



MOTHER EARTH NEWS
ONLINE *Summit*
Practical Skills for Modern Homesteading

**“A Permaculture Approach To
Entrepreneurship”**

Rick Sapio

*** FULL TRANSCRIPT ***

Brought To You By:

the[**Grow**]Network
producing our own food and medicine



MOTHER EARTH NEWS
ONLINE Summit
Practical Skills for Modern Homesteading

Hosted By



Marjory Wildcraft

the [Grow] Network
producing our own food and medicine

NOTICE

**You do not have the right to reprint or resell this transcript.
You may not give away, sell, or share the content herein.**

© 2016 Copyright The Grow Network / Grow Your Own Groceries.

ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without the express written, dated, and signed permission from the author.

DISCLAIMER AND/OR LEGAL NOTICES: The information presented herein represents the view of the author as of the date of publication. The author reserves the right to alter and update his/her views for any reason and at any time. This report is for study and discussion purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies, or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws that govern business transactions or other business practices in your country and state.



Rick Sapio **A Permaculture Approach to Entrepreneurship**

Great Big Ideas & Takeaways:

- Whether you're a 100% self-employed homesteader, or generating income with a small business on the side, learn the secrets to sustaining your business long-term.
- The secret to freeing time and releasing stress: how adding layers of structure simplifies everything—and empowers EVERYONE involved to make faster, better decisions.
- Attracting more success: how to refine and repeat what's already working for you.

About The Speaker:

Rick is a lifelong entrepreneur who started his first business, a bicycle repair shop, after the death of his father, when he was just 13 years old. Since then he has founded more than 20 companies. Rick is the seventh of nine children raised by a mother with serious, life-long depression issues. He learned early that it's best to think positively about the cards one's been dealt in life, no matter how difficult those cards seem.

His life's purpose, which is to inspire entrepreneurship, led Rick to start A Billion Entrepreneurs ("ABE"). ABE is a global movement and theatrical film that motivates people to seek the freedom associated with living a purposeful life. His dream is to motivate people to learn and grow as passionate entrepreneurs, regardless of their age, their starting point, or their current position.

Rick resides in Dallas with his wife, Melissa, and their four children.

You're Invited To Learn More Here:

<http://www.LiveBusinessBootcamp.com>



Marjory: Welcome to the Mother Earth News Homesteading Summit. This is Marjory Wildcraft, your host and guide and this presentation is just a little bit different from some of our others. It's equally how to and powerful, but the grow network incorporated has become quite a successful business and I wanted to introduce my business coach, Rick Sapio. I believe we can't have a sustainable future unless we have a lot of sustainable businesses and Rick is all about how you build sustainable businesses.

Let me read you. This is just a summary of his bio. He really has so much more to offer. I'm going to pair this down. Rick is a lifelong entrepreneur. He started his first business, which was a bicycle repair shop, when he was just 13 years old and since then actually he's founded more than 20 successful companies. His life purpose, though, is to inspire entrepreneurship. Rick started a billion entrepreneurs, which is a global movement which also became a film that motivates people to seek the freedom associated with living a purposeful life. His dream is to motivate people to learn and grow as entrepreneurs regardless of their age, their starting point or their current position.

For more than 20 years Rick has been the founder and president of a financial holding company and I'm going to get Rick to talk a little bit about that in just a minute. He's the founder and 5-time chairman of the gathering of titans program which is an annual event that's held at MIT in Boston. He's a graduate of Rutgers University and has a degree in engineering. He resides in Dallas with his wife, Melissa, and their 4 children. They're really cute kids. Let me welcome to the call, Rick Sapio.

Rick: Hey Marjory.

Marjory: Hey, Rick. How are you doing today?

Rick: I'm doing great. Thank you for that intro. I noticed that the slide that came up said why are we here? I'll let you prompt me why we're here.

Marjory: Well sustainable businesses. A lot of people thinking about business and entrepreneurship, there's entrepreneur on fire and they think about well you've got to really burn yourself out and work the midnight hours and that's not actually true and this call is all about that there are some really simple patterns, simple repeatable things and basic principles to building a business and making a business that's sustainable, profitable entity, and I believe you're the man with the mastery of those principles and I really wanted to introduce this community to your ideas and your teaching that's been so impactful to me and the grow network.

Rick: Thank you. Thanks for having me. I love what you're doing and I'm almost as passionate about what you're doing as I am about what I'm doing because not only do I love what you're doing but I love how you've applied very simple



principles and it's changed your business and grown your revenue, etc. etc. I would like to know how much has your revenue been impacted? Or is that important to you?

Marjory: Yeah, the revenue actually is not because we're not necessarily profit motivated, but it is a good gauge of the success we've been having. Just last year our revenue tripled. The year before that it only went up about 50%. This year it's scheduled to double. I'm not really trying to go for large amounts of revenue increases but we are growing and having a greater impact in the world and I think that the revenue is a reflection of that.

Rick: Okay. That's a perfect segue into, I believe, why we are here. Most entrepreneurs are busy, their crazed, their overwhelmed, and their not on purpose. I believe if you can change your mindset to being fully aligned with your purpose, fully aligned with your values, things actually happen easier. You're attracting the right energy from the universe. I love the quote that if you want something bad enough, the universe will align to give it to you but most people want something bad enough by pushing and I believe if you want something bad enough, lay out your business frame, understand the principles that we're going to talk about and take the longer sustainable route. I firmly believe in my heart of hearts that if you're not building a growing sustainable profitable long term oriented business then you might as well get a job because that sustainable aspect of it allows you to have a golden goose that has cash flow that you can give to your kids, that you could sell if you want. I think we're fully aligned, both of us on that.

I'm looking at the slide now. Everybody's looking at this, which this is a perfect segue into, which is we believe that you've got to have an operating system or a decision making lens for all activities in your business. We use the simplicity probability and leverage lens which you've heard me beat into your head over the last several years.

Marjory: You sure have, yeah.

Rick: It takes a while to get it and I always say at the boot camps that we do twice a year that learning the language of business is a lot like learning a language in general. You can get Rosetta Stone and you can put it in your closet and you've learned nothing, or you can speak to somebody in the language that you want to learn every single day for 30 minutes and in 3 or 4 years you'll be fluent, and this is no different. You've got to put these principles on the ground for a little bit of time, every single day, and have a consistent long term orientation. They're very, very simple things and just like dieting, which is very simple, it's hard to execute.

Let's start one at a time. Right now, especially today we're overwhelmed. We didn't have 15, 20 years, we didn't have Facebook and faxes and e-mails and cell



phones and all this stuff that is infiltrating our lives. Unless you decide right now to draw a line in the sand and say from this point forward every decision I make in my business will simplify my life and simplify my business. Simplicity is a the core of every decision that we make if we're in the program and what we make inside our holding company, which I'll talk about later.

Probability. I believe it's very important to lay out your business frame, which we're going to talk about on this call, and then only make decisions that increase the probability of you achieving your objectives and aligning with your frame. What people often do, however, is they make low probability decision. They throw spaghetti at the wall. They try this. They change that. They change their strategy. They change, for example if somebody leaves their company they'll bring in an ex-employee or a family member and they'll further create chaos.

The last thing is leverage. Everything we do as a business, especially today, needs to be leveraged through other entities, other networks, and other people. You cannot do it yourself and we're not going to go into it on this call but we have a module that we teach, one of the 48 modules is the superman syndrome and the superwoman syndrome and how that is destroying productivity, it's destroying families, it's destroying relationships because we become superman and we are worse when we're superman. What you really want is you want the people under you to be superman and superwomen.

Marjory: I got it. One of the examples of simplicity as we, of course I have an internet business, and whenever we take on a new piece of software, the first thing we ask ourselves is this going to make our lives simpler or is this going to make things more complex? Does this have any manual processes we're going to have to assign somebody to constantly check on it or is it all automatic and easy. Is this going to require updates or how simple is this going to be to operate? One little example of simplicity but yeah we have constantly, in my business, we're saying, working with those principles of simplicity, probability and leverage, their just great lenses but you got the business frame up there now which is another foundational piece of the business finishing school, and do you want to talk about the business frame a bit?

Rick: Yeah. I think, again, if you want to have simplicity, probability, and leverage, if this conversation is resonating with you, if you want to have a sustainable business, I think it's best to first take a step back and create a business frame from which and in which you run your business and you make all decisions. Most small business owners are all about change and you mentioned software. Change for change sake is bad for small business. I would rather keep things the same and keep repeating whatever the formula is and just do it better and better and better over time because when you change things, it sets the organization back so far and you're restarting all the time. I believe if you take one large step back, do the business frame that we're talking about here, that



you can learn about in business finishing school and the boot camps, but I hope you'll understand if you're listening, if you do this 7 step frame, from that point forward you have a crystal clear set of rules, if you will, from which to make decisions within your business.

Let's just start. This is the simplest thing but it's so crazy to me how few businesses actually take the time to figure out their purpose. I love that you've taken the time to figure out your purpose because that's the very first step for alignment with your clients and your employees. What don't you talk about yours for a moment.

Marjory: The purpose of the grow network is to stop the destruction of the earth and I'm going to tell you that was no something that came like oh I didn't just wake up one day. I mean that was some years of soul searching and actually when I first realized it I had a hard time even articulating it because that's a big thing. Fundamentally I'm very upset at how the commercial food supply is generated and it's doing an incredible amount of damage to the planet and it's the simplest thing that anybody can help reverse. The purpose of our business ...

Rick: What's cool ... Go ahead, the purpose of your business. Go ahead.

Marjory: Stop the destruction of the earth. It's very simple.

Rick: Okay, so here's what's beautiful about that. You've created a purpose that gets people that align with you to come forward. A lot of companies have a purpose that means nothing to anybody. It doesn't hook them emotionally, yours does. That's the first step. Having a compelling purpose.

The next step is to have a catalyzing statement. We're going to talk about yours in a moment but a catalyzing statement is one of those simple things. Again, simplicity, probability, and leverage, that hooks people emotionally and draws them forward. I'm going to let the cat out of the bag. The catalyzing statement for your business is a home grown meal on every dinner table. Did I say that right?

Marjory: Yeah, home grown food on every table. That's it exactly.

Rick: Okay. Perfect. That came out of this program and what that does is it catalyzes action. It brings employees to you. It brings clients to you. It brings media to you. It's going to bring a book deal to you and several. Catalyzing statement is something like JFK when he was president inherited the space program and the purpose was to beat the soviets. That was the purpose. He said that's not getting engineers to want to help us. That's not getting the technology that needs to be made to have us go to the moon and then come back. He said, very succinctly, by the end of the decade of the 60s we'll send a man to the moon and return him safely to earth. That catalyzing statement catalyzed action.



There's so many examples of that. I envision a computer on every desktop, that was Bill Gates. We build the safest cars in the world, that was Volvo, that was a sleepy Swedish car company before they said that. You have to take a step back, create a purpose for your business.

Here's what so many companies do. Is they say they have a purpose but if I interview their employees, every employee says a different purpose. Your purpose needs to be known by you, known by your employees, known by your market. Then you create a catalyzing statement from your purpose. Your purpose is very purposeful, for lack of a better way of saying it, but you're catalyzing statement is what catalyzes action.

The third thing is I believe, again, if you want simplicity, probability, and leverage, you have to have values and you have to use them for V, B, D, M, which is right there. Values based decision making. This is transformative. If every business decision was made based on is it in alignment with our values, in your business and in your personal life, it's transformative. We've come up with something called the doorman principle and it's a way to imagine that at the door to your business, or at the door to your personal life, is an imaginary doorman that has a list of your values and no one is allowed in your business, or in your personal life, that does not align with your values.

If you can live that way, what happens is from this day forward, everything you do is in full alignment because every problem I've ever had in my life, and I would assert that every problem you've ever had, and we've now interviewed over 2,000 people on this particular point, is every problem that people encounter in life start when they bring somebody into their life that doesn't align with their values. It could be someone that they marry, it could be someone that they partner with, or it could be someone that they employ, it could be bringing on a client that doesn't align and you know they don't align because they want a lot of free stuff. Those situations cause chaos in our lives and we live with this chaos for years. The really great companies start with a set of values that they live by and we call that values based decision making.

I'm going to move on to the fourth part of the frame. I said there were 7 steps. The last step is actually not listed here. I'm going to talk about. The fourth step is real business strategy. Strategy is such a bizarre term. Everybody has a different definition for it. We have the simplest definition in the world. You could take 2 years of business strategy and Harvard business school or you could do one 45-minute module in business finishing school and what we teach you is you have got to, crystal clear, in one, two, or three sentences write down what business are you in, ie: what product or service do you sell? Just one. Not 10, not 20, 1. Get very clear on what that is.

The example I love to use is amazon.com when they started. They sell books, that was it, and everybody said well you've got to sell more than books. No, we



just sell books. Why do you just sell books? Because their easy to store and their easy to ship and the post office takes more than 50% off with the book rate. That was their reason so they sold books. How do you do it? Inside of how is how of marketing and how of delivery of your product. We're going back to Amazon. The how is we store them in warehouses and we ship them using the U.S. Postal Service. That was the how. They're in the business of selling books. How do they do it? By store them in a warehouse because their small and their easy to store and they ship that way. Who do you sell it to? In Amazon's case their crystal clear. We want to sell to people who are first movers using the internet, this was 20 years ago, who have a broadband connection.

Their market was very small, but when you're crystal clear about what your strategy is, you create a loyal following. Marjory you may not know this but that's what you're doing. You know what business you're in, you know how you're delivering it, and you know who you're delivering it to and what most companies do is, on a short term basis, their what changes, their how changes, they're who changes. You've got to lock this down. You're probably thinking to yourself yeah this is really simple. How do I do it? You cannot do this overnight. This is like learning a language. It took me 4 years to get fluent in a language, speaking it every single day. The language of business is no different.

I'm going to continue. Aligned long term objectives. I love what Jack Welch said about this. Jack Daley also had something say about that. He's a sales trainer. Jack Welch said this, "all I need to know about a business is what are your goals 20 years from now and what are your goals the next quarter?" Tell me your goals 20 years from now and tell me your goals for the next quarter and every quarter update them and I don't care about the middle because the middle will take care of itself. When you think about these slides, if you've got your purpose, if you've got your catalyzing statement, if you've got your values, then you've got your long term objectives and you've got your quarterly objectives, and they all revolve around your business strategy, that is a solid business. This takes thought, but you've got to put the frame down first because if you're operating your business today without a frame it's kind of like being on quick sand.

Marjory: Yeah. I have to say that that was one of the most fraying things was realizing I only needed to know what I wanted to do in the long term, and in our case 10% of America growing half of their own food in their backyard. Then the other is what are our next quarters objectives. This just helped cut out so much. I didn't need to worry about 5 year plans or what's going, I could just only focus on those 2 things and it's just simplified how we ran the business.

Rick: What's encouraging about you personally is we've now had over 1,000 people through the program, is when people like you, and you're an example of somebody that actually does the work, when you realized all this, your face changed because everything just got easier and clearer for you. Right? Didn't



your whole life change when all the clarity?

Marjory: It really did. I mean I was literally in survival mode when I first started with BFF. I mean I was literally in the survival and preparedness phase and really getting clear on all this has just made life so much easier and the principles we're going to get into here, the 12, it really has. Life is so much easier and better and I have a business. It works and I know what I want to do and you're absolutely right. It's very easy to attract people that have the same values and it's very easy to run meetings, there's not very many disagreements. We all know what the purpose is, what our catalyzing statement is and where we're going. How do we achieve those objectives? What's the best way? What's the best use of resources? It does make running the business so easy.

Rick: The interesting thing about what we're talking about, and I'm sure you listeners out there as you're listening to this, you know in your heart if you had this locked down, how much easier would it be on you and your family? How much easier would it be on your employees? How much easier would it be to attract employees? How much easier would it be to attract aligned customers and aligned customers is what helps pay your bills. More importantly, your sense of fulfillment as a human being is a lot better when you're running something that's actually working.

I'm here, really, because I'm so passionate about teaching people these principles and to give you a little back story, when I was 13 my dad died and, not to get real sentimental here, but my mother was committed to a mental institution because there were 9 kids, the only man she ever loved died, and we basically had to fend for ourselves in many regards and so I had to make money. I started a bicycle repair shop. I then got really good at repairing cars. I got really good at waiting and bartending and anything through my 20s, working my way through college. I became an engineer with an engineering degree out of Rutgers, I decided not to go into the field of engineering, but I got a job on Wall Street and for several years I turned companies around, working with a team of 5 people and we looked at a lot of different companies, hundreds of companies before we committed to invest in a company to turn it around.

Then when I was 30, which was 23 years ago, is started a holding company and what we do is we make investments in other businesses. In the last 23 years we've invested in over a hundred businesses. Before we invest in a company we look at between 1 and 200 opportunities. We've invested in over a hundred and each one we've looked at more than a hundred, so we've literally gotten deep on over 10,000 businesses. Then add in the business finishing school companies which we've been involved with for over 6 years. I've got a massive amount of data and repetitions and basically I just got this gut feel on what works and what doesn't work, and at the end of the day, why I'm so passionate about it, is it's really easy and anybody can do this but they've got to be exposed to it and they've got to commit to it.



I'm going to move on now and just tell you what we believe here. We believe that being an entrepreneur and creating value is one of the purest forms of self-expression and fulfillment in the world and our objective, very simply, is for you to be the best entrepreneur and business person that you can possibly be. The fulfillment word is the one that jumps off the page. It's so sad. I almost want to cry, Marjory, when I meet an entrepreneur that's overwhelmed. Why be overwhelmed? There's 2 entrepreneurs on the line right now, me and you, we're both happy, we're both fulfilled, we're both on purpose, that's how it should be.

Marjory: Yes. We'll get into the 3 legs but also the principles. You've really developed a blueprint that when you apply it, and I'm not going to say it's necessarily easy because even though it's simple it is pretty hard, you have to do some soul searching, but I will testify that when you actually start to implement this and make it work, it works. I mean I just really get the sense of your decades of your experience in business and I love how you've distilled it down. Why don't you go into these 3 legs of the stool.

Rick: Okay. All right, well you mentioned that it's a blueprint, which you can see on top. We wanted to make it step by step so anybody can follow it. The interesting thing is the frame applies to any business. Although it's a blueprint, it really applies to any business. From a high level, the 3 legs of the BFS tool that we focus on throughout the program, number 1, mindset, which is incredible important. Number 2, principles and tactics and we're going to go into the principles of the first year of the program.

To be very clear with everyone there's actually 4 years of modules, you just do one a month, so you're never overwhelmed. It's one a month, 12 modules in year 1, which we call the foundational principles of business, that's year 1. Year 2, there's 12 more modules, 1 per month on business acceleration. How do we accelerate the adoption of the principles taught in year 1? Year 3 is 12 modules on accountability. Without accountability you can't improve your relationships, you can't improve your business, and you can't lose weight. Accountability is the key. Year 4 is legacy. In year 4 is when we talk a lot about sustainability and legacy.

Mindset principles and tactics, and the last thing is financial success. How many entrepreneurs do we all know, their building a business, their successful, then they get hurt or something happens medically or in their family or a law changes or whatever and then businesses ka put and all their effort goes down the drain. We want to teach you how to have financial success to be able to withstand any storm.

Let's just jump right in. We talked about values based decision making. I just want to tell a really quick story about how impactful this is. There was a woman



in the program, and you've heard this story Marjory because it's so incredible, and she had a daughter who was 16 who was dating a drug addict for 2 years and destroying the family. This family had 4 children. The mother tried counseling. They tried rehab, they tried everything, and the family was being torn apart. I said why don't you teach your daughter values based decision making. The mother reluctantly agreed, sat the daughter down and said what values do you want to live by? We give a list of values in the program and the daughter came up with her own list of values and the mother said look if you can make decisions using this list of values for the rest of your life, maybe it would help you. The daughter kind of was arguing with the mom about it.

Anyway, a couple of weeks later, they were having breakfast and the daughter came down to eat breakfast and said I just want to let you know I broke up with Trevor. The mom and dad were like ... They didn't want to say anything. They didn't want to mess it up but why did you do that? The daughter said because he didn't align with my values. How many years of torment did this one simple little thing save this family and how many years of chaos will it save you? That's module 1, values based decision making.

Module 2, life and business catalyzing statement and management by objective. Their hand in hand. You got to have the purpose which leads to the catalyzing statement and you've got to have those objectives and manage by objectives. Are you doing that well in your organization right now?

Marjory: Absolutely. We have weekly calls. We have a team call for our company wide objectives and then we have individual calls for everybody who has their own personal objectives. We're always on track with that and it's great because it just makes the meetings so simple. You just have a simple agenda. You just go through the objectives and what needs help, where are we at, how is it going, it's just great.

Rick: Awesome. All right, we're going to go through these fast because we want to have you have a flavor for what the program is. Module 3, using rhythms to amplify time and success. People don't think about life in terms of rhythms. It's hard for me and my wife to be married with 4 young children. She's got a busy life and I've got a busy life and we have really simple rhythms inside our family that also apply inside of our business. We know when we work out, we know that for the last 10 years every Monday night at 7:30 we have date night. What's cool about that is the kids know, the babysitter knows, the restaurant knows, my employees know, everybody knows that Monday night at 7:30, Rick and Melissa will be at dinner. Those strict systems, which a lot of people get allergic to that, but I love a Voltaire quote.

He says "true creativity can never flourish until the rules are clearly defined." If me and you were going to create a business right now, we just say hey let's try to create a business. That's hard. Let's establish some rules now. It has to do a



million a year in revenue year one, it has to be internet based, it has to be using food, it has to be in alignment with my purpose, now you start putting rules around it, or rhythms, and what happens is true creativity flourishes. My wife and I have much better dates knowing that every Monday night we're going to have a date because we don't have to go oh what about Tuesday, what about Wednesday, what about this day, and that is how most businesses are run. There's no consistency, there's no rhythm. The way we run things here, and the way I run things in my personal life, and the way we teach it in the program, is that everything should be rhythimized and calendarized. Which gives your employees freedom. They know when everything's happening. Did you want to say anything about that?

Marjory: Yeah. I've got a couple of simple examples. In the grow network we know beginning of January we're having a team meeting where we lay out the objectives for the entire year. We know every quarter we're going to have an update on that meeting. We only pay out our invoices the first week of the month and if you forget to get your invoice in you're just going to have to wait until the next cycle because we aren't going to interrupt and cut a check right here randomly. We just only do it at the beginning of the month. I know that I'm going to have my team meetings on Thursdays so I just keep notes of who I need to communicate with what until that meeting and it just simplifies things. It cuts down on 100 e-mails back and forth and all the different phone calls or craziness. It's like oh I know I can talk to that person on Thursday and we'll just nail that in like 10 seconds. All kinds of rhythm.

Rick: Absolutely. No one ever stops and takes a step back and says how did Apple computer become worth \$600 billion when it was 2 people without business experience. How did McDonald's become McDonalds? I know that's not a good example here. How did Southwest Airlines become Southwest Airlines? These companies all started just like you, just like me, but they put these things on the ground that are very simple things. Rhythms are cool. All the companies that we own, I have a very quick meeting with them once a week, in some cases once a month and I just write down what I need to talk to them at that time. Most companies are calling, their texting, their Facebooking, their doing all this and it's creating communication chaos when everything should have its place on your calendar.

I'm going to move on. The new profit paradigm is something we've trademarked, which is a way of looking at expenses and revenue and profit. It's a formula and your profit isn't just dollars. Profit is having the right, I call it the 4 P's. Having the right people and the strategy around people, there's all kinds of people in your community, your employees, your clients, you, your family, your shareholders, etc. It's focused on the planet. That's the second P. What are you doing as a business to enhance your planet, your community, etc. The third p is profit in terms of dollars. So you've got people, planet, profit in terms of dollars, and the last thing is purpose. All of those have to be aligned and they have to be



focused on equally. Most companies just focus on dollars.

The other side of the formula is about trying to get all of your revenue to be recurring revenue. People don't think about that. They start a business. They have to eat what they kill every month and it gets tiring and it puts stress on your staff. In this day and age, more than 80% of your business have to be recurring, and most businesses say well we can't do that, that's not how are business is aligned. Absolutely. My sisters a realtor and she says well how do I do that in the realty business? I've got to sell houses. If I don't sell a house I don't get paid. I convinced her to start a network where realtors and homeowners pay \$10 a month to get updated on all the latest house sales in their area, so it's just a simple service but now she gets a lot more revenue from that business than she did from selling homes, and she also gets the homes too because people see her information in their face all the time.

The last part about the new profit paradigm is about expenses. Try to get as many of your expenses to be variable, not fixed. You can learn more about that in the program itself. Module 5 is business entity structure to leverage long term wealth. People don't think about, they start a business, they put their name on the door, but you got to think about that. Where is the business domiciled? How is it structured? Who are the shareholders? How do I maximize my tax benefits long term? How do I ensure that the business is going to be around long term? Who am I giving shares to and how am I doing that? Is it long term, is it short term, is it gifting? You got to have the right entity structure.

Module 6 is lessons from the billionaire's mind. I actually went out and interviewed billionaires. When we filmed that video, I was up to 15 or 16, I'm now up to 35 and I wanted to understand, from billionaires that were self-made, and I know self-made is not really true, everybody has people around them, but what were the common attributes of billionaires? What did they know? What I found out from meeting all these people and spending considerable time with them is that their just like me and you. They got really clear on their purpose, they have really good people around them, they don't like to redo things so they say no really fast. When you're around a really successful person you know they're really clear why they're on the planet and they say yes or no really fast. Most of the time they say no because they realize, just like Steve Jobs did, love his quote he said "At Apple we're more proud of the thousands of things we said no to, then the handful of things we said yes to." That simple line summarizes what I learned from these people.

Marjory: I just want to go back to that billionaire mind module. There's so much more in that one, Rick. I'm just going to give a teaser to everybody that there's so many more aspects of the commonalities you found with billionaires but that for me was a really impactful one. Let's go to the next one.

Rick: The battleship principle. The way we position this in the module, and we're



teaching it, is the average small business is akin to a person saying they want to sell from New York to London and they go out in a dingy by themselves and then the first time it rains they go wow I didn't expect this. That's incredible. That's the vast majority of businesses. You have to look at yourself as a battleship and you've got to fortify yourself and be prepared for a torpedo, for a storm, for anything because I'm going to tell you, if nobody tells you this, I'm going to tell you right now, in your future you will be sued. In your future laws will change that affect your business. In your future things will happen.

When it happens to you, don't say oh I can't believe this, I never thought this could happen. It will absolutely, positively happen. It happened to me, it's happened in every business I've been involved in. If you don't think like that, about protecting your business and protecting your assets, then you're going to think just like the dingy. You want to say anything about that Marjory?

Marjory: Yeah. You have also some really good, on the ground, practical, implement, how much cash reserves you should have and what type of liability structures you should have in place and a lot of really good nuts and bolts for making sure that you do have a battleship.

Rick: Yup. All right. Module 8 we touched on it a little bit. I love the quote, "I wouldn't give a fig for the simplicity on this side of complexity but I would give my life for the simplicity on the other side of complexity," and what that means is if you go through and you do all the hard work. It's not easy, it's not simple at times either to do the work that you did, Marjory, but when you get on the other side of it like you are now, you're not sitting on the other side of complexity. In this module we show you step by step how to do that.

Module 9 is rules based decision making. You need to have simple, simple rules for everything that goes on in your business. How do you hire people? How do you bring on customers? What do you say to new customers? What do you say to vendors? Where do complaints go? How do you answer the phone? How do you integrate new employees into your culture? Just simple rules for everything that goes on will make things incredibly simple. We have simple rules in our family. We've got 4 young kids that started late in life, so we've created a family place mat that talks about the rules. How to be part of our family. This is what you have to do. Everybody comes to our house for dinner because we love having dinner parties and they say wow I really should do that, it's really great, and no one does. You really have to take a step back and do the work. This is my favorite module.

Marjory: This is everybody's favorite module.

Rick: And everybody wants this first and I say you can't hire an attract until you do module 1 and module 2, then module 3. You got to do them in order. That's why we release them one at a time. This is great. Microsoft did a study a long time



ago now in which they said, they wanted to determine what percent more in bottom line profit does a top 1% employee bring to Microsoft versus an average employee. They realized it was 5,200% more, meaning if you can go out and find those top 1 percenters, those are the people that are going to drive your business. Why are you settling for your cousin who hasn't found a job in 5 years to fill the slot when you can go out and get the single best person on earth, well that's an exaggeration. It's going to be hard to find the single best person but you can sift through thousands of people and find the right people and their going to help you achieve 5,200% more and they're going to help attract other people. You want to say anything about that Marjory?

Marjory: Absolutely, and that really also just really does come directly from your purpose and your catalyzing statement. People know what the grow network is about and their like yes, this is what I want to devote my life's energy to and we really are attracting the top talent in, possibly, the world for this mission because people really want to live purpose driven lives I believe. We attract people like that into our organization but that didn't come until we got really crystal clear, as you said, by doing the work in the earlier modules of what we were about and what we stood for. Yeah. It's so much more fun to work with people who are competent and capable.

Rick: Absolutely. The funny thing is, we've all seen the gallop poll now and I just saw a study yesterday. More than 50% of people hate their jobs and they hat their jobs because they don't know the purpose of the business, they don't know the values of the business, they're not clear of the objectives, they just want that. We're not giving it to them, so now you have a way to give that to them.

We're going to get to the next 2 modules and then we want to tell you how you can get involved and why you should get involved.

The stop doing list, how the ability to say no will transform your business and life. I touched on that a little bit. We go into it really deep on the 11th month of the program. Then module 12 in year 1, so again year 1 is all about foundational principles. You want to understand investing. The way we approach investing is very conservative. Too many entrepreneurs they get involved in doing this or doing that, outside of their core business and then the economy changes and they lose their money. We have found ways for people to invest extremely conservatively and the most conservative way to invest is invest in your own business first. But we talk about lifelong investment success.

The question I want to ask you, you've heard, Marjory, you've heard me, how solid is your foundation, but more importantly, your business foundation? You got a personal foundation and a business foundation and by looking at this picture, I know one thing. I know that the foundation of this building is flawed and hence the wall is cracked. This is what most families look like, this is what most businesses look like. It's sad but you now have an answer. You've got a



blueprint. You've touched on this a little bit, Marjory, maybe you can talk about it, there's simple patterns to follow and that's what we are.

Marjory: Yeah. You definitely give a template and all the modules really give you the work to go through and they pose you with the questions to ask and the accountability groups that you can join if you choose to, groups of people that help you answer some of those questions. Actually my catalyzing statement came from a friend of mine in an accountability group and said hey why don't you try this on or asking people your different values. Anyway, they really are simple patterns and I think that comes from the thousands of businesses that you've sorted through and seen what works and what doesn't and it's just great that you've distilled these into, really it is a blueprint, that anybody can follow. It's applicable for any type of business.

Rick: Yeah. Thank you. I love talking to people in the program like you because it's really why we started. We wanted to give people these tools. What we're talking about now is the business mastery intensive boot camp. That's a boot camp you'll learn how to implement the foundational principles of business into your business. You'll also learn how to get your employees, vendors, and clients, fully aligned so that everyone is singing from the same sheet of music which is a big problem in small business. Then you'll learn how to leverage your resources in order to produce more with less while creating more profits. The more you produce, the more profits you produce and then you can reinvest those.

What we're talking about now is the boot camp and to be really clear and scrape away any confusion, we do the boot camps twice a year. Our 11th boot camp is coming up and we also have a monthly program but what Marjory and I are going to talk about now is the boot camp. If you want to look at the program itself, that's separate but you can go take a look at that at businessfinishingschool.com.

The reason why we're talking about the boot camp is you're going to be surrounded by other entrepreneurs that are learning this language and we have learned that growth rarely happens in isolation, especially when it comes to growing your business acumen. This is what the website will look like for the next event, February 17. It's in Dallas, Texas at the Marriott Quorum and all those details are on the page. Here's what this event provides: community, tactics, support, reinforcement, friendship, ideas, blueprint, accountability, etc. It really is an interesting thing when people go to a boot camp just one time, they get indoctrinated with the principles and their life changes after that. We tell them, look on Monday morning things will be different.

What Marjory and I want to do, and we worked on this together, is we want to reward immediate action. We have decided for the live business boot camp to lower the price by \$300 so your ticket is only \$197 each. It's normally \$497 but for Marjory's network. We want people in your network, Marjory, because their



likeminded souls. We want to give you a reason to do it. How do you attend? You go to livebusinessbootcamp.com, you enter the promo code BFS300 indicating that you're going to get \$300 off. The date is February 17 to 19 in Dallas, Texas. All the information is there. Marjory, you want to say anything else about that?

Marjory: I would love to say that I'm going to be there. I always attend the February boot camps and then I try to get to the September ones but at least several of my team members are always there, so you'll meet several of the people from the grow network. Yeah, it really is just a fantastic weekend. If you're considering this program at all, that's definitely a really easy entry point to really get a sense and I've just been astonished at the quality of business people that I meet there. Just people that are really dedicated and passionate and successful and yet down to earth. A variety of businesses. Chiropractors and mechanics and massage therapists and people growing food. It's a real diversity but a very commonality of people who are dedicated to building sustainable businesses that run well without driving the owner nuts.

Rick: Yeah. Well I want to say I love what you are doing. I love that you've applied these principles into your field, which is attracting other people and other aspects of business to business finishing school. You've become like the pie piper in a sense and we really appreciate it. One of the things that I said I was going to talk about earlier which was the seventh step in the business frame. I want to save the best for last. Is once you have your frame down and you have these principles and you're more fluent in all of this, your job becomes to just beat the drum. You want to become someone who beats the drum of your purpose, beats the drum of your values.

The thing that I didn't mention about the billionaires that I found incredible is because they were all this way, is they understood the business frame and all of that intuitively but they saw their role as being an ambassador for their business, not a crazed entrepreneur but an ambassador, someone that could sit down and have lunch with you for 3 hours and not check their cell phone because they know why they were put on this earth, and their fulfilled by making sure their businesses align with their values and their purpose, not worrying about the website and filling orders and putting out fires and doing the stuff that most entrepreneur do.

Marjory: You can get to that. You really can. This is totally the template for how to do it. Rick, thank you so much. I mean the principles that you teach and the template that you have here has completely revolutionized how I do business and really I was in a state of chaos and firefighting. It was really out of control and it wasn't easy. The first year I was just learning all the 12 principles and doing my best to implement them and then to be honest with you I realized that I needed to do the first year over again so I did the first year over again in the second year just because it took me awhile to really dig deep and find out what my values were



and what my purpose was and really what the catalyzing statement was and what was I really all about. Then practicing implementing the rhythms and the rituals and getting all those pieces in place, setting up rules based decision making.

It's not a Band-Aid thing but boy if you really want to create a business that you can ultimately walk away from or that will actually just continue on without you and carry the vision forward that you want to propagate in the world, this is definitely the template for how to do it.

Rick: Thank you for being an ambassador, not only for your business, but for all the businesses that are associated with your network and all the future ones that may come out of it because it really makes my heart sing to watch what's happened in your life. The word ambassador's a pretty cool word and I think you're becoming that and it's just great to watch you grow. No pun intended.

Marjory: Thanks. Yeah, the grow network. Well, thanks Rick, and I hope to see you at the next boot camp. Everybody's who listening, I really want to meet you and let's talk business and see if there's some way we can all work together because that's a lot about what it's all about. We are very interested in cross promotion and working with other people. I love people who have been involved with the business finishing school because I know that they have a clarity and a power to what they're doing so it's great to do business with people that have been in this program, so I hope to see you at the next one.

Rick, I'm going to let you go. I know you're a super busy guy and I really, really appreciate you coming on the call and I'm going to just encourage everybody to click on the button there and take a look at the boot camp and hopefully I will see you there next February.



MOTHER EARTH NEWS
ONLINE Summit
Practical Skills for Modern Homesteading

Hosted By



Marjory Wildcraft

the[Grow]Network
producing our own food and medicine

Mother Earth News Homesteading Summit
Hosted by
[Marjory Wildcraft at The Grow Network](#)

For more information about The Grow Network and the Homesteading Summit, please [visit our website.](#)

the[Grow]Network
producing our own food and medicine