



**RIC THOMPSON:** Hi, everyone. This is Ric Thompson with the New Order Business School. I've got another fantastic NoBS talk lined up for you here today. We're going to talk about the general topic of business building. We've got a phenomenal, world-class expert to talk with you here today. This is a guy who is an internationally bestselling author, speaker, and entrepreneur. He is the author of *Having It All* and is a contributor to the well-known movie, "The Secret."

He's appeared on "Larry King Live," "The Ellen DeGeneres Show," on ABC, CBS, NBC, and programs worldwide. Over the last 20 years, he's built four multimillion-dollar companies. He currently lives in San Diego, California. On a personal note, you all know that Liz and I like good food and good wine. This guy happens to know his sushi restaurants, too. He is none other than John Assaraf. Welcome to the call, John.

**JOHN ASSARAF:** Thanks. It's great to be on.

**RIC THOMPSON:** John, you've got so much stuff going on. A lot of folks may know a little bit about you from all the exposure you've had because you are so successful. Would you mind taking just a minute or two to give folks your background? It's not like you were born with a silver spoon in your mouth.

**JOHN ASSARAF:** I wish I was! It wouldn't have been such hard work! I grew up in Montreal, Canada, Ric. I got into real estate when I was 19. Not knowing what I was going to do with my life and not having gone through college, real estate seemed like the only thing that I could possibly make a living at—as well as to make as much as I wanted—so I started in real estate.

Then, when I was 26 I purchased the franchising rights for RE/MAX in the state of Indiana and opened up 100 offices there. I took some time off and then started to build another company called [www.Bamboo.com](http://www.Bamboo.com). We grew that company from six people to 1,500 in just 14 months, and had a very successful IPO on NASDAQ. Then I took some more time off. In the last several years my business partner, Murray Smith, and I opened up a company called OneCoach to help entrepreneurs grow their companies.

We have coaching, training and consulting services that we offer entrepreneurs. Fortunately, we've had over 4,000 businesses go through our process in the last couple of years. We're teaching them what we've been doing our whole lives, and that's building companies fast. Also, I love to write.

**RIC THOMPSON:** That explains a new book you've got coming out called *The Answer*.

**JOHN ASSARAF:** That's right. It comes out very shortly here, in the next 60 days.



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**RIC THOMPSON:** That's a fantastic book. I appreciate the advance copy that you let me have. Of course, I've read that. You've got my thoughts and my quotes on that.

**JOHN ASSARAF:** Yes, thank you.

**RIC THOMPSON:** Be on the lookout for that. The book's called very simply *The Answer: How to Grow Any Business, Achieve Financial Freedom and Lead an Extraordinary Life*. I think that pretty much sums up the dreams of all entrepreneurs, doesn't it?

**JOHN ASSARAF:** I think when entrepreneurs get into business that is the dream, that the business will be the royal road to financial freedom. If you do it right you can have a business, not a job. That's really the fun that I'm having now, teaching people how to build thriving businesses that actually work for them versus them working for the businesses.

**RIC THOMPSON:** Let's jump right into that because I think that's probably the hottest topic that everybody wants to know about. A lot of us are kind of stuck working in the business, like we just bought ourselves or started ourselves a job versus where we want to be, which is having a business that supports us, as I say it, in the lifestyle in which we'd like to become accustomed.

You're the business-building expert here. Walk me down this a little bit here. Where are most entrepreneurs stuck, and where can they go to move a little bit forward and take things to a new level?

**JOHN ASSARAF:** I think most entrepreneurs, number one, first and foremost are not wired for success. They hope and they dream that they're successful, but at a subconscious level, there's something holding them back from success. What I learned 27 years ago was that you've got to work on the inside game of success before you work on the outside game of business.

What does that mean? It means you've got to have the right belief systems. Most people don't understand that when we talk about belief systems, we're actually talking about neurological wiring in the brain, not just having great attitude. People get stuck at certain income levels. They never break through those income levels because they're not neurologically wired to see what they need to see and to do what they need to do to get to the next level of success.

That's number one. The second part of it, obviously, is they really don't know how to attract more clients. They don't know how to drive enough business so that they can remove themselves from the day-to-day operations of the business and replace themselves with people who are specialists in the different areas of business.



**RIC THOMPSON:** This is the whole process where we get into what it takes to build a business?

**JOHN ASSARAF:** Absolutely.

**RIC THOMPSON:** It's not just going from the tactical part, "I'm good at fixing a car," or "I'm good at doing 'X'"; we're talking about actually building the business that fixes cars or whatever.

**JOHN ASSARAF:** Exactly. Most entrepreneurs are either going to be good in sales, good in marketing, good in management, good in the visionary part, but not all of them. Every business needs somebody who can set the vision. It needs somebody who knows how to drive clients. It needs somebody or systems and processes that can take care of clients once they come in.

Clients are not hard to come by if you understand how to find who the ideal client is for your business, how they make decisions to buy, and then how you insert yourself in the decision-making process with communication that is going to be compelling for them to take action. Most entrepreneurs don't know who their ideal client is. They think everybody's their client, and they waste a lot of time and money going after everybody.

Not everybody is their ideal client. The beautiful thing about today's world is that if you knew that your client was a blond-haired, six-foot-four male with blue eyes and was left-handed, we can find those lists and market specifically to that individual. Once you understand how you look at your business from a different vantage point, and you can start to target where your market is, you go where the fish are.

That makes it a lot easier. The reason businesses don't grow is because they don't know how to attract more clients. There are only three ways to make money in the business. One is more profits from existing sales. Another one is more sales from existing clients, and the best one is more clients. You've got to really understand that those are the only three ways to make money in business.

**RIC THOMPSON:** That's the very core of it. Basically, it sounds to me like you're proposing that you have a process of clarity, not just in terms of knowing who your customers are, but even before that when you started talking about being clear on what it is that you do and the people you need around you to help support you in that. It sounds like clarity is a big thing here.

**JOHN ASSARAF:** Clarity is very key. You've got to start by understanding what the different facets of a business are. From that, what are your strengths? What should you be doing in your business? Most entrepreneurs have never asked themselves that question: "What is it that I should be doing in my business?" For any entrepreneur, the



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number one thing they should be doing is figuring out how to generate revenue every single day.

If that's not their core competency or strength, somebody has to be thinking about driving revenue every single day. I was on with my team today; for two hours already today, we talked about driving revenue. We have those discussions every single day.

**RIC THOMPSON:** We need to back things up here, John. You coach a lot of different people in a lot of different industries. They're coming at you, probably, from all levels of business. We can pull out what I would call universal business truths. Let's say we've got folks here from the New Order Business School. They're just getting started out in their business and they're fairly young on.

What are the key things that you would typically want to know before you take them on as a coaching client? The reason I want to ask this is to probe where their mindset should be. What questions should they be asking themselves as they're just getting started down this path of being an entrepreneur?

**JOHN ASSARAF:** Coaching happens to be one of 17 different resources and tools that we have, so some of our clients get coached and others don't. For a smart business owner, you've got to start with a vision. You've got to start with where you want to end up in a year or two or three. What's the vision for the business? That's what you've got to start with, number one.

In order to accomplish that vision, what needs to happen? I'm going to leave aside, obviously, the legal stuff and all that, but what needs to happen? What are your core products or services? Do you understand how you're going to generate revenue from them? What are your profit margins? Some of the other mistakes that we see business owners all over the world make is that they don't have proper financials.

They don't have any idea what it costs them to run their business. They co-mingle their business with their personal life, and that is a big mistake. Most of them don't understand that you've got to have a clear understanding week in, week out and month in, month out of your financials. Where is the money going to come from? How much is it going to cost you to reinvest into your business to grow it?

At what point do you replace yourself? There are so many fundamental questions that you've got to ask, but you've got to start with the end in mind. That's true of everything I've ever done. I've been teaching this for a while now, but when I was in my early 20s, I had the benefit of going to a goal-setting seminar about the importance of setting goals. Most people don't take time to set goals.

They ask themselves if they're worthy of their goals versus if their goals are worthy of their life. Set big, grand dreams. Get properly capitalized. If you've got to do it on a



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shoestring budget, then you've got to really become a sales and marketing expert, or have somebody on your team who is a sales and marketing expert. Competition is fierce out there; in every single business, competition is fierce. The only way to beat competition is to be able to play a great game.

**RIC THOMPSON:** You're one of these guys, as I am, who refer to the business as a game.

**JOHN ASSARAF:** It is a game. If it's work, I certainly don't want a part of it! It's kind of like when you're a kid and you get to play sports all day long. If you're an entrepreneur, you get to play business all day long.

**RIC THOMPSON:** I'm with you. Money just happens to be a great way to keep score.

**JOHN ASSARAF:** At the end of the day, that's the way you find out how well you've serviced people. There are Laws of Compensation. The first law is, is there a need in the marketplace for your product or service? That's the very first law. Number two, how good is your product or service compared to other people's? Number three, which is really the only thing that really matters, is your ability to sell and market it on a local, national, and international level. With the Internet today, there are people doing business all over the world.

**RIC THOMPSON:** John, let me throw this into it, because of course, a lot of folks know you, or know of you, from your participation in "The Secret." You have a new book coming out, *The Answer*, and when folks get their hands on that, they're going to see the inside look at the metaphysics, if you will, before it gets into business. As a quick plug, seriously, everybody needs to pick up a copy of this book as soon as it gets out.

It really does have the absolute best connection, the best bridge, between what you all see in terms of Law of Attraction-type stuff and real-world business that is out there in the book market, hands down, totally. John, let's talk about this connection. A lot of folks go into the Law of Attraction, all "The Secret" stuff, attracting great customers or attracting great success into business.

Here you are talking about the fact that it's got to be a great game and you're having fun, but you've got to be doing a lot of work. You've got to be very clear about your numbers. At the surface, what a lot of people are seeing are that these two things are too extreme; they're too far apart, and ne'er the twain shall meet. You do a masterful job of doing that.

Would you mind spending a few minutes talking about the Law of Attraction, how it's been positioned in the marketplace, and really what it means to you? Of course, you've had phenomenal success in business. Maybe I'm asking for a sneak peak here of *The Answer* for the folks.



**JOHN ASSARAF:** Again, 27 years ago I went to a seminar, and I was introduced to an early stage of quantum physics. I was introduced to some early brain research on just how powerful our brains are and what the relationship between the two is. What I was learning at the time was about me. I was learning about how to tap into the universal intelligence that permeates all space and time. In the last 10 years, we've learned more about the brain than we've ever known, and 97% of what we knew about the brain is obsolete.

We've learned about how powerful our thoughts really are. More importantly, what we've learned is that our thoughts actually cause something to happen in the space that looks like it's empty space. There is more power in the space than there is anywhere else on the planet. What we're learning is when you have the right mindset, when you have the right type of thinking, 100 trillion of your cells are actually vibrating at that frequency.

That may sound hypothetical. That may sound metaphysical, but there's absolute evidence now that shows this, that the observer actually causes something to happen in the quantum field. If that's true—and it is—then shouldn't our thinking be something that we spend a tiny bit of time on to make sure that we are clear, precise and positive on what we want to achieve? The answer is absolutely.

When I talk about that, I don't mean just on the surface. I'm going to go back; it's easy to have a positive thought, but what about having positive unconscious thoughts so that most of the day you're thinking positive thoughts at an unconscious level? Is that possibly how people become highly successful? The answer is yes. People are not just consciously wanting to do things.

They are unconsciously creating things that they may or may not be aware of. The first part was, "How do I train my brain? How do I make myself, at a conscious and at a subconscious level, successful?" I started doing brain training 27 years ago through visualizations, through affirmations, through meditations. What we know about our brain is that we have five different brainwave frequencies.

Nobody's ever taught us what they are and what they're used for. Imagine if you got into a car and it was a stick shift. All you did was put it into first gear and drive as fast as you can. Then when you stopped, you put it into 'park'. That's what most people are doing, and they're wondering why they're stressed out and burnt out. We have five different gears. You've driven a sports car; when you drop down from gear one to gear two, the tires go faster, but the engine's going slower.

When you go down to gear three, the tires go faster and the engine goes slower. We have the ability through mediation and meditation techniques to drop into different frequencies no differently than changing one radio station to another just by turning the



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dial. We're able to move into different frequencies and tap into a different intelligence in the universe, but that's not what they teach us in school.

I can guarantee that they will be in the next few years just based on all the scientific evidence of what's happening. When we talk about the Law of Attraction, what we're really talking about is the Law of Resonance. If you're in the right vibration, you tend to resonate with other things. They show themselves no differently than when you take a piano, you hit a certain key on the piano, and 25 feet away the chandelier starts to move.

That's resonance. How is it possible through space, through air? How is that happening? There's no connection, a string-type of connection, between the piano and chandelier, and yet the chandelier moves. That's because they resonate. It's no different from how a tuning fork works. The most important part is to really train our brains to be successful at a subconscious level.

That may sound like something that's not very unique, but what we're finding out, and what we found out, is that between 96% and 98% of all of our thoughts, all of our perceptions, and all of our behaviors are because of the way we are programmed on a non-conscious level. Only 2% to 4% of our perceptions and patterns of behavior are conscious. We think we're in control, but it's our subconscious that's in control.

If you want to know what you're conditioned to think about and what you're conditioned to do, all you've got to do is look at your results. If you take a look at your results, you'll know what your past thinking and past performance has decreed. If you want to change the results, we've got to change what drives perception and behavior. That just takes seven to 15 minutes a day of retraining the brain.

**RIC THOMPSON:** Of course, just to make sure everyone's following along here and we're not losing anybody, this is just simply one component, one arsenal of tools, if you will, to employ as you build your business. We're talking simply about making you a more effective piece in the puzzle. This does not replace or eliminate the need to play the game of business in a solid way, right?

**JOHN ASSARAF:** Absolutely not, but the more you believe in yourself, the more you have the confidence and the certainty, the better game you're going to play. If you think about it, somebody who's earning \$50,000 a year doesn't earn \$50,000 because that's what they want. They earn \$50,000 because that's what they're conditioned to earn. Somebody who makes \$500,000 was conditioned to earn that.

That's not what their potential is, but that's what they're conditioned to think about and that's what they're conditioned to be doing every day. The results are an effect. If we look at any result in our life, it's an effect. The question is, an effect of what? It's the effect of what you've been thinking and what you've been doing. If someone gives you



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orange juice and you don't want orange juice, you can't blame the orange; that's the way it was planted.

The seeds are what you've got to work on, and that starts with the mindset. That's why the first part of what we do with every entrepreneur is work on the mindset for success while we work with them on attracting more clients. This is by showing them a process, a systemized process, for being able to attract as many clients as they choose. The mindset piece has to be taken into consideration. You can't separate the business owner from the business.

**RIC THOMPSON:** In so many cases, for folks just getting started, the business owner is the business.

**JOHN ASSARAF:** That's right. I've been in business for 27 years, and I've never, ever stopped learning. Every day I'm learning more and more. Just when you think you've got your game down, there's new stuff. Right now, the Internet has changed the way we do business, all of us. The buyer's decision-making process almost always includes the Internet.

We've all had to learn a whole new way of positioning our companies. Now you've got search engine optimization, pay-per-clicks, blogging, podcasting, and so many different tools that people are using right now, to generate business and to be able to meet the buyer where the buyer's looking. That's just the start of it.

**RIC THOMPSON:** John, you're talking basically about two halves, right? I'm a business builder. As you said, the results are there from what I'm thinking and what I'm doing. We've talked about mindset here and reprogramming ourselves to do the thinking part. Obviously, we're also talking about the tactics, whether they're sales tactics, or what have you.

That's what I'm actually doing. This may be a rough question to ask, but I'm going to throw it out there anyway. From your experience and what you two do in OneCoach, the typical entrepreneurs, what are they spending more of their time on, and what should they be spending more of their time on? What's the proper balance between thinking and doing, if you can weigh in on that?

**JOHN ASSARAF:** There's working on your business and working in your business. If you took a look at the average entrepreneur's day, the average entrepreneur is spending 80% of their time on what I call the small, menial stuff. They're spending it on the small stuff that doesn't generate revenue. They're doing everything but what they should be doing. You've got to teach them to focus on the critical few versus the trivial many.

They're on email, they're researching, they're talking to people, and they're doing everything other than the number-one priority of a business, and that's to drive revenue.



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They'll give you all the excuses as to why, but what they don't realize is they can hire people for \$8.00, \$10.00, \$15.00 an hour to do the menial stuff so they are able to focus on driving revenue and taking care of their clients.

Depending on what their strengths are will also determine what they should be doing, but if they're in business, their number-one priority has got to be driving revenue. That's the one thing I can tell you. Every time we take a look at an entrepreneur's schedule, the ones who are doing really well are driving revenue every single day. Their focus is on driving revenue; sales and marketing, sales and marketing. The ones who are doing okay don't focus most of their time on driving revenue. There's no plan in place, there's no strategy in place, and there are no tactics in place.

**RIC THOMPSON:** What are some specific things that we can throw out there to give everybody a quick gut check? Are they on the right path? Can you just run through a little check list of a half-dozen things or a dozen things that they should be asking themselves to say, "Yes, I am doing this on a regular basis"?

**JOHN ASSARAF:** The first question is, "Do I have my optimal selling and optimal marketing strategy down?" What does that mean? That means that you have figured out where your clients are, how they make decisions to buy, and your communication, either physically or online. We talk about sales when it involves a human and marketing when it does not. How are you driving revenue? Do you have that figured out?

Do you know where the optimal selling strategy is, or marketing strategy? If you don't, then that's a great place to start because you've got to figure that out. As soon as you figure that out, what happens is you can start investing money. If I said to you, "For every dollar that I spend, I get \$2.50 back," how many dollars would you give me? As many as you could find, right?

**RIC THOMPSON:** Right.

**JOHN ASSARAF:** As many as you could find. Every client has something that we call 'lifetime value' associated with them. Let's say you're a massage therapist. You know that every time you find your ideal client that's worth \$2,000 to you. How much will you spend to find that client? Now you know that you can afford to invest money to find that client because there's a return on investment.

The faster you can, as a business owner, discover the lifetime value of your customer and where to find them, the more money you're going to make. That's just a function of investing in different marketing strategies and tactics. We think about that every day.

**RIC THOMPSON:** Great. That's the first thing. What else comes to mind that we should use for our little gut check here?



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**JOHN ASSARAF:** I'm going to go back to the fact that you've got to come up with all the different ways that you can drive revenue. Am I creating any joint ventures? Am I speaking to two, three, four, five or 10 people a day? Depending on the business that you're in, are you on the phone with people who can make decisions that will help move your company forward, or are you on trivial calls that you really don't need to be on?

Are you reacting or are you creating? Are you answering emails as they pop in, or your telephone just because it rings? Where are the time wasters? I think about that every single day. What are my highest income-producing activities? What are my highest impact-producing activities? An impact-producing activity might be to work on your marketing plan. An income-producing activity would be to implement it.

You have to do both. The more time that you spend on the front end planning your business and thinking through all the systems and processes, marketing schedules, optimal selling strategies, optimal marketing strategies; the more time you invest in those on the front end, the more you can tweak and work on your business. It's what we call the first 15%. The first 15% gets you 85% of the way there.

**RIC THOMPSON:** Excellent. Obviously though, a lot of these little day-to-day, daily mundane tasks still have to be handled, the emails, phone calls, schedules and things like that. Talk to me about putting a team into place or out-sourcing. What kind of thoughts do you have on helping folks get on the right direction right from the get-go, right from the beginning of their business?

**JOHN ASSARAF:** The faster that you could get rid of any of the mundane things—like answering your own emails, like answering your own phone, like opening up your own mail—that still need to get done, as soon as you can outsource that to a virtual assistant, or an assistant if you want to have it with you, then you can focus on the very high-impact stuff.

First you've got to understand what the different components are of your business. Are you a selling company? Are you a marketing company? What kind of company are you, and what does the infrastructure look like at different levels of revenue? When can you start to hire somebody? If you're doing the work that's \$8.00-an-hour or \$10-an-hour work, you can't be doing \$150-, \$200-, \$500-, \$1,000-an-hour work.

When I coach young entrepreneurs, the first thing I have them do is get themselves an assistant so they can buy their own time back. They say, "I can't afford it." I say, "You can't afford not to. You can't afford to be doing the work that you're doing. Every hour that you're working, you're costing yourself \$90, \$100 or whatever your per hour or potential income is.

If you're working on emails for an hour and somebody else could do that for you, that's just cost you \$100, \$200 or \$500. The faster you can get that screened, the faster you



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just bought yourself some money. Not every activity is worth the same amount. When you become very, very good at doing the high income-producing activities, you end up actually making about 16 times more money. You have to get very, very stingy with your time. That's your only commodity.

**RIC THOMPSON:** Fantastic. That's some great stuff. Of course, a lot of folks are going to have the reaction just like you said there, "I can't afford to do that." It's a pretty clear either/or situation, isn't it? Either they're doing the \$8.00-an-hour work or they're doing work that's getting them paid a lot more than that.

**JOHN ASSARAF:** I'm going to come full circle around to what I said at the beginning. If they are doing the \$8.00- or \$10-an-hour work, guess what they feel their value is? That's why the mindset is the most important part. If you're okay doing \$8.00- and \$10-an-hour work, that's what you're setting your value as.

**RIC THOMPSON:** You're kind of telling the universe that's the reward you're looking to get out of this.

**JOHN ASSARAF:** If that's what you're doing, your actions speak louder than anything else. That's why I said that the effects are preceded by thoughts and behaviors. If somebody is prepared to do \$8.00-, \$10- or \$15-an-hour work, I know what they're programmed at a subconscious level to believe. They've already stated their worth, "I'll do that work for \$15 or \$10."

What person do you know of who's earning \$100, \$200 or \$500 million a year who has done that? Very few, especially the higher you go up in income and in revenues. The quicker you can get yourself to believe that you're worth more, you'll never do that kind of work. You'll get it done. You'll start doing the stuff that correlates with what your value is in your own mind.

**RIC THOMPSON:** We've talked on a different call, John, during this New Order Business School series here that also spills over into your own personal life as well, at least as an entrepreneur. Just to share a personal example, one of the things we've done in our own personal life, Liz and I, is we've added a housekeeper. We've added a nanny basically into our lives and to our personal team to help make the rest of our life function.

I don't mow my own lawn. It's things like that. I guess there's really no difference here. People may perceive them as part of their personal sphere, but if I'm mowing my own lawn, I'm not taking that time to spend it with family or the more high-impact things, I think is the phrase that you used.

**JOHN ASSARAF:** Unless you really love to mow lawns; for some people it's a mode of relaxation. For me, it would be a nightmare. I don't like to put paintings up. My wife



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says, “Will you put this up,” and I say, “No, get the guy to help here.” It’s really a function of what you value and then what you want to do. The highest form of work is thinking.

If I had an entrepreneur sit down and say, “I’m going to think about my business for an hour today,” that’s high-impact work. Then they’re thinking about processes and systems and making it better. They’re really working on the business. We spend hours on conference calls between my business partner and I and with our senior management team, figuring it out. “Try this. What about this? What about that?”

Then we implement. That’s the key. You’ve got to implement. You’ve got to create a plan, and then you’ve got to implement. Again, one more time for the young entrepreneurs, there’s almost nobody who’s going to be listening to this call who is creating something that is so unique that nobody else has it in the world. Somebody somewhere, your competition somewhere, they’ve figured out how to do what they do.

One of the best things you can do is learn what your competition is doing. Go look at their websites. Get onto their newsletters. I get newsletters from everybody. I watch what everybody’s doing in marketing in our space. You can learn so much, especially the companies that have been around for awhile and already have a proven track record. They’ve probably figured out their optimal selling strategy, their optimal marketing strategy.

You can take a look at their processes and systems and reverse engineer them. If you don’t, then you better learn from somebody because it’s too expensive to figure it out on your own.

**RIC THOMPSON:** Fantastic. Even in that case you’re saying to focus on your strengths. If that’s not your strength, just get somebody else in there awfully darn fast because that’s got to get done.

**JOHN ASSARAF:** Hire it, barter it, trade, do whatever you have to do. You really have to understand your business model and the different facets and the way you fit into your business. From there you say, “Great!” and you have to fill in the holes as fast as possible.

**RIC THOMPSON:** Excellent. John, as you’re doing the coaching and helping a lot of people out, what are some other big misconceptions, some big sticking points, for people out there just getting started?

**JOHN ASSARAF:** They’re not capitalized properly, and they’re living hand-to-mouth. They’re not doing what they should be doing. They’re not making enough money. By not making enough money, they can’t capitalize their company properly. That’s why sales and marketing is the most important part of any company. That’s the



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oxygen for every company. If that's not your strength, you have to understand that somehow you're going to have to get that done.

Partner with somebody, barter with somebody, beg, borrow or steal from somebody to help your sales and marketing. I don't mean steal from somebody, but you can steal some great ideas. They're undercapitalized. They don't have enough money to invest in marketing and sales. They're living hand-to-mouth, making some money, trying to live their life. If there's any way to properly capitalize your company, then I highly recommend it.

**RIC THOMPSON:** Any kind of suggestions there, in general, for folks to be looking at that?

**JOHN ASSARAF:** Yes, you could obviously go to the bank and borrow. You could use equity from your home. I don't like a lot of credit card debt, so I don't recommend that people use their credit cards because of high finance charges. They could sell equity in their company. There is a variety of different ways. They could get an SBA loan, Small Business Administration loan.

Make sure that if you are going bring in some money that you have a use-of-funds plan. It's either going to be to live or to build your business. I highly recommend that if you're going to borrow some money, you've got to borrow it to make sure that you're investing in generating revenue. The faster you can learn how to do that, the better. We've got a great program called Attract More Clients that walks somebody through step-by-step.

It's about 30 years in the making and millions of dollars to come up with the process. Between Murray and me, we built 18 companies. We took the best of what we learned from startups to turnarounds and put it into this program. Get something. If you want to take a look at ours, please do. If you don't, get something that really allows you to follow a process to drive revenues as fast as possible.

Sixty-six percent of businesses that open today will be out of business in four years. Those are just the ones that are registered. Eighty percent within five years, and 90% within seven years will go out of business. If you want to know what the number-one reason is, the owners lose hope that they can one day make enough money from that business to live the lifestyle that they want.

They lose hope. They keep knocking their head against a wall in not knowing how to build a business. I don't know about you, but there's no way I would be in a business seven years before I made money. We started this new company we did just under \$2 million our first year in revenue, \$7 million our second year, and we'll do \$35 million and then \$100 million.



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There's a process that you can follow. You don't need to know it now. You just need to make a decision. You need to go find it. Building a business is very systematic. Luck and hope are not good options. They're not good strategies.

**RIC THOMPSON:** They're not very self-sustaining.

**JOHN ASSARAF:** Absolutely not.

**RIC THOMPSON:** Let's say you've got to wrap things up, and let's say you've got to do one key thing. If people are going to walk away from this and do one specific thing, what is the biggest high-value, high-impact task that they could do in the next, let's say, 24 hours, that they just absolutely must do to make sure that they're on the right track?

**JOHN ASSARAF:** Get in front of somebody who could buy or sell your product or service every single day. If every day you got in front of somebody who could buy your product or service, you won't have to worry about whether you're going to make enough money.

**RIC THOMPSON:** Now we're talking about also leveraging this, right? It's not just a matter of you going out and beating the streets and knocking on doors.

**JOHN ASSARAF:** Right, I'm talking about online. Yes, if you happen to be in sales, then you're going to have to be in front of people, but if you happen to be making sales through marketing efforts, then you have to get in front of as many people as possible with the right message and the right offer that people will make a decision to buy. If you don't know what the message is, if you don't know what the offer is, if you don't know how people are making decisions to buy, then that'll be the first order, to learn business.

If you're not learning business, then you're going to be at the mercy of people who are excellent in business. If you think about success, it's not reserved for people who aren't prepared to do whatever it takes, who aren't prepared to learn and grow and apply. The successful business owners are out there busting their butts every day, but they're also doing smart things.

They are leveraging themselves through joint ventures. They are leveraging themselves through the Internet. In order to do any of that, you have to figure out what is your optimal selling strategy. We figured out, for example, that one of our optimal selling strategies is Thursday-night calls. Every Thursday night we have a call on a different topic.

People get to know us, they start to hear about what we do, and they join our calls for free. Many of them convert into clients. They say, "Wow! You guys have the answers! We're looking for these answers and you guys have the answers." That's why we started



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OneCoach. So many people ask us for help. You've got to figure out as fast as you can what your optimal selling strategy is.

Once you know that, then it's a function of getting in front of those clients as often as it requires and converting them. You identify the ideal client. You do lead generation, lead qualification and lead conversion. Those are all things that every single business has to know. Do you need sales letters? What do you need in order to make the sale online and offline?

**RIC THOMPSON:** John, as an entrepreneur, obviously I know nothing happens until a sale's made. We're talking about making sure every day that people are doing something to further that business. While the emails don't have to be answered, typically revenue has to be made some way, somehow. Let's talk a little bit about the personal side of this, if you don't mind.

Are we talking about people working 20 hours a day to make sure this type of thing happens? Are we talking about some sort of balance? What are your thoughts of the personal side of how this plays out?

**JOHN ASSARAF:** Balance doesn't mean equal. If you take a look at a balance, nothing's happening. Depending on your financial ability, depending on your intellectual ability, depending on the other values that you have in your life, that determines how much effort you're going to put into this. I know when I first started business I would work 18 hours a day. I still do sometimes.

For me, it's not work. I'm creating. It's like I'm painting every day. I don't mind doing it. Some months I go 30 straight days of work, but then I take vacations. Every six or seven weeks I'm gone for a week. I work out with a trainer. I meditate every day. The key is to find your own flow. Number one for me, health is paramount and spiritual connection is paramount.

If you do the things that are important first, then you have time for everything else. Think about it this way; have you ever heard the story about the vase? If you had some big rocks, some small rocks, some sand and some water, how would you get it all in? The big rocks first, then the smaller rocks, then the sand, then the water. If you do it in any other order, it doesn't fit in.

What are the big rocks for your life? What's important to you? It depends on whether you have a family or you don't. It depends on the different stages in your life and the responsibility that you have. For me, I wanted success like crazy when I was young. I was prepared to work seven days a week, and I did as a real estate agent. I went from making \$30,000 a year to making \$150,000 when I was 20. It was worth it.



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Then I learned how to do it a heck of a lot easier. Again, that's why I said you've got to start off with your goals. What is it going to take for your business to be lifestyle-friendly? What I mean by that is you still have a great lifestyle. That's the key for me. It has to be lifestyle-friendly.

**RIC THOMPSON:** Excellent. You made a great point there, too. Probably, for most of us, it's pretty darn difficult at first. Once we kind of get the hang of it, once we figure out what we're doing, we'll probably realize it can be a lot easier, once we know what we're doing.

**JOHN ASSARAF:** Yes, the faster you can learn what to do and how to do it, the easier it becomes. That's why, for me, it's always been about finding somebody who has already done what you want to do and just let them teach you. Just start with that as opposed to figuring it out on your own. Business has been around for eons. It's not hard to understand the different strategies, the different tactics for any business. You can look at just about any business and know exactly what they should do.

**RIC THOMPSON:** There is somebody out there who's already doing it better than you are anyway, so take a look around and borrow what's working.

**JOHN ASSARAF:** Absolutely.

**RIC THOMPSON:** Any last thoughts that you want to leave with folks? I've got a couple questions for you as well, but do you have any last thoughts along that line of discussion there?

**JOHN ASSARAF:** If you can get yourself a mentor or get yourself into a group that can mastermind, that helps a ton. If you can find yourself a local mentor who would maybe take you under his or her wing, that's great. Then get together with other entrepreneurs who you can mastermind with, preferably ones who know a little bit more than you do. Then do tons and tons of research.

There's more information. Google is the biggest library in the world. Anything that you can think of you can find it on Google. Just apply it. Application every day. It's the application of the right information that yields success. It's not the gathering of the information. At the end of the day look in the mirror and ask yourself, "Did I do the trivial many, or the critical few? Trivial many or critical few?"

**RIC THOMPSON:** That's very powerful. With your newest venture here, OneCoach, you do a lot of different things. These are 17 different things that you do for folks, but what would be a great place for students of New Order Business School to start and get exposed to it?



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**JOHN ASSARAF:** If they hopped onto [www.OneCoach.com](http://www.OneCoach.com) and signed up for our blog. We'll also send them invitations to listen in on some of our calls that we do, and they're very, very informative. We've got calls on sales, calls on marketing, and calls on mindset. They can at least sign up for the blog. They'll get our blog newsletter every week with phenomenal tips on different parts of business.

**RIC THOMPSON:** Again, I'm going to plug his new book that you'll see out really soon called *The Answer*. That will definitely get you to open your eyes. It's got a lot of great, very specific, very actionable stuff you can apply to your business regardless of what you're doing. Definitely be on the lookout and pick up your copy of that.

**JOHN ASSARAF:** Thanks. It's getting some pretty rave reviews right now from the early readers.

**RIC THOMPSON:** I can definitely see why. I picked it up. I do read a lot, as a lot of folks here at New Order Business School know very well. We've got a very extensive library. This book is, like I said, by far, hands-down, the best one that I've ever seen that tries to tackle this difficult concept of the quantum physics, the metaphysics, the mindset-type stuff, as well as the physical, "What do I need today in my business to get it to grow?" It's just a really masterful bridge of those two concepts, John.

**JOHN ASSARAF:** Thank you so much, Ric.

**RIC THOMPSON:** Let's wrap this up. John, it's been an absolute pleasure. I really, really appreciate your time, advice and insight here for everybody at New Order Business School. I look forward to see what else you do in the near future.

**JOHN ASSARAF:** Thank you so much. You have a phenomenal day.

**RIC THOMPSON:** You, too. Take care.

**JOHN ASSARAF:** Thanks, Ric.