

## **“Beach Money”: Where is Your Mindset?**

### **Monday Call, June 1, 2009**

- **Tax Advantages of a Home Based Business – Beginners and Advanced – June 13<sup>th</sup> - to register go to [www.mannatrain.net](http://www.mannatrain.net)**
- **Power Training – registration form will be posted this week**
- **Another great YES Event in Omaha last weekend – keep an eye open for one near you.**

### **“Beach Money” Jordan Adler**

#### **1. Introduction**

##### **a. What is Beach Money?**

“When you have beach money you have complete and total freedom to live your life the way you want to live it.”

##### **b. Why pursue it?**

##### **c. So what is your plan?**

#### **2. Jordan’s History**

##### **a. 11 companies, 10 years**

“I would get excited and then discouraged over and over again.”

“I have been patronized, made fun of and ignored by the people closest to me.”

##### **b. Then he spent a day on the beach in Malibu...how were all these people doing this? He chose to Never Give up on His Dreams!**

#### **3. Getting back on track**

##### **a. Find some significant quiet time...a half day or so**

##### **b. Go to a beautiful location...breath taking**

**c. Write out your life dreams like an architect, very specific. Use present tense as if you are living them today. Journal for hours on this.**

**d. Set aside all your doubts, fears and apprehensions about what is possible.**

**“Later I would realize this was the most important moment on the whole journey.”**

**e. Then read 1-2 pages every day for a year...be patient.**

#### **4. What to avoid**

##### **a. Hesitation**

“Nothing great is ever created in a state of hesitation.”

b. Lack of commitment

“Even mediocre businesses can become wildly successful if the leadership team has an unwavering belief in its crusade.”

c. Lingering doubts

Whether stemming from past experiences, or conversations with others, if you carry any doubts, success will evade you.

5. What to DO:

- a. Attend every event and bring potential partners
- b. Hang out with successful networkers in your business...
- c. Any time you have a setback, contact your very committed successful upline and get encouragement (go as high as you need to)
- d. Learn the skills of speaking and training groups.
- e. Numbers Don't Lie: part-time

Commit to 3 presentations per week

See chart attached that Jordan used...goal is to be Director by the time the chart is filled

Jordan met with a successful networker who told him meet with 30 people and 3 will want to join you.

Set a goal: 1 new partner per month.

f. Persistence always...never take your focus off the Prize!

g. His Points To Consider:

- 1) You MUST have a plan and stick to it for 18-24 months
- 2) You can build serious income on a lunchtime schedule
- 3) Usually your big income will be tied to one or two people
- 4) To find the one or two you must sponsor and train at least 20-30 people
- 5) 60-90% of those you present your plan to will probably not be interested
- 6) Technology will not replace the fundamentals of building a successful business
- 7) No matter how difficult your financial situation is, YOU CAN turn it around in 18-24 months.

6. The most complicated things in life can be broken down into 3 steps

A real life 3 Step plan in action

- a. Step One: you must write down three things you want to do or buy in the next three months

- b. Step Two: What actions will you take right away to move you toward your goals? Highlight 3 only.
  - c. Step Three: Expect and allow the universe to provide you with all the resources you need to attain the 3 things you wrote down. This is not a “To Do” step but a “Letting Go” step.
7. Understanding our psyche:
- a. Your mind does not distinguish between what is real and what is not. Your imagination can create and can destroy. So, if we change our mind, change our perspective, our decisions and choice shift as well.
  - b. Positive attracts positive.  
You control your mind your thoughts. So create greatness!
8. The Magic of Momentum
- a. Momentum happens not because the time to bring along a new partner shortens with time and experience, but rather because many people are finding one or two people.  
Each prospect takes 2 weeks on the average to join. So build momentum with massive action.
9. Contact Manager
- “Your success is largely determined by
- 1) the number of contacts in your contact manager
  - 2) the quality of the relationships you have with the people in your contact manager
- Add to your contact manager every day!
10. Collect every Possible Business Card and Convert it to Cash
- a. Actions you take;
    - Make a phone call
    - Send a card
    - Buy them lunch
    - Send them a gift
    - Send them some business
    - Stay in contact with them
  - b. With each step, you are building a substantial relationship as a new customer.

## 11. 12 Strategies for Creating Beach Money

- 1) Focus on Distribution versus Sales
- 2) Focus on passive, nonlinear income versus active linear income
- 3) Become the most well-connected person you know
- 4) Be sure your environment supports your cause
- 5) Make friends without an agenda
- 6) Create memorable experiences for yourself and others
- 7) Invest in yourself and in others
- 8) Dream
- 9) Act and adjust; don't analyze
- 10) Focus on your people skills more than your tech skills
- 11) Outsource as much as possible
- 12) Keep your message simple and consistent

Have Fun

## Find 20

(put a date in each box for each presentation)

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