity about what you're saying, or even gets people to anticipate what you're about to say. For example, in a lot of my speeches, the first thing I talk about is the fact that there is one technique out of all seven that you need to know in order to become a mogul. Then I say, "But before I get into that . . ." See what I just did? I salted the audience. I made them anticipate some interesting information, and then I withheld it to keep their attention on me just a little longer.

This is a trick that works great for public speaking, but it can also be used judiciously in ordinary conversation.

3. Emotional Imagery

Since the most basic problem in communication is the fact that everyone wants to talk, but no one wants to listen, this third technique is designed to make people want to sit up and listen by pulling them in emotionally. Emotional imagery is a statement or a story that creates an instant picture in the listener's mind. We started this chapter by talking about Kobe Bryant and LeBron James. Mentally, you instantly got a picture of a basketball court and the players in action. That is an example of emotional imagery (which, in this case, doubled as a lure.) The picture I created had tension and excitement, so it was designed to stir emotion in the reader. It can be as simple as just a single powerful word, a statement, a metaphor, or a short story. These can all be used to paint an accurate picture about your topic that keeps the listener engaged. If your topic isn't a particularly visual one, then create a metaphor or a little story that allows you to get the point across in a visual and emotional way.

Emotional imagery can breathe life into your communication. By creating emotion, they help to lock the information into a person's memory. Because people are visual, they are very easy to remember for all four of the personality types we will go over in the next chapter. Not sure what type a person is? Not sure how to best communicate? Emotional imagery is effective in nearly every situation, because just about everybody can visualize, and everybody in this world has emotions. That is something we all share. You can use emotional imagery not only to communicate information, but also to communicate feelings. Whether the person you are speaking to is a business client or a child, word pictures help turn feelings into a concrete form for discussion.

As you create these pictures, keep in mind what you think your listeners may be fascinated by. If they like basketball, use a basketball analogy. But if only you like basketball, and they have no interest in sports at all, then don't use it! Communication is not about you. It is about them, so focus on their interests and needs.

There are six steps to creating an effective emotional imagery. They are:

1. Set the specific time to create the word picture. Make sure the timing is right for both parties.

2. Think about the personal interests of the person you plan to talk to. Make the word picture relate to what they already know and understand.
3. Think of the other person's passions, hobbies, or interests. His or her past or simple, everyday objects with which the listener is familiar will also work.
4. Practice using your word picture before you attempt to bring it into a conversation. Make sure if it is a metaphor, that it makes sense. If it is a story, make sure it has a beginning, middle, and interesting ending.
5. Ensure there are no distractions, like a television or radio in the background, when you deliver your message.
6. Never overuse your word pictures. You don't want to use them to the point where people get sick of them and they have become predictable "old stand-bys" for you. They should be fresh, so keep coming up with new metaphors and/or collecting new anecdotes that you can turn into word pictures to get your point across.

Three Motivating Factors

Typically, when you are speaking to someone, there is something you want from them, even if it's just their undivided attention. Maybe you want the person to exchange contact information with you. If it's your child, you may want them to change his or her behavior. In order to do that, you need to pay attention to the individuals motivating factors. What will motivate them to buy your product, service, or idea? People are usually motivated by one of three things:

1. The desire for gain
2. The fear of loss
3. The desire to love others

When I talk about the three motivating factors, I call it the "code of action," because these factors are what inspire people to take action. In order to get listeners see how the product or service or idea that you are selling will appeal to their motivating factors and make them want to take action, you must first describe a problem or an issue. If you are selling a product, you want to describe how your product is going to help solve this problem. You never want to just present your

product and say, “Here it is!” You want to show people how it is going to benefit them. If it solves a problem, then it contributes to the motivating factors.

You may imply that the person will gain in some way from solving the problem. If you are going to imply that, then take some time to figure out how people would want to gain. What do they want – money, love, or freedom? The list of possibilities is almost endless! Or, the product may exist in order to simply help people avoid a loss. Think of the loss your audience most fears, and try to appeal to their desire to not suffer that loss. Better yet, your product or service may solve the emotional problems of loneliness, being misunderstood, and depression. If it makes people feel like it may help them love others and be more emotionally connected to the world, it will really draw them in.

The process of luring, baiting, and using emotional imagery, are all geared toward your listener’s motivating factors, and is something that has to be practiced. Don’t hesitate to practice on your own, in front of a mirror, or with a good friend. If your first few attempts at effective communication don’t succeed, then consider them practice runs. The more you work on it, the more you will soon have this communication strategy hard-wired into your life. You will find your communications more effective, and that is an essential part of becoming a mogul. As you become successful, you may find yourself in the position of speaking to large groups of people. By the time you get to that point, you want to have effective communication as one of your chief strengths.

Putting it All Together

Think of your communication as a structure, just like a skyscraper. The first thing you want to do is create that immediate opening lure; that invites the listener in. Now, your listeners can’t wait to hear what comes next. Then, you want to use the baiting technique throughout your presentation or conversation. It is like turning the lights on in every room of the building. You want people to see that there is always something interesting around the next corner. You want them to be eager to explore the subject matter. Finally, you want to paint the interior walls of the building. This is equivalent to using emotional imagery to help people visualize and feel connected to what you are saying. Then, you want to show them a flight of stairs. This represents describing the problem or the issue that your product will resolve for the client. After exploring the building so thoroughly, they will be eager to get up that staircase, which means they’ll take action to purchase your product or service.

Lastly, you should offer testimonials. Get away from your theories about how the product will help people. Instead, discuss how real people have actually benefited from using the product. In particular, discuss how this has helped someone that your audience respects. Testimonials are just like having other people at the top of the staircase calling down to your audience and saying, “Come on up! We made it, and so can you!”

Electronic Communication

There is no substitute for face-to-face communication, but in this day and age, it is also important to be able to use the tools of technology to your best advantage. Technology gives us a lot of opportunities to advertise and get the word out for free, so, when used properly, it can be really beneficial to any entrepreneur. The most important aspect of any online representation is that it must be interactive. Making you available to your public is the biggest advantage of online communication, so make sure you take advantage of that.

Social Networking

There are many social networking sites that are out there, Twitter, MySpace, and Facebook to name a few. There are also many smaller sites that connect people with specific interests on a grassroots level. If you are into running and swimming, join Athlinks. If you are African-American, join BlackPlanet. If you are a mom, join CafeMom. There are thousands of grassroots specialty networks out there where you can communicate with others that share your interests. You will find them by just looking up “social networking sites” on Wikipedia.

Once you understand these tools, you will be able to utilize them to their best advantage. Technology can be very attractive, even addicting, for some people, so make sure that you use these sites as part of your mogul plan instead of letting them waste your time. Once you have an account, you should set up a certain time in the week to update it and respond to any communications. Keep up with it regularly, and it will bring you business. In the following section’s I will discuss the social networks that I have used personally and how they have helped me.

Twitter

Twitter is a type of social networking service which is also known as a “micro-blog.” Participants send short messages of up to 140 characters in length. These can have any content at all; they may be casual, chat-type messages that give updates on your day, your business, your progress in whatever you are doing. If you go to a special event, a conference for instance, you could send twitter updates to your

friends and associates from your cell phone every half hour, or even every few minutes. You can update them on what the conference is like and give a live, play-by-play description of the situation.

People from all walks of life use twitter to keep ongoing communication with a large set of people over the course of the day. Musicians use it for building their fan bases. Business people use it for client communications. Parents use it to create a network for exchanging child care. Another way that you can use Twitter is to use the search function to type in keywords associated with your brand, then reach out to everyone who is talking about these topics.

The best way to use Twitter goes back to what I always say about networking and communicating. Instead of using it to tell, use it to ask. Ask people their opinions about current events or topics in your field. Solicit other peoples' opinions, and they will be very interested in staying in touch with you.

MySpace

MySpace is somewhat more social than Facebook. It started out being popular with teenagers as a free venue for self-expression, but then caught on among people of all ages as well as business owners. It allows you to set up an interactive page with a personal profile, blog, photos, videos, and sound clips. Your page can be viewed by anyone online. Participants can befriend other MySpace users who then provide a link to their MySpace pages, thus furthering the social network.

As an entrepreneur, it's a good idea to have representation on this site. It can help you keep in touch with your loyal customers or clients, and gives you a venue to update them on your latest "value added" products. It also allows your fans to easily direct their friends to your advertisement and contact information.

Facebook

Facebook is a more personal site. On Facebook, you select the other Facebook users with whom you want to communicate. They are then allowed to view your site, and you can view theirs. Ongoing back-and-forth chat is viewable on the user's site, as is a profile including photos or video clips you may want to upload. There are also "group" or "fan" pages ideal for businesses, where you can create discussion boards, which are similar to a blog. This site is excellent for staying in touch with select friends, clients, and customers and offering ongoing business updates.

Start a Blog

Both Facebook and MySpace offer the opportunity to blog. It is a good idea to have a blog that you update on a regular basis. It allows you yet another way to keep in touch with clients and provide ongoing information and advertising. Most of all, you should use it as an opportunity to talk about current events and ongoing issues that matter to your readers. This way, you can show them how your product can be a part of solving emerging problems and improving the world.

A blog also gives you the opportunity to mention other peoples' products or services. In the chapter on networking, we will talk about passing on the business card of an associate to a potential customer. If you bring your associates customers, they will certainly want to support you as well. Blogs and Social Networking Sites are very handy for that type of networking and serve as an excellent online business card for every entrepreneur.

Your Online Personality

On social networking sites, you create an online personality for yourself, your brand, and your product. But unlike the first impression you make when you meet someone in person, these sites allow you to have more control over the personality you would like to project. You can even have a professional design your online personality, which is certainly something you can't do in real life.

The interesting thing is these sites have done to business is to make it more personal. You can now connect with others through your online resources in an honest, real way. You can be yourself, share real events from your life, tell jokes, relate funny anecdotes, and make friends. And you should. THEN, connect your contacts with your business. You don't have to sell all the time. Web resources allow you to spend most of your time connecting, which is fun, and a lot less time selling, which sometimes can feel like work.

Life's Not Perfect

A part of being real and connecting online is sharing your day-to-day experiences. When your day is not going so well, don't hide it. Don't try to sound perfect; just be real, because people can relate to that. You don't want to relate anything really bad ("The bank is foreclosing on my house! My wife is divorcing me!"). Unless it is something you really feel you can handle because often that can make people uncomfortable. However, you do want to share those daily downers that happen to everyone, such as getting stuck in a traffic jam, or even having a bad day at the office. People can relate, and it makes them like you more.

Your Online Face

Your “avatar” or your online “incarnation” is the face you present to the world. When you represent yourself on several different social networking sites, be sure to stay consistent. Use the same “face,” whether it is your logo or your own photo. The face, or the brand, you create online becomes a type of legacy. Anything posted online lasts a long time, and isn’t hard to find, so take this very seriously. It isn’t something you can or should change by the week, month, or year.

Another important tip is to make a short list of topics you are willing to talk about online, and stick to it. We are all complex. A single person can know a lot about gardening, baseball, and historical novels, all while maintaining a business as an accountant. But, online, you don’t want to appear schizophrenic or like a dabbler. Stick to your main topics and brand yourself that way. Live your brand in real life, too. If you talk a good game about customer service online, be sure to deliver that in real life. It is ideal to have people who meet you feel that you are the same person they met online. It shows consistency and honesty.

Results, Results, Results

Exploring all the sites of interest to you, and setting up your profile pages, can take a long time and sap a lot of your energy, so you want to make sure you see a Return on Investment. That means results. If your online personality is working, you should have a lot of incoming traffic from your links, numerous people subscribed to your RSS feeds, plenty of fans joining your social media groups and fan pages, many trackbacks or linkbacks to your posts, comments on your blog posts, and increased sales and general inquiries.

Just like with any investment of your time, energy, or money, you need to make sure you are getting those results from your work. If not, you may want to engage a web professional to help your site get more exposure. Because so many millions of people are online these days, there is really no reason why your online presence shouldn’t bring you business. Basically, if it isn’t working, you aren’t doing it right!

Communication is at the heart of any interaction whether it is business or personal. With effective communication customers will purchase products from you, employees will be satisfied with their job, your spouse will be fulfilled, and your kids will understand you clearer. Effective communication takes time and practice. Fortunately we have an opportunity to practice every single day with every interaction that we have. My suggestion is, be patient and everyday strive to become better and before you know it you will be communicating like a mogul.

Chapter 4 - Building Your Team

The United States of America has been a dominate force in the basketball world since the advent of the sport in 1891 by James Naismith. In 2004 the United States basketball Olympic committee decided to continue to use NBA players to play in the Olympics, which they have been doing since 1992. The organizers felt that they could take virtually any group of NBA players and form a team that could win the Olympics. This is not a far fetched assumption considering the United States has won the previous years pretty handily. Unfortunately, it didn't work out the way that planned it, with the collection of individuals the committee put together the best they could muster was a bronze medal. This was their worst placing ever.

So what happen? Was it the international players got better? Was it they didn't practice enough? Did they have the wrong players on the team? The answer is...all of the above. So what should the committee have done? First they should have recognized from the previous Olympics that the international teams were improving rapidly. Next they should have better prepared the team. Finally, they should have selected the best players from each individual position, not just a random group of NBA stars. In this scenario they wouldn't have had a team of just superstars, but they would have had a winning team. This is because often, people who specialize in shooting nothing but three-pointers, or those who focus exclusively on rebounding, are the supports that allow the superstars to shine. Without them, things fall apart. It's very critical that you have role players. So the committee did just that in the following years. They made the player's commit to the Olympic team for three years. They also made sure they had role players that could come in the game and fill the void when necessary. In the 2008 Olympics the United States was back on top with a Gold Medal.

The next two chapters we will focus on building your organization through team building and networking. I call this "setting up the support beams" because a skyscraper is only as strong as its weakest support beam. Building your mogul team is about having the right amount of role players, and the right amount of star players, so you can get the job done.

When you are building your skyscraper, the first thing you have to do is put up your vertical supports. These represent a team of people that will complement your own efforts and compensate for your weaknesses. Building your team is essential to getting your mogul plan off the ground, because the fact of the matter is, you can't be the best at everything. Usually we all have certain areas that we're

fortunate enough to be talented at. It might be sales, it might be artistic skill, it might be working with people. We all have different traits, but, for each of us, there are certain things that we can't do, or don't have time to do.

I'm going to help you understand the different personality types of people. Talented people are usually flexible, so they can take on all kinds of jobs, but when you understand what they are naturally gifted at, you will be able to use them to their maximum capacity. For instance, until you find out that your team member just likes to shoot three-pointers, it's really hard to find out what role he should play on the ideal team, but once you know, that will be your ticket to success.

The Four Personality Types

There are four different personality types, and what you are going to find out is that usually, we are a mixture of two or more. If you go to www.becomeamogul.com, we actually have a test that you can take to see which personality type fits you. If you read this chapter and you feel like you are a little of this and a little of that, then go ahead and take that test, and that should help you understand your traits further. The results can be pretty exciting.

We want our mogul plan to move forward down the road of success as quickly as possible, so I am going to use the analogy of a car to describe the different personalities that comprise a successful mogul team.

The Steering Wheel

The first personality type is what I call the Steering Wheel. These are the leaders; these are the people that have to be in control or in charge. Their strengths include being very goal-oriented and achievement driven. They are definitely risk takers. These are people who push you to succeed and are driven to complete tasks. They are very competitive, and are "self-starters." Steering Wheels tend to be very fast-paced, very task-oriented, and definitely motivated by results. They love receiving credit for their achievements. As far as time management is concerned, they are very "now" people. They can have a hard time looking into the distant future because they want results now. That can be a strength or a weakness, depending on the situation. Other weaknesses include their tendency to be very impatient and blunt. They are very demanding and extremely assertive. They tend to get bored quickly; they don't really like routine.

Of course, Steering Wheels can be men or women. Many great women moguls have the steering wheel personality, but for whatever reason, a lot of the well-

known steering wheels out there have been men. One of my mentors once told a story that might be true for a lot of people. It is a pretty common experience between Steering Wheels and their non-Steering Wheel mates. He said, “Gentlemen, think about if your wife or your girlfriend tells you about a problem in her life. A lot of times, you just want to fix it. You want to say, ‘Tell me what the problem is. Let's get it done. Let's create a solution and make it happen.’ But oftentimes, she doesn't want you to fix the problem. Sometimes, she just wants you to listen and sympathize with her.” Many arguments have started that way! That is why it is really important and extremely useful to understand the personality type you're dealing with. You can then adjust to the person's weaknesses or strengths.

Typically, but not always, Steering Wheels are the people at the top of corporations. These are the managers, the CEOs, the jetsetters, or people who like to constantly travel around the globe, and is always on the move. They are the live-by-the-seat-of-their-pants type of individuals. But I want to make sure you understand that if this is not your personality, it doesn't mean that you can't be a mogul. It just means you're starting to understand your strengths, your weaknesses, and who you need to bring along with you in order to build that perfect team.

The Gas Pedal

The next personality type I want to discuss is the Gas Pedal. These are people that you love to be around. They are very exciting and fun, the cheerleaders of the group. They really love to be around people. They are optimistic and great communicators. These are people who really love to talk. You really want to have a gas pedal on your side because often they can give you the extra push you need. They are great networkers as they have a natural ability to meet people. They walk into a room, and everyone notices them. Everyone knows who they are and wants to be around them. They are basically the life of any party. They can be very inspirational at times. When you hit that road block, when you need a push or a jumpstart, these are the people that can get you through it. That is the good side. The weakness of the Gas Pedal is that they can be very unrealistic at times because they always want to have fun and try something new. Also, they are not detail-oriented at all. They just want to go, go, go! If you want to motivate a gas pedal, this is what you do: Give them recognition. They love to be recognized for something they've done, something they've said, whatever it might be, because they thrive on that type of distinction. These are the type of people in your organization that you

want to do your networking. A lot of gas pedals actually make great sales people because they love mingling with people and going to all the different events.

The Tires

The third personality type is what I call the Tires. These are basically the loyal, supportive people who carry you through, no matter what the weather is. You never have to question their motives, and you always know they are on your side. They are very supportive and agreeable. Tires are also extremely good listeners. These are the ultimate team players. They'll provide that pat on your back when necessary. Tires can be very sympathetic, patient, and easygoing people, and as a result, everyone likes doing business with them. They are also sensitive to others' feelings, which is very important. They are usually good in customer service positions. But like everyone else, Tires also have their weaknesses. They can be very indecisive, and sometimes, they can actually overcompensate for this by trying to be decisive about the wrong thing at the wrong time. That's definitely not something you want. Sometimes, they're slow to initiate things. Tires hate confrontations. They fear change and just like to keep things simple.

The Brake

The final type is the Brake. These are the people who are “by the book.” These are usually your accountants and your lawyers. They are extremely accurate and analytical. Have you ever tried telling someone a good idea, and then suddenly, he's rushing to do research on the topic? That person has a Brake personality. This personality type has to know all the technical data and are basically your Google masters. The Brakes are very important to any organization because they add an element of control. Sometimes, you have a great idea and great motive, but when you hand the idea over to that person who actually crunches the numbers, whose job it is to be rational, you discover that there are limits to the idea's feasibility. You take off the rose-colored glasses and start seeing things in terms of hard facts and data.

The Brakes are very thorough and orderly with what they do. Being very task-oriented makes them somewhat slow-paced. If you give them something to do, they are going to get it done very slowly, methodically, and perfectly. Sometimes, these people are too rational and unable to take even the least amount of risk. The slow, methodical nature of their work can also be a detriment, especially when you have deadlines. For this reason, if you have Brake personality on your team, you have to make sure they have plenty of time to accomplish a goal. They can also be very hard on themselves and, sometimes, on others as well. They're perfectionists

and can be a little overly sensitive because of it. You don't want to just blurt out that this person didn't do a good job on some project, because they will take extreme offense to that. You've got to be careful how you talk to the Brake.

You need them all: the Steering Wheels, the Gas Pedals, the Tires, and the Brakes. They will provide the support for your skyscraper, and as long as you have them all working together, there is no limit to how high you can go. I meet so many other moguls through my work, and every single one of them assures me that they haven't done it alone. It is a simple fact that you have to have a team and an organization behind you in order to succeed. Typically, the Steering Wheel is the de facto leader, but a lot of times that is just the face of a company. You know, Bill Gates didn't build Microsoft all by himself. He is just the face of a very large organization. But if you take a close look, you'll see that while Bill Gates is definitely a Steering Wheel, he is also a Brake, which means that he is very analytical. Most people are a mixture of two or more of these traits, where different roles start to emerge in different situations and with different people. But people usually have one dominant and one subdominant personality trait. Once you understand this, and once you grasp how all these different personalities work, it's going to make it a lot easier for you to create your organization. It is important that you understand what role each one plays in building your company, or your skyscraper.

Business Partners Versus Participators

A critical element is learning the difference between a Business Partners and Participators. Having started my business really early in life, I learned this lesson the hard way. I eventually came to understand that, initially, I had a lot of participators in my business. These are people who are around, who are drawing pay, and they may appear to be busy all day long, but they aren't really getting the critical work done. A participator is only looking out for his or her success. These individuals are not interested in the ultimate goal of the team. They want to move forward, but only on their own agendas. I have noticed some participators can pretend to be a part of the team and can sometimes really fool you. They always want, want, want, but they are not into giving. Participators always want something: more money, more time—just about anything. We talked about in an earlier chapter: how important it is to give before you receive. I've learned that when a demand is made upon a participator, they won't step up to the plate. Sometimes, you need your team to rally together to make things happen, and it is at this crucial moment that your participators are not anywhere to be found. Find these people and weed them out. This is crucial to your organization.

Then you have my favorite people in the world, which are the Business Partners. These are the people who believe that their goal is your goal. They are there when you need them, and they are team players. You love having them around, and you love working with them. They understand that the greatest good for everyone on the team will also bring the greatest good to themselves. Business Partners will stick with you through good times and bad. That is how they ensure they will continue to be rewarded.

The key to being a good leader and mogul is to make people feel that they are actually part of your business, that they will be rewarded for being a Business Partner and not just a Participator. You don't want to encourage Participator behavior by neglecting to include people, reward people, and discuss important decisions with people. You want to create an atmosphere that says, "If you are a team player, and you help me grow my business, you will not be left out." This way, when you have your back against the wall, you will have partners that are there for you.

I've been doing this for approximately 10 years now, and I have learned how to quickly decipher who is a Partner and who is a Participator in my business. When you understand that, and when you understand the four personality types, it allows you to adjust to circumstances quickly and to move your business forward, because you know where each person stands and what role he or she can be depended upon to play. I think a lot of people fail because they really don't know how best to use each of their support pillars, their Business Partners.

These are very basic things you have to understand about managing an organization, but if you are not paying attention to the people on your team, if you are not analyzing your team constantly making sure you have all the right components, then it can be very difficult just to succeed at some of the most basic things. Here is another important thing to understand at this stage: Some of you might be in an organization right now and you're looking to better yourself. If that is so, congratulations for picking up this book, because you're definitely on your way to accomplishing that goal. For people who are Participators, I want to stress that you can change. If you are currently a Participator in an organization, you can become a Partner. It is a matter of simply changing your attitude and your outlook. Instead of saying, "I need help," say, "How can I help?" Once you do that, you will see the difference in how people treat you and act towards you. It can actually be an overwhelming experience when you go from one extreme to the other.

Mentors and Coaches

Now I'm going to give you the secret ingredient to building your team. Always look around and see if you feel you're the best, wealthiest, and the most talented person in the room. If so, then you need to go to another room. You always need to be around people who are going to push you to the next level. This is why, people have mentors and coaches. If you truly want to advance to the next level, you want to find someone who's either been there and done that, or someone who can teach you the principles that can help you achieve it.

Here is another way of looking at it: We are the average of the five people we spend the most time with. Take a look at your five closest friends or family members—those that you hang around with the most. What you'll find is, I guarantee you, the income you make will be similar, you will have the similar likes and dislikes, and you will have the same way of viewing the work that you do. Your life will be an average of these five people. So if you truly want to be wealthy, you want to bring people into your life that will show you how to get there. Your goal is not to be rich, but to become wealthy. The economy is fickle and money comes and goes, but the principle of obtaining wealth is when it goes, you can always get it back. Most people don't understand this distinction, and that is their downfall. You need mentors who understand this principle so you can follow in their footsteps.

Here's why having a coach is so important. Have you ever been to a basketball game and seen the cheerleader in the huddle? Of course not! But there is someone in the huddle besides the players, and that is the coach. Cheerleaders are great to rile the crowd up, and make sure the players feel optimistic and appreciated, so let's not diminish their importance, but they are not coaches. The coach is in entirely different position. This is the person who can teach you the principles and teach you the fundamentals of dribbling, shooting, and other skills you need to win the game. When the ultimate goal is to win a championship, it takes a step-by-step process, and this is what a coach provides for you. It's virtually impossible to achieve the level of success of a mogul without having someone to guide you through and push you through.

When I decided to take fitness seriously, the first thing I decided to do was find a good trainer. When I found Chris Lujan, suddenly I knew someone was going to hold me accountable for my fitness goals. A person in the capacity of a coach holds you accountable, and that is really priceless when you are trying to push yourself to succeed. Sometimes willpower isn't enough, and you need a push from someone on the outside looking in. Chris has been essential in me getting in the best shape of

my life. If you are in the Metropolitan Washington, DC area I suggest you look Chris up at totalfitnessdevelopment.com. However, I will warn you Chris is a mixed martial arts fighter. If you are not familiar with MMA it is a combat sport in which two competitors attempt to achieve dominance over one another by utilizing a wide variety of permitted martial arts techniques, including striking and grappling. So that means he does take not any mess. If you check out www.becomeamogul.com, you can see a video of Chris and I working out.

My speaking mentor, James Malinchak, is another great coach. In my opinion, he's the best speaking coach in the country (www.malinchak.com). He often tells a story about Michael Jordan. The story goes: James was speaking at an event with Michael Jordan, who told the audience that he knew a lot more about basketball than many of his coaches. But he also knew that he needed his coaches, several coaches actually. This is because they could see certain things that he couldn't see. They were on the outside looking in, and they could say things, for instance, "Hey you need to move your elbow in a little more!" Or "You're not getting the elevation on your jump shot!" Those are things that he couldn't notice, but they were able to see these flaws from the perspective that they had. He said that Phil Jackson was the coach that really helped him realize the value of a team, for the same reasons. Once Jordan understood that, he won six titles and basically achieved a level of success nearly unmatched in professional basketball. There are a lot of wonderful mentors out there, and James is one of them.

Coaching is such a critical aspect of the mogul plan, and this is why it's an essential part of really building your team. You want to make sure that you're putting together an organization with a solid structure that can help you achieve your goals.

We offer coaching programs on my website, www.becomeamogul.com, and we have topnotch coaches. When you compare other coaching services to ours, I think you will be impressed with what we offer.

Other Staff Members

I'll be honest. When I started, I tried to do it all by myself. I was chief cook and bottle washer. I was my own secretary, accountant and attorney. I did simply everything I had to do in order to get started. You may have to do that as well, at first. But once I decided to take my business to the next level, to that mogul level, if you will, I had to build up a team. In addition to the coach, the personality types I mentioned above, and the fact that you need to find Business Partners, not

Participators, there are a few other staff members that will come in handy in order to let you do what you do best.

Virtual Assistants

If you are not familiar with Virtual Assistants they are self-employed professionals who can provide office and administrative support to businesses remotely via email, telephone, fax or mail. The advantages of having a virtual assistant especially when starting out is with a VA, you aren't paying for salary and benefits, Social Security or payroll taxes. There is no supervision or training necessary, and no need to purchase office equipment, general office supplies, or provide office space. This profession has done wonders for my business. I actually have two different virtual assistants right now. The time I save, which I get to spend focusing on doing what I love to do, is essential. I hire virtual assistants to handle:

- Data Entry
- Website Updates
- Audio Transcription
- Market Research

As far as finding a good virtual assistant, what I did was to go through several websites and do a search. One of those is www.elance.com, which has plenty of people who do this type of work. I would give small assignments to several different candidates in order to figure out which one would be the best fit for me in the long run, and eventually I was able to pick out a few good ones. There are other sites as well, for instance, www.guru.com or www.odesk.com who have a good group of virtual assistants.

Another site I use from time to time when I need small things done that are not business oriented. It is called www.asksunday.com. The virtual assistants on this site are not business-oriented, though. They are better for personal things that you might need done, like make a reservation, rent a car, and so forth—what I call “busy work.” They have pretty affordable rates.

Accountant and Lawyer

Two other mogul team members that have been absolutely essential to me are my accountant and my lawyer. If you truly want to be a mogul, it is impossible to have your team and your organization grow without having a competent lawyer and accountant. There is so much to know in the fields of law and bookkeeping, and

it just doesn't pay to try to learn to do it all by yourself. Sure, you could learn how to do your own taxes, but unless you are an accountant. You don't want to do that. That's not what you are good at. I am sure you prefer doing what you're good at, and I think that's crucial to successful time management.

I am often asked how to find a good accountant. Well, this is where networking comes in. It is so beneficial to belong to an organization with other business owners. If you are, then usually, another member will recommend someone to you, someone they've worked with. A testimonial is always better than putting out an advertisement or anything like that. This is especially true for accountants and lawyers and other people who are going to be handling your money.

Web Designer and Graphic Designer

A web designer is another team member who I consider essential to success. In this day and age, you have to have a presence on the internet. If you do not have this presence it is essentially similar to not having a storefront, not having a sign in front of your shop. For web designers, I have found my best success using odesk.com. It takes a lot of trial and error but once you find a good web designer stick with them.

A graphic designer is also essential for your advertising, your signage, and your product design. On this front, I had to really search to find someone I felt satisfied with. I went through so many different graphic designers that I can't count them all, unfortunately, that is part of the process when you are intent upon finding excellent team members. It does pay off. Eventually, I went to elance.com and found Nu Image Design. This company actually designed the cover of my book. I feel that they do an excellent job at extremely affordable rates. I'm extremely impressed with them and would not use anyone else because they offer revisions, within reason, until the client is satisfied. The website is www.nu-images.com. If you want to use this company, which I recommend, you can ask for Daniel. Tell him Charles Major sent you, and he'll make sure he takes care of you.

These suggestions and examples should give you some idea of how you can build a virtual team of people to supplement the actual team—the Steering Wheels, the Gas Pedals, the Tires, and the Brakes—to help you push forward with your goals. With the right Business Partners to help you, there is really no reason you can not succeed as a mogul. It is just a matter of making sure that those people you choose to put on your team are in line with your goals and vision.

Understanding the four different personality types, as well as the concepts of the Business Partner and the Participator, give you a way of looking at things that can really help you in both your personal and business life. They will help you relate to your loved ones better and know when someone is right for you in any aspect of life. Also, when you focus on determining the dominant personality types of people you know, you will quickly understand people's limitations and realize when you are asking too much of someone.

My advice when choosing team members is to be patient. You have to understand that Rome was not built in a day and neither will your team. One of the key factors in having a successful organization is to communicate with the members of your team. Always keep them updated on the progress and the direction of the company so they feel they are not just in your organization but apart of your organization. When you find loyal team members they will become allies on your journey to success, so you want to make sure you reward them accordingly. This could be through bonuses, a new office or a pizza party. Everyone just wants to feel wanted and needed and the more you make them feel this way the more they will work hard for you. Team members become apart of your extend family and just like any family you will have disagreements and squabbles but when it comes down to that make or break moment they will have your back and you have theirs.

Chapter 5 - The Art of Networking

I can remember going to a networking event where they gave everyone two minutes to get in the middle of this large meeting room floor and describe their product or service to about 200 potential customers. I was so excited I couldn't wait for my two minutes. I knew I had the product that everyone needed! But, as the networking event went on, I realized that no one was really listening to what everyone else had to say. Like me, each participant was so focused on preparing his or her speech that nobody actually listened to the others.

The first key to understanding how to network is to remember that it's not about you. When it comes to networking, it's about mingling, it's about meeting other people, but it's definitely, unfortunately, not about you. So in this chapter, we're going to discuss why networking is important and how to do it effectively.

It is crucial to understand how to network well because it's truly an investment of your time and energy. It is the same as investing in the stock market; it might not pay big dividends right away, but if you invest in a solid product, over

time you will reap the rewards. Remember, your time is worth \$114 per hour, so when you decide to spend an hour networking, that is an investment. The following are the three most important principles of networking:

1. You must network for success, not sales.
2. You must create a win-win situation.
3. You must attend the right events, not waste time at the wrong ones.

Don't expect to get results from networking overnight. You want to shoot for long-term success with long-term benefits. You are making an investment in a relationship, so, you don't go by the seat of your pants. You must carefully plan your strategy for networking. Sun Tzu says in "The Art of War" that every battle is won before it is fought. The same can be said about networking.

Network for Success, Not Sales

I can't tell you how many times I've been to events where I literally told people: "I love your idea. I want to work with you." I gave them my card, but I never heard from them again. These people never understood that they had guaranteed sales in their hands; they let it all slip through their fingers.

Then, you meet people who are just too pushy about it. All they want to do is talk about what they do, to the point that it gets on your nerves. That's not a good idea either.

I want you to understand that you want to network for success, not for sales. Some people's idea of networking is merely selling their products or services to one person--the person they are talking to at that moment. When you network for success, not sales, you are trying to get into the person's sphere of influence. Now, achieving this takes time and effort, and most people are usually not willing to put in that kind of work. But this is exactly the type of work that, if one sticks with it, separates a mogul from an otherwise struggling entrepreneur.

Think about this for a moment: If you make a sales pitch to one person and manage to sell him a product priced at, let's say, 20 bucks, that's great. You just made a \$20 sale. But if you network for success, and people really like you and your product, they're going to tell their friends. The fact of the matter is, some people might not care for your product personally, but they might know someone who would love to buy it. However, if they don't like you as a person, they won't pass

along the information. Also, if they don't like you personally, then, even if they could use your product, they won't want to buy it.

The interesting thing is, everyone usually has a circle of influence, meaning, friends and associates, averaging 250-350 people. Yes, that many! Let's do a test right now. Put this book down, and in one minute, write down as many people you can think of off the top of your head. This could be your mailman that you talk to once in a while, or your co-worker you see on a regular basis. This could include your best friend, your sister and/or brother. When you are finished, just take a look at how many people you know. You will probably be surprised at how long the list is.

If you are networking and someone decides that he actually likes you as a person, he will spread the word about your service or product to the people he knows. Say, this associate has an influence of about 200 people, and 25 percent of them will purchase your product. You just went from making a \$20 sale to making a \$1,000 profit. Not bad, huh? I call that a "success profit." So you see, it is really important to understand that you must not network for sales, but for success.

Win-Win Relationships

The key to networking is creating a win-win situation for everyone involved. You want to build this relationship just as you would any other relationship in your life. You want both parties to thrive from being associated with each other.

In any relationship, there is give and take. So if you want to get the most out of your networking relationships, be prepared to give first. If you can add value to someone's life in some way, that person is much more likely to introduce you to his/her friends and family. Some entrepreneurs prefer to just take, take, take. What they don't realize is that, if you are always taking and not giving, people won't do you favors or introduce you to their circle of influence.

So what do you have to share? The most important thing that you can share is your contacts and it doesn't cost you a cent. You are simply connecting people. Don't be selfish with people you know. For instance, say, you were just introduced to Tom at a networking event and during the course of your conversation, you found out that Tom is in the market for a house, and you happen to know a great realtor. Wouldn't it make sense to pass on that information to Tom? If everything goes well and Tom buys a home, you have helped Tom and your friend. By being generous, you add value to peoples' lives, and you become an indispensable person to them.

So you say to me, “I don’t know anyone. I have no friends, no relatives, no nothing.” First, I highly doubt this is the situation, but just in case you just arrived from planet Krypton, I have a plan for you, too. You can refer information. You might know where to obtain something, or which store has the best deals. All of these things are valuable to people, and they will be grateful to you for sharing this information.

I’ll give you an example of a “success, not sales” mindset, and connecting people to create a long-term, win-win situation. When I was 19 years old, I started one of my first businesses, a clothing line. My company wanted to make jeans for African-American women. But we realized we didn’t know anything about manufacturing or the fashion business. We were actually thinking of buying a sewing machine and creating the product ourselves.

Luckily, through networking, I met a gentleman who had a pretty successful clothing line, and he said, “Wait, you’re doing it all wrong!” He sat down with me and explained the process of actually starting a clothing line. He explained that I didn’t have the funding yet to produce jeans, but that I could be very successful if I started with T-shirts, with my company logo. I took his advice and went on to become successful. I can still remember one event where we sold out of our t-shirts in 45 minutes!

To this day, he and I still have a great relationship, and now we help each other out on a lot of projects. He is starting a new business venture and wants to write a book. With my expertise, I have been able to assist him with that. The situation has turned – the giver is now the receiver! That is exactly what you get when you establish long-term networking relationships. This brings me back to a point I made earlier: It’s not about you! If, when I first met that man, I had been too focused on selling my own idea to listen to what he had to say, that would have been the mistake of my life! When you make an effort to listen, you not only figure out what you may be able to give to the other person; you also have a chance to learn something valuable.

Staying Fresh

When you attend a networking event, or any event for that matter, you want to look and smell good; you want to be appropriately dressed. This might sound a little silly, but remember, personal hygiene is important. Visit the dentist regularly, and get a good haircut. You would be surprised, but many people actually neglect this, and that’s a huge mistake! Get a hairstylist to create a style that you feel comfortable with and that you can manage weekly based on your budget. Also, buy

some nice shoes and keep them shined. I am sure that most of the ladies can attest that one of the first things you notice when first meeting someone is their shoes. If you are attending a black tie event, don't show up in jeans! By the same token, if you are attending a cook-out, don't show up in a suit! People will think you can't relax. There is a difference between showing your individuality and looking completely out of place.

Most of my clients know that I am a product of the culture of Hip-Hop. In my early days as a young entrepreneur, I wanted to make sure I didn't ever lose that identity and be stereotyped as just a perpetual businessman in a suit. Yet, I also didn't want my personal style to create a situation where I was fighting an uphill battle to prove myself in the business world. I decided I had to stand out from the crowd so I decided to wear my suit, but with my hat. The key was I only put the hat on at the end of the night, after I had made a good first impression on everyone. Doing that allowed me to express my personal style, but still be appropriately dressed for the occasion. It made me feel comfortable on all levels, and people accepted my style and thought it was fun and unique. As I have matured, I wear my hat less and less, but on occasion I still like to wear my hat with my suit. This is called "staying fresh" which means being up to date with your own unique style and taste, yet not offending anyone in the process. Before I go to an event, I consider what everyone else is going to wear, and then add my own spin. You can be yourself and also fit in at the same time. That is your goal.

Clothes and hairstyles are superficial, yes, and when people get to know you they will see past those. However, the truth of the matter is, within the first four seconds of meeting you, that person has already made a judgment of you. So when you are making a first impression, you want to look your best from head to toe. Even if you know most of the people at an event, there may be some new people there, people you have to make a first impression on, so don't slack when it comes to staying fresh. Personally, I have tattoos, but only in places that won't show when I'm formally dressed because I don't want them to distract people. If you have tattoos, remember that covering them doesn't mean you curtail your own personality from shining through. You just want to exude an aura of a formidable, no-nonsense entrepreneur.

You always want to Stay a Level Up. This means, you need to essentially dress better than everyone else at an event. If you wear an outdated brown suit with an equally ancient-looking striped tie, technically, you may be appropriately dressed, but you are definitely not staying a level up. Pay close attention to the colors you wear. My mentor taught me about Power Colors, and this knowledge has

influenced my style a lot. The Power Colors technique is one way to stand out in a crowd.

Certain colors have predictable psychological effects on people. For instance:

Red - The most emotionally intense color, red stimulates a faster heartbeat and breathing. Red clothing gets noticed and makes the wearer appear to stand out in a crowd. Since it is an extremely strong color, red clothing might not help people in negotiations or confrontations.

Blue - The color of the sky and the ocean, blue is one of the most popular colors. It causes the opposite reaction as red. The peaceful, tranquil blue causes the body to produce calming chemicals. Experts recommend wearing blue to job interviews because it symbolizes loyalty.

Black - Black is the color of authority and power. It is popular in fashion because it makes people appear thinner. It is also stylish and timeless.

White - Symbolizes innocence and purity. Doctors and nurses wear white to imply sterility.

Yellow – The cheerful, sunny yellow is an attention getter. It is the most difficult color for the eye to take in, so it can be overpowering if overused. Yellow enhances concentration; hence, it's used for legal pads.

When I talk about these colors, I refer to ties for gentlemen, and scarves and accessories for ladies. If you ever watch President Obama, you will notice that he does a great job of draping himself with power colors. When he gives a speech, especially in front of large crowds where he wants to exude power, he wears his red tie. When he wants to look a little softer, he wears the blue tie.

Always wear a light-colored shirt (ex. white, light blue) with your power-color tie or scarf. Typically, you want to wear a dark frame; that means, either a blue, black or grey suit. The same is true for ladies: dark frame, light-colored shirt, and one of the power colors for an accent. These are very important things. For ladies, it can be tempting to wear too much of the power color, because women can get away with wearing a red suit or a yellow outfit and so forth, but don't overdo it because it can backfire on you. If you get this right, you'll see that people tend to notice you all the time.

Prepare

I still network fairly, but I seldom go to actual “networking events” anymore, because I encounter a lot of people trying to sell me on something, people who are not working for long-term success. I tend to go to events where I’ll meet people who have the same frame of mind as me and could therefore potentially use my services. My best contacts have always come from being in a place where I could find other people with whom I specifically wanted to be associated. For instance, during the last presidential election, I was at a political benefit concert in the Washington DC area. I knew about the event ahead of time, so I had plenty of time to prepare. I knew there were going to be a lot of movers and shakers at that event, so I had to be on point. As I was mingling, I met a gentleman who commented on my attire. He said, “You are a sharply dressed young man.” I said, “Thank you, sir.” The gentleman then asked me about my views on the upcoming election. I answered without hesitation. I had prepared myself all day watching CNN to make sure I knew what the issues were for the day. The gentleman was so impressed with my knowledge of the subject that he offered to sit down and have a drink with me. We talked about politics for almost 30 minutes. The gentleman happened to be the CEO of a very powerful non-profit organization in the DC metro area. To make a long story short, we had a sit-down meeting the following week, and I am now on the board of directors for one of his major projects.

No matter where you are going to meet people and do your networking, do your research, and go in with a plan. Find out who is going to be there. Have they written a book? Read it! Have they succeeded with products similar to yours? Familiarize yourself with those products. Prepare intelligent questions that show you are knowledgeable about these things. Make sure you understand where your important contacts are coming from. Think of discussions the two of you could have on common interests. Remember, unless you are just going somewhere to have a good time, make sure you are attending events for specific reasons. You should know who you intend to meet or what you intend to learn. Remember; don’t attend events for the sake of attending them. It’s a waste of your time.

The New and Improved Elevator Pitch

Your elevator pitch is your 30-second message that sums up what you do or sell. To be honest, for the most part, I have found that they don't work. Correction: They don't work in the current format that most people use them. When it sounds like a commercial, and that you are trying to sell anyone on something that isn't going to work, no one wants to be “sold.” People want something that can benefit

their lives. You have to walk a fine line, and make sure you get across your product or service's benefit without it sounding like a sales pitch. That said, I'm going to share with you a technique I learned from my mentor Joel Bauer, author of the book *How to Persuade People Who Don't Want To Be Persuaded*. I call it a Mogul pitch.

Keep in mind that I modify the statement based on the given situation. I don't just blurt it out like something I had memorized. At the same time, I have it down pat; I could say it in my sleep. So here goes: If someone asks me, "Hey, what do you do?" I might say, "Have you ever met someone who went from \$50,000 to \$250,000 in a year's time using seven simple principles that can be learned by anyone?" If they answer no, I reply, "Well then you have never met one of my clients." That's it; very simple, to the point, and provocative. You might have noticed that I never really told what I did exactly. I left the person with some idea of it, but wanting to know more. Your mogul pitch should only be an appetizer to your business, not the full course.

So the idea of the new and improved Mogul pitch is that, you have to create some kind of a unique selling proposition, something that makes you really stand out in the person's mind. Think about it: If your Mogul pitch is informative but not exciting, it will not stand out. You have to be unique and make people want to get to know you better. Your goal is to make them care about who you are. Make them want to know what you do.

Here is what my mentor calls The Persuasion 9. These are the elements needed to construct your very own mogul pitch. Please write down the answers to the following questions:

1. Who are your customers/clients? (This could be a company, individual or a type of person.)
2. Why do they hire you or purchase your product? (List the benefits of your product or service.)
3. How do you generate results? (If you were a realtor, the example could be: "I help people acquire a home they thought they could not afford.")
4. How are your customers affected? (Another way of asking how you make your clients look good.)
5. Who is your Competition? (Identify them and the reason why you are better.)

6. Have you received any special recognition? (This refers to certain any awards, certifications or honors you have received.)
7. What is your guarantee? What can you promise your customer? Can you promise that the project will not be complete until they are satisfied?
8. Do you have any success stories? Do you have a client that has extraordinary results that you can share?
9. What metaphor or simile can you use? (For example, “My health club is the Maybach of the industry.” or “I can sell water to a whale.” (I am sorry I had to fit a Jay-Z reference somewhere.)

Once you are able to answer these questions, you can start constructing your mogul pitch. Here is the key: Use your answers to address your target market as well as their benefit. Using your answers to those nine questions, you can play around with different ideas on how to make your product or service appealing to your customers. You do not have to use each answer in your pitch; they are just good starting points. It might take some time to get a handle on using this technique, but once you do, you will find that it can do wonders. Have several mogul pitches ready at all times. This way, when you are networking, you can adjust to the person you are talking to.

Your Business Card

Just a quick note on business cards—make your business card unique! If I took every business card I have in my card holder right now and put them on the table, they would all feel the same and look the same, but if I took just one of my own business cards and put it in the mix, as soon as I touch it, I'm going to know it's different. That's the secret to making your business card distinctive. There are a lot of unique designs out there, but make your card appropriate for what you do. The most interesting one I've seen so far was for a divorce lawyer. It was standard business card size, but the card was scored so that it could be ripped down the middle. The information was listed on both sides of the card, for obvious reasons. I've never been married, but I kept the card because it was so interesting to me. Having a unique card is a good idea. It's a good way to stand out in a crowd.

Show Time

When to arrive

Okay, now you are prepared. You are focused on successful relationships instead of sales. You are now ready to create a win-win situation. You are dressed appropriately. You have done your research, and you know who will be at the event. You have prepared your mogul pitch, and you have a fantastic business card. You have arrived at your networking event . . . now what?

The first thing to remember is to arrive early. This is something a lot of people fail to do because they think it's hip to be fashionably late. There is a proper place and time for doing that. When you arrive early, you get to mingle with people that you won't be able to mingle with once the place gets packed. I'm the type of person who meets the bartenders, the wait staff. If it's a club, I shake hands with the bouncers. I always make it a point to be early. It got to the point where I was so early that I got to meet all these people, then leave and come back when I chose to! By the time I left, people felt like they knew me, and when I came back, I was coming to a place where I was not a stranger anymore but a friend.

What to do

Now you are at a party or event, and you see all these people, and you start wondering where to start. You realize that you don't know anyone there, and you start to panic. Relax! Everyone else is just as nervous as you are. Extend your right hand out to whoever happens to be nearby, and introduce yourself. Sometimes that is the simplest, easiest way to strike a conversation. I have yet to meet anyone who refused a handshake. Worst case scenario, they might say, "I'm in the middle of something right now," or "I'm going to have to handle some business," but they never turn the handshake down. So, don't be afraid. You have to extend that olive branch, if you will, and shake the person's hand.

When you actually spark a conversation with someone, remember to focus on one person at a time. I've seen so many people, especially in big events, where they are talking to you, and at the same time, their eyes never stop scanning the room to see who else is around. They don't want to miss somebody more important than you, is basically what it is. It's insulting. One thing I try to pride myself on is the fact that when I'm speaking to someone, I treat that person as if he or she is the only person in the room at that moment. I don't care who I came with; I don't care what's going on. Even if we only talk for 30 seconds, you have my attention 100 percent. Now, somewhere along the line, someone will ask, "What do you do?" That's when your Mogul pitch comes in.

After you give your Mogul pitch, the next question would be something like: “Tell me more about what you do.” You immediately, and without hesitation, ask them the following question: “Why don’t you tell me about what you do, and then I’ll tell you how what I do can help you.” Once you ask them that (unless they have read this book), they are going to want to keep talking about what they do. This is important—just keep them going! Ask about every aspect of what they do. This would give the impression that if you could help them with anything, you would. Don’t make the discussion all about you, especially during your initial conversation. You are cultivating a relationship here. Because you are such a good listener and so interested in the other person, he or she will eventually want to know a little more about you. You can’t build an incredible relationship in 10 or 15 minutes, but you get to exchange business cards, and this person will certainly remember you later when you follow up. Remember, the best communicators are those who listen. This is not about being fake or phony; you need to be genuine with your conversation. If what you are saying comes out forced or insincere, people will pick up on that very quickly.

Learn when to leave

Don’t hang around one person forever when you happen to come across someone and you have that special connection. As I mentioned before, you go to these meetings with a purpose. When your purpose is done, you leave. Please don’t talk nonstop and linger unnecessarily; otherwise, people will get sick of you. You might have had a great conversation and you want to keep it going forever, but don’t you want them to look forward to hearing from you again? People get tired of talking to just one person after a long time, and they would want to network with other people. Don’t take that personally. Before you leave, however, offer your business card and get the other person’s card as well.

Gentlemen, this is an important side note: If I’m talking to a female in a business networking situation, I don’t ever want to give her the impression that I’m hitting on her, so I always say, “Can I give you my business card?” or “Can I have your business card?” That way, she understands that this is about business. This approach is actually one that can be used by men and women. By the time you have listened to the person for a while, he or she will like you and want to take your card. Typically, the person will offer his or her own card in return.

Follow up

You had a great conversation. The person seemed truly interested in what you do, and vice versa. Now what? First thing you should do once you accept the business card or put the information into your PDA, you should make a note as to

where you met the person and, perhaps, what you talked about. For instance, if you talked about sports and found out he's a New York Giants fan, make sure you put that on the card. This allows you to create a better rapport once you reinitiate contact with that person at a later date.

Once you leave the venue, put your cards in order of importance. There are always certain people who you want to get back to quicker than others. Follow up sooner rather than later, whether it is via email, text message, or phone call. If it's one of those really important contacts, I try to send them a little note based on something personal I learned about them. Or, I might just say, "Thanks for a great conversation," or "Hey, I look forward to doing business with you." Or, as we discussed earlier, if I have a referral for them or know someone that can use their service or product, I send that referral. This might not offer any immediate gain, but it is very important for building a lasting relationship. You don't want to rush things or pressure anybody. This, again, is networking for success, not sales.

Meet People

One last tip on networking, it's good to get in the habit of talking to everyone, and I mean everyone. Some people find this hard to do, and to be honest, it's not in my nature; it is something I had to teach myself to do. Talk to everyone not just in networking meetings, but throughout your day. For instance, here in the Washington DC area, I take the Metro a lot for convenience. In the entrance to the Metro closest to my home, I have noticed that there is always the same guy who passes out our free newspaper. One day, I realized I had never spoken to him, so I said, "Hey, what's your name? How are you doing?" We talked for maybe 30 seconds. Every day we would talk for 15 seconds building some rapport, and then we would both go on our separate ways. Well, I came to find out that he knew some people I knew, and he basically provided me a connection that landed me a speech for \$1,500! So you just never know. It's good to get into the habit of knowing your mail carrier, the cashier at the coffee shop, the guy who changes the oil in your car, everyone. THAT is networking like a mogul.

Chapter 6 - Selling The Office Space

Selling is the most advanced form of communication. It requires the utilization of all our senses. In this chapter, we will demonstrate why selling is a critical element to any mogul's success. It does not matter if you are selling a product, service, or yourself; you must master the art of salesmanship. People often envision a salesman as some shady looking character ready to pounce on an

opportunity to take their money. That is not what we are talking about here. We are talking about having a quality product or service that people need, want, and can utilize to improve their lives. It is time to take your passion and decide how you are going to make it into a profitable enterprise that will make you a mogul.

Pick your niche and grow rich

When starting out in business, I find many young entrepreneurs attempt to market their particular product or service to everyone with the expectation that everyone will do business with them. This is like throwing your lure into the sea without knowing what type of bait the fish are biting.

Deciding on your niche market is the first critical element when deciding on your product or service. A niche market is composed of individuals and businesses that have similar interests and needs, which you can identify and reach easily. Finding a niche for your business means finding a great product or service for a highly targeted audience. Picking a niche is important for the following reasons:

1. It allows you to become an expert.
2. It allows you to target your advertising and public relations campaigns effectively.
3. It increases the perceived value.
4. It attracts quality clients.
5. It simplifies your business.
6. It commands higher fees.

Determining your niche can spell the difference between making \$100,000 and \$1,000,000. It can be tricky at times to settle on what your niche is. Here is a tool to help you determine your niche:

Step 1: Draw three large interlocking circles (venn diagram).

Step 2: Label each circle with one of the following: Things We Like to Do, Things We Are Good at, and Things that Can Make Us Money By Doing Them.

Step 3: Make a list of the things you like to do. Think about books and magazines you like to read, television shows you like to watch, or places you enjoy visiting.

Step 4: Make a list of the things you are good at. This list should not be exactly the same as the list you have created above. For example, I am good at fixing computers, but I don't like to do it. This is where you might solicit some help from family and friends. Without hinting at what you are doing, just ask them what they think you are good at. You will be surprised at some of the answers. Pay attention to what people ask you for help with. Often, people may ask you for advice in a certain area. Do they often inquire as to how you become good at something in particular? When are people impressed with you? What is a particular skill that you have?

Step 5: Make a list of the things you can make money doing. Here, you are going to write down a list of products or services that you can offer to make money. If you are a boxer, you might do a boxing instructional training video. If you are a lawyer, you might write a book for first-year law students on how to make it through law school and find a job at a firm. Ideas on how to make money from your skill in basketball, hair styling, academics, raising house plants, or giving romantic advice may not be clear right away, but if you really think on it, give it time, and seek advice from others, it will come to you.

Step 6: Determine what meets in the middle. Now, if you take a look at your three lists, you'll see some areas that overlap. Your niche, at the minimum, should cover at least two areas. There is only one combination that I would suggest that you do not choose – something you are good at and something that will make you money. This combination has plagued humankind for years. It is called a J.O.B. or just over broke.

Select a Product/Service

Now that you have settled in on your niche, you can start the process of deciding on your product. When deciding upon your product or service, you really want to take your passion and find a way to draw income from it. Do not try to sell a product just because you think it is a money-making idea. That will end up a big mistake, because you simply won't be motivated to put forth the effort it takes to grow the business. I have gone down this road before. In 2004, I started an audio-visual business. We specialized in audio and visual installations for homes, businesses, etc. If you have ever watched an episode of *Cribs*, you might have seen those large remote controls that could operate everything in the house: drapes, television, and lights. That is what my company did. It was actually a pretty successful venture, but it really became work for me. I wasn't really interested in

that field, so no matter how successful it became, it always took a lot out of me. During the down periods, I really didn't want to work the business. It came to a point that I no longer saw any reason to keep it going. So let this be a lesson to you. Make sure your business is something you are passionate about and get excited about every day.

Many first-year business owners take business so seriously and so by-the-book that they don't realize that being in business is supposed to be fun. When they hire me as a consultant, I'm able to get them to lighten up about it and enjoy it. You should see the expression on their faces when I teach them that it's okay to have fun in their business. I can literally see some of the weight removed from their shoulders. In that moment, the look on their face says, "I can do this." Those are the moments I enjoy the most about my business – when that light bulb clicks and my clients get it. Whenever this happens, I really feel like I have done some good and given them something valuable. So just keep that in mind. It should be interesting to you and it should, above all, be fun.

Warren Buffet says that he'll never invest in a business that he doesn't understand or one where he doesn't use the product. This is very wise advice. You don't just want to "follow the money" because if you go back to your priorities, you will find that happiness in your day-to-day life is more important to you than simply making a lot of money any way you can. The truth of the matter is that, most people are not after the money; they are after the happiness and the freedom – things they associate with money.

Sometimes you will have to let the market dictate what your product is. I know, this might seem contrary to what I said about getting involved only with businesses that you care about, but it really isn't. Often, we have these ideas in our heads that we really want to sell a product because it appeals to us. But if you go ahead and do the market research and the networking to determine what the market really needs, and what people are looking for in your specific field, you are likely to be more successful. Once you find out what people need in your field of interest, you can fill that void, and even if your product is similar to another product, you can succeed by marketing it toward the specific niche that is in need of it.

Become an Expert in your Field

Of course, even within a niche market, there is competition, so the key is to establish yourself as an expert in your field. This is what separates good marketers from the great ones. If you can become the expert in your niche, you'll be able to

have a great deal of success, make a lot of money, and help a lot of people with your product. In order to do that, you have to establish your authority in whatever field you choose to be in. There are basically four ways to do that.

The first way is to simply claim it. In an interview, a reporter asked Muhammad Ali what made him the greatest boxer who ever lived. Without hesitation, Ali told the reporter: “I told you I was.” The reporter was shocked by this answer and Ali said, “My job is to put butts in the seats. I knew that if I said I was the greatest, people were going to come and see me fight for two reasons: either to see me win or to see me lose, but I knew they were coming.”

I am going to let you in on a little secret; it’s something that I’ve done with this book. It’s called “Become a Mogul.” Now, no one went around calling me a mogul until I claimed it for myself. I’m a successful entrepreneur in a number of different enterprises. I feel I work as hard as any businessman. So, I went ahead and took that word and said to myself, “It has the force and the impact that I’m looking for.” I started telling people that I’m not a businessman; I’m a mogul. I was actually initially shocked when it started to stick. People I met could see what I meant, and pretty soon people were saying, “Charles Major? Isn’t he that mogul guy?” I claimed the authority and, based on my background, people were willing to believe it. Unfortunately, like Ali, I have faced some negative feedbacks from critics and skeptics, but to hell with them!

Now, I am not saying that to be mean; I say that because in life, you will always meet naysayers and doubters. The higher the level you want to achieve, the more you have to fight through the fog and come out victorious. The key to using this approach is to put in the work. Muhammad Ali claimed to be the greatest, but he also had the work ethic to back up his claim. If you decide to use this method, know that all eyes will be on you, and you must, at every opportunity, live up to the expectations that you have placed on yourself.

The second way to claim authority within your niche is to become appointed. It could be something within the company where you currently work. Say, you are doing well, so you become appointed vice president, director of sales, or even CEO. You could be appointed as the head of a department, or you could simply notice that your job has an official title. Say, you’re a teacher. You consider yourself part of a cooperative team, but your real title is “head teacher” or “department head” for your school’s mathematics department. That sounds nice, so use it. Don’t let a good title go to waste.

The third way to establish that authority is simply to get a reputation for excellence, or better yet, call it a legend. This means that if you do something great, if you become rich, if you climb a mountain, if you solve a difficult problem, become a great artist, or are associated with someone great, then you can establish a reputation. Nurture and cultivate it as much as you can, and you could become an authority just based on peoples' positive impressions of something you have achieved.

The final approach to become an authority is through academics. If you have a degree such as a master's degree or PhD, that is certainly impressive and it makes people take notice. It makes people assume you have a certain degree of intelligence and a level of education that would make you an authority.

Offer a Product

Once you have established yourself as an authority, you are well on your way to marketing your product successfully. And let me reiterate that it is very important that you have an actual product, even if you are in the service business. You need something tangible to show people, to demonstrate your authority, and to represent you in the world of commerce. If you are a musician, you need to have a CD, for instance. If you are in a service field similar to mine, for instance, where your reputation is really important, then one product that is really good to have is an e-book.

Often, people assume that they can not publish an e-book. First of all, in this day and age, you can easily publish your own e-book, so there is no need to worry about that. Will people look down on a self-published book? No, because typically, you are not claiming that it has won the Pulitzer Prize for great literature. You are simply offering it as an explanation of who you are and a testimony to your expertise in your field.

Many people think that they don't know any information worthy to be made into an e-book. This is really interesting because all of our lives are different, so we all have different experiences and knowledge. Yet, it never occurs to most of us that our knowledge is unique. We think everybody knows all the things we know, but this just isn't true. Let's say you're a doctor who hasn't cured any terrible diseases and hasn't got any special claim to fame. You certainly don't have any medical products to sell besides your own services. You want to become a mogul and build your business, but how? Why not write an e-book about your experience getting and maintaining a client base? This is a simple thing that any independent doctor can

do, and it could be very interesting to others—maybe doctors, maybe people in other fields—who want some good advice about how to do just that.

But what if you haven't even got to that point? Let's say you just got out of medical school and you haven't built a client base yet. Why not write an e-book about getting through medical school? It could be something motivational in that it encourages people to persevere against all odds. People love those kinds of stories. No matter what it is, remember that your story is unique. Not everyone has lived your life, and there are those who would benefit from knowing what it has been like to be in your shoes. So, when you have created an e-book, you now have a product. It represents you, it helps to sell your services, and it also builds your reputation.

Make Sure You Offer Quality

Once you have decided on the product/service you are going to sell you really want to make sure at all times that your product is of high quality. You have to put forth your best effort to produce a really top-notch item. If you check out our resources section on becomeamogul.com, we have a lot of great products and services that people offer to help minimize the costs of production. This is a type of business-to-business directory that will help you with production, keeping the quality high, and adding value.

When determining the price of your product, you really don't want to undercut the market and offer the lowest possible price. This is something I had to learn the hard way. Initially, I had this idea that if my product was just slightly lower in price, I would receive more of the market value. Well, I should have learned how to keep a balance sheet first, because that price reduction did not pay for itself in the end. So you really need to get a good understanding of market value and production costs when you price your item.

There is another reason not to try to offer the lowest price on something. As an entrepreneur, I've discovered that the public receives you better if they don't perceive you as the cheapest product out there. If you have a slightly higher price, you will be seen as higher quality, and this will work to your advantage. In fact, I would say that it's actually better to be slightly higher priced than to be lower priced in most situations. Of course, if you have a higher price, you want to make sure you offer superior quality to go with it. People like to buy quality and be associated with things of quality, so they will notice it if you have a higher-quality item or if you are simply charging more for a mediocre one.

When people claim that they can't afford your product, here is how you should hear it: "I don't see the value in your product." What they are saying is that they don't want it bad enough. We've all seen it: People spend outrageous amounts of money on designer sneakers, a vacation, a romantic dinner, and all kinds of things. I've done it, and I know you have too. This is because, at the time, we saw value in that expense. We felt that it would improve our lives in a way that far exceeded the price we paid. That is what you have to bring across about your products. Create value in peoples' minds, and they will be eager to pay whatever your product costs. I think a lot of entrepreneurs miss out on this aspect. They don't take the trouble to impress people with how much benefit their product will bring, so people don't see it. When a business fails for that reason, you have basically deprived people of the opportunity to buy something that would improve their lives. You don't want to do that. You want to go out there and make money by offering things that people need, want, and will make them happy.

Market Your Product Through Persuasion

Once you have a product or service that is ready to sell, think about how you are going to sell it. Now, I have been in the market for a new car lately. So I go to these car lots, and I just can't stand it. These salesmen come and they try to sell me everything in the place. It makes me very wary of buying, but at the same time, I still want a new car. So here is an essential conflict in society: Nobody likes a salesman, but everyone likes to buy stuff. What people want instead of a salesman is what I call a "persuader." They want someone who is informed on the products and the competing products, who can listen to their needs and then tell them which product would be best for them. Imagine if a car salesman actually asked what my needs were, instead of taking one look at me and assuming that he knew my taste already? And imagine if he were to offer me a guarantee that the car would fulfill my needs? That would be the kind of situation where I might be persuaded to buy a car.

The world's best salesmen are really not salesmen at all; they're just persuaders. A persuader is simply someone who can help you see what's in your best interest. Now, if it's not in your best interest, and they're doing it for personal gain, that's a manipulator. There are a lot of those types of people, too, and many times, people confuse manipulation with persuasion. No one likes to be, or should be, manipulated in any way. But we don't mind being persuaded to do something that's in our best interest. When you persuade someone, when they leave you, they should feel like they've gotten a great deal. I never want someone to purchase my book or my product, and then suddenly get the feeling that I just got a way with

murder. It's a thing called buyer's remorse, and your job, as an entrepreneur, is to limit that.

To limit that buyer's remorse and to basically eliminate it before it even has a chance to occur; you have to effectively use the communication techniques that you learned in communications chapter. One way I use persuasion in my consultant business is by offering a money-back guarantee on my services. Now, not everyone is willing to do that, but it shows people that I have confidence in my product. I feel that if my clients really think that they did not receive one new idea, one beneficial strategy, then they deserve their money back. If you aren't willing to offer a money-back guarantee with your product, perhaps you should examine that product and just make sure it really is of quality. Of course, not every product is something that you can offer this with, so use your discretion.

In order to become a true persuader, not just a salesperson, you need to build trust. After all, if someone doesn't trust you, it makes it very difficult for him or her to buy from you. In order to build this trust, you must show people the real you. I'll give you an example. When I first started doing public speaking, I used to try to be so perfect on the stage that sometimes it just wasn't believable. I took all the classes; I went to toastmasters and all these different speaking organizations, but because I was so structured in my delivery, my personality didn't seem real to a lot of my audience. Once I learned to relax and started just talking in a normal voice, people really started listening to me. You simply have to let all of your fears of criticism go.

People want to hear from the real you, not some character that you decided to come up with. So, just relax and be yourself. That's the first step to build trust. People want to buy from human beings, not from robots. It's okay to have faults; people love faults, and it makes you more like them. People love people who are fun, as well, which is another reason why you have to lighten up when you are trying to persuade a buyer. Just be real.

Another strategy I use to please my clients is under-promising and over-delivering. My clients pay money and they expect certain services and/or products, but what I do is send them some free things in the mail that they didn't expect. These things are not promised to come with the coaching package, but they just give people a pleasant surprise and ensure that they know they are receiving value and that they never regret the decision to use my service. I have an email list of a few thousand moguls. Sometimes, I like to pick one of the emails and send a personal email to them, and offer a free one-on-one consultation. Some of the responses I

receive are truly priceless. Just remember that without your clients, you would not exist, so treat your clients as platinum at every opportunity you can. You can do the same thing; it can be something as simple as a key chain or just a free hour of your time. You'll be surprised how free things are sometimes the key to people's hearts. You just want to make sure your clients know that you care.

Be Selective

As your business begins to grow, you have to learn to be very selective with your clients. I do one-on-one coaching, but you have to apply to be part of this program. This is because I'm into results. I want people who really want to succeed and are genuinely going to put forth the effort that it takes. There are a lot of people who talk a good game, but when it comes down to putting forth the necessary effort, no amount of coaching can get them to do it. Why should I waste my time trying to prove to these clients that they can be successful? The reality is that, if a client does not believe in his or her abilities, there is nothing I can say or do that can change that.

When you build your business, you want to acquire a set of people who are your followers, in a sense, or your loyal customers. These people basically believe in your product or your service and enjoy patronizing your business. Once you have them on board, then you want to keep them buying by continuing to add value. If you started with a book, you might jump to DVDs next. If you started giving seminars, you might do one-on-one training next. You want to think of it like a funnel. You get the bulk of your customers or clients through the top of your funnel, whether it is giving seminars, writing books, selling CDs, teaching classes, or anything else. Then, you filter it down to a few select clients who get the one-on-one training, a personal meeting, or have been selected for a private tutorial. That gives your base a kind of hierarchy, where really dedicated clients or customers are rewarded.

Let's say you're a musician and you have a successful CD. Next, you want to start a fan club so you can keep track of your loyal followers. Then you want to do something to appeal to your fan club, like you could arrange to meet two of your fans every month. You will have some selection process for this. This is a way to keep track of your followers and also offer them something, just for being there. It also allows you to be selective, so it shows you have high standards. Doing this has another advantage as well: That person or those people who receive the special treatment now have a great story to tell about their interaction with you.

Stories Sell

There is a saying that goes: “Facts tell, but stories sell.” I think that’s true to an extent. This is where understanding the personality types that we learned about in the building your team chapter is so important. Some people need the facts to be convinced of something, while others respond better to stories.

So if you’re talking to someone on a one-on-one basis, this is when you have to learn how to pick up on what type of personality that person has. For some people, telling a story about the product and how someone used it successfully has a stronger impact. When your fans have these stories of their own to tell, that is when word-of-mouth starts selling your product for you. What seems to work best is a mixture of both. I am really into sports and I am an avid fan of ESPN which is an all-sports-all-the-time network. One of my favorite sports casters is Stuart Scott. If you ever had a chance to listen to him, you will see that he does an excellent job of using imagery with facts. One of his most famous saying is, “Tonight LeBron James was cooler than the other side of the pillow.” Then, he would give the facts: “Lebron had 35 points, 11 assists, and 9 rebounds.” This is the same formula that you want to use. Essentially, you want to take your customer on a roller coaster ride, going up with the imagery or story and then descending with the facts. Using this formula you will cover all of your basis.

Testimonials

People are all about results. When you make your pitch, you want to be able to prove that your product yields excellent results. Testimonials are a good way of doing this. If you can show them statements from other clients or customers that reinforce what you are saying about the product’s quality and value, that tends to help quite a bit. Ideally, you should never really try to sell yourself on people. Let other people do it for you!

To get these testimonials, simply ask your clients for a letter or email attesting to their satisfaction with your product or service, and offer them something in return. You could even have a form on your website that makes it easy for people to do this by just filling it in. Offer them something for doing that. In my case, it might be as much as a free audio program, or it might just be as simple as an autographed copy of my book *Become a Mogul*. I know, I know that was a shameless plug, but the truth of the matter is, if you fill out a testimonial at becomeamogul.com, I will have something very special for you. Well, let’s just say you might be in my next book.

Advertising Vs Public Relations

While riding the train on your way to work, you open the cover of your favorite magazine. Inside, you notice a picture of a well-toned woman, about 5'6" tall, with huge dimples, and an easy smile. Her left hand is waving at you, while her right hand is holding a bottle of Lake Forrest red wine. The bottom of the picture reads: "Lake Forrest red wine, you have to taste it to believe it. As you arrive to work, you decide to stop at the newsstand directly across the street, and pick up a newspaper. You give Sam the 35 cents for the newspaper and wish him a good day. As you glance over the paper you read the headline: "One glass a day keeps cancer away." Immediately, this intrigues you. You open the newspaper to B1 to find the article, and it reads as follows: "One glass of red wine a day can help prevent cancer." As you continue to read the article further, it says: "Lake Forrest red wine has been proven to have the most cancer-fighting antioxidants than any other red wine, and it has a price that you can't beat."

So which item would make you want to buy Lake Forrest red wine? Is it the advertisement in your favorite magazine or the article in the local newspaper? Studies show that 7 out of 10 people would choose news articles as more persuasive than mere advertisements. This is the difference between advertising and public relations. The facts I stated above are just to prove a point. Does red wine really prevent cancer? I don't know, but I am sure some of you will have a great time finding out.

Public Relations (PR)

Entrepreneur.com defines public relations as using the news or business press to carry positive stories about a particular company or product, and cultivating a good relationship with local press representatives. In my opinion public relations is the first avenue any entrepreneur should use while trying to draw sales and establish credibility in the market place.

The following are the major benefits public relations has over advertising:

1. It is far more cost-effective than advertising. Even if it is not free, your only expenses are generally phone calls and mailings.
2. It has greater longevity than advertising. An article about your business will be remembered far longer than an advertisement.

3. It reaches a far wider audience than advertising. Sometimes, your story might even be picked up by the national media, thus, spreading the word about your business all over the country.
4. Finally, and most importantly, public relations has greater credibility with the public than does advertising. Readers feel that if an objective third party—magazine, newspaper, or radio—features your company; you must be doing something worthwhile.

Advertising

The definition of advertising is calling the public's attention to your business, usually for the purpose of selling products or services. As an entrepreneur, you should not look into advertising until you have penetrated your market via public relations. Before you decide to spend money on an advertisement, people should already be aware of your product.

So my recommendation to any entrepreneur is to start with public relations. Once your company has established credibility within your niche, then you can use advertising to complement your PR campaign, not as a way to sell you product but as a reminder to your niche about your product.

Start a Newsletter

Always think of selling as a marathon, not a sprint. Sometimes, people have a tendency to just want to sell that one product and they don't bother to cultivate the relationship with the client. It is very important to try to get clients on board not just for a single purchase, but for the long haul. You want your product to become part of their lifestyle, so even if you think you might be giving up today's one-time purchase, remember that you may be getting a customer for life when you take this "marathon" attitude. This is actually why I recommend free e-newsletters to people. They allow you to send reminders about you and your products on a regular basis. This way, before they even pick up your product, they are already able to get to know you a little better. What I have found is that, the more people get to know you, the more they want to buy from you.

An e-newsletter is what you call a "point of contact." From the moment you meet potential customers at a networking event until the time that they actually purchase your product, you just want to take every opportunity to initiate points of contact. They say it usually takes a person seven times to see a product or service before actually buying it. So your job is to get in front of your target audience at least seven times. Things like newsletters are essential for that. So add a way for

people to subscribe to your e-newsletter on your website. This is yet another reason why your website is an extremely important tool. Also, feel free to check out our free resources listing on becomeamogul.com where you can find some excellent newsletter services to help you with this.

Putting It All Together

So, in summary, you want to make sure that you offer a quality product or service that is oriented toward a niche market. You want to know your niche well, so conduct a market research first to know what they need right now. When you sell, you want to be a persuader, not a manipulator. As a service professional, you need to be selective in order to get clients that will make you money and build your business. You want to start your marketing efforts with public relations to sell your product, and then use advertising as a complement to your public relations campaign. Finally, you want to keep in touch, whether they are clients or potential clients, through the use of a newsletter along with other forms of communication you may have, such as email, blog postings, phone calls, etc. Remember, these points of contact are crucial for building a product whose appeal is so strong and so specific to its market that it sells itself.

Chapter 7 - Weatherproofing your Building

This next topic was the hardest aspect of my life when I was first striving to get a grasp on success. It deals with handling objections and criticism. When I started in business, I was the kind of guy who always tried to please people and make them feel comfortable. But the more success I had, the harder it was for me to actually please everyone and avoid getting any criticism. I had to learn that criticism is just something that comes with the territory. We call this section Weatherproofing your Building, and it is designed to help you handle criticism with grace and style.

A lot of books about business really don't talk about the reality of having to deal with naysayers, but criticisms and objections are a big part of becoming successful. Whether or not you can embrace positive criticism and use it wisely, and also reject negative criticism, could make or break you in business and in life. Once you decide that you want to become a mogul, you have to understand that you are now what I like to call a "public property." That means, you have put yourself out in the public eye and you will most likely draw some fire. As long as you are prepared you will be able to handle it, no matter how thin-skinned you are. But you must prepare.

When we talk about building our skyscraper to success, the people involved are in two types of businesses; they are either in the construction business, or the demolition business. Those in the construction business are optimistic, positive, and encouraging. Those in the demolition business are pessimistic, negative, and discouraging.

The Demolition Business

The Protectors

Sometimes the people that you think are your closest friends and family members may appear like they are in the demolition business. It is important to try to figure out why these people might have suddenly turned into demolishers. For instance, sometimes it is out of a desire to protect you. When I decided I wanted to start a business at such a young age, I felt a lot of people were very negative about it. They didn't understand my vision. At first, it seemed like they actually wanted me to fail, but in hindsight, I realized that they wanted to protect me from disappointment and failure. These people were so used to living life by the book that they just didn't understand where all this ambition and drive was coming from. To use the analogy from the Teambuilding chapter: I was a steering wheel surrounded by too many brakes. They meant well, but they still presented obstacles for me.

The Haters

There are also those folks who are just plain jealous. They wish they could have the guts, the intestinal fortitude, to take the risks you are taking. They can't believe you are actually daring to move forward in life, and they are also afraid that when you succeed, you will leave them behind. They feel they will never be able to be successful themselves, so they figure the next best thing would be to tear you down. The interesting aspect about some haters is they actually base their disdain on you on something they heard, read, or saw from a third party, not on an actual encounter with you. I just try to avoid them as much as possible. The more you keep negative energies away from you, the better off you will be.

The Hangers-On

In every business, especially the entertainment business, I have noticed that once a person starts making a substantial amount of income, he will inevitably be surrounded by "hangers-on." These people are just around you for your fame and prestige, not out of any real friendship. These hangers-on seem like they are helping you build by appearing to be constructive, but often, they are most likely in the demolition business. They are there the takers, and if the money stops flowing, and

if you have a dry spell, these people leave you, taking some of your assets with them.

Don't fall for "yes people" either. These people are similar to the hangers-on. They will always tell you that you are in the right--anything you would like to hear. At first you may think they are in the construction business, that they mean well, but they are not what the construction business is all about. The reason is you're not always going to be right. You want to be surrounded by people who are going to tell it like it is, not agree with you just because they want to stay around you.

The Construction Business

You want people around you who can really challenge you and make you think; people who can make you work harder. You should seek out those who have the confidence to agree with you when you are right, and tell you to your face when you are wrong. These are the folks in the construction business. They might not necessarily be a part of your business organization; they may simply be friends or family members. They may also be coaches or mentors. The constructors are what I like to call your "inner circle," or your "mastermind" group of people. These people are priceless. You may not always agree with what they say, but you will always know deep down that they have your best interest at heart. I recommend that you keep your inner circle small. Personally, mine is only about 3 to 5 people. These are the people I would trust with my life, the kind of people who, if I called them and said, "I need \$100,000 right now," they would never hesitate, but would simply ask, "Where would you like me to send it?" It takes a long time before someone can gain access into my inner circle, and you should feel the same way. Loyalty, unfortunately, is a commodity that you can not teach, so when you find someone who has proven their loyalty to you, make sure you return the favor. Don't ever let success go to your head because the same people you step on as you ascend the mountain are the same people you will see on your way down.

The Penalty of Leadership

If you discover that people are just being negative for the sake of being negative, chalk it up to what I call the "penalty of leadership." The penalty of leadership is simply the fact that when you are doing something extraordinary or out of the norm, some people are going to feel threatened by it. They may have something to lose, or it may be completely irrational, but the fact is that not everyone is going to be happy for you. Your competitors, for instance, won't be happy. The person you used to work for at ridiculously low wages won't be happy. Even your friends and family members who see you become "the successful one"

while they do not receive the same distinction won't be happy. Don't take it personally, though.

When I first started, I had a real problem with being in the limelight, but my mentors told me to face the criticism head on. They convinced me that if I took that plunge and put myself in the public eye, a lot of good could come from it. They were right, so I'm going to pass that advice on to you. Many people out there are going to miss out on a lot of things in life because of apprehensiveness, because of not wanting to be the center of attention. Don't be one of them. To be a mogul, you don't have to change who you are inside; however, you do have to prepare to deal with things, like criticism, that might be really surprising, and, yes, unpleasant at first.

I have seen a lot of people succeed, and then actually lose it all, because they just couldn't handle the criticism and animosity from other people who refused to aim high. But you won't be like that, because now you are prepared, and you know that it is normal and expected that you will receive criticism. Achieving success happens to be a wonderful way for you to gauge who your real friends are. Some friends will turn on you, so expect it. Some family members will try to bring you down to "reality;" prepare for it. Even people you don't know may laugh at you, either in person or on a blog or any other online forum. Laugh right back, because in the end, you will be the one laughing all the way to the bank.

No matter what, please do not quit. Do not give up. Do not sway. Do not falter because someone is judging you. Just remember this: I've never seen a monument to a critic, to a naysayer, or to a person who judged. Monuments and statues are for people who have done great things. That is why you are here, why you are reading *Become a Mogul*. You, my friend, are destined for great things. You are destined to receive the financial and personal reward that comes from achieving success at doing what you love. This reward will definitely outshine and outweigh any of the negative criticism that anyone heaps upon you.

How to Take Criticism

Absorb and Reflect

Learn to absorb everything without reacting. Don't return the criticism right away. Learn to take it in, reflect on it, and decipher it. If you stay calm and think about the comment later, you can usually figure out whether the person was actually right or if he or she was just being negative for the sake of being negative. If you discover that the person was actually right, then once you get over your hurt feelings, you can actually be proactive and change for the better. If not, you have at

least managed to avoid blurting out an unprofessional comment that you may regret later.

After you've had an opportunity to analyze the criticism, you can weigh your options and decide what you want to do. You can address it or you can just ignore it and move on. A lot of times, moving on is the best action. Sometimes, when the critics are family members, you might want to address the issue because these people are important in your life. You want to reach an understanding with them. But with a lot of your critics, you are going to tell yourself, "So what!" and let it roll off your back. Half of the time these people don't know you and their judgments are superficial and unfounded. I call these childish tactics.

No matter how immature other people can be, you have to grow up and rise above that type of situation. Whenever you are tempted to respond to a critic, just remember this: Your time is now worth \$114 an hour. Will this be an hour well spent? A wise man once said, "Never argue with fools, because people from a distance can not tell who is who."

Understand the Source

You should try to understand the basis of the criticism. You want to know why the person is doing this, and whether this person really cares about you or just wants to bring you down. Try to understand your critic's feelings. Also, take a look at the critic's history as well as your own. Sometimes, we screw up as moguls early on; we make some bad decisions and people judge us based on those mistakes. They have a right to, but we also have to understand that change is inevitable. We are allowed to change, and we will change. Some people change for the better; some change for the worse.

By picking up this book, by researching what it takes to be successful, you are now in the process of changing for the better. Then again, there are some people who have known your track record in the past. They will require some proof to believe that you are now on the right path. You will have to work a little harder to win their trust and respect.

You also have to pay attention to your critic's past. This person might have failed at starting a business before and simply wants to spare you from making the same mistake. Or, because the person failed, he or she doesn't believe it is possible for anyone else to succeed. If they are close family members, you can sit down with them and make them understand your point of view. Sometimes it works, sometimes it doesn't, but if not, you are probably dealing with someone who is a real

in-the-box thinker. When they see you thinking outside the box, they perceive it as weird or different because they do not understand it.

Keep an Even Keel

I have a strategy for dealing with downtimes, like when I am receiving criticism or experiencing loss, as well as uptimes, like when I'm making a profit and people are patting me on the back. It is very simple: Keep an Even Keel. In the good times, I never get too high emotionally; and in the bad times, I never get too low emotionally. Of course, when one of my companies has a success, I get excited about it, but I'm excited for the company, not on a personal level. I'm glad that we are achieving our goals, but for me personally, I know that whenever there are highs, there will also be lows. I try to keep that in mind and refrain from going into flights of fancy as to the long-term implications of such a good or bad turn of events.

Stay Humble

If you become successful at a young age, it can really go to your head. Having started early, I achieved a certain amount of income by the age of 21, so pretty soon I started flaunting it. I was riding around in limos, buying bottles of champagne, buying tables at clubs, drinking too much. Looking back, I was not in a position to afford half of the things I was buying, but I wanted everyone to see I was having some success. You can say I had a rich mindset, not a wealthy mindset.

Sometimes, when you come from not having much, then suddenly achieve something, you would want to flaunt it. I call it showing off a small win. Life is a combination of large wins and small wins. Most people, when they first get a taste of a small win, the sudden adrenaline rush makes them want to celebrate big time right away. It's like winning your first trophy or award as a kid; it's an exhilarating feeling, but as you start to receive more and more awards, the newness starts to wear off. This is when you start realizing that you are winning battles, not wars. Sometimes the Hip-Hop community's celebration of small wins can be overdone; chains can be way too large, cars with 28" rims, flossing way too hard at the clubs, etc. I am in no way saying this is right; what I am saying is, try to understand where some of these individuals are coming from—some of them have never had a win before. That is why the moment they get a glimpse or a taste of it, they decide to go all out. I can say I am personally guilty as charged for this reckless behavior myself. It was exciting, and when you're young you want to do things that you always wanted to do, things you associate with success. But I eventually came to realize that this behavior is a magnet for criticism. People saw it as irresponsible, and, frankly, it was.

Today you might still find me in the club having a good time, but it's a little different now. I can sit down with a few friends, have a couple of bottles of champagne, listen to some live music, and just have a good time, but I don't make a spectacle of myself. So what I'm saying is that, if you are young and you are reading this book, congratulations! You are on your way to early success! But there is a caution that goes with it: You should also handle your success in a mature manner; otherwise, you will draw a lot of criticism from people, particularly those closest to you. The worst part is that, you will eventually realize that they are right.

Stay Confident

Just because you are humble doesn't mean you can't be confident. They can actually go hand in hand. If you want to be the best, you should feel confident saying so. If someone asks you, "Are you good at what you do?" You should say, "I'm great at what I do!" Sure, some people will take offense at your confidence. These are people you need to watch out for, because they think that confidence equals arrogance. Here's the difference: Arrogance is confidence without humility. Confidence with humility is simply a recipe for success. Another problem that a lot of people have with confidence is the notion that if you are confident, then somehow that takes away from their own ability to be confident. That is simply their insecurity talking. Pandering to other people's insecurities will not help either of you. Simply tell them that while you are good at what you do, you are sure that they are equally good at what they do. You might even suggest that they try to build up their own confidence instead of trying to crush yours. Wait...don't suggest that out loud, just think it! That one has almost gotten me into trouble once or twice.

Here is an example of a strong, healthy confidence. Kobe Bryant and LeBron James both strive to be the best player in the NBA, and say so publicly. That's okay, because neither one takes offense at the other. Instead, each man strives constantly to work hard and to prove he is the best. There is no negativity between them, so they actually help each other become better players. They each just keep striving to be the best, that's all. So it's okay to stake your claim to greatness; it's okay to say, "I am a mogul," because you are.

I have received a lot of criticism because of my confidence. To be honest, I've been criticized for something as simple as my walk. Some people say I try to walk like I am somebody. How can you get criticized over your walk? I've never heard anything so ridiculous! This type of stuff used to bring me down, but now I just laugh. So be confident, be yourself, and don't let it get to you.

Never Forget

Sometimes you really feel the criticism building up, and you know that these critics are not constructive. They are just a big demolition crew. What you should do is use their hate, their negativity, their objections, and turn these into energy. As the saying goes, what doesn't kill me makes me stronger.

I have a tattoo on my left forearm, and it's dedicated to my early critics—to those who really tried to tear me down when I was just getting started. It's called an ambigram, which means you can see it backwards and forwards. It says, "Never Forget." This is because I don't ever want to forget those people. It's not that I want to relive those tough times; I just know now that sometimes people are going to be negative, and when it gets really bad, you have to embrace it and use it to fuel your drive. So when I wake up and see that tattoo, it inspires me to work hard. I know there is always someone somewhere telling me I can't do it. I just convert the negative vibe to energy. I am always thinking, "You can't stop me. You will never stop me."

Now that you are ready to handle criticism and turn it into positive energy, you have just finished weatherproofing the building. This building will never be knocked down. You are going to stand strong and do what you have to do every single day, following your mogul plan, until you achieve the level of success you want. No one can stop you. The naysayers won't have the faintest idea how to stop you. You are a mogul, and it's time you claim it.

This next part might sound a little silly to some but it works. Grab a sheet of paper and write from top to bottom, "I Am a Mogul." When you wake up in the morning and look in the mirror, say, "I Am a Mogul." This exercise will help you to start believing that. I know sometimes when you read a book like this everything seems so far-fetched. I need you to trust me on this one. Just do it and prepare to reap the benefits.

Epilogue

I once heard world renowned speaker Jim Rohn use an analogy that I thought was so profound. He said, when you are on an airplane and the flight attendant is explaining the safety precautions, he or she says, “In case of loss of cabin pressure, masks will drop down from the overhead compartment. Help those around you before attempting to put your own mask on.” Wait a minute; read that again: “Help those around you before attempting to put your own mask on.” That is not how it goes. It says, “Put your mask on before assisting others.”

I’ve seen so many people sacrifice their own success because they are trying to help everyone around them first. I know this is going to be hard for some of you to take, but to have a mogul’s mindset you have to help yourself first. You have to be strong mentally, physically, financially, spiritually and emotionally before you can help others. Use the principles that you have learned in this book to help yourself first, and then you can pass on your newfound knowledge and finances to family and friends. Just be patient with the understanding that good things comes to those who wait.

Just think about what it means to become a mogul. Some people work at a job for 40 years, knowing that the next economic downturn might result in their layoff, and knowing that their mediocre level of success causes them to feel mediocre about a lot of aspects of their lives. This is not your destiny. As a future mogul, you may have to put your back into building your business for one year, two years, maybe even five years, but when you have finally succeeded in building an empire of your own, you will have achieved extraordinary success in every aspect of your life.

As you struggle, please know that I am looking out for you, and that I also go through the same types of struggles every day. Don’t forget to check out my website, www.becomeamogul.com. There, you can read my blog to see my own everyday successes and struggles. You will notice how my own priorities and goals, as laid out in my Mogul Plan, have led me to the work that I do. You’ll know that you are not alone as you strive to achieve the life of ultimate success, the life of a mogul.

I would like to leave you with some inspiring words from a speech I gave to a group of college students recently. I hope this will inspire you to take the necessary steps everyday to “Become a Mogul.”

I received a phone call today from a friend I have not spoken to in a while. We started talking about the inauguration and everything that surrounded this historic event. Then, my friend asked me one question: “Out of all the things Barack Obama

has said over the last two years, what do you remember most?" I paused for a moment because, honestly, our conversation was very light up until that moment.

After a long deliberation, what I came up with was a simple phrase: "We are the change we have been waiting for." This stuck out to me the most because for so many years, I have been sitting back and waiting for someone to bridge the gap between the street-smarts and book-smarts. I have been waiting for someone to talk to me and not at me. I have been waiting for someone to say if you really want to succeed and make a difference in your life, I got your back.

I have never looked for a handout. I have always worked hard. I have researched all of the great self-help writers, from Napoleon Hill to Robert Kiyosaki. I have also studied the Hip-Hop moguls such as Russell Simmons, Shawn (Jay-Z) Carter, Sean (P. Diddy) Combs, and Curtis (50 Cent) Jackson. To be honest, all of their books and information are great, and the knowledge I have obtained over my 10 years of research has been tremendous, but I always wanted someone to say it in a way that I would say to the hustler in the streets or the fortune 500 CEO. I wanted someone to appeal to a generation of young people who, some said, were lost. I hear the naysayers every single day: "You are too young," "Wait until you reach this level of success," or "the Hip-Hop generation is not looking for something like that."

I would be the first to admit that 10 years ago, if you told me I was going to be where I am today; I would not have believed you. Let's be real. I am not the best writer. I don't have a college degree. I don't have a Rolls Royce Phantom. So how can I talk about what it takes to "Become a Mogul"? It is because I always believed that no matter what roadblocks were put in front of me I knew that I could knock them down with hard work, faith, dedication, and education.

When my father was not always around I wanted to be mad at him, but I knew I could overcome that roadblock. There were times when I did not know how I was going to feed myself, but I knew between my belief in God and my supportive family that I would get through it. When some of my friends and family were disloyal to me, I wanted to quit, but I realized that was just a blessing in disguise. There were times I felt like giving up on everything, but my passion would not allow me to do it. So, do I think I am special? No. I just made a choice to believe when others doubted. I just made a choice to proceed when others stopped. I just made a decision to do the right thing instead of the wrong thing. My story is not unique; it is the story of so many people just like me who made a decision to keep going when others would have stopped.

There was a young girl who was born in St. Louis, Missouri, in 1928. At age eight, while living with her mother, she was sexually abused and raped by her mother's boyfriend. She confessed it to her brother, who told the rest of their family. The man went to trial and was found guilty, but was jailed for only one day. Shortly after being released from prison, the man was found dead. Believing it was her voice that killed the man, this young girl became mute for over five years.

As the young girl grew into a teenager, she would learn to speak again. As a teenager and young adult, she began working in various jobs, most notably as a prostitute and as the madam of a brothel. Looking at the story, most would say she was gone. No one could save her; there was no chance for this young girl to be anything in life. But she has gone on to write several autobiographies, screen plays, and poetry books. She has become close friends with some of the world's most influential people – Alvin Ailey, Martin Luther King Jr., Malcolm X, Bill Clinton, and Oprah Winfrey. She is no other than Maya Angelou.

Miss Angelou has a quote that, I believe, sums everything up: “All my work, my life, everything is about survival. All my work is meant to say, 'You may encounter many defeats, but you must not be defeated.’”

Well, I am here today to tell you that you may encounter many defeats but you will not be defeated. You may have had some hardships in your life, but you will not be defeated. You may even wake up some days and wonder if you can make it another day. Well, I am here to tell you that from this day and this moment, you will not and can not be defeated. If you just continue to place one foot in front of the other every day, continue to have faith in God, and dream big dreams, there is nothing that you can't do.

So for all those in attendance, from the front of this auditorium to all the way to the back, I am here to tell you that the only person that is holding you back in your life is you. You have to make that decision that nothing is impossible; that there is nothing that you can not do once you put your mind to it. You have to realize that you are the person you have been waiting for. You are the person that can change your circumstances. You are the one that can change your family's legacy. You are the help you have been waiting for, and you have what it takes to “Become a Mogul.”