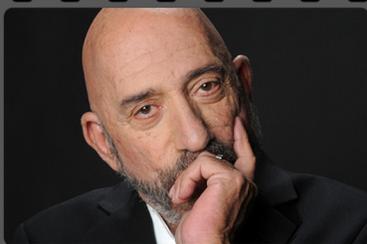


Game-Changing SUPERSTARS

Lessons from icons who are skilled at making big things continuously happen.



By Jay Abraham



ABRAHAM[™].COM

INTRODUCTION

In The Pursuit Of Greatness.....

Do your behaviors, beliefs, actions and efforts create business greatness---OR marketplace mediocrity?

Are you and your business on a pathway to prosperity and preeminence---OR hurtling downward to marginality and irrelevance?

Are you successfully dealing with the challenges, issues and goals you need to overcome, solve or resolve----in order to transform your business world---OR are you getting “trounced” by the competition?

My Take On YOU Becoming A True “*Game-Changing Super Star*”!

I’ve spent the last two months creating a deeply revealing collection of candid, *high-level/high intensity interviews* with famous people. I call them “***Game-Changing Super Stars***”.

Originally interviewed for social media magazines I’m a partner in, these mega-legends of business, sports, entertainment and entrepreneurship are some of the “*hands-down*”, ***leading forces of greatness*** (and breakthrough performance) in their respective fields.

They’ve learned to successfully deal with the same kinds of obstacles, limitations, restrictions and mental/emotional conflicts that may be keeping you stuck, stalled, stagnating---or suffocating, in whatever it is you do for a living.

These are formidable achievers, who *aren’t* sitting up in the stands watching things

happen. They're each ***at the forefront*** of making big things happen-daily, inside and outside their field. So, when they share an insight, a strategy or belief system----you know it's something meaningful—that *really* works---**and it can make a dramatic improvement in the results you produce, too.**

I learned years ago to only interview great doers/achievers (who've actually been there, done that.)

They must also want to openly share their success experiences with you. Their candid conversations can *help YOU rapidly change (and improve) critical areas of YOUR career, business and professional life!*

I chose the Game-Changing Super Stars you are about to meet for a reason: Their combined perspectives, experiences and understandings can make YOUR path go faster, farther, higher. They can spur you to accomplish goals you'd never perceive...earn incomes you'd never believe...and make a mark in your field (and create a legacy) you'll be proud to leave.

Carefully study (and deeply reflect) on each Game Changer's "hard-won" and well-reasoned advice. This will start you rethinking your own business (and personal) life approach and strategy. This will help you excel (*and accelerate*) at whatever "***outrageously lofty***" goals you THEN decide to set for yourself or business.

I strongly believe in what these Game Changers each already know: ***The ONLY obstacle in the way of unimaginably greater business success/accomplishment is YOU!***

Reading these ***immensely instructional*** interviews can give you the power you need, the guidance you're missing, the understanding (and confidence) you're after----- to finally achieve so much more.

You'll be especially impacted by our discussions on issues like: discipline, focus, preparation, gaining a clear-cut understanding of your objective. You'll be motivated, stimulated (*and liberated*) by their thoughts on effort, achievement, passion, possibility, contribution ***and the importance of purpose!***

My job, here was NOT to conduct lightweight, superficial conversations that merely entertain. I wanted each interview to *actually probe* into the minds, methods and motivations of Game-Changing Super Stars----whose *insights can help move you to greater action!*

I hope you'll see that the lessons, principles, behaviors and mindsets you'll learn from Shaq, Bruce, Josh, Sid, Harvey and Daymond—ALL have universal application. They can help propel YOU to become a true Game-Changing Super Star in your own field or marketplace, too!

Let this compendium serve as ***your own personal sounding board/reality check.*** Use it to help you work through (and clearly identify) those areas in your direct business life where you may be blinded, stuck or having difficulty.

I have a belief about each and every business person---you included! **It's this:**

Every man or woman in business fundamentally wants to BE great, PERFORM great, ACHIEVE greatness. But most truly don't know what greatness looks like and means--in their own, unique business situation. Those few who DO know what true greatness should look like—don't always know how to get there on their own.

EVERYONE OF US NEEDS SOMEONE'S GUIDANCE, SUPPORT AND DIRECTION TO MOVE US TO HIGHER, BETTER, BIGGER LEVELS OF PLAY. You'll see that fact demonstrated by the impact "*key influencers*" played in the lives of each Super Star I interviewed here.

Let these *six* Super Star interviews provide the motivation and clarity you may be lacking. Use the lessons you're about to learn to go after more worthy/lofty business goals you (absolutely) deserve to set—*and achieve!*

Whatever goals or objectives you're trying to accomplish... whatever challenges, issues or problems you want to overcome---reading these clarifying interviews is a **great “first step”** to take.

I encourage you---keep pad and pencil handy. Take reflective time to think critically, carefully (and completely) about how each insight—could most immediately and successfully apply in your own business situation.

Respectfully,



Jay Abraham

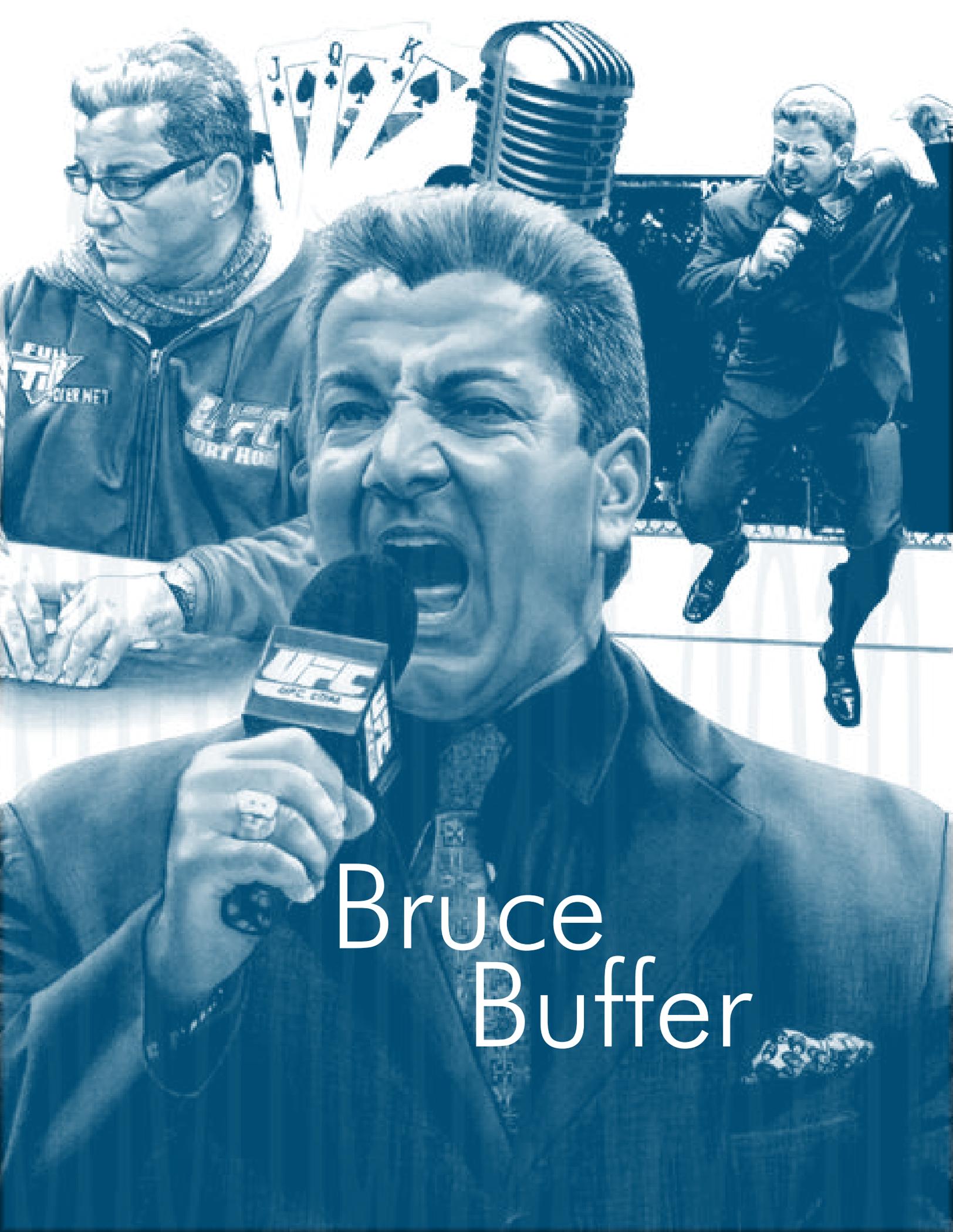
Your greatest fan and business champion

NOTE:

After reading all six interviews, go to the inside back. There you'll see how to receive more Super Star interviews of Game-Changing Legends—**absolutely gratis!**

You'll also find a thought-provoking “Double Essay” from me titled “**Lessons From Steve Jobs**” and “**Are You A Maximizer Or A Diminisher?**” Please don't read either—UNTIL after reading all six interviews. It would severely diminish their value and impact.





Bruce Buffer

BRUCE BUFFER



ABOUT BRUCE BUFFER

Bruce Buffer is classified as a true entrepreneur, announcer, entertainer and motivational speaker who keeps the viewing public attentive and excited about products and events he represents. He is well known for introducing international events with his famous phrase, "IT'S TIME... TO BEGIN...!"

Bruce is the "Official Voice of the Octagon" for the Ultimate Fighting Championship (UFC) and is responsible for expanding the "LET'S GET READY TO RUMBLE!®" brand, which has become a part of American sports culture, into all areas of sports, entertainment and merchandising. Bruce is a ranked professional poker player and has made multiple television and movie appearances. Bruce Buffer states that, "My future plans are explosive! I've only touched on possibilities. There is a lot more to come." To learn more about Bruce visit bufferzone.net or follow @brucebuffer on twitter.

THE INTERVIEW

JAY: Hello and welcome. There's a quote I'm going to read from ESPN and it's about the UFC, The Ultimate Fighting Championship, and it says something rather intriguing. "No one will fight anybody until Bruce Buffer says so. More precisely, no one will fight anybody until Buffer excitedly booms "It's Time!"

Bruce Buffer is my guest and he is a man of many skills, many accomplishments and, as I learned, a plethora of attributes. He's involved in a multitude of career and entrepreneurial endeavors. You basically are a motivational speaker who has inspired people all over the world, right?



BRUCE: Yes, that's correct, I like to think so.

JAY: Well, the articles I read confirm that. You have managed your brother's career and he is the voice of boxing, right?

BRUCE: He's the voice of boxing and also, if I may add to that, the ring announcer aside from the gentleman named Jimmy Lennon Sr. He did a lot of great fights, and was in the Rocky movies back years ago, but when Michael Buffer came out in the 80's, he brought a whole new look to ring announcing. He projected a James Bond image and

made famous his five word, "Let's Get Ready To Rumble" phrase. What happened is that people started paying attention to the ring announcer and everybody copied him; I never wanted to do that. I didn't want to be Frank Sinatra Jr. And I'm so proud and humbled and honored to say that I've now established myself as a unique niche in the market along with the UFC, which is unique in itself. I'm noticing that other people are starting to copy me, which I guess is the height of flattery, as they say.

JAY: Tell us as we're chronicling your rather spectacular career, some of the memorable implications and insights somebody would appreciate knowing about how you got to where you are today.

BRUCE: In today's society we're in an economic situation representing a thin line between ruin and spectacular success. Basically, it's very important to know where you're going, but it's more to see where you're going. I think the biggest advantage I've had since I was a young man and I started my first corporation when I was 19, is that I've always written everything down.

I try to look at life the same way I play chess or poker or even like I used to fight. Basically, the

way to do that is to think three steps ahead. It's one thing to be in the moment and try and accomplish a sale, it's another thing to know what to do with that sale and how to keep loading that pipeline to create more income for your company. So when I set out to do something, I write down my goals. I try to approach and attack things that I have a passion for. I mean, it's one thing to sell a widget and a digit, but it's another thing to believe in the widget and digit that you're selling. I try to approach every day of my life by design. I never have enjoyed saying that I'm getting up to go to work. I like to say I'm getting up to live this day because every day to me is a day I need to prove myself. I'm not one to sit on my laurels and say that I won the World Series event last year and I'm one of the best poker players. It's about the tournament that I'm in now, or it's about how good am I doing with the business that I'm attacking right now.

JAY: You're masterful in the martial arts. Which ones?

BRUCE: I have a black belt in Tang Soo Do, which is a Korean style, and a hybrid style called Jujitsu Do, and I'm also a kickboxer, but amateur, never a pro.

JAY: Okay, but you are masterful at chess. You have started and run an enormous number of companies. You've got a clothing line and you've got figurines that are made in your image. What's the new one?

BRUCE: It's Jack Specific, which is one of the more popular action figure manufacturers; they're re-releasing my figure I think at the end of this year. And also too, I've been in about 10 video games, three of which I created and developed myself. I've sold about \$300 million worth of these. All the other video games are UFC games, which of course are very huge sellers.

JAY: I want everyone to know you're a multifaceted entrepreneurial-minded person who is not merely an entertainer. So let's go back in your career a little bit.

BRUCE: Thank you for all the nice words that you're saying. I really appreciate it, Jay.

JAY: You are welcome.

BRUCE: I am a firm believer that I am no better than anybody else. I'm not cocky. Ego comes in two ways; there's constructive ego and there's destructive ego, which is more of a conceit. I am a very constructive egotistical person. I believe in myself. I have a tremendous sense of confidence. However, there's no difference between me and anybody else. I have a heart, I have lungs, I bleed and I breathe like everybody.

To me, it's all about the paths we choose and life is a game, a game to be taken seriously, a game that you can play as long as you want and succeed as long as you want. There will come a point that that game will end and you have to prepare

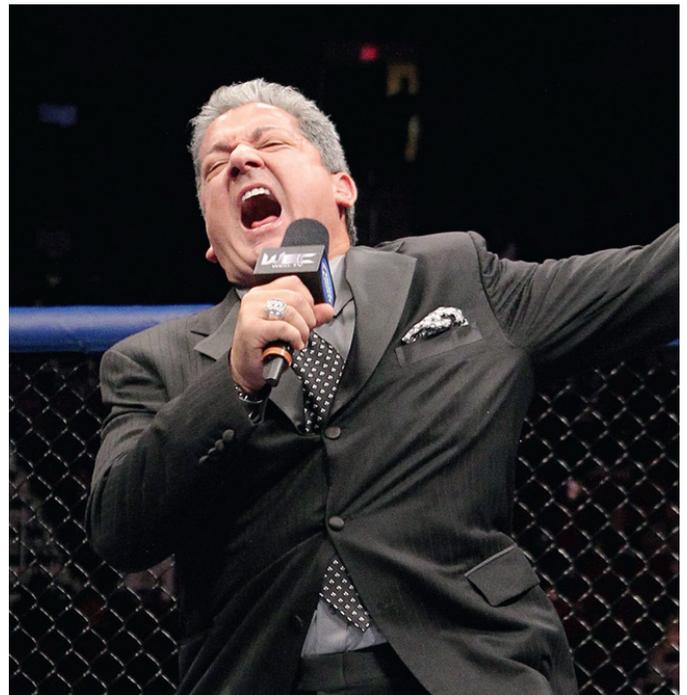
yourself for when that end will come. So, this is my basic approach towards life. I had beautiful, wonderful parents. My mother's still alive. They taught me to treat everybody with respect, and that applies to my business side.

I treat everybody with respect. It's kind of a John Wayne theory. I don't lie. I don't cheat. I try to be the best person I can. I have another thing that has really worked for me, Jay, and I call it the Three Foot Theory. Number one, when I'm selling a product, a service, promoting an event, a venture, whatever the case might be, I talk to everybody who comes within three feet of me. Now, if they're interested, I elaborate. If they're not, you let them go like a fish that's too small to put on your skillet when you get home; you put it back in the water. Okay? The other thing is, I try to make everybody around me as successful as possible, which comes in two forms. It comes in a form of mental wellbeing, and it comes in a form that we all search for, which is financial success. If I help everyone around me make money, if everybody around me is successful— whether it's the secretary, or the people that pack the boxes in my shipping rooms or my VPs or my salesmen—it all comes back to me, tenfold.

JAY: I love it. Legendary Coach John Wooden said, "I never wanted the players to challenge themselves against anybody else. They knew in their hearts every day whether they were doing the best they could and whether they were doing better than yesterday and if they weren't, I don't

think they were successful. If they were, even if they lost the game, they were successful."

BRUCE: Absolutely correct, and it's sort of a karmic viewpoint towards life. What you give out, you will get back; this is the attitude I had, and the fact that I am a people person, number one. When I started my first company, I was in telemarketing and I sold products all across the country. I sold legitimate products. I had salespeople, I taught them how to pitch on the phone. And at 19, I had a company that did millions of dollars a year. And then I went on to about 10 different telemarketing companies over the next 10 years. Also, not really knowing my passion, I was still finding myself. Even though I was successful, I had numerous



other companies from security companies putting in cameras and security systems in commercial

and residential properties, as well as a nutritional supplement company.

My dad was a screenwriter, and he said one thing that was very evident in my mind. He said there are 25 plots, but there are 150 ways to tell a story. When I apply that toward business, I thought to myself, well, the wheel can only turn in the same direction. You can't really make it turn differently, you have to really analyze the wheel is turning that classic line. So when I go into a venture, what I do is I look at the best of the best in that venture. I don't care what it is. Show me anything, because to me, all business is the same. It's just the product that's different. So your application should remain the same.

I look at the best of the best, put it all together, formulate it and develop my own technique based on the best principles that I learned from observation. When I walked into a salesroom my first time at age 18, I looked at the top salesperson, and asked myself, "Why are they are making more money than anybody else? What are they doing?" It was very easy for me then to attain it and within two weeks I became the best salesperson in that company. I became the sales manager within three months and then I became part owner a period later, which is a whole other story that you can read in my book that's coming out next year. It really goes into aspects of business, when to take over, when to be loyal and all that kind of stuff.

JAY: We've got four different magazines teaching about Facebook, Twitter, LinkedIn, and Google and Google Plus. How you can take observations, lessons, experiences and discoveries that you've made of others or yourself and help them in whatever business they are in, large, small, here, there anywhere?

BRUCE: You have to know what your product is. You have to know what you're selling. The next thing to recognize is who is your direct market? Who is the quality client for your product? That way, when you're marketing, you're marketing to people who are interested in your products. What is the demographic you're appealing to? What is the age of that demographic? What does that demographic do? We've gone through a lot of changes in the last 10 years, especially from the last 20 years, when the fax machine came on and changed business. Then all of a sudden, the email came around and totally changed business. Now we are in the world of social media where there is no privacy anymore. Nothing is sacred. This also is very valuable to business because now more people can see you and your products than at any other time.

It's very important for everybody out there to understand that the world of Facebook, the world of Twitter, as well as the other social media avenues that are available, are very advantageous to your business. A lot of money is spent on wasted advertising and wasted promotion. What I call it is ego advertising or ego dollar spent. This is where

there is a full-page advertisement in a magazine. We live in an ADD society. People, as a rule, don't read these days. You've got to hit them with bullets. You've got to hit them with Power Points to pique their interests. This is where the valuable avenues of Facebook and Twitter really come in.

So after analyzing other people's success, and after you realize who's going to buy your product, then ask yourself who are the celebrities and the business models out there that these people are attracted to, even if it has nothing to do with your product. With social media, you can actually tag on to these people and attract the people who are attracted to them to come to you and your product. This is how I work it with Twitter and how I work it with Facebook. Now on Twitter basically I just surpassed like 51,000 Twitter followers. I've only been in Twitter maybe a year.

JAY: Congratulations! You're growing it.

BRUCE: Oh, thank you. Thank you very much. The reason I am growing is because, again, I tag on to other people. It's almost like follow the leader. This has become sort of follow the leader. You don't have to pay celebrities to represent your product, although it is a valuable point for many companies these days and certainly I enjoy it because I am asked to be a spokesperson for many different avenues, which I enjoy. But I don't ever promote a product that I don't respect or believe in. You can align with the celebrity out there and be able to tag onto them through their Twitter followers by

tagging and mentioning them in Tweets.

A lot of people who go on Twitter don't really understand how to work Twitter and that's something that, Jay, I know you're teaching your people and this is very advantageous to business. Why? It can save you advertising dollars. Basically every dollar you spend on advertising you pretty much have to make four or five dollars back to pay for that. If you can avoid that then you're saving as well as making a lot more money. I know this is a little juxtaposed for many people to understand, but if you really sit back and analyze it, it can really help you in your business. It's very important to save money in business today. Every dollar spent is a very hard dollar to get back. But there are so many avenues now to get free advertising and that's why I believe social media is a big, big advantage aside from just keeping your name and your product out on the marketplace.

JAY: Can you talk about the concept of "raving fans?"

BRUCE: I'm very happy to say that I'm one of the key faces of the UFC, the Ultimate Fighting Championship. Even they have grasped the value of the social media to the point that just in the last year, they're smart enough to have called in every single one of the fighters on their roster—over 250 fighters. They brought them into Las Vegas to their offices for a two-day seminar about how to work with Twitter and how to build their social following. What's smart about the UFC is it's al-

most like taking all the soldiers in your army and saying, “Okay, we’re going to train you how to win this war even better.”

JAY: That’s brilliant.

BRUCE: Everybody’s important in a company. Your life is like a pyramid. I know pyramid schemes were the topic for many years but you know what, there’s a valuable lesson to be learned from this. Done properly, life is a pyramid. Companies are pyramids. At the top of your pyramid is the owner and the president and the CEO, followed by the VPs, followed by all the other important management, to the sales people, to the secretaries, to the people that clean the office, run the salesrooms and ship the boxes out of the shipping office. The base is the most important part along with the top because the base is what holds up the top. So everybody has a key role. If you teach everybody in your business to represent your company, even if they’re not out there in your TV commercials, radio slots or your advertising, but if they’re walking, living products of your product, which just mean they’re representatives of your company.

You want to really sit back and analyze an approach that says, “How can I build the image of my company more? Let me go spend \$25,000 on radio advertising and advertisers,” because if you hire a PR firm or you hire an advertising firm, that’s how they make their money. They get you to spend money so they can make money. I’ve

never hired an advertising firm. You don’t need to. Well, you need to if you’re making TV commercials because hopefully they know the ins and the outs of putting together a quality product.

I’m in business today to keep the bottom line as low as possible and to get as big an effect as possible only because it’s so difficult to bring in huge dollars these days unless you’re one of those key components like the UFC that’s just swimming in money. Let me give an example of the UFC. I’ve been with the company for 16 years. The brilliant minds of Dana White, Lorenzo and Frank Fertitta bought the fledgling company for two million dollars in 2001, when it was about to go underground and the sport of mixed martial arts was about to disappear in this country. Four years later they found that, after advertising full-page ads in Playboy and Maxim and by doing this and doing that, doing everything they could to bring it out mainstream, they were \$44 million in the hole.

JAY: I don’t think most people know that.

BRUCE: Most people don’t know that. Then what happened is a company called Spike TV, a very young company; they gave them a shot. They met with them and they had the chance to build a company that basically would build a reality show called The Ultimate Fighter. Before that happened, the owner Lorenzo Fertitta—looking at the hole that was dug, even though this man was worth a half billion dollars at the time and now today is in Forbes magazine along with his brother as one of



the top billionaires in the country— called Dana White and said, “You know what? You need to sell the company. Let’s sell the company.” Within a couple days, Dana supposedly had an offer for roughly around \$7 million dollars, give or take, from what I’ve read.

JAY: And it’s 44 million in the hole at this point?

BRUCE: 44 million in the hole, but they were able to possibly sell it off for seven and a half million, eight million. Lorenzo, being as brilliant as this man is, thought about it and said, “You know what? Let’s roll the dice.” They rolled ten million dollars of their own money to produce the Ultimate Fighter TV show. They paid for everything.

JAY: So did they actually have a deal with Spike or

they just bought airtime?

BRUCE: No, they brought a ton of ads, from my understanding; they paid for pretty much everything.

JAY: That’s pretty wild.

BRUCE: And what happened is the first season was very popular, set records on Spike TV in the 18 to 34 demographic, and other demographics too; it was a record no cable company on Spike’s level ever achieved. Then we have the finale. In the finale, two fighters fought named Forrest Griffin and Stephan Bonnar fought a fight that today is considered one of the greatest fights in UFC history. An unbelievable barnburner of a fight. They got a rating, to my memory, of around five or

more points on the Nielsen ratings, which is huge for cable, huge.

The fight was so great that people became enthralled with the UFC. We had millions of fans worldwide but we were being pushed underground. Now all of a sudden, we're on Free TV, millions of new eyeballs came in. So when their next pay-per-views came up, they followed the classic route of wrestling and boxing, which is Free TV, Free TV, Free TV - pay-per-view. Free TV, Free TV, Free TV pay-per-view. All of a sudden now, the sport took off. Today, about some six years later and some 12 seasons of the Ultimate Fighter later, the UFC supposedly is worth in the area of \$2.5 billion or more.

JAY: Now, what do you think the psychology that galvanizes the market so strongly is?

BRUCE: Dana White once said, "Listen. There are four corners. There's a tennis match on one corner. There's a baseball game on another corner. Basketball on the other corner. And then a fight breaks out on the other corner. Everybody leaves the other three corners to go watch the fight."

JAY: Indeed.

BRUCE: This is something that's innate. Organized fighting, which was created back in the ancient days of Pankration, when in the Coliseum and area in the great Greek days, people would watch two men naked in the mud fighting to the

death. Okay? Suddenly rules were established and then also gladiators came to those times. Out of this, all the fighting techniques were developed around the world along with the ancient martial arts of the Asian culture and the Eastern Zone. And so fighting is something that's been in blood forever. It's been in man's blood. It's been in women's blood. It's innate in all of us, even the most peaceful of us. If you saw a movie like Straw Dogs, the original Sam Peckinpah film with the one that was released recently, fighting is inside all of us; it just needs to be brought out. It's inside all of us in sport. We love to watch it even though some say they don't like it, they're fascinate by it. Trust me.

JAY: And actually, some of the athletes are rather remarkable people too, aren't they?

BRUCE: The established art of boxing has always been fascinating. It's the hardest sport in the world when you got to motivate yourself to get out of bed and train the way these people do and go in and win a one-on-one war, which possibly could kill you. And now what's happened is that the sport has been created called Mixed Martial Arts and it's gone from being a spectacle event to a mainstream sport.

JAY: So what do you think that says?

BRUCE: What it says is there is always room for something new to come along and establish itself and become something great. But at the same

time, what it says is that the competitive spirit amongst the human mind out there, men and women both, is a very key factor in life. A single man's achievement to become the champion of the world has always been fascinating to everybody. Case in point, today still, many years after he retired, the most famous man in the world is Muhammad Ali.

JAY: Indeed, that's right.

BRUCE: Today still. Even Mike Tyson, but the allure of Muhammad Ali is much greater in my opinion.

JAY: If I give you all four—Facebook, Twitter, LinkedIn, Google—give me your thoughts on these.

BRUCE: Well, LinkedIn is very solid, a very advantageous company. I'm not a huge practitioner on LinkedIn right now, although I know I need to be and I'm working on it. Google of course, we all know what Google brings to the table. Facebook... I'm like you, Jay. I'm very busy. I almost need more hours in a day. I wish they would create a 36-hour day in a 9-day week so I can get everything done. I need somebody to manage my Facebook material. My favorite is Twitter because you can send quick, bullet point messages so people can click through to what you're trying to show them. You can configure your Twitter so that everything you write on Twitter shows up on my Facebook. So I'm killing two birds with one stone.

JAY: It's good leverage.

BRUCE: Yeah. It is good leverage. So I really like

Twitter and I find it's effective and keeps me in direct contact with my fan base and my sphere of influence. I find Twitter to be a most valuable aspect for me in the social media world. Once I load my Twitter pipeline, I want to keep reloading it, just like a gun.

JAY: There's a guy that I really admire who says most business people ask themselves the wrong questions. He says they ask, "Am I worthy of this goal? Can I really make a living? Can I really compete with all these generic companies? Can I really retire and have a good income or an asset I can sell?" He says they should be asking, "Is this goal worthy of me because I can do so much more?"

BRUCE: When I was young, my dad used to say to me, "I can do anything better than you." And I would always say it back to him. And I used to think to myself, Well, I can do anything better. Or I can at least do it as well. You've got to believe in yourself. I think in life there's a low level of confidence. There's also some people battle with low self-esteem. Some people have a hard time standing in front of a group like you and I do, Jay, talking to people. It's one of the scariest things for a lot of people to do. However it's all in their minds. You have to look in the mirror and tell yourself that you can do these things. Remember when I said in the beginning of the interview, "I am no better than anybody else." It's all about the paths I choose. And I always want to do the best job I can. To me, competition breeds success, as success breeds competition. It's all good.

Let's just say nobody's going to overtake the UFC because three people have tried; they've lost \$50 million in the process trying to do it. But there's a point where you can attempt to be an overachiever, an over dreamer of goals. You got to set realistic goals for yourself. You got to make \$50,000 a year before you can make a \$100,000 a year. You got make a \$100,000 a year before you can reach that next goal of a quarter million a year. Be realistic in your goals.

I find in this day of changing values, morality and above all, the change in the technical side of our society, a lot of older companies—because of the demographic of the owners—a lot of times they're not willing to adapt to what is out there to take advantage of the electronic technical world to make their businesses even more.

JAY: So how would you encourage? How would you guide so they would embrace it enthusiastically and take and make the most of it?

BRUCE: When you see somebody new come on the block and his or her idea is suddenly taking off, you need to ask, "What is this new person doing that I'm not doing?" So try to analyze your competition. It's really easy, you don't need to go out and buy a book, just Google your competition and find out what the heck they're doing.

JAY: When I do consults and when I do interventions, the first thing I say is, "Okay, well, what do

we know about the competition? What do we know about their selling approach? What do we know about what their positions? When they say, "I don't know," I say, "You've never looked at them online? You've never talked to their client and you've never really tried to grasp what distinguishes them and why somebody buys from them and not you?" Very interesting isn't it?

BRUCE: Now that's another story, but when somebody says I know everything, that means that they don't know enough because they're not willing to adapt and learn. On my radio show on my site Bufferzone.net, it's a lifestyle show. Part of the show is a segment I call the 180 Segment. Call me up and talk to me about what whatever you want to talk about and I'd either agree with you or I'll pull a 180. We'll debate it but I'm always willing to change my mind because I'm always open to the fact that there's something new to learn or maybe my opinions aren't right due to my being too stoic. Stoic is a beautiful strong word but it's not a healthy attitude when it comes to business. You've got to be pliable, you've got to be bendable, you've got to be willing to adapt.

JAY: It has been said that 95% of all small businesses never reached their goals and the reason is they don't have goals. They have hopes and dreams that are so abstract, not reverse engineered. You have a quote about the fact that only 2% even come to the party?

BRUCE: Yeah. I call it the 98%-2% theory. I believe

that 100% of the people out there, including me, we dream, we think about where we want to be, the whole bit, but only 2% ever actually achieve their dreams and put them to work. Basically those 2% make up the leaders and the most successful people in the world today. Why? The reason is they don't only think about it, they do it.

JAY: What do you think is some really solid actionable advice for entrepreneurs here who may be ambivalent, a little bit tentative, contemplative and not really allowing the greatness to flow?

BRUCE: Let's take an example of real estate as a matter of fact. Okay, there are always so many houses out there and the houses pretty much sell themselves, but there's a ton of real estate companies vying for that same listing. They are trying to sell that house and the surrounding house. What separates them? You have to come out with something completely evolutionary and new, then you've got to separate yourself.

There are 20 real estate companies within probably 5 miles of my home. They're all selling products in the same area but how are they selling it? How are they branding themselves? How are they standing out from above even though they're selling the same thing? This is where branding is very, very important.

There is an MMA promotional company called King of the Cage, which I announce the first 11 of their first 12 events. I remember the owner called

me up one time and he said, "You know, my guy, Ricco Rodriguez, he just won our heavyweight championship and now the UFC has scooped him up and he's going to UFC. I spent all of this money on him. Helping build my name and my company and get people to my shows, and they steal him. What am I doing wrong?"

I say, " You're a B level company that's very successful in its own right, but the 800 pound gorilla is going to scoop up your best fighters. So the biggest mistake you're making is you're concentrating on having the fighters promote who you are and promote your brand, so that when people hear King of the Cage it's not really about who's fighting on the card that night; the fact is they know when they go there they're going to get the best entertainment in town.

JAY: So, one person who made a big, big impact on me said, "Basically, the mistake with most people is they're obsessed with an end product. The truth of it is that the process is what it's all about, including this dialogue we're having." Another person said, "You fall in love not with the business you're in, but the people that business impacts." I'd like you to integrate the two if you can and give me a hybrid answer.

BRUCE: You can have a diamond in your hand. A diamond, meaning your product and if not marketed correctly, it's going to appear like a piece of coal; nobody's going to buy it. However in today's society, as exemplified by a TV show called The Jer-

sey Shore, you can have a piece of coal in your hand, but if marketed correctly, people would look at that as a diamond.

JAY: Interesting.

BRUCE: It's about marketing and branding, and applying that to your social media. What makes your Tweets or your Facebook posts any different than anybody else's? Are they unique? Are they indigenous to your product? Are they representative of you so that when your Tweet or post comes out people who follow you know the fact that this is Bob, the guy I'm really looking to hear from? Or do they want to hear from Susie, who sounds like everybody else?

It's a matter of how do you stand out from the crowd, okay? There are a lot of people living in this world. The bottom line is how do you stand out? I'm not talking about whether you go to the gym and have the best body or you're the prettiest girl, or you're the most handsome guy, whatever. How do you stand out? I can look like Quasimodo, but I will figure a way to stand out. Of course, Quasimodo probably would stand out.

JAY: There's an authenticity that I think people have when they try to put themselves in the mind of the recipient of whatever action or communication is going on. I think that's one of the most missed opportunities in the world, don't you think?

BRUCE: Yeah, absolutely. Once you create an authenticity, a uniqueness, you will always stand out above everybody else. And if you change companies or products, or you start a new venture, you will still stand out. So, when Jay Abraham says, "Well, I decided to back a company, or to start a company that sells ABC product different from anything else I've ever sold," then your reputation, your branding, your marketing abilities all follow through, which can almost immediately create instant success for you. Then, what it comes down to is just how good is your product. It's like when advertising agencies or even event promoters, or whatever the case might be, call up for the services of my brother Michael Buffer or myself. I say, "Listen, the reason I'm telling you this is what you need to pay me is because I am here to enhance your product. If I can't enhance your product, you shouldn't pay me." That's what I need to do. That's the kind of confidence I have, Jay.

JAY: I got a great quote of yours that I like, too. ESPN was asking a question about poker and UFC, and you said two things. You talked about how exciting it was and you talked about how to give a 150 percent every night and that your passion is actually rising by the month. I underscored that and starred it. Then you said when that passion dies out, you're out. I'm paraphrasing, but I think that passion is a pile of light in most people's heart and business and I think that's a pride to you, don't you?

BRUCE: Absolutely Jay. Running a business is a

24/7 positive venture for most but it's only as positive as you make it. When you don't get much sleep the night before, when you have a cold or whatever, your passion is what drives you. Your passion is what will take you to that next level to create that incentive to reach for that carrot that's available. If you're out there working for a salary paycheck each week, I commend you; I'm not putting anybody down. Even when people work for me, even if it's again the lower level employees who are working for me, I've always got carrots out for them. I always pat them on the back when they do a good job. You want people to share your passion because this is your team. Now your team will only share your passion if you would exude that same passion in yourself because they are following you, you are the leader. You need to lead by example, be a product of your product and wear your passion on your sleeve.

JAY: And where do you get the passion?

BRUCE: I draw the energy from my passion. If that passion, God forbid, ever wanes— and thank God it's just getting stronger—then it's going to become work for me, Jay and that's going to become the time where I seriously consider retiring. I must say, working with the incredible athletes and some of those amazing personalities I've met in the UFC— their passion fuels my passion, that's it. It's like let's all be passionate, let's all have fun.

JAY: I think that's great, I'm smiling just thinking

about how many passionate people I've met and how they're contagious and how many dispassionate people and how they are almost toxic.

BRUCE: Oh, so toxic, Jay. Have you ever walked into a boardroom of a very successful company or into a meeting with a very successful company and people are so unhappy? Not just because they're sales may be down or maybe the sales are up, but they're just unhappy. They're unhappy people, it's like, "My gosh, what are you doing wrong?"

JAY: What one question, profound, provocative or pivotal should I have asked you that I didn't and if I asked you how would you answer?

BRUCE: I'd probably ask me where do I see myself in ten years? What are my future plans?

JAY: What would your answer be?

BRUCE: My answer would be to make everything I have going continue in each game that I'm playing, to be successful as I drive to play that game in the Super Bowl. There's always somebody who's more successful and that is a driving force for me. I get back to the fact that I look at those people that are more successful and I say to myself, "How can I get on their playing field?" Then my next step is, "How can I run past them?" So when I'm approaching the finish line, I don't see a finish line, Jay, I just see a top of a mountain. As I run and I think that I'm at the top of the mountain and

I achieve a certain goal, that mountain seems to get taller.

JAY: Yeah, another peak?

BRUCE: Another peak.

JAY: What's the one wish or the one hope you would have for everyone reading this? What do you want to make darn certain they get out of this above and beyond everything else?

BRUCE: Please believe in yourself. It's the old story; you can't love somebody else to the best of your abilities until you love yourself. Ask yourself what you need to work on. In the social media world, in your business world, what is it that you really need to work on? Look in the mirror; don't ask yourself sitting at the desk. I want you to go to your bathroom and go to the mirror, look at yourself and ask yourself, "What do I need to do? Do I believe in myself?" Then if you have any questions about that, write down the reasons that you either need to improve on or what is getting in the way. Then really seriously give it some thought. Just don't go, "I believe in myself." Look in the mirror. When I say that. Look into your soul. Once you believe in yourself you can do anything. You can fly. If you see yourself flying, you can fly.

JAY: It has been an honor and pleasure. I am grateful for all the readers. Thank you.

BRUCE: Thank you, Jay. I invite readers to go to

bufferzone.net. Everything you need to know about me is there. You can contact me and I answer everybody. Sometimes it might take me a week or two to answer you only because I'm on the road or whatever the case might be. However the beauty of social media is I can answer usually almost immediately. The other thing is that Twitter. I love Twitter and you can follow me. The way to follow me at Twitter is @brucebuffer, no space. Outside of that, if I can be of any service to anybody, let me know.

JAY: This has been great. Thank you.

BRUCE: Thank you so much, Jay. I wish you all the best success and I wish everybody out there the best success. Please, believe in yourselves.



Daymond
John

DAYMOND JOHN



ABOUT DAYMOND JOHN

Daymond John is a world-renowned entrepreneur, author, investor, fashion designer, television personality, and motivational speaker. He is best known as the founder, president and CEO of FUBU, a clothing company that he started from scratch and which, at its peak, achieved \$350 million in sales. John appears on ABC's Shark Tank, a hit show about entrepreneurship.

<http://www.daymondjohn.com/>

THE INTERVIEW

JAY: Hi, and welcome. This is Jay Abraham, and I am on cloud nine because today I have the pleasure to interview somebody who's a friend, who has navigated the business world, the fashion world, the television world, and a bunch of other worlds. His name is Daymond John. Many of you know him from his participation every week on the successful show on ABC, Shark Tank, where he's one of the sharks. Each week all these hopeful people present the sharks with business deals, proposition startups and existing businesses, and Damon and the sharks have the chance to bid against each other and together to finance them, take them over, acquire them, grow them.

It's a very exciting process. Most people know him just in that context, which is good and bad. It's good because he's a very masterful, charismatic guy, but it's bad because he's probably a million times more accomplished in his life. When he was younger, he was working at Red Lobster and told his mother about an idea he had for a fashion item. And his mother believed in him enough to mortgage her home for a hundred thousand so he had start up capital.



And from that beginning, fast forward, a lot of dynamics happened, like an internationally double L Cool J who helped get the brand on the market. And six billion dollars later, he has a worldwide specialty brand. He is not just a branding fashion man. He is an entrepreneur. He is an investor. He owns a portfolio of diverse businesses. Besides being a television personality extraordinaire, he is a consultant and speaker to many large corporations on branding. He's helped everybody – from Pit-bull, the runaway, successful artist, to Miss Universe. So, Daymond, you're an extraordinary man. You deserve the extraordinary background.

DAYMOND: Well, Jay, thank you for the eloquent compliment and introduction.

JAY: This is the cover-story interview for a magazine about LinkedIn, so what is your take on the relevancy of social media today for business owners offline and online?

DAYMOND: The competition on the market cannot influence consumers as easy as before. It's no longer "make it and they will come" because transparency is in an all-time high now because of social media and the fact that people can re-

search the truth. The truth is the easiest thing to sell. And if you're coming to base with a great product or brand and you are selling the truth, it's really hard to second-guess a question because of social media. That gives you a leg up on everybody else who are weaving lies or doing things for the wrong reasons or trying to unmask something that is not in the best interest of the consumer.

When I started with FUBU— it's been 20 years now, and I'm shocked that it's moved that fast – but there was only one way to get it out to everybody and that was by walking up to a person and trying to pitch them personally and sell them a product that they could touch and feel. Now, your report card is very easy. You put out a product – whether it's on YouTube, Facebook, Twitter, whatever the case may be. You come off with a campaign. You can shoot something out with your iPhone or create a website. And the consumer—a total stranger—decides to go into his pocket and buy your product and comment on your product; you can get your report card quickly. That's pretty hard sometimes.

When I went out there to the world, and I pitched somebody and they liked me, they become a friend of mine and they're going to buy the product. They're going to come back to me and say they loved it. And a lot of times that was based on the fact that they knew me. But when you're selling in cyberspace you're getting the true reaction of why people are buying the product; you can easily now gauge whether it's the right price

point, whether it's the right type of product colors, this and that. You can get a lot of information from the everyday consumer.

JAY: There's LinkedIn. There's Twitter. There's Facebook. There's YouTube. There's Google. There's Google Plus. So give us your take on each one separately if you would.

DAYMOND: I'm going to go with the ones I know because every one of these outlets has a very specific DNA on why people like them. And the one that I'm attracted to the most is Twitter because it's easy to see whom you are associated with as well as the information. You get it in such really small pieces of information. You can digest them quickly, and you can review what everybody's saying quickly and really just looking over your Twitter page. So that's why I like the information. And if you decide that you want to go a little further in, you also have the link where people can go and read a broader amount of information, whether be a link to a blog or anything else.

One of the reasons that I like Twitter is because of the hash tagging, or when you're talking about a certain topic. So if you're a person like me, when I was re-launching FUBU, I wanted to see what was the thought of the consumer today of FUBU. So before you have a prescription, you always at least have a diagnosis. And a lot of people, if they were to re-launch a product, they would say, "Well, we look like the new product of today, and we are going after that market." But first of all, you have to

understand, what does the market think of you? So once I put the name in, FUBU, and I hash tagged it. You can't have thin skin when you're looking at this product especially because you're going to hear what everybody in the entire Twitter universe is saying about you, not just what your followers are saying. You're followers are going to say great things about you generally but what everybody is saying in the universe. And what I realized was everybody thought FUBU had been sold. Second of all, everybody thought that FUBU only made baggy clothes.

Third of all, our footwear was out in the market, and that was the main thing that was in the United States. And the footwear was a lower-price-point footwear, so the perception is the footwear was cheap. And the fourth thing was we realized that people who were seeing our products were seeing counterfeit versions of products we sold ten, fifteen years ago. So, before we can start telling everybody about all the great stuff that FUBU is, we had to educate the new consumer.

JAY: How did you do that?

DAYMOND: We had to let them know that FUBU's baggy clothes was the American brand that was popular in '97, '98. But we were making it form-fitting and the way that it should be in Europe for the last fifteen years. So we thought to interject a lot of the European campaign in to the social media to let the people see these clothes worn this way. It's the version of Levi's but for inner city

kids. And that's where it kind of started off. The next thing is that we had to educate the consumers that we did not distribute the product in the last five to eight years and people had to understand that the product they were seeing was old product and that the only places that it really was distributed was within the music videos because we were making custom goods for artists.

And that's when we started to change their outlook on the product and on the brand itself. And you know, it takes a while. A lot of people really overestimated what they could do in one year and underestimate what they can accomplish in ten. And you know, it has taken us only about two years to get people to say, "Okay, now I understand that I was misdirected, and I'm starting to look towards this brand, and let me be open to what they have coming next." So that was our approach on Twitter.

JAY: Interesting. What do you think the biggest single opportunity that social media offers business today is? And what's the biggest myth or mistake that businesses are overlooking about that opportunity?

DAYMOND: From a marketing and branding perspective, if you can strategically create a great campaign or mission statement, you can hit millions and millions of people way easier and know and break down who they are exactly and segment it to a city, an age group, a race, a sex, any kind of demographic. You can target them very, very ac-

curately. I'm not saying they're going to necessarily consume the information you're giving, but you'll at least know that it's getting there.

You know, in the past with newspapers and the radio and the television, we didn't sincerely know who was listening to whom. We didn't know grandma left the radio on to keep the cat company. Now we know that a forty-five year-old male with an income of thirty thousand dollars who lives in Iowa is watching this information. So I think the biggest and most advantageous aspect of social media is knowing your consumer.

JAY: I don't think most people online and I don't think most people in social media understand authenticity. Got any thoughts about that?

DAYMOND: The thing people want the most is ROI— return on investment and the biggest thing they want to know is how many people are getting it. There are several arguments that say that LinkedIn or Twitter or Facebook or something like that – well LinkedIn is a little more successful on it because of the high amount of professionals – but they're saying that a lot of people are not being converted, meaning you find out that you cannot sell anything to them. Because companies are looking at CPM (cost per impression) and how many people they're hitting, they're valuing that more than they value hitting the right people.

JAY: I've looked at a couple of very esoteric but very, very profound analysis and diagnostic stud-

ies people have done with all kinds of algorithms where they're recalibrating the whole judgmental criteria. They're looking at the momentum. They're looking at real impact. They're looking at import. They're looking at all kinds of slices and dices that they don't discount quantity but quantity is such a subordinate factor in the whole quotient and that's pretty interesting.

DAYMOND: Yeah, it is, it really is. You have Google Analytics and you have a lot of other things like that, but generally what people do is go to your website and stay there four to seven minutes. I really don't see them going much, much deeper than that.

JAY: You have two books on branding. The first is about how you did it with FUBU, your first company, and the other teaches business branding as a foundation of success.

DAYMOND: I love to say that I think the only organization that doesn't need to brand is the U.S. mint or the Department of Treasury – and even they brand – because there's no new invention, to me, there's no new invention, there's just a new form of delivery. And to brand, you have to make sure that people understand or want to be part of a movement. By human nature, we want to be part of the moment, we want to be socially accepted and everything that you do is to brand yourself. Now, you may not be a person who does not want to wear labels and this and that, but you're branding yourself as a person who is

not into the material things. And you're driving a Range Rover with a thermal cup up in the nature with a North Face jacket so you're branding yourself as "I'm all about nature."

And well – going back to saying the easiest thing to sell is the truth – branding starts from the person the way he or she views life. I always say that you know we invest into, not real estate, but Donald Trump when we buy certain buildings or into Bill Gates or into Steve Jobs or in to Phil Knight because of their theories and their beliefs. We brand ourselves a million times a day, whether we know it or not.

They say that a jury will convict or exonerate somebody within the first fifteen seconds of seeing them by just visually how they look at them, and that is what we do all day. You know, sometimes I say in my speaking engagements, "If we take this same exact suit, a black suit. It can be worn three separate ways." Now, if you would see somebody who is in the financial industry, they're going to wear that's very tight and formfitting to their body because they're going to seem like they are very conservative with money.

And if you're investing in them, whether a banker or something of that nature or accountant, you want them to have that appearance. Somebody who is more in the business field – a stock broker, you know a deal maker, an attorney – generally has a medium-fitting suit, a





little loose. And then somebody in the entertainment field will most likely wear a turtle neck and a looser-fitting suit – almost like they’re dancing or some of that nature – and tend to have a little bit of jewelry. Last type of banker you ever want to deal with is the one with the little suit and the jewelry because that’s how perception is – that’s what he’s going to be like with your money.

JAY: So let’s talk about branding.

DAYMOND: Oh, absolutely. A product is an extension of what you believe in the brand, the direction of the brand. I love to use Steve Jobs as an example. I think that he is one you know of the handful who’s changed history and changed who we are as a society due to his branding and his creative mind. But you look at somebody like

Steve who really created Macintosh and created this business, he had a very strong understanding of the branding that he wanted to do, and he would not bend or veer off from that.

But once he let go from that and he was fired from Apple or Macintosh, at the point he left, he wasn’t able to create the strong-enough base because he wasn’t there long enough or the people who took the reins, afterwards decided to not believe in how he created his foundation. It started to go down almost immediately. But over the course of the last fifteen years, he established it to the point where it can run now on its own. He lived by Apple’s mission statement, “Think different.”

And I always tell people, “You have to be able to put your brand, your name into two to or four words.” So whether its TBS’s “Very funny,” White Castle’s “What you crave,” The Terminator’s “I’ll be back,” Nike’s “Just do it,” FUBU’s “For us by us,” they all are a mission statements, and you as well as your employees have to be able to follow that and let the entire world know what your mission statement is. And you have to stick as close to it as possible.

JAY: What’s your take on the majority of business and their strength, weaknesses, their current either positive or negative utilization and mastery of their own branding as a company, as a product, as an individual, or whatever, any of the three or all of the three or whatever integration makes sense?

DAYMOND: People who appear on Shark Tank, may not have as much knowledge as they may need, but they've created something incredible. And we invest in their companies because if it goes well, it will be great, but even if it doesn't go well, we have a new partners whom we can start something new with.

Bigger corporations have red tape and it's the fact that people in those big corporations don't get rewarded for success but they get penalized for anything that hurts the corporation. So they're not taught to think outside the box. They're not thought to be entrepreneurs. Also, a lot of the CEOs, the VPs are not as hands-on as they should be. They leave businesses to people who they think are going to do a good job and then find out way too late that the job's not being done.

And one of the most important aspects of the big corporations is the left hand is almost never talking to the right hand. So sales is not necessarily talking to production, and production is not talking to marketing. And those big machines become the challenges; they move so slowly that by the time they catch up to what is happening in the market, it's already too late.

JAY: So if branding is critical, what about a company with a weak or a non-perceived or a non-distinctive brand?

DAYMOND: First of all, they have to define in those three to four words, what is their brand?

And it has to be cohesive to what they think it is. A lot of people think of branding in terms of luxury items or goods that everybody needs to know about. But sometimes branding is in the fact that it's an affordable product. Sometimes less is more. And we have to ask, "What is the mission statement?" As I said, the disconnect cannot happen; you have to really be in line with every single department: production, sales, distribution, branding, and marketing. And those people all have to know what the others are doing to know what the other needs.

Nike is really a master at brand leveraging. You know, by the time this interview goes out, I think Nike is putting out in conjunction with Back to the Future. I think they're putting out that sneaker that what's-the-name wore in Back to the Future. And I think that they just did something where one of the first production pieces went for \$37,000. It's hip. Retro was in. It's retro.

You know, you'll have people of all ages, not just the young kids; you'll have people of all ages knowing about that shoes that Michael J. Fox wore and say, "Hey, son, you don't know about those shoes. That's from Back to the Future, man. I really always wanted a pair like that, and now I guess Nike actually really made one." And you know, that thing is saying something to his son; and his son will go, "Okay, Dad, well, you would look stupid wearing them, but I want to wear them now. You know its brand leveraging. And I'm sure it helped back to the Future, and it definitely helped Nike.

JAY: I know that you work with certain corporations long term to engineer and mastermind what I'll call brand makeovers or complete new brand introductions. Is there a sequence or order or a process that you go through trying either remediate or repair or resuscitate a bad brand or create one from scratch?

DAYMOND: There's no particular process because it's like having a diagnosis for a patient. But unfortunately, many of the brands, they have their own idea of what they want. The life of a brand manager or VP of marketing is twenty-four months. And for the first twelve months, they're cleaning up the crap that somebody else left. The next twelve months, they're building something of their own idea, but because they spent twelve months cleaning up the crap, the new idea is not catching fire enough time. And they're out the door.

The CEOs that tend to work and be a little more aggressive are CEOs who either are very highly respected or they're CEOs who are basically on their last leg and it's six months out the door and they're looking at me as someone who can come and give them a lifeline.

JAY: Been there and done that. Of all the external relationships you've had with other people's brands and products – it can be as little as a person with a lemonade stand or something as major as a multitrillion-dollar worldwide corporation – tell us what's been, in your opinion, your greatest pride and success?

DAYMOND: Well, I mean, by far, it's still going to be FUBU. I just did a huge deal to put FUBU in Wal-Mart now after expanding it overseas and bringing it back to United States. And it's always been a challenge because we made a lot of mistakes with FUBU. Generally, the lifetime of a clothing brand is usually around three to six years. And we've been around for twenty years and have really penetrated Asia and all of the world and coming back to the United States. When you have a global brand and a good name, people will always come back to it.

But I'm always shocked by the fact that I'm able to get these new and bigger deals with FUBU because FUBU had such a skyrocket, such an astronomical rise to fame that there's always a bad side to it. And the negative and the push back was so hard and so challenging that whenever we score even an inkling of a more inch of advancement on FUBU, I am very, very happy. So FUBU is still by far the one that I'm going to.

JAY: You're stature and your posture and your prominence probably is a pretty good catalyst now to help facilitate and open up deals for FUBU now, isn't it?

DAYMOND: Yeah, it is. And you know even when I do these big FUBU deals, you know I'm human; I'm just like everybody else. I'm always looking some place else where the grass is greener. So there are only twenty-four hours in a day, and I'm

starting to take on more things that are just exciting to me. So my show and my celebrity at the moment is an advantageous of FUBU, but I use that energy for the newer brand because, even though FUBU is my heart and fashion is my heart, I'm just excited about learning and the challenges all for the new brands.

JAY: What if somebody's looking right now for the direction for the opportunity for the overlooked huge mother lode or at least for a huge directional area of demand that hasn't been met yet? Where is it? What is it?

DAYMOND: The tech area—whether it's in medical tech, you know biotech, you know also the Facebooks, the Twitters, the LinkedIns of the world. Tech is moving so quick and it gets out so fast and it's so scalable. I think that Silicon Valley is the hottest hotbed for activity and venture. I think the money is available. And I think that the product itself, the tech product, can move quickly, globally because even if I make a product now or design a clothing line now, I won't have any, in the stores for another nine months to a year. But if I create an application or some form of tech that improves people's lives in some sense it can sell a million units in a day or minute actually.

JAY: You've written two books. The first one chronicled the FUBU story. The new one, *The Brand Within: The Power of Branding from Birth to the Boardroom*, is really all about personal and business branding.

DAYMOND: I initially thought of writing because I had limited time and I was unable to go out and speak to as many people that may need this information.

For you to understand my thesis and what I'm thinking, you need to know where I came from to understand if you can relate to me, and there's a lot more people that come from my background, a kid growing up with a dream and desire, but with little knowledge of how to get from point A to point Z. And what I've tried to do in there is show people that life wasn't cheery; there were a lot of ups and downs. But regardless, I've learned from those lessons and I educated myself and I know that life is about educating yourself every day, so the first book was really to do that. And I went into how FUBU changed the world in regards to branding and marketing from our perspective. There are so many first things that we've done in fashion history that a lot of people did not know. I want people to understand that we did most of things by trial and error. It was not this big blueprint and these guys who were geniuses; we went, with our hearts and we learned and we failed way more than we succeeded. A lot of times, we want to put out books for the purpose of advertising and marching, patting ourselves on the back, when I figured I wanted exactly the opposite. We got there because we hit so many brick walls, but we would not stop because of our desire. So that was really the first book.

The second one was The Brand Within. The reason I decided to write The Brand Within was it was a follow-up to the first book, but now it was all about branding— not this highly-educated analytical approach to branding, about how many studies of people look at the color blue, and this and that. I didn't want to do that. I wanted my book to speak to those who wanted to do everything from brand a teddy bear they're making at home to a corporation who wants to brand their new vehicle. And I wanted to present the information in accessible layman's language based on simple common sense, so I tried to break it out in various different ways.

I gave examples showing that if you wanted to come up with a product on how to think about the process, create and put it out, and the fact that you will learn the process in doing it and you'll fail a couple of times and that it's not just smooth and simple. You have to be agile and ready to change in midstream putting out your brand until you find out, and you get into your rhythm and you get the true DNA of it. So I try to show people that from a small perspective. Then I try to show that you are the brand yourself and those around you are part of your movement. People all want to be part of a movement, whether it be your six trustees or the people on your board, or whether it be the people who are buying into your product to want to be part of that movement.



JAY: You got a lot of case studies and I've learned from masters that the easiest best way for people to grasp something is to see the story. See how it unfolded. See the implications. See the lesson learned. See the real world implication. You do it there a lot. You've also got "The Four Stages of Product Evolution."

DAYMOND: So it's an item, then it's a product, and then it's a brand, and then it's a lifestyle, and those are the four. And so everything goes through those stages. So, as an item, we can look at something as simple as water. Water is a substance and it's widely available. It's in lakes, river streams, and it falls down from the sky, and that's what it is. It's an item. And if we look at it as a product, water

becomes now a product where we bottle it and use it as something you reach in a refrigerator for but you're just looking because you're thirsty. When you go into the store and you buy just water. It's a product that's bottled water.

If it goes and lucky enough to be called a brand, it is something that has a name and you start to relate with it. It's a name where you can say, "Well, that's Evian or that's Dasani," and that's something of that nature. If it's fortunate enough to become a lifestyle, I can't say that water's necessarily a lifestyle. I think Evian maybe. You know, Perrier probably is the best form of lifestyle. It's

been around long enough where you get this idea of this green bottle and this spring where it is from or France, or whatever the case is of this water, but lifestyle is usually in different type of products.

So I would say if you were fortunate enough to become a lifestyle, you are the name for the entire category. So if I want to copy a piece of paper, I say, "Go to Xerox that piece of paper," or if I want a soda that is a cola, I would say, "Go get me a Coke," or if I'm listening to an MP3 Player, I would say, "Where's my iPod?" And that's when your name is synonymous for the entire category and you can become a lifestyle. FUBU, fortunately or unfortunately, became a lifestyle. You thought of somebody wearing FUBU, you thought of the baggy jeans rapper with the urban clothes, you know?

JAY: It's pretty interesting.

DAYMOND: I even tried to break it down in various different ways. Even in Europe, crests and shields have been around for years and people have branded their families and organizations for years. So people think branding is only a product but it can be an entire organization, a person, a corporation, or an item.

JAY: That's great but you also talked in your book about, "Where's the movie?" Want to talk about that for a minute?

DAYMOND: "Where's the movie?" is my way of saying, "Where is the movement?" How are people going to just understand this like a movie like you see a trailer and you're ready to see a movie. When I look at a shirt, I fall into a daze and I see myself wearing it at a certain place with a certain type of people around me and I'm feeling this way when I'm looking at it. That's the movie. You know, when you look at a car whether we want to admit it or not it could be a rugged Jeep and we're thinking about the mud all over the tires with the bikes on top of it, us up in the mountains, eating a granola bar or outside camping. That's the movie.

JAY: If then you don't see it, there's something wrong with this picture right?

DAYMOND: Exactly. If you don't see it then you're not buying a brand, you're buying an item or a product.

JAY: Can you talk a bit about FUBU and L.L. Cool J.?

DAYMOND: Well L.L. has always been a legend; I was so grateful to have grown up very close to him. I used to go on tour with L.L. and do very menial jobs: taking laundry back to Queens when he was in some place, and getting him a sandwich or something like that. I would start to see that all these kids were really part of this movement that this hip hop is not something you do, it's something you live. And I thought that L.L. was the

best person, to represent my brand but we were friends. So I wanted his advice more than anything else because they want to ask him for anything, and I knew that he had a great tight circle of well-known friends: Run–D.M.C, Russel Simmons, Salt & Pepper, and a lot of legends.

But I went to L.L. and I said to him, “You know, L? I want you to wear my brand, but do you know anybody else I can go to who would wear my brand?” So L. said, “First of all, I don’t really want to wear your stuff because the F and the B in the product is always purple and I can never match it with any of my clothes.” The logo I created in my company was a purple F and B. So I said, “All right, no problem,” and he said, “Next thing is you have to go out there and you got to go and stalk people. And I’m talking about stalking Russell Simmons.” And the expression he used was, “A pregnant woman looking for her husband in the daytime with a flashlight.” That was the expression he used and I’m thinking. “Okay, well, no problem.”

So I looked in to finding where I could get a hold of Russell Simmons, and Run–D.M.C, and this and that, and I couldn’t find them, so that afternoon, I went with my friends, we set up camp on L.L.’s front lawn, and we decided that he was the person that we had to stalk like a pregnant woman with a flashlight. And I did do one change; I said, “You have to be agile.” You know, I was stuck on FUBU for 5 years having this purple logo but what I do was I changed the logo and I changed it where

it will be more appealing and to L.L. because I figured that that was the only angle I had. So I made the logo. I changed it.

He didn’t want to come out of the house but I had information that he was filming a show called In the House in California, and I saw a limo sitting outside and L.L. was out there peeking through the shades and he wouldn’t come out, and he finally came out. And I said, “L., listen, man. I’ve changed my entire company around to suit you even if you wear this shirt just one time but I really want you to please consider wearing my product.” And he looked at me and he said, “You know, people like Nike are looking at me to wear their product. If I wear your product, they will never touch me again and most likely, you won’t get away with this. But this is going to be my version of investing in you and I will do it, but do me a favor. Make sure you take care of me if you ever get wear. And you don’t have to sign a piece of paper for nothing.” And he took that product and he started wearing it religiously. And that was really one of the main reasons that I’ve ever gotten anywhere because L.L. believed in us.

And when he decided to create a movie, is when The Gap said to L.L., “We want you to be the face of The Gap for this year and we want you to do a rap in The Gap ad.” And he said, “Well, you know what? I have this little company that I’m a part of and can’t wear the hat.” They said, “Sure, wear the hat. Who cares? No way. That company’s not

going to get anywhere. Nobody would know what it is.” And L.L. did this rap and in the rap, he said, “For us, by us, on the low.” You know? And in hip hop, “Turn on the low” means keep it a secret.

And he did this rap and the executive, not understanding the culture, or not understanding their targeted audience, or whatever it may have been, didn’t realize that he embedded the FUBU word into The Gap ad and they ran 30 million dollars of this ad, and back then, it was around 1996-97, 30 million dollars then was like 90 million now. This created a movement, a movie. It became the movie. It became the small guy are now beating the big guys. L.L. has it on and everybody heard about this commercial and that put FUBU into the stratosphere.

Now the most interesting aspect about it, everybody got fired who was on that campaign, but I have to really get up for The Gap because they were smart enough. Now these were guys who were looking at their numbers. They realized a year later that because the FUBU was so small at the time that African-Americans and Latinos’ business spiked 500% in The Gap stores because they went to The Gap looking for FUBU.

JAY: Oh, that’s interesting.

DAYMOND: And then they re-ran that ad. That’s 60 million re-running an ad and if you’re really, look I think it was around ‘97 ‘98 that was Gap’s best year.

JAY: So that was an incredible propellant.

DAYMOND: Yes.

JAY: Let’s talk a little bit about Shark Tank. Did you have a vision for not just the popularity but what it would produce in deal flow, in attitude, and in all the implications when you started?

DAYMOND: Yeah, I mean absolutely. One of the biggest and most exciting brands that anyone can ever work on is himself or herself. I have worked on myself, and that is a constant challenge because I set the bar extremely high. So when I was asked to be on Shark Tank I declined because, at that time, I was mentoring and helping some girls in California who had a new show coming out. But they were just really great girls and really good friends, and their names are the Kardashians. And I helped with branding them and I promised I would be a mentor on their show when they came to New York.

And when I sent my contract over and ABC was talking to me, they said I could no longer be on The Kardashian show. I wasn’t raised that way. I had given the Kardashians my word, even though I was going to be involved with three episodes for two minutes apiece. Now, lucky enough for me, that ABC or one of the producers called over and talked with the producer, I think, of The Kardashian show and they had a little private conversation that I wasn’t aware. All of a sudden, I get a call maybe a day or two later and they say, “You

know, Daymond, we don't need you. We're not shooting the show in New York." And then all of a sudden that producer from Shark Tank called me back, "So I heard you're unemployed and you're fired."

So I was fortunate enough now to then be on the show. I've learned an extremely large amount of information and understanding of global markets from the other four sharks on the panel. So it's an education process for me as well.

JAY: I know and they are bright. It's got to be fascinating.

DAYMOND: It is fascinating. You know, the panel up there, we all have exit wounds of really bad experiences in life that's only made us stronger. We all have a reason why we are looking to invest in companies. Some are emotionally based, believe it or not.

JAY: That's interesting. Well I've watched and you said that all the ones I've found most interesting about Mark Cuban, he seems to be the most, and I'm going to call it enlightened.

DAYMOND: Mark's theory is if it blows up, it doesn't matter, you know? And I'm the best thing in this small idea. A lot of times I look at Cuban, I go "This guy is running NBA teams and things of that nature. How much time will he have to spend with the entrepreneur at the end of the day? But he may be just the way he feels." I'm really hands-

on and Mark is hands-on to an extent but he may feel like I'm going to do 20 deals that are \$500,000 apiece, because only one or two need to take off to really, really make my return and weigh more than that. We have different philosophies.

JAY: When I watch, I see people trying to raise money, sell pieces of their business, but they're so ill prepared for the pitch and the presentation, and I'm fascinated as to why that would be.

DAYMOND: I find that fascinating and I'm in loss as well. You know, I could understand it happening before the show came out, and during the first season; but if you already know the show exists and you don't have this information and you don't research it. If you're getting a sneak peek into this world, this is valuable information 'because these questions are going to be asked. I get countless calls from venture capitalists and angel investors saying, "Thank God that show is on because everybody's into this. We tell them before they come here, go look at Shark Tank because we're going to be ten times worse."

JAY: That's great.

DAYMOND: I'm shocked because you get that information appraisal. Second of all, you now know who the Sharks are and you can research as you said – what are their hot buttons? How can you add to their existing portfolio and come up with different angles? Don't tell Mark "Hey, well, you got a basketball team and I'm going to pitch an-

other basketball team.” Find out his other interests in life and find out that he owns Magnolia Distribution and Landmark Theaters, and other things like that and decide how can you enrich his life better. Sit on the other side of the table.

JAY: And that’s a great insight.

DAYMOND: I find it fascinating.

JAY: I told my son who wants to go to a business



course, “You should watch every re-run. If I were you, I would actually have it transcribed. I would look at everything that happens. I would put it in categories,” and I would say, “What’s the lesson learned?” and I’d look at the ones that closed and if not, I’d look at the parenthetical comments that they show and they have the after discussion. All that stuff is so illustrative to life. The guys who trained me about raising money said, “Okay, first thing you got to do is show somebody that odds

are that they’re going to get their money back. Second, show them the odds are that the thing’s going to fly. Third, show them that they’re going to get hired and then market yield. And fourth, show them how it’s protected and if you can’t do that, they’re not going to give you the money.”

DAYMOND: Right. Exactly.

JAY: I’m just saying most people don’t even think about those issues.

DAYMOND: No, because most people are interested in what’s in it for them. When you’re pitching a concept, the word I is almost the most venomous word you can ever use. The only way you can ever use the “I” in a pitch is when you say, “I have an intent to bring this to you and to make your life this, and your life that. And if this happens for you, I will be rewarded another way.”

JAY: But they don’t grasp that it’s not about them. They’re almost transparent. What they’re there for is really enhancing the life, the value, the protection of the consumer. I mean, everything about business is external contribution and really everything flows from it, don’t you think?

DAYMOND: Absolutely. You will be blessed if you enrich the lives of others. The sharks are just consumers. You’re selling them something – your business, yourself, most likely you’re selling them a product, but you are selling the sharks something. They’re just buying an enormous amount

of it. But it's still you are selling something.

JAY: You know that if you invest richly and freely, let's call it the marketplace, you're going to help everybody. Now, are most of them going to be people who can directly help you? Perhaps not, but are they going to be people who will have access to people who will help you? Absolutely. And it will come back; I've done it myself. I'm a lot older than you. But I've always invested in resources, training, expertise, and people who look like they deserved it, and pretty things happen.

What's the one biggest question that would be useful to share and honestly, answer of here?

DAYMOND: People ask me, "What is the number one or number two words or advice that you can give any and all entrepreneurs?" and "What's the 'secret sauce' to success?"

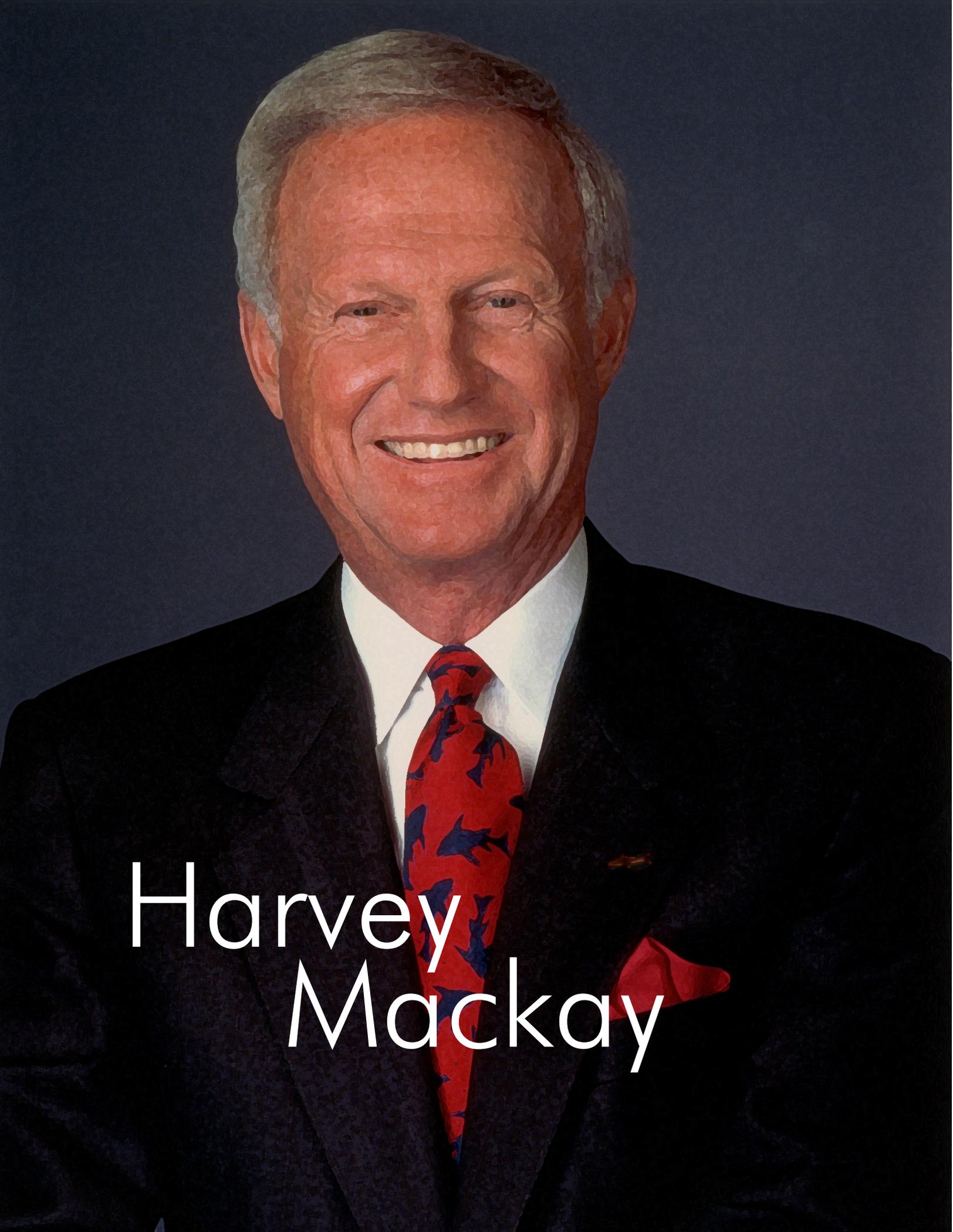
Success can be a great father or a great mother who takes care of his or her children and they're living a very happy life, and they're happy with their husband or wife or whatever may be, that's success. When you wake up, every single day and before you go to sleep, you're doing something you love, that is a form of success. And the bottom line is doing something that you love.

I've met so many entrepreneurs doing something for monetary gain or for social gain, or something else of that nature. The people I've met who have done things for monetary gain have, first of all, rarely seen money. Second of all, even if they've

seen money, a lot of times it goes away, really, really quickly once they get it, or they sometime have to pay in another form of going to jail or something else like that. So don't ever do anything for money, because, when I stopped doing things for money and I did them for love—and I love seeing that person walk with that FUBU shirt. There's nothing like seeing somebody wear my products.

And that is what I've learned with successful people: they're doing something they love. And that's the bottom line of what I always tell people. I know it sounds old. It sounds corny, and funny, and warm and fuzzy, but that is really the truth.

JAY: Well, thank you.



Harvey
Mackay

HARVEY MACKAY



ABOUT HARVEY MACKAY

Harvey Mackay is the author of the New York Times #1 bestsellers *Swim With The Sharks Without Being Eaten Alive* and *Beware the Naked Man Who Offers You His Shirt*. Both books are among the top 15 inspirational business books of all time, according to the New York Times. In total, Harvey's books have sold 10 million copies worldwide, been translated into 37 languages and sold in 80 countries. His newest book "The Mackay MBA of Selling in the Real World" was just released and is available on Amazon.com and bookstores nationwide.

He also is one of America's most popular and entertaining business speakers. Toastmasters International named him one of the top five speakers in the world.

At age 26, he purchased a small, failing envelope company in 1959 which has grown to a \$100 million business employing over 600 people. MackayMitchell Envelope Company is one of the nation's major envelope manufacturers, producing 25 million envelopes a day. As chairman, Harvey's philosophy is engrained in the company, beginning with its motto: Do what you love, love what you do and deliver more than you promise.

THE INTERVIEW

JAY: Today, we are going to be spending time with a man who is my hero, and he's my hero for a number of extraordinarily logical reasons. We know him first and foremost from his book, *Swim with Sharks Without being Eaten Alive*, but he's got one, two, three, four, five other mega best sellers: *Beware the Naked Man Who Offers You His Shirt*; *Dig Your Well Before You're Thirsty*; *Pushing the Envelope All the Way to the Top We Got Fired* and it's the *Best Thing That Ever Happened to Us* and *Use your Head to Get Your Foot in the Door*.

Okay, we're going to be talking to Harvey McKay, mega best selling author and most insightful human being about the psychology of interrelating with other people to help them get what they want so that you ultimately get what you want. He's just written a thoroughly unique and unprecedented book, called *The McKay MBA of Selling in the Real World*. It's a compilation of no nonsense, non-theoretical exceptionally sinewy four-page chapters that get right to the heart of an issue that is critical. Harvey, it is as pleasure having you.

HARVEY: I've been looking forward to this ever since we put it on the calendar. I have to just be as frank and candid as I can be, I'm in the middle of a 30 city book tour, I probably will do 200 interviews of radio, television, newspaper, online, Podcasts, the whole nine yards. No one, and I really mean

this, sincerely, no one will set the table as nice as you have just set the table with your preface and your introduction, so I really appreciate it. Thank you very much.

JAY: You're welcome. So let's go at it. When I was reviewing the book, I was laughing because you say in the beginning, "Don't read this book!" You say, "Destroy it, disseminate it, rip it out, stick it on the wall, stick it in your car, take pages, put it in your bathroom on the mirror."

HARVEY: Let me just start off by saying I want to salute and applaud the unsung hero out there in the marketplace today. Who is that? That is the salesperson. There are no jobs, there are no businesses, there are no factories unless someone brings the business through the front door. I'm proud of the nice 100 million dollar company I founded at age 26 and I want to tell you our emphasis has always been on sales. And so it's critical, it's key, again. Unless someone brings it through the front door, we don't have the 550 jobs in Minneapolis, in Minnesota and in our other plants around the country. That's number one.

Number two, it's not dog eat dog out there, Jay, it's shark eat shark, I mean it's brutal out there since the economic tsunami hit us two years ago, so unfortunately it's "take the business away from

somebody else.”Anybody can get an order in good times, that takes no talent whatsoever, but try to take the business away from someone else and keep him or her, keep them as a customer. That takes a lot of talent, so you’re right. First of all, you don’t go to school once for a lifetime, you’re in school all of your life and our lives basically change. Remember Charlie Tremendous Jones, I don’t know if you knew him or not.

JAY: Sure, and I’m old enough, I remember.

HARVEY: Well he was a very good friend of mine and he said and it’s just a phenomenal quote, “Our lives basically change in two ways. The people we meet and the books we read.” So, for your listeners out there, for your readers, for your viewers, I say one thing. Tail link is better than the most retentive memory, which means write it down. And the same thing when you’re reading that book, don’t just read it, study it, underline it, highlight it, use post-it-notes, then you will have your MBA in the real world.

Think and Grow Rich. I know you’re familiar with that book by Napoleon Hill.

JAY: Of course.

HARVEY: And How to Win Friends and Influence People, and incidentally, one book that your viewers and readers would not have heard of probably, is How To Stop Worrying and Start Living by Dale Carnegie. I’ve read those books, no exaggeration,

over 50 times. A person’s life equals the total sum of his or her experiences. And so the people that read Swim with the Sharks five and ten years ago, they’ve had so many experiences that my 70,000 words in that book will mean different things now than they’ll mean one, three, five, seven years from now. That’s why you have to keep reading and re-reading those classics over and over again.

JAY: Your life has been dedicated to teaching people how to connect. What are you trying to do with your new book?

HARVEY: It’s a compilation of my entire life of selling. At age 26 I founded my company. Harvey McKay. I’m not the President or CEO. I’m an envelope salesman. And I’m proud of it. You know, salesman is a negative word with some of these uppity, uppity companies, the Fortune 500 companies. A salesperson becomes a consultant, an adviser, a counselor, but not a salesperson. And so I’m proud of it. Again, nothing happens until someone brings the business through the front door. This is a very, very tough economy. I mean we’re talking 9.1 percent unemployment right now which is really 18% when you add up all the people who can’t find jobs, all the people who have given up. 7 million people have been looking for more than 8 months – that’s beyond comprehension. There’s a lot of people hurting out there and we can’t go backwards, we have to go forwards.

How is this country going to get out of this seismic shift that’s taken place, how are we going to get out? We have to grow our way out of it. How is a

company going to survive? That company has to grow its way out of it. How is every reader at this very second going to get out of it? They have to grow their way out.

The old adage, “practice makes perfect,” is not completely true. You have to add one word: perfect practice makes perfect. For those of you are golfers, you can go out and play eight days a week, you can practice eight days a week, and if you got a loop in your swing, what are you doing? You’re perfecting an error, you put a ceiling on how good you’ve become.

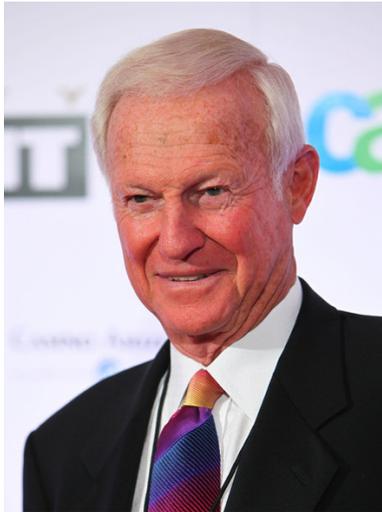
I’ve studied the Russian, Chinese, Japanese, Arabic languages and I’ll go to an audience, I say, “Raise your hand; how many people can become fluent in Chinese?” Two percent raised their hands. Guess what?

For the 98% that didn’t raise their hands in that 2,500 person audience it’s a piece of cake, there’s over a billion people that speak Chinese. Everyone can learn Chinese, there’s no such word as can’t, if you practice the right concepts.

So, I go out and I hire coaches. I don’t spend a penny. I make an investment in myself. I have a golf coach, I have a tennis coach, I have a speech coach, I have a humor coach, I have a marathon coach, I’ve run 10 marathons, Boston, New York, Twin Cities. Again, I have a language coach where I studied all those languages. On and on and on, I

have a social media coach, and let me tell you the bottom line now Jay. Here it is, whatever, why I do this? Whatever my God given talent is, whatever my God given potential is, that’s it, I can’t do any better.

I have a goal; a goal is a dream with a deadline, time and action calendar. I focus, I concentrate, I hire the coaches to help me and they take my talent, get everything out of it, you know my 10 marathons, my running coach is right there, right next side to me by my side and I do the best I can and I don’t have to worry about anything, because I can’t do any better. In fact I can’t wait to get up in the morning. Why? Because well, here’s what’s on my tombstone, are you ready?



JAY: Yes.

HARVEY: He couldn’t sleep fast enough.

JAY: I love that.

HARVEY: I don’t want to go to sleep. I really am afraid I’ll miss something and so that practice makes perfect, get the right coaching, get the right advice. Over the last 40 plus years I’ve coached 500 people, maybe 600 to 700, one at a time. Every one of them saw their net worths double and that’s not just blah, blah, blah. I know because I get constant immediate unfiltered feedback from our customers. I get it from our suppliers and the

people that I happen to coach and mentor and so any person that picks up this book practices it over a long period of time, whatever your network is going to be, all right, 3, 5, 7, 10, 15 years from now, it should double. And you know what? It's not about money. It's about happiness.

JAY: That's cool. I'm going to read a couple of the chapter titles from your newest book. First one, Chapter 10, LinkedIn and Facebook, The New Handshake. You've got a big chapter on Social Media, The New Sales Mega Center.

HARVEY: Well let me give you my take, my overall view. First of all, there's that seismic shift that's taking place in sales in our entire society for the whole 7.2 billion people in the planet. The great classical sales principles hold true. But they need to be fused with cutting edge, Internet technology, so therefore this book is road tested, and there's no baloney ins and outs or sales traction in today's super competitive what I call sales landscape. So I've two goals: real world and real sales. This is not a book to dream on, it's a book, to bank on.

Technology is not an option, Jay. Salespeople who pride themselves on being computer ignorant are half right— they are ignorant, period. It took radio 38 years to reach 50 million listeners. It took television 13 years to reach 50 million households. The Internet took only 4 years to reach 50 million users, by 2010. This study was done 2 years ago, so imagine the stats today with nearly 2 billion in-

ternet users world wide, that's not a typo, so stay in tune with the new selling etiquette.

For example, don't ask questions answered on a company's websites just to make small talk; it shows how lazy and disrespectful you are when you're out there selling trying to get an order. Keep your emails brief and friendly and to the point and when you Twitter you've got to have some take-home value repeat, take home value, substantive, in-depth in those 140 characters. It's got to have some humor in it, it's got to really have some meaning, has to tell you something, has to inform, and it has to be succinct. Your presence on LinkedIn and Facebook are the new business cards of the 21st century. And before you post anything—my dad taught me this—ask yourself, "How would I feel if this appeared on the front page of tomorrow's newspaper where I live?" When salespeople join social media discussion groups the good ones quickly learn, it pays to be altruistic. You want to add honest, helpful information to the conversation. Don't promote or sell products directly. You have to build credibility. All right? And that's the most powerful long term sales advantage.

JAY: My belief and I think it will be confirmed by you is two things. First of all, you got to add value but you got to know what value means to the recipient and that requires you to care enough, understand enough, research enough and connect enough. That's the first thing. Second, I believe you're having a continuous conversation. I'd like

you to really speak to the fact that it's not static.

HARVEY: I've never met a successful hermit. You got to be out there. Your antenna has got to be up; you don't have a lot of wealth for this. You have to be electric, have to be fresh, you have to know your customers. Let's talk about that for a minute, about add value to the recipient. Let me just give you a specific example, one on one if I can Jay. If I'm going to call on you to sell my product, or you're an HR person at a big company, small company, medium size and I want to get a job and I'm one of those 7 million, have been looking more than 8 months, I want to get a job, or if want to improve upon my circumstance, I have to humanize my selling strategy.

JAY: What does that mean?

HARVEY: Every study known to mankind will tell you you can't talk about business all the time; it's 30% business and 70% social, so I have a 66 question customer profile, that I want to know about. We have 3000 accounts all over the world with our 100 million dollar company selling in 20 different countries, so there are no cold calls at McKay Envelope company, I'll use the invisible web, okay, there are search engines that we talk about in the book that are beyond comprehension. I have to know what you're interested in, I can find out through the invisible web before I even make a cold call and there is no such thing as a cold call. I can find out whether you're a democrat, republican, independent, I can find out whether you're a

golfer, what your golf scores are, what your handicap is, what courses you play, where you live, I can find out all the charities you've given money to and this is honest and ethical ...

JAY: Well it gives you a context of appreciating, understanding and connecting. The key to all of this is authentic intention. It's not to game the transaction, it's to bond, it's to appreciate, to understand, to appreciate, and to acknowledge and respect all the implications that affect the other side, don't you think?

I've got to be honest, one of the reason I got involved with the magazine is I was intimidated, I was overwhelmed, I was actually beleaguered by, oh God, I don't understand this, I don't get it. But the truth of the matter is, if you embrace, not only is it exciting but it gives you so much more power, strength and a different world of connectivity. Don't you think?

HARVEY: Without question. There was an entire chapter in the MacKay MBA in maximizing Twitter, you know as a sales intelligence tool about prospects. I don't think much has changed in the last 75 or 100 years. Three things make a successful salesperson. Number one, hungry fighter, number two, hungry fighter, number three, hungry fighter.

Now you have to have the trust factor; trust, the five most important letters in the alphabet, you have to establish trust, and then that hungry fight-

er. And failure is not being down, failure is staying down, so now you add the trust and the hungry fighter and the passion and the resourcefulness and the loyalty, and the guts and the courage and all these synonyms that make a successful salesperson, again that is what you have to have. But then you have to fuse it for the following reason. I'm from Minneapolis. 25, 35 years ago companies such as Honeywell, Cray Research and Control Data had the most successful, largest, biggest computers in the whole world. You couldn't get them in your office, Jay. Guess what? Three feet from where I'm speaking to you right is my iPhone. I've got more power in my iPhone, in the palm of my hand than those computers had 30 years ago, so now continue on, so I've got this power, and the change is simply this. It's how we get our information, that's the biggy.

How we get our information today is beyond comprehension. So you can also use derivative tools to access conversations about products and companies, including competitors. The great power of such web sales information of course is real time. It's constantly refreshing itself.

JAY: That's very insightful.

HARVEY: I mentor 25 business people professionally and I got about 6 or 7 techies in there, so I just love it. So, back to traditional marketing; it's a one way communication. Twitter is a two-way communication and, of course, a model for the future. So salespeople have to learn again how to engage

themselves in the conversation and they need to do it in a way that's not self-serving.

You can Google your way to an infinite amount of research about people and companies. We know that, real sales experts are tapping that second university, deep web or as I call it, the invisible web. And oh and by the way, you know, Google itself is a terrific case study. I know you've studied it. In his book, Google co-flounder, Larry Page says he got this crazy idea that he was going to download the entire web onto his computer and that's what they did, and Google revolutionized advertising and marketing.

JAY: What's the lesson?

HARVEY: What my father taught me when I was eighteen years old, namely that there's no such word as can't, unless it's a physical impossibility. I can't run the 100 yard dash in 6 seconds. I can't flap my arms and fly and so therefore the lesson is that it's the visualization, it's the passion, it's the dream, it's practicing the right concepts. You have to do all of these things over a long period of time; you know how important persistence is. Once you've maximized your potential and your God given talents under the right tutelage, then that's it. You can't sell everybody, you're going to get some disappoints, and we haven't even talked about rejection.

JAY: I want to go through the categories in your book because I want you to speak to them.

HARVEY: Surely, and just a brief aside, there's 70,000 words in that book and on the last page, there's a money back guarantee. I personally, Harvey McKay, guarantee your money back if you do not like and learn from this book and here's the aside. When I wrote *Swim with the Sharks* and six books in between, back in 1988, I wanted to be the first, like you, out of the box thinking, I wanted to be the first author to ever put in a book, money back guarantee if you don't like this book. And guess what? I had a six week World War III fight with my publisher, but I prevailed and they put it in *Swim with the Sharks*, 5 million copies sold, 18 people asked for their money back, 7 of them were my best friends.

About the book, it all starts with the ten most powerful, two letter words in the English language, "If it is to be, it is up to me." That's it, it's nobody else, You're out there, you got to learn, look in the mirror, you've got to take your game to the next level and you can do it, so that's why again, believe in yourself. That confidence comes right in there and believing in yourself.

Jack Kemp was a good friend of mine; he went to Occidental College, of course he was a congressman for 20 years, ran for Vice President of the United States with Bob Dole. Jack told me a story about when he was in college and he went out for football and, of course, he's not doing very well. His junior year is a total failure. Then, in his senior year, six weeks before the season starts, the coach calls him in and says, "You're my man, you're my go-to guy, you're the leader I believe in

one person every single year and you are that person. Don't tell anybody else, I'm counting on you." And Kemp tells me, he flew out of that office, had a great year, a senior year, Occidental went on the pros, and the rest is history.

JAY: Okay.

HARVEY: Then Kemp tells me, "Harvey four weeks after the season I found out he called in another 10 players and told them the same thing." So, look at what confidence can do. And, then here I'm going to be contrary now. Nobody has heard this study from the University of Michigan, I love that school; my daughter went there. This is a study that is incredible. They got 5 friends to play a trick on a 6th friend named John. The friends all shared a ride to school in one car; five got in and they picked up John and all of a sudden they looked at their friend and said, "You feel okay?" John says he feels fine. "Well," they say, "you look like you have bags under your eyes." Fine. They go their own ways; second hour, someone comes and says, "Did you lose weight, John?" At the third hour, a third person comes up, and makes another negative comment. "You sure you're not worried about something? You're not acting yourself, John." By the fifth hour John checks into a hospital.

JAY: Really?

HARVEY: Isn't that wild?

JAY: Interesting.

HARVEY: A happy person.. well adjusted.. and in five hours they're driving him to the hospital. How's that for the power of negative thoughts?
JAY: Good.

HARVEY: Visualization or fantasizing is the most powerful means there is of achieving personal goals. There's a man by the name of Victor Frankel who owes his life to his ability to project himself. He was a renowned Viennese psychiatrist before the Nazis drew him into a concentration camp. I heard him speak years ago and he held us completely spellbound. "Look," he said, "There's only one reason why I'm here today, what kept me alive in a situation where others had given up hope and died was the dream, something I could hear, of telling you how I survived the Nazi concentration camp. Never been here before, never seen any of you before, never given this speech before, but in my dreams, in my dreams I stood before you in this room and said these words 1,000 times."

JAY: Interesting.

HARVEY: And you see I learned that from him, but I also learned it when I was playing golf at the University of Minnesota from my coach. He said, "Harvey, I want you to visualize what that drive is going to be, what the trajectory is, the feeling in your hands with a good click and you do that. You say to yourself and visualize it. 'This is going to be the last sandshot I ever hit,' and you visualize it."



JAY: Yeah, go ahead.

HARVEY: But the setbacks, rejection. You know rejection doesn't have to be permanent. Failure doesn't have to be permanent. I wrote a book, We Got Fired and it's the Best Thing That Ever Happened to Us. Well I went out and I interviewed Lou Holtz; Holtz is my closest friend, we're joined at the hip, many people know that name. So I interviewed these people and here's the common denominator which is so very, very important. They all learned one thing that they had to learn from their failure, from being rejected: you can't



I not resourceful, did I know enough about my product and I get that feedback from you, how's that from learning from rejection.

JAY: I've been very blessed, my mentors taught me that every time you do not achieve your objective to have the person you're trying to persuade help you be better; ask him or her to tell you what to do differently.

HARVEY: And obviously if we could go out, Jay, and get a 100 of the most successful people in the country, male and female, and interview them one at a time and say prioritize why were you a

wallow in rejection and in failure.

You have to take something from it, learn from it. If I'm not successful, if I make three, four, six calls and there's no way I'm going to get the business and I lost the big contract and I don't have another one coming up for two years, you know what I do? I go back and call on you, and I ask you, what did I do wrong.

JAY: Agreed.

HARVEY: Can you help me? Was I too overbearing, did I talk too much, was I not a good listener. Was

success? Okay. I think that the overwhelming majority would say their network.

JAY: I agree.

HARVEY: They built their network and it just leads to happiness and anyone can do it. That's all; have a deep down burning desire to find out about every single person that you ever meet, that's all.

JAY: I think it's tragic when people want to try to do it alone and be an island and do it the hard way.

HARVEY: We mentioned the seven sections of the book, but, guess what? There's after-thoughts and I call that, Harvey McKay's ABC's of Selling.

JAY: I love it.

HARVEY: A is for availability; B is believe in yourself; C is customers are always right; D is deliver more than you promised; E is education is for life—and just as an aside, if you think education is expensive try ignorance; F is for follow up and follow through. H is for humanize or selling strategy; I is the least important letter in selling; J is join trade organizations; K is know your competitors; L is listen to your customers; M is maybe, the worst answer a customer can give; N is networking of course; O is opportunities are everybody keep your antenna up; P okay that's for price; Q is for quality; R is for relationships; S is for service; T is for trust, which is central for doing business with anyone; U is for unlimited potential; V is for volunteer; W is for winning doesn't necessarily meaning everyone else loses; X is for X-ray and CAT scan, your customer; Y is for You, the word your customer needs to hear often; Z is for zeal, a critical element in your presentations, your service and life in general.

JAY: What question should I have asked you that I didn't and had I asked you, what would your answer be?

HARVEY: Well, I think, well you're a beautiful interviewer. I think possibly and we really didn't

touch on what drives Harvey McKay, what motivates me to having a wonderful career. Economically I don't need another penny in my whole life, so what drives me to get up every single day? And I guess it would start with my father who taught me about reciprocity without keeping score. I meet you Jay and the moment my hand goes out and I introduce myself I say to myself, what can I do for Jay? Now people have heard that before and there might be 2 to 5% of the population that lives that life that way.

Expect nothing in return. Repeat, expect nothing in return. 25% of my life is voluntarism. My father said he won every humanitarian award there was to win. I lost my mother to breast cancer—she was 49—when I graduated the University of Minnesota, so I lived with my father for 5 years. I never go a day without blessing my father, I challenge every person out there in the audience to just try it for three months or six months, expect nothing in return.

JAY: What's the one takeaway you want everybody reading, listening to this, to grasp amongst everything else.

HARVEY: Well and before I answer that question, let me just say, if they go to HarveyMacKay.com they can pick up everything on my website. I would like them to take a look at that, so they can grasp these concepts over and over.

JAY: And they're invaluable, so I encourage it.

HARVEY: What's the one takeaway concept? I would say reciprocity without keeping score. Live a life like that, you won't believe how happy you will be again, no matter what your age is.

JAY: Yeah, this has been extraordinary and I'm grateful for you on behalf of all the readers. Thank you.

HARVEY: Well, thanks again, and thanks for the phenomenal interview. I really, sincerely appreciate it. Best of luck. Bye-bye.

JAY: Thank you.



Josh
Linkner

JOSH LINKNER



ABOUT JOSH LINKNER

Josh Linkner is the New York Times Bestselling author of *Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity*, named one of the top 10 business books of 2011. Josh is the CEO and Managing Partner of Detroit Venture Partners. Together with business partners Earvin “Magic” Johnson and NBA team owner Dan Gilbert, Josh is actively rebuilding urban areas through technology and entrepreneurship. Josh is also Adjunct Professor of Applied Creativity at the University of Michigan.

Josh is the Founder, Chairman and former CEO of ePrize, the largest interactive promotion agency in the world providing digital marketing services for 74 of the top 100 brands.

Prior to ePrize, Josh was the founder and CEO of three other successful technology companies. He has been honored as the Ernst & Young Entrepreneur of the Year, the Detroit News Michiganiaan of the Year, and is a President Barack Obama Champion of Change award recipient. Josh is a regular columnist for Fast Company and Inc. Magazine, and his work has been featured in The Wall Street Journal, Forbes, USA Today, and The New York Times.

THE INTERVIEW

JAY: Welcome. Today we're going to be talking to somebody who's very accomplished in a multiplicity of entrepreneurial fields. It's a pleasure and honor to introduce Josh Linkner.

JOSH: My pleasure. Great to be here.

JAY: And I should add that you're CEO of Detroit Venture Partners, a very inventive and innovative venture fund committed to really re-animating the Detroit area with dynamic, highly technical enterprises, correct?

JOSH: Yes. We are backing passionate entrepreneurs in Detroit to help rebuild our troubled city through entrepreneurial fire. And by investing in start-ups--mainly tech start-ups--we are able to create jobs, urban density and hope.

And we're working very hard to re-establish Detroit as a beacon of innovation and entrepreneurship and we think there's a great economic opportunity here, as well as an opportunity to truly make a difference in our community.

JAY: You say it's not just about finding businesses that will make you money; it's about finding businesses that can make a difference in the community, add value to the consumer and then be profitable.

If you could start with some fundamental beliefs, lessons, or recommendations that might help any and all business owners and entrepreneurs to accelerate, advance, enhance, expand, or compete more passionately, purposefully, in whatever they do, I would love to start with that.

JOSH: Well, it would be my pleasure. I mean I could really chat on that topic a long time because I am really passionate about entrepreneurship; I look at it, together with small businesses, as vehicles for impact in the world.

So, the first thing I would say is to follow your passion. If you're working just to make money, you're going to end up probably not making as much money, and also certainly not making as big of an impact, as you may be capable of.

I've studied the most successful people in the world, and typically what happens is they look at money as a by-product. In other words, they pursue their passion, they focus on making a giant impact, and the money comes as a result.

We always say in our group that "Money follows; it doesn't lead." Let your passion lead, let your desire to make the world better, to serve customers, to build an organization that's enduring and the money will take care of itself.

JAY: Also, even in this digital age, you can't underestimate the value of grit and determination. In Detroit, we've been kicked around a lot; we're the Rocky Balboa of cities, fighting for life and glory.

And I think that what will re-establish our city, and what will help your listeners is the spirit of grit and determination that is part of the American fabric.

So often today, you hear of people making billions of dollars in a few short years, and people think that building businesses are easy. And we know that that's not the case; success rarely follows a straight line. And what I've found is the most successful people are not just the ones who can celebrate success, but who can slog through adversity.

I think that the business journey is a challenging one, and that the people who are most persistent—the ones who have that will of steel, who are able to forcefully fight through the natural gravitational pull that's trying to hurt and pull down small businesses—are the ones who use their passion and determination and commitment to follow through. They're the ones who end up making the biggest mark.

I was impacted many years ago by someone who said that the key to the greatest achievements possible is to not fall in love with your product or your company but to fall in love with the marketplace you serve and the impact that your product

service at work in their lives, protecting, enhancing, entertaining them makes. What do you think about that?

JOSH: I think it's exactly right. The world has changed fundamentally over the past five or six years and the rules of the game are no longer the same. Today, an entirely new set of skills is needed in order to win. In today's complex world, creativity is mission critical and the companies and individuals able to nurture and develop their creativity as a source of sustainable competitive advantage are going to be the ones that will win in the future.

So, creativity is something that exists not just for its own sake. It's to be applied to drive success. And if you look at companies that are the most successful—whether we're talking about Groupon or Google or Facebook, or even companies like Ford Motor Company—it's the companies that doubled down on innovation that are the ones that win.

And by the way, creativity isn't only about product innovation. In other words, if you run a life insurance company, you're not going to innovate the product but you can innovate on how you connect with customers, how you market yourself, how you build your culture to attract the best people. So, people in companies who apply creativity to their daily lives—let's call it everyday creativity—are the ones who really win.

Think about creativity as a resource. We're all busy managing resources like cost, and money, and time. Managing the creativity within your organization can be an enormous windfall in terms of success.

Many of us don't feel very creative; we think you're either born with creativity or you're not. And the good news is that the research findings show us that the exact opposite is true. In fact, a 2008 study by Harvard University revealed that creativity is 85% learned behavior, which means that you and I on our groggiest day have 85% of the creative capacity of a Mozart or a da Vinci or a Picasso. But many of us don't feel creative, so we fold our arms and say, "Oh gee, I'm not very creative."

All children are creative; they're abundant with creativity. The creative roots we had as children run deep. And so, rather than creativity being an attribute that we're either born with or not, turns out it's really more of a capacity that needs to be rediscovered and nurtured in many adults.

JAY: I agree. I've tried to be a gauntlet for entrepreneurs, challenging them to delve into their childlike curiosity and innocence because it's very liberating when you tap into creativity. It lets you see life from a different paradigm. All of sudden it's like viewing the world through 3D glasses.

JOSH: And today, we live in a world of dizzying speed, exponential complexity and ruthless

competition. And to get ahead, whether it's in our companies, our communities, or our careers, we're each saying, "Alright, what can I do to drive progress? How can I win for myself and my family?" And sometimes, working harder isn't the right answer.

You can only cut costs so far in most organizations. So, if you can put on those 3D glasses, you're going to find ways to create, and when you're able to create, you're able to drive significant progress.

If you run a local dry cleaner, maybe you can find



a new way to serve customers or a new way to market it or a new way to make the experience of people coming to your dry cleaning shop more powerful. So, creativity is out there for all of us.

I think each of us has a big blank canvass and it's

up to us, individually and collectively, to paint that masterpiece. And we've been given an amazing set of paints and brushes as human beings because we all have incredible capacity to create, so now it's up to each of us.

JAY: What one or two little steps would you recommend to encourage someone to discover and tap into his or her creative being?

JOSH: One thing you can do to really, to get started is awaken your curiosity. The more curious people are the more creative they become. And the simplest thing to do to awaken curiosity is to ask three simple questions again and again and again: Why? What if? and Why not?

When you ask these three questions, it forces you to challenge conventional wisdom. It forces you to imagine the possibilities instead of focusing on just what is today. And when you do that—when you start asking these questions—all of a sudden you do see the world through 3D glasses. The world becomes very vivid and you can start to look for opportunities for change and advancement.

And by the way, I would encourage not just worrying about the big stuff. Sure, it takes creativity to change an industry or invent an iPod or something, but little teeny acts of creativity can add up to big things. So, try taking a look around and saying, “What are some small improvements that I can make in my organization that can make a dif-

ference?” I would start with small stuff and then expand your creativity outward from there.

JAY: In one of your blogs, you talk about discovering your super powers.

JOSH: It seems that the people we admire most are the superheroes of the world. It turns out many of us have a superpower too, but nobody has all of them. Even if you think about Superman who can leap tall buildings in a single bound and has x-ray vision, there are many superpowers that even he doesn't have. For example, he can't spin spider webs.

The thing about the most successful people is that they often have one or two things that they are fantastic at and, rather than worrying about all the things that are their shortcomings, they've focused on nurture and build on their strengths. So imagine Superman being bummed out that he wasn't Spiderman. Ridiculous, right?

Instead, he is going to go out and change the world and solve crime and get the girl, because he's celebrating and nurturing and building on his superpowers. So the point I'd like to make is that everybody has his or her own superpowers. Maybe you're great in math, maybe you're a wonderful communicator, maybe you have a vivid imagination or maybe you really understand your customers. So, discover what those powers are and nurture them and build on them.

And similarly, even Superman, the greatest superhero of all time has the challenge of Kryptonite. Kryptonite stripped him of his powers. I think each of us probably have a Kryptonite or two of our own. Maybe we're not so good at math or maybe we get clammy in tough situations, or maybe we don't negotiate well.

In my blog, I talked about how silly it would be to imagine Superman slumped over some bar, bummed out about his Kryptonite as opposed to leaping over tall buildings and saving the world.

We all have some superpowers and we all probably have some Kryptonite. The problem is that many people spend much of their lives obsessing over their Kryptonite, obsessing over all their shortcomings, and wallowing in doubt, self-pity, and fear when they could be saying, "Wait a minute. I may have some Kryptonite, but darn it, I have some super powers and I'm going to focus on those. I'm going to acknowledge my weaknesses, but rather than letting them hold me back, I'm going to let my strength shine. And I'm going to grab on to those super powers and make the best possible impact I can make."

JAY: The title of another blog is "How to Be Attractive."

JOSH: Sure. And the reference in the blog "How to be Attractive" obviously wasn't about physical attraction. Rather, it was about how to remain attractive in the business world while also trying to

persuade somebody to do something, whether it's persuading a customer to buy something or a team member to join our team or seeking investment or banking relationship.

In the blog, I included a couple of tips. One of them is about not faking it. I think today so many of us have enormous fraud detectors. So if you're trying to fancy talk your way around the real issue, forget it. It's more about being authentic and being real. People can truly relate to that.

JOSH: Another tip involves really standing out. So often, companies and individuals try to fit in rather than stand out. They're so busy trying to keep up with the herd that they end up blending in and not getting noticed. So to me, whenever I see a flock, I sprint in the opposite direction and say, "How can I be truly remarkable?"

The world doesn't need another commodity. The world doesn't need another "me too" player. The world doesn't need another "me too" anything. What the world craves and will pay handsomely for is originality and creativity as well as imagination and new thinking. So, I would say, celebrate your uniqueness rather than try to conform.

JAY: Do you have a couple of suggestions to help entrepreneurs stand out?

JOSH: Sure. One thing that's fun to do is a technique I like, call The Opposite. Basically, you take a piece of paper and draw a line straight down

the middle. On the one side of the line, you list all the ways you're currently doing something. Let's say, it's trying to sell the customers. So you list all the ways you're doing it; you list all the ways your competitors are doing it and you list all of conventional wisdom. You don't judge, you don't analyze, you just list.

So let's say, you list thirty different things on the left side of the paper. Then, on the right side of the line, without judging, without analyzing, you just write the polar opposite of each item on the left.

Now, when you look at the lists, some items may be crazy and not even doable. They could even be illegal. But, you start to ask, "Is there an kernel of an idea here that I could turn into something that's really practical and that could make sense for my business by allowing me to stand out from the pack?" It could be about how you sell your product, it could be about the actual product, it could be about how you price it or it could be about where you're located.

When you see breakaway success, so often, it's tied to somebody not following conventional wisdom; so often, it's the opposite—it's somebody who dares to be different.

JAY: Can you give us any dos or don'ts to help us, not just make money, but to help us make a difference using social media?

JOSH: I've found the most success using social media is through blogging. I write a blog once a week and I do it in what I believe is an authentic way. I write about things that will help the audience, not me.

I never sit around and promote something of mine. I never say, "Oh, go buy my book," or "I can help give a speech" or something. I'm only thinking about the audience. I collect ideas throughout the week and I enjoy writing these blogs. And it's become a platform. And so, people think of me as an expert on various things like entrepreneurship, venture capital, creativity and so on.

And, you know, people choose to follow it, or someone might get the blog and forward it on to their company or their friends. And so, that's allowed me to have a voice that's authentic, but in a serving type of way, not in a selfish way.

I would say that the worst mistake someone can make in social media is trying to think about it only from a self-serving standpoint because people see right through that. If you're genuinely giving to the world, you're becoming an expert and you're adding real value. People will take notice and your social media stats will climb.

JAY: So if we can subordinate our own interests and almost get rid of the word "I" and start thinking in terms of the "you"—the reader, the listener, the prospect, the market, the community—it would seem that approach would catapult our

connectivity with our target audience because our message would be driven by a totally different intention.

JOSH: To some degree, we must think about advertising and social media as polar opposites. Let's say, you run an insurance agency, and you place an ad. The ad might say, "My insurance agency is so great. You should come check me out." Me, me, me, me, me.

Social media is exactly the opposite. So if I ran an insurance agency, I'd write a blog, or I'd contribute content to the world about how people can use insurance to help their lives improve or tell about the common mistakes people might make or pitfalls to avoid. So it's all about you the audience, not me the business. The old adage that we learned in kindergarten, "The more you give the more you get," applies 100% to social media.

If you look at social media as an opportunity to give sincerely and authentically, the getting will come back tenfold. And it's weird because it can come in from different places. You may be helping one person and all of a sudden you just get some random call from a dream customer. The call seems to come out of the blue, but it happened because you've contributed so much into the world that it comes back to you.

JAY: So providing value has totally to do with what the market desires, appreciates, respects and fears. It has nothing to do with what you want for them, does it?

JOSH: It's all about the audience. It's not about you as the provider, if you will. And so, I think it's important to have the right sense of empathy.

One of the classic mistakes marketers make is thinking of themselves as their target market. So, if a room full of middle aged white men are thinking about their own needs and wants, but the product they're selling is for urban teen girls, you know they're going to just totally miss the mark.

And so, having a sense of empathy for your audience—whether that's your customers or your employees—and speaking to them in a voice and with examples that are meaningful to them, is so much more important than serving yourself.

JAY: We're talking social media primarily, but the truth of the matter is that business is business is business. The tenants of social media are merely factors causing business owners and entrepreneurs to become externally focused, don't you think?

JOSH: Yeah, very much so. I'd love to chat for a second about Earvin Magic Johnson, my partner in Detroit Venture Partners. There are four partners, and I'm one of the four and so is Earvin. And I tell you, getting to know him had just been such

a blessing and not for the obvious reason.

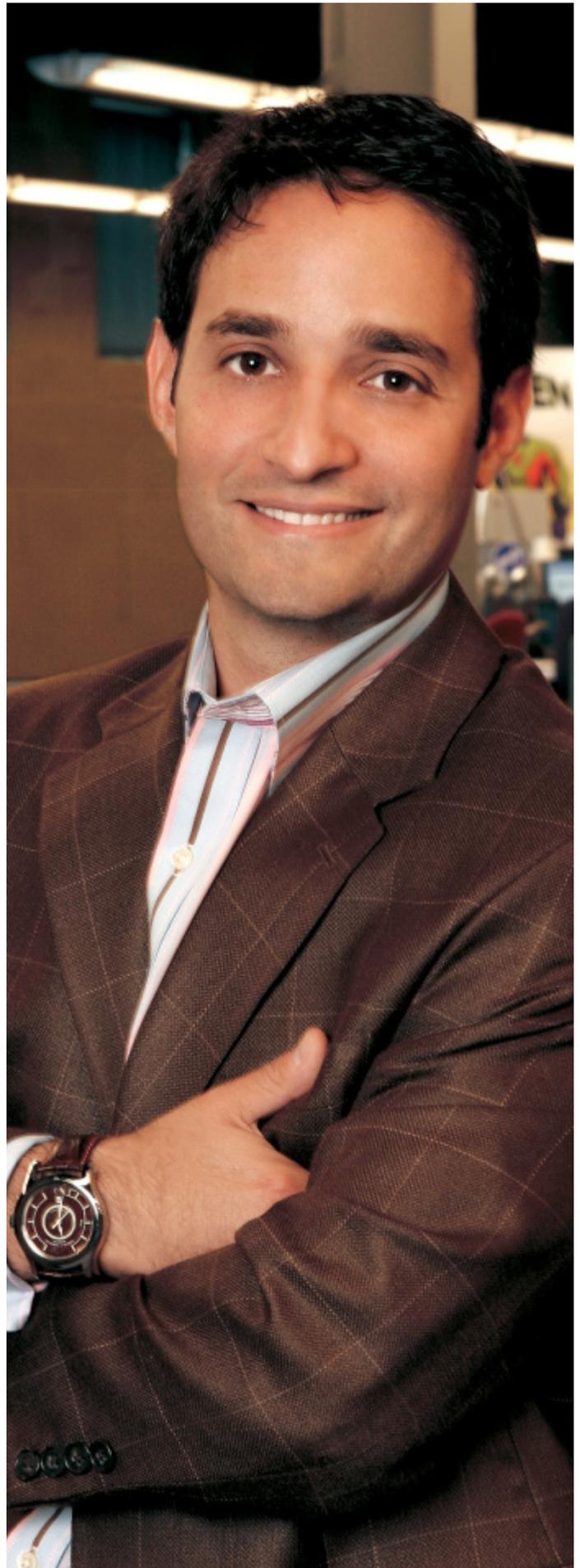
Sure, he's a revered athlete and all that. But to me, what's way most special about him is who he is behind the scenes. This guy is not who we would think.

So many celebrities drape themselves with bling and they're about entourage, and they're demanding and egocentric, but Earvin is exactly the opposite. He's the warmest, most caring, most genuine person you could imagine. He comes completely from a point of service. He doesn't come and say, "I want this," or "Me, me, me." Instead, he says, "How can I help, Josh? How can I create jobs in Detroit? How can we work together? What do you need?"

He's so focused on other people and, in turn, of course, he's done fantastically well. He has unbelievable humility and he makes everybody in the room feels like a million bucks. And, in turn, you want to do everything you can to be connected to him. To me, that's the real magic behind Magic Johnson. He's not focused on what he can get. He's focused on how he can serve.

One thing I really admire about Steve Jobs is that he was able to imagine an ideal situation without being confined of the potential limitations. In other words, he didn't say, "Oh gee, I want to have an iPod concept, but, but, but, but, but..." He just said, "This is the ideal manifestation of my vision and let's figure it out."

Copyright © 2011 - www.abraham.com



I feel that so many of us have incredible ideas. We might have an idea on how to transform our business, or our community, or our career and yet, we end up doing the yeah-buts. We say, “Yeah, but this...” or “Yeah, but that...”

We let our yeah-buts talk us out of achieving our true potential. When Steve Jobs imagined his ideals, he didn’t let any yeah-buts get in his way of realizing his dreams. Any naysayers simply served to emboldened his resolve.

And when we think about our heroes, whether it’s Steve Jobs or someone like that, we imagine them never having a bad day. The truth of the matter is that all of us have challenges and setbacks. Success is not linear. And so, the tough part of running a business or building your career isn’t when things are going great. It’s when you have the inevitable setbacks. And so, how do you overcome them? How do you keep the momentum?

One thing that I think is helpful is to realize that the most successful people in the world have also experienced the same thing. Consider, for example, James Dyson who invented this incredible Dyson vacuum cleaner and today he’s a billionaire. Well, part of the story that you may not know is that Dyson failed 5,100 times in a row before cracking the code. Literally, he had 5,100 failed experiments in a row. And what Dyson learned is that mistakes aren’t failures. Mistakes are simply the portals to discovery. So, instead of judging a setback as something negative, it’s helpful if you

can say, “That’s an interesting data point. That’s something that I can learn from so I can grow and continue on my journey.”

So if you can remove some of the judgment and realize that the most successful people not only win more, they also fail more, you start to build a confidence and a resolve that can get you through even the most challenging times.

JAY: Whom do you admire and respect and follow in any form of social media including blogs?

JOSH: Well, one that I would really recommend is marketer, Seth Godin. Seth is a brilliant blogger. I believe he blogs seven days a week. His blogs are often just a sentence or two and he is the master at making poignant, insightful remarks that can inspire an entire day just in a short sentence or two so, absolutely worth following. It’s sort of a daily blast of inspiration and insight.

In addition, I think Apple Fellow, Guy Kawasaki, does a terrific job of Tweeting. He’d not only Tweets, “I’m at the coffee shop,” but he Tweets little observations throughout the day, again that can be a little source of inspiration and encouragement.

Beyond that, I think it’s a good idea in social media to follow not only your heroes, but also your competitors. In today’s day and age, you can see exactly what your competitors are blogging or Tweeting or posting about.

You don't want to necessarily copy them, but it's good to understand what they're thinking.

One of the neat things about social media is that all the thinking that was previously private has become in public for all to see. If you're in a hotly contested competitive landscape, you certainly want to understand how your competitors are thinking because it can help you position yourself in a way that can be effective.

JAY: You can learn so much more from studying, not just your competitors and related and derivative type businesses and services, but also what their market is saying. It's all right there on a platter for you.

JOSH: What a lot of people do if they're looking for inspiration for their business is to look around at others in their field. So, typically, if I manufacture peanut butter, I go look at all the other people who manufacture peanut butter. In addition, I suggest looking for sources of inspiration in completely different fields.

For example, there's a hospital in town, here in Detroit, and surely they studied the healthcare industry in other hospitals. But, to differentiate themselves, they decided to study the hospitality industry. And in fact, the CEO of this hospital is not a physician; he was a senior executive at the Ritz-Carlton Corporation.

JAY: Wow!

JOSH: And what they've done as a result is that they've transformed the experience of a hospital. You walk in; it doesn't smell like a hospital. It's this wonderful, incredible experience and it's very comfortable and soothing. If you're in a car accident, you're going to the nearest hospital. But, if you have to have an elective surgery, you know exactly which one you're going to choose because it's head and shoulders above every other hospital.

I say to people, if you admire a company that is outside your industry that might be a good one to follow. Perhaps, if you're in automotive, start studying fashion or start studying arborists; find inspiration from unlikely sources to drive meaningful breakthroughs.

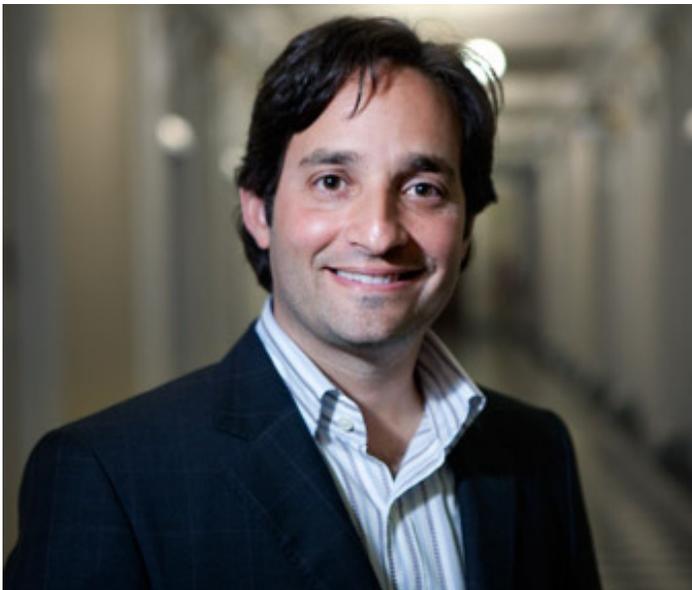
JAY: In your blog you wrote that you don't believe in trying to be all things to all people is the path to greatness, to success, or to really making meaningful impact. You want to talk about that?

JOSH: You know, I think that's so true because if you play it safe by being in the middle, you really run the risk of delighting no one and just getting lost completely. So, I'd rather see a company that perhaps, completely alienates 15% of the population but delights the other 85%, rather than just being sort of bland, mediocre soup to everybody else.

So many of us live our lives trying to play it safe, only to discover that playing it safe has become the riskiest move of all.

And in today's competitive world, I don't know that any of us have the luxury of cowering in fear trying not to get lost in the pack, because that's just not going to allow us to reach our dreams and our goals.

JAY: Yeah, perfect answer. What's the one question I should have asked you but didn't, and what would your answer have been?



JOSH: Wow, that's a thoughtful question. Well, sometimes people ask, "What's one technique I can use right away to get more creative?" I tell them about a technique I call "rolestorming."

We've all heard of brainstorming, where you sit around and come up with as many ideas as pos-

sible without judging them. So often people hold back their best ideas because of fear. So, instead of sharing your great idea, you hold it back because you talk yourself out of it. You say, "Well, if it was such a good idea someone else probably would have already said it." Or, "What will my boss think?" Or, "Will I look foolish?" Or, "Who will fund my idea?" So, even though we have interesting ideas, we dismiss them very quickly. Brainstorming helps break through such fears.

In rolestorming, you remove that entire layer of fear, because when you rolestorm, you brainstorm, but in character. For the sake of argument, let's imagine you and I are brainstorming and you're playing the role of Steve Jobs. Okay? Well, in this case, you're going to come up with bold, gigantic ideas. And if you come up with a big, crazy idea, no one's going to laugh at you—at Steve—for coming up with an idea.

So, because you're removing personal responsibility, if you will, nobody's going to laugh at you for being foolish; it frees you to come up with crazy, big ideas.

Let's say I'm playing the role of Charlie Sheen. Well, I might come up with inappropriate, illegal, obnoxious or unethical ideas. But, you know what? That's okay, because it's just a rolestorming session. So, once I come up with some really stupid idea that's illegal, that Charlie Sheen might've come up with, we might be able to morph that idea into something that's really meaningful that

we would've never thought of before. Rolestorming may seem a little goofy at first, but it is an incredibly powerful technique. Pick your favorite author, superhero, movie character, villain, sports figure, politician, a movie star, anybody you want, and try brainstorming in character. The process removes all these boundaries and it really liberates and unleashes creativity.

JAY: What's the one thing you'd like people reading and listening to this to remember and grasp most from what we've just talked about?

JOSH: Never underestimate the impact you can make. If you think about it, there are all kinds of obstacles we all face. We weren't born into the right family, we don't have enough background, education or money, we don't look good enough, whatever.

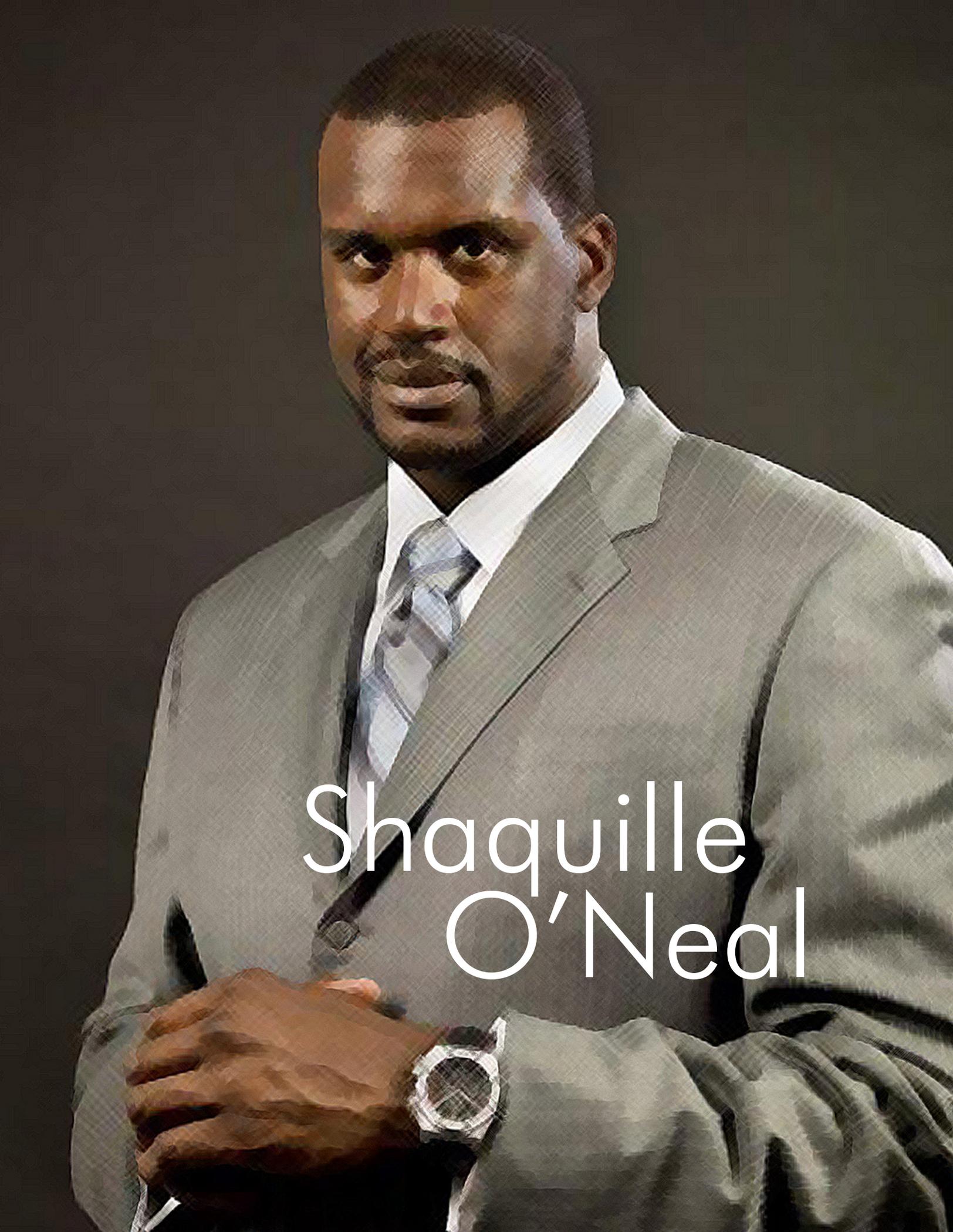
We can make all the reasons and excuses that we want, but often the people who have had the biggest impact on the world were not born with incredible opportunity. But they forged ahead and realized the power one individual can make. I believe that every one of us on this planet has enormous potential. If you can tap into your creativity and connect with your passion and then follow it through with persistence and determination, boy, the opportunities are limitless.

I really hope readers seize their full potential, seize the enormous opportunity that's waiting for all of us, and use that as a platform to just make a

big difference in the world. If we all did that, wow, what an incredible planet that we'd live on.

JAY: Great conclusion. I have enjoyed this. Thank you very much.

JOSH: My pleasure. Thanks again.



Shaquille
O'Neal

SHAQUILLE O'NEAL



ABOUT SHAQUILLE O'NEAL

Shaquille Rashaun O'Neal, nicknamed "Shaq", is a former American professional basketball player. In addition to his basketball career, O'Neal has released four rap albums, with his first, Shaq Diesel, going platinum. He has appeared in numerous films and has starred in his own reality shows, Shaq's Big Challenge and Shaq Vs.. Shaq is an NBA analyst, speaker, television personality and trained mixed martial artist.

A veritable renaissance man, O'Neal has various entrepreneurial endeavors including his own clothing line, real estate investments and is currently on the advisory board for Tout Industries, a technology startup company based in San Francisco.

Shaq is on track to receive his PhD in Leadership and Education with a specialization in Human Resource Development at Barry University.

And author four times over and just released his 4th book titled, "Shaq Uncut" available at amazon.com and Barnes & Noble.

THE INTERVIEW

Part 1

Basketball superstar Shaquille O’Neal has always enjoyed a crazy degree of success. Even while racking up a gigantic pile of sports awards and accolades, he’s triumphed off court as a recording artist, an actor, an author, and as a law enforcement professional. Now, as Shaq reinvents himself as an entrepreneur, consultant and prized keynote speaker for corporate venues, he reveals to Jay how social media, family, humor and smart team-building skills can keep you balanced, informed and connected. Yes, and he hints at how continuing education—such as his soon-to-be-earned Ph.D in Human Resource Development—can come in handy as well...

JAY: Okay, today’s interview is going to be extraordinary for two reasons, First of all, everyone knows Shaquille O’Neal in the sports arena. We’re going to uncover very quickly, very deeply the other side of Shaquille O’Neal, the dimensional entrepreneur, the social media master in a lot of different ways. We’re grateful that you are available. People don’t know that you are an entrepreneur. You’ve got your hands in a lot of different things. I want to get right to it and I want to ask you a lot of questions.

Our audience consists of business people from all over the United States interested in social media, but also interested in making their lives better, their businesses more successful and competing more aggressively. So I’m going to take you into a bunch of different areas rapidly. I know you are on a timeline, so I am going to start you with social media type questions and then with time and your permission, we’ll get you into a lot of other things. Before I start, you’ve got a brand new book out Shaq Uncut and everything I’ve heard about it says this is a very, very provocative read. So, before we get into social media, you and all your other endeavors, do you want to make some comments about your new book?

SHAQ: The book is more like a reflective book.

JAY: What do you want me, the reader, to grasp about you perhaps, differently or deeper or more dimensionally?

SHAQ: So now, you know it because you’re getting it from the source. A lot of stuff that went on was speculative. Back about nine or ten years ago it was really two or three demanding voices: CNN said it, ABC said it, ESPN said it, CBS said it, then it was fact. Now, there is media take out and

there are a 100 different people saying 100 different things. So you don't know what's what. Now, you're getting factual insight, factual statements from the source. A lot of stuff was said that I never addressed because it wasn't time to address it. It was just a time to move on. But now it's called Shaq Uncut because I'm telling how it is and IT WILL BE THE LAST TIME I will speak on it.

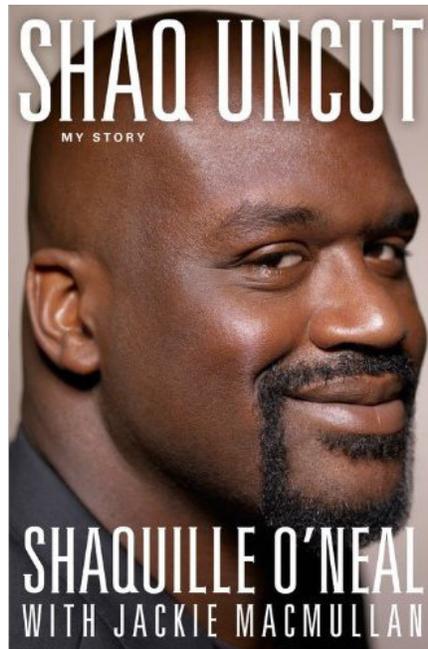
JAY: Okay, enough said on that. Let me ask you a question because you've got quite a successful mastery of social media and we're all about social media. As the Shaq 2.0, the new era of YOU progresses, what do you see your role in social media? You've got a lot of other things going on, your real estate, investments, commenting, books; what about social media? How do you see the best, most honorable, "authentic" connective use of social media?

SHAQ: I just see it. I consider it's like me having my own mobile network. If I didn't have a mobile network, you wouldn't be able to watch the Shaq TV show. This is just your way of tuning in to the Shaq TV show.

JAY: Everything I've heard about your attitude is that you really have a "heartfelt connection" whether it's Twitter, Facebook, whatever forum you're using, you're really engaged, you're really

authentic. I could see you smiling almost as you're pushing the send button and I don't know if that's true or not. But it comes across pretty darn authentically and I think that alone is very rare because everyone is trying to game the system.

SHAQ: Yes, I know. Like I said, I came into it by accident. I'm not trying to game the system because I've been in the system already for 20 years. I don't



really know too much more that I can gain. You know people our age all the way down to their early 20s know who I am. So this probably is more for like the nine to 18 year-olds who have never seen my face before and really don't know what I've done. That's why I just try to make everybody laugh.

JAY: You do a great job of it.

SHAQ: Thank you.

JAY: Now, let me ask you this question because you really got out there and grasped how to use social media (ahead of a lot of people). I think it's sincere and authentic, don't you?

SHAQ: Yes, everything I do is sincere. I tell everybody I don't like or need extra followers. I don't want to do it like that. When I say, "Hey, I have tickets, meet me at the corner." I've really got tickets.

SHAQ: It's a comedy—Shaq—network, all comedy, all to make you laugh, all to make you have a good time. Me and a friend of mine, we own most of ALL of the urban comedy out there and I have the number one comedy brand, Shaq's All Star Comedy Jam. So we're gonna be putting ALL of that stuff in there. We're gonna have people send in skits. It's going to be a great time because people are going to feel this is where TV is going.

JAY: I agree with you.

SHAQ: TV is in trouble, newspaper articles are in trouble, everybody is in trouble because it's all going to the Internet. They've got video and movies on the phone. They've got the new Smart TV that's coming out. So this is the future. I'm not saying now to five years. But maybe in 15 to 20 years there might not even be TV stations. We can just go on the Internet and watch what we want to watch. Just think about it, watching something laughing with no commercials, oh, my God!

JAY: You get it. It's evident to me because I've studied you. But people don't realize they take life pretty darn serious and it's pretty short, no matter what your belief system. You'd better have a good time and you had better be able to make fun of yourself, respectful of others, whatever. You'd better enjoy the process and let yourself be almost playful and childlike; don't you think?

SHAQ: Studies show that laughter relieves stress.

Like me, I don't take myself seriously. And a lot of people say crazy stuff on Twitter, but I don't take it personal.

JAY: Someone said to me when you can fall in love with the people that are your fans, your buyers, your clients, your colleagues, it makes life so much more enjoyable.

SHAQ: I went to a small high school with 239 students.

JAY: Wow!

SHAQ: My best friend who actually works for me now, started a Forget Shaq Campaign. If I walked on the left side of the hall, the whole school would walk on the right side of the hall. They did this for like three weeks. He was like, "Yo, man! You think you don't need nobody, then we're going to let you live where you don't need nobody and it was kind of depressing. So, I always remember that story and my mother would always tell me that all of the people that you disrespect and forget on the way up, they won't even look at you on the way down because anything can happen. So I've always been like a regular person. I've always been a people person. I've always been very lucky in all of the stuff that I've got going. What I've got going on right now, I have to consider it as blessed luck.

JAY: That's a good phrase. In my observation it

comes from an attitude. This magazine is designed for business people who want to authentically learn how to connect with their market. They're business people in a world that's competitive. Can you give me some really powerful, actionable ideas and recommendations to help people stand to gain better, to compete better, focus better and enjoy the process better?

SHAQ: Well, one is always KISS, Keep It Simple Stupid. That's the first thing. The second thing is you have to handle your business correctly. I see a lot of companies taking their marketing dollars away from the traditional TV and spreading it out on the Internet, which is good, but you always have to target your core audience. You have to figure out a strategy that works best for you.

JAY: If you could choose one thing you've observed with all the businesses trying to use Google or Twitter or Facebook and what have you gotten from it? Two and half million on Facebook? You've got a lot of Facebook followers.

SHAQ: Yes.

JAY: What would you tell a businessperson to stop doing right now in the social media world that's shamefully wasteful, inappropriate, dumb or just NOT going to get them where they want?

SHAQ: I think the first thing they should do is learn this term, memorize this term and actually practice it. I call it "Remember Marketing."

JAY: What do you mean?

SHAQ: Let's just say like I'm doing something for Sprite. So I'll do a commercial where I'm drinking Sprite. So, I make it funny and then I Tweet it out. People will remember that. Then there will be small percentage that will say, "Hey, I like Sprite." So that means develop ways that make people remember. So I coined the term "Remember Marketing." If you go back, look at all my commercials, I try to make them all funny because I want you to remember.

JAY: That's great. It's subtle, but it's in your face marketing and they will remember. There is a correlation that brings a smile to your face too.

SHAQ: Exactly, exactly.

JAY: Now you use LinkedIn I presume or do you?

SHAQ: Yes, I do. I just started it. And I think I got like 100 business people who send me stuff, but I haven't really been able to sit down and connect with those people.

JAY: Would Facebook be your primary social network of choice?

SHAQ: Yes. Facebook is first. Then I use Twitter, then I use Tout. There are superstars that have people Tweet for them. A lot of people Tweet for me and that's why I wanted to connect with Tout. When I do something or say something, I want you to be able to see my face. I want you to say to

yourself, “Is this guy genuine or is he just pulling my leg?” And the eyes never lie.

JAY: What are you doing, if anything, with Google Plus?

SHAQ: I haven’t done anything with Google Plus—yet. I’m actually trying to get insight on the Chinese Twitter. I think it’s called Tui Wee or something like that.

SHAQ: So I’m actually trying to get there.

JAY: And you have a following there?

SHAQ: Yes, I do.

JAY: Oh, that’s interesting. So right now the Google TV is a big issue because you’re going to have a forum where you can entertain, and you can reach continually, potentially tens of millions of people in a really cool environment, that lets you bring joy to their life and bring them some great entertainment too, right?

SHAQ: Well, yes. It’s family comedy, urban comedy, people sending in their stuff comedy, Shaq comedy, just a whole bunch of stuff.

JAY: Where are we going to see you a year from today? We know about Google TV and you’re going to be entertaining and have people laughing their butts off. But where else are we going to see you?

SHAQ: A year from today, I will be Dr. Shaquille O’Neal.

JAY: You’ll have your Ph.D?

SHAQ: Yes, I’m going to have my Ph.D this year. The Shaq name will probably be retired. Never answered to again. Because the Shaq guy was a great guy. He did a lot of great things, but he’s done and over with now. This new part of my professional career, Ph.D is not easy to come by.

JAY: Tell me about it! I don’t have one. That’s great.

SHAQ: Since it’s not easy to come by, I’m going to really enjoy this honor. I’m going to go around doing a lot of speaking engagements. I’m going to go around helping a lot of businesses. My PhD will be in Human Resource Development, dealing with leadership. So, hopefully I’ll get hired by a couple Fortune 500 companies to come in and help change things around.

JAY: Now can you speak about leadership for a minute? In your thesis, you’re probably going pretty darn deep about it. I’m going to set the stage for you. I think there’s a terrible lack of leadership in entrepreneurialism, in business and I think everyone needs to be a leader of someone because the world’s desperately begging to be guided by someone they trust and who has their best interest at heart. That is just setting the stage. Do you

want to talk about it?

SHAQ: I agree with you. My dissertation is about the duality of humor and seriousness in leadership styles.

JAY: Can you explain it a little bit?

SHAQ: I am interested to see which leader is more effective and there is really a paucity of literature on this subject now. So hopefully when I am done, I will be adding to HRD leadership. In looking at my research now, you can't really be all humorous and all serious. So you have to modulate in between. What I am seeing now is that people that are more humorous are more effective. General Dwight D. Eisenhower said that the greatest leader is a leader that is smart enough to hire people smarter than him.

JAY: Yes.

SHAQ: And I think that if you're in charge and you let other people do their job, then you can become an acceptable leader. One who likes to micromanage is not going to work. So, even though I am who I am, I have a lot smart people working for me, trust me.

JAY: Shaq, if there was a question I should have asked you that I didn't what would your answer had been had I asked it of you?

SHAQ: You should have asked me as a superstar,

why do I like people so much? And my answer would have been because I am person and not a superstar. In other words, all the ones who follow me, I am just like you. I am not the big guy with 100 bodyguards. I am not a superstar that everybody says I am. I am just a regular person who has won a couple of athletic lotteries and I have been on TV a couple of times. I am like local hero.

I am not like one of those local heroes who save this old lady from being mugged. I have been on TV and everybody knows who I am. The answer (as far as my stardom goes) is that I don't really consider myself being bigger and better than you because I'm making money, more money than you, etc. So, the reason why I connect with the people is because I AM of the people.



JAY: That's a great answer and it shows two things. It shows humility and humanity both of which are exceptionally rare today. What's the one thing you would like people to grasp about or from you more than anything else?

JAY: Well, they told me a story about you with your Twitter followers. You said, we're all really from Twitteronia and it was a very cute story that demonstrated that you really are enthusiastically endeavoring to connect at a very deep level with what you're doing- socially. That fascinates us a lot because I think that's authenticity. You want to talk a little bit about it?

SHAQ: Yes, I was in a restaurant and this guy was looking over his shoulder. Usually like when guys look over their shoulder, I kind of feel like they want an autograph or something. I Tweet "Hey, I'm in a restaurant." He Tweets back, "I'm in a restaurant, too." And I'm typing and then I look at this guy and he typed back and I was like, "If you are who I think you are, come press me on the shoulder. As a matter of fact, first guy who touched me on the shoulder gets two tickets to the game. And then he ran over and I was like, "Ah! I knew I was talking to you." When I first started out, I used to do a lot of things like that but another thing I don't want to do is I don't want to wear people out. So I may Tweet something funny then take two or three days off. Like (for example), the other day, LSU won a game. So my friend, and I, we're jumping up and down and we're singing and I Tweeted that, "Hey LSU, National Champs." And then you know, everybody come back, "Well, they're going to have to beat Oklahoma State." And I'm like, "Oh, they'll beat them." So I like just being "myself."

JAY: You're having an authentic conversation

SHAQ: Exactly.

JAY: If you (tomorrow) had the Shaq's School of Social Media Marketing and you were Professor Shaq and you're basically teaching all these business people about social media. You can take Facebook, you can take Twitter, you can take LinkedIn and make yourself as authentic and genuine as possible. Can you give us some insights about how you'd connect, collaborate and contribute to your marketplace?

SHAQ: I just try to be authentic. What makes me have four million followers is that I don't walk around like I'm the expert at getting four million followers. It's all luck. It's all luck.

Plus, curiosity!

JAY: Now, do you plan your day around social media or just sort of add whenever it happens.

SHAQ: Yes. Whenever it happens, it happens.

JAY: And even the process is authentic. If something is interesting and you feel the movement, you do it. If you don't, you don't and you don't want to just do it to become fanatical about it.

SHAQ: Right, you are correct.

JAY: Can you talk a bit about the new Google TV because it's exciting to us and I don't know exactly your strategy or intention.

SHAQ: Humility and humanity equals success. For businesses, if you offer it to them as a sexy hors d'oeuvres rather than a sloppy meal then they will eat up. I was always taught by my family to be 25 steps ahead. I started playing basketball and I would come home and my mother is like, "Oh, you look like you worked hard, but did you do homework?" I would say, "I don't need to do my homework. I am going to be in the NBA."

She would be like "Yeah, if you're going to be in NBA with no education, how are you going to keep your money?" So I always had to be smart. She would say, "Since you did your homework, now go to read the dictionary. You need to have a bigger vocabulary." I was always taught to be two or three steps ahead. So even though I was playing regularly, I already knew that basketball wasn't going to last forever. I want to own businesses. I want to own real estate. I want to do this and do that stuff.

JAY: Were you always intuitively that way or did you have to learn from studying and influences?

SHAQ: No. I take part of my basketball life and apply it to my business life.

JAY: Can you explain?

SHAQ: For example, if I'm going to do a newspaper, I'm going to find somebody like you that's going to be my Chief Editor. In other words, I'll let you do all the work. I'll let you do all the proofreading.

Then, if it's successful, we did it together. If it's not successful, it was MY fault. So, what I mean to say is you have to team up with the expert. I've got a lot of experts on my team. For example, I've just bought into 150 Five Guys restaurants. I don't know anything about burgers. So what did I do? I go out and I find one of McDonald's top guys and I bring him over. Rather than trying to be out there flipping burgers, you just have to hire the right people and then manage the people. I manage the people by letting them do what they do.

JAY: Somebody had a phrase and he said, "Hire the best and cry only once."

SHAQ: Yes. I like that one.

Part 2

JAY: You're driven by a lot of very different factors and forces. Could you share what drives you and why?

SHAQ: I'm driven by your happiness and my desire to make you happy wherever you are. Second of all, I'm driven by legacy. Not legacy for myself, but legacy for my family. Coming from where I came from, we didn't have much. Even though I was one of the wildest siblings growing up, I was always told, "Brother, if you stay on the right path, you can be somebody." You can do this, you can do that. Through basketball, I have been able to accomplish all my dreams and through networking I've been able to meet people. Through oth-

er people's trials and tribulations, I've been able to learn from mistakes. I mastered the game of learning from people's mistakes by being on punishment a lot.

JAY: That's interesting.

SHAQ: As an athlete you watch what all the athletes do and the consequences they suffer. I was not going to do that. Damn, this guy had 100 million and he went broke. I'm not going to do that. This guy got caught with 100 pounds of cocaine in his trunk. I'm not going to do that. From being in the league, you see things. As far as the leader thing, I always wanted to be a leader. I was always put in the leadership role. I'm used to living a big time life and I can sustain that. My mother told me something one day when I was at the prime of my career. She said, "You're going to be known for something bigger than basketball." And I'm like, "Eh, that's going to be hard."

JAY: Your mom sounds like she's cool and I was reading about her in your book.

SHAQ: Thank you.

JAY: Legacy to me means knowing that you made a big enough difference to the world that it amounted to something and you are here for a reason. I'm not saying that's your interpretation. But what is your definition of legacy?

SHAQ: My interpretation of legacy is having a re-

membrance that will never be forgotten. We could have a lot of legacy and also a lot of sub legacies. For example, I made a difference in the Law Enforcement world.

JAY: Yes.

SHAQ: I made a difference in athletic world. I made sort of a difference in athlete crossover business world. So all those legacies will add up to one legacy. Most of my legacy will be known for basketball, of course.

JAY: Sure.

SHAQ: My mother told me this when I was 12 years old, "Make them remember your name. Make them remember your name somehow." So, of course, the easiest way to make people remember your name is have people say, "Shaq, he's a funny guy. He's a funny guy" There are a lot of titles you could put on me: Shaq, he's a brilliant guy. Shaq, he is a sexy guy. Shaq is an idiot. But Shaq is a funny guy is the one that I think most people who are non-sports fans know me as.

JAY: Now let's get into what influences you.

SHAQ: The humanity and humility I got from my parents and my parents only. They wrote my program. They finalized the program. They unscrewed the top of my brain, inserted the program with superglue, they screwed my head back on and they taught me how to do it.



JAY: Okay.

SHAQ: They not only told me, they showed me. We go back to the story where me and my dad were riding. He got some extra money, so we went to White Castle. We had a couple of burgers left over. So, there was a homeless guy in a really bad shape. So my dad pulls over and gives him the food. I stopped my dad. I'm like, "Hey, I'm going to eat that later." And he was like, "You know what son, if you make it big time and people need stuff more than you need it, you should give it to them." Not only did he say, "Hey go feed the homeless," but he did it. I was taught that lesson at 9, 10 years old. My mother is just so humble and so gracious. When I made my first million I was like, "Mom, there is this house around the corner for \$700,000. I want to buy it."

She said, "No son, there is another house for \$50,000 and we can fix it up." I'm like, "No, we're not doing that." She's like, "Yeah but you need to save." She's just so grounded. You know what I'm saying? So, I learned my humanity and my humbleness from my parents and my parents only.

In the business world, I don't want to say I follow Magic Johnson. But I have to give him credit. Magic was the first one to do it. I was in LA by 95 and 96 and we were at an event and they were screaming my name. Magic pulled me to the side and he said, "Hey, it is good to have people screaming your name, but you need to start owning stuff." As I got older, I realized it and so that is how I got going.

JAY: That's a profound insight. Did you shift your focus then and say, "I want assets working for me?"

SHAQ: Yes, right away. Shifted my focus and I used some of my basketball experience to help me. Like I told you earlier, I want to do certain businesses. I don't really have the expertise and the know-how. I am sure I can learn, but I would rather go and hire an expert. I would rather go out and let you do what you do best and then make us all look good. There is no I in team, nobody does anything by himself. For example, Steve Jobs did a great job running Apple, but let us face it, he was not the only one there. Those tech guys and the guy who made up the sliding thing for the iPhone, those are the real heroes. Now, Steve Jobs did an excel-

lent job of managing those people. That is why the Apple brand is where it is today.

JAY: I have had a lot of influences myself. Somebody told that me that the greatest attribute of a true leader is the ability to bring out even more greatness in other people and almost subordinate themselves where they are part of it.

SHAQ: Exactly. That's what I always try to do because I am a smart guy but not the smartest in the world. I know there are people smarter than me and it's my job to just make them feel good. Just let them shine. One of the greatest books I have read was One Minute Manager.

JAY: Ken Blanchard.

SHAQ: Yes. So, if I have to do get on my people for 30 seconds, I always come back for four or five minutes of praise.

JAY: We work for lots of things. Money is certainly essential, but I think achievement, association, being part of something, vision, there are so many different factors. We have a lot of entrepreneurs reading this and I think the problem with entrepreneurs is they try to be an island.

SHAQ: Yes, they do. A lot of them are trying to be on an island. A lot of them trying to handle everything by themselves and you can't handle everything by yourself, especially in a big corporation. All the big bosses that are reading this, hire

people that are smarter than you. They'll manage the corporation, you just manage them.

JAY: I was very fortunate to be trained by somebody who said, "You've got to know your strategy." I do not see a lot of people being very strategic in life. I am not trying to be manipulative or Machiavellian, just strategic and really having a clear-cut outcome. What do you think about that and the whole facts of life business?

SHAQ: The greatest quote was, "Plan your work and work your plan." That is what I always try to do. My work is to make you laugh, to inspire. So I always plan and then I'll work it. Send it out, bada bang bada bing. Do it. You have to just keep that phrase and just keep it simple. The ones that are all over the place are the ones who are really going to fail. You've just got to have four or five focal points and just master them. You just have to realize that you will be able to get the "big hit" at the beginning or you get the big hit at the end. For example, Apple wasn't all that before the iPhone came out. It was all Microsoft. Am I correct?

JAY: You are exactly right.

SHAQ: Steve kept planning, kept planning, kept planning, and then boom, now he is everywhere. Apple is everything now. He is everywhere. Rest in peace, Mr. Jobs.

JAY: Another person who is brilliant said, "If you are in business, even a one-person business, fig-

ure out the three most important things that that business pays you to do and break them down into all the sub-elements and rank them on the following: Relevancy, passion and competency. He said if it's not relevant and you do it, it's a waste of time. If you're not competent and you do it, you're spending 10 times the energy to find somebody else. If you're not passionate about it, you either have to become passionate or you need to find somebody who is."

SHAQ: To add on to that, you need to have someone who has similar drive or more drive than you to run a successful business. If you have people who are just there, it's not going to work at the level you want it to. It also goes with hiring people who are smarter than you.

JAY: Let's get back to social media for a few more minutes. Your presence on Facebook is huge and probably going to get bigger. I want to talk about two things. One is more about your thoughts. And then secondly, I want try to talk a little bit more about the Google TV channel. What I want to try to accomplish is have people appreciate that it doesn't just happen, it is a lot of work, a lot of planning, a lot of very careful orchestration if your intent is to bring an extraordinary outcome to them.

SHAQ: I'm on the computer every day so I saw that Google announced that they are going to be handing out 12 channels.

JAY: So did you have to go to them?

SHAQ: Of course, I did. Everybody did.

JAY: You had to make a pitch?

SHAQ: Yes, I had to make a pitch. So, I think, I don't want to do an old Shaq athlete basketball channel. It won't work. Google won't like that. If I come to them with that meeting, I'll never get to do it. So now I go on Google and see, I type in "Shaq" and even though there's a lot of basketball stuff, there's also a lot of funny stuff.

JAY: There is.

SHAQ: There's a lot of funny stuff that I did. I got a tremendous amount of hits. There's a lot of stuff people did about me that got some hits. So now, I want to do something funny and then, "Ding, ding, ding, I do have the number one urban comedy brand in the world right now." And so my partner, he has about a million hours worth of content. So he and I did a partnership and I was like, "Listen, help me help you, brother. I want to go to Google with this channel. I'll let you do all the talking. I'll show you what we've got and hopefully it works." We had to put in four or five months of getting everything right.

JAY: And people think it's just a piece of cake that you fell off the turnip truck and they said, "Okay, Shaq, here's the money. Just do it." No effort,

right?

SHAQ: It's not. The reason why it's not a piece of cake is because when Google announced it, guess how many people called them up and said, "Hey, I can do this"?

JAY: Oh God! It must have been thousands, tens of thousands.

SHAQ: Exactly. So it actually took us a while to get a meeting. But my thing is to make them remember you. I went in there, put on my charm. The first thing I did I typed the words (on my Twitter), "Hey, I'm breaking into Google."

SHAQ: And then they had me going behind the desk. Behind the chair, "I'm inside Google." And they had me under the pool table. And then there was a guy walking I said, "Hey, look, I'm about to type this and you caught me breaking in to Google." So that was my icebreaker.

JAY: I understand.

SHAQ: That was my icebreaker. Now we have the meeting and I'm in professional mode, "This is my partner and this is what we plan to do, hopefully. Good luck with all your decisions. If you pick us, we won't let you down. If you don't pick us, it's okay. We'll still be fans. Whatever you need from

us, we'll do." Very professional, very nice, very humble, were very courteous.

JAY: Did you have a great proposal? And was it based on market data?

SHAQ: Yes. And then we waited like everybody else. And it was good and they called us up.

JAY: So, what's the first lesson anyone could learn from what you just shared?

SHAQ: The first lesson is: Professionalism will take you a long way. The second one is: Data and facts can take you even farther. And then the third one is: Add a little charm to that, add a little humility to that, and 85% of you can get anything done.

JAY: And I would agree. Okay so now, you got the deal. Now really the work begins, doesn't it?

SHAQ: Yes, work begins, but you know first thing we had in our pocket, like I told you, my partner has...

JAY: He's got the archives.

SHAQ: Yes. He's got all the content. That's going to be phase 1. Phase 2 is I'm going to hit you with all my funny stuff. And phase 3 is we're going to let people send in their own funny stuff. So, "Bam!"



JAY: So you're going to have everyone participating. They'll be a part of the experience. So it's a cool dynamic. You talked earlier about having good luck. With the kind of luck that comes from orchestrating, planning and being strategic, it ought to be monster successful.

SHAQ: Hopefully it will.

JAY: Okay, good. So with regard to social media, you listen more, don't you?

SHAQ: Yes. I do listen more.

JAY: Do you want to talk about that? Listening is probably the key to everything.

SHAQ: One thing I learned early in life is to be yourself. So, a lot of people always throw out the term "role model" - you should do this, you should do that. My thing is, I'm a real model. I cannot put on an act for you. I can't let you build me up to be this person that I'm not. I think a lot of athletes get in trouble because of that. So I'm just going to be me. I'm just going to do whatever. And if I happen to make a mistake, let your child learn from my mistakes so that he can better himself. I'm not going to try to talk with a Harvard vocabulary. I'm from the projects. I made 850 on the SAT. I don't have a high SAT score, so I try to speak in a clear, understandable language that everybody understands.

JAY: You've got this great compounding, building

connection with the marketplace that certainly has economic benefit, it has influential benefit, it has benefit for your causes, but has it improved the quality of your life?

SHAQ: I think it does because, well it's actually a good thing and a bad thing. Everyone has a voice now. So Shaquille O'Neal has his own little mini network. So when he wants to get something out there, he can actually get it out there by the press of a thumb.

That's actually nice to have, but my mother told me a long time ago, "If you abuse your power, young man, you will lose your power." And that's why I don't hit people with, "Hey, I'm in my office. I got my boy on the phone. He's about to do this article, blah blah. Hey, I'm in my office looking at my lake. I think I'm going to buy a boat for that." You know, I don't hit people with that because one, it's a turnoff, and I don't want to be reading about that. You know what I'm saying? There's more hard-working people in this world than there are rich, spoiled, young brats like myself.

JAY: If you could Twitter or Facebook 2.5 million or 100 million, what people don't realize it's being received, it's being impacted one human being at a time. It's all about them, don't you think?

SHAQ: Yes. It is all about them. Because when you're paying attention to a network, the network's job is always to entertain. If you entertain the customer, the customer will always come

back. So I am just trying to entertain. And so, now that I have the little baby network I will be trying to entertain you.

JAY: You're almost forcing people to slow down and laugh, there's something very therapeutic about that.

SHAQ: Yes it is. I always go back to it being luck. I don't want people to read this and have me come across as an expert. It's all luck and I worked my plan and I plan my work. And then I have sort of a lucky enough strategic advantage that most businesses also have. I already have a name and a brand before the social media thing came out. So, now I'm just adding on to it. If I was a regular guy, I don't think I could build it up to three million just by being funny. I probably get up to one million or maybe half a million, but I am honest enough to know that.

JAY: You did it. You used your brand, which God bless you, you earned, but you used it with the right intention, the right focus and the right purpose. And that's why it is not only built but it's probably going to be growing geometrically as the channel comes out, don't you think?

SHAQ: Yes, but another thing is even though the product can be great, I never focus on the products. I like what I am doing and I'm proud of what I'm doing that people follow and they just continue. So, the channel is a good thing to have, but

I am having the channel to make you laugh. I am not doing the channel because Google is passing out that money.

JAY: That's wonderful.

SHAQ: I get 3 or 4 degrees, I get my own channel to tell my kids, I got my own funny man channel, bada bam bada bing.

JAY: What else would you ask and answer of Shaq?

SHAQ: No, you have done actually a great job. You have asked questions that I don't really hear a lot. So thank you for a great interview.

JAY: Okay, you are gracious and it's an honor and thank you for all your time.

SHAQ: Thank you.

JAY: Good-bye.

SHAQ: Bye.



Sid Haig

SID HAIG



ABOUT SID HAIG

Tall, bald and nearly always bearded, Sid Haig has provided hulking menace to many a low-budget exploitation film and high-priced action film. Sid Haig was born Sidney Eddie Mose-sian in Fresno, California on July 14th 1939.

While he was in high school, he got bitten by the “acting bug”... Alice Merrill was the head of the drama department at that time and gave Sid all the encouragement in the world to pursue an acting career. The clincher came in his senior year. The way that the senior play was cast was that she would double cast the show, then have one of her friends from Hollywood come up and pick the final cast. You see, Merrill was quite famous as an actress on Broadway and kept up her contacts in the business. When the appointed day came the “friend” that showed up was Dennis Morgan, a big musical comedy star from the 40’s. The rest is history - he picked Sid for the role, then two weeks later came back to see the show and told Sid that he should continue his education down south and consider acting as a career path. Two years later, Sid enrolled in the world famous Pasadena Playhouse, the school that trained such actors as Robert Preston, Robert Young, Gene Hackman, Dustin Hoffman, and so on. After two years of “actor’s hell” - non-stop 7am to 11pm with homework thrown in just for the fun of it - it was time to move on to the big “H”, Hollywood!

Sid did so with long time friend and roommate Stuart Margolin (Angel on the Rockford

Files). Sid's first acting job was in Jack Hill's student film at UCLA. It was called "The Host", which was released in 2004 on DVD as a companion to "Switchblade Sisters", another Hill film.

That role launched a 40-year acting career during which Haig appeared in over 50 films and 350 television shows. He has proven himself quite valuable to such filmmakers as producer Roger Corman. He also became a staple in the pictures of Jack Hill, appearing in "Spider Baby", "Coffy", and "Foxy Brown". Haig's other memorable credits include George Lucas' "THX-1138", and the 1970 James Bond opus "Diamonds are Forever" (he's one of the Slumber Brothers, and got to toss a topless Lana Wood from the window of a high-rise Vegas hotel). Among his most significant television credits are appearances on such landmark programs as The A-Team, T.J. Hooker, Dukes of Hazzard, Quincy ME, Hart to Hart, Fantasy Island, Charlie's Angels, Police Woman, The Rockford Files, Six Million Dollar Man, Mannix, Mission: Impossible, Gunsmoke, Get Smart, Here's Lucy, The Flying Nun, Daniel Boone, Star Trek, Batman and The Untouchables.

Sid has never been one to give-up on anything but after forty years of carrying a gun (except for the occasional Jack Hill or Roger Corman Film), his dreams of being recognized as a more than competent actor were fading. Then in 1992 Sid backed away and said, "I'll never play another stupid "heavy" again, and I don't care if that means that I never work, ever." This just proves that if you take a stand people will listen, for in 1997 Quentin Tarantino wrote the part of the judge in "Jackie Brown" for Sid. Then things got better, much better. Not necessarily more work, just better work. Later, in 2000, Sid starred in Rob Zombie's debut film "House of 1000 Corpses". He starred as the fun-loving but deadly Captain Spaulding. This role breathed new life into Sid's acting career and earned him an award for Best Supporting Actor in the 13th Annual Fangoria Chainsaw Awards, as well as an induction into the Horror Hall of Fame. Captain Spaulding has since become the icon for the new horror genre. Sid has recently enjoyed success as Captain Spaulding once again in Rob Zombie's follow-up to "House of 1000 Corpses", entitled, "The Devil's Rejects". For this film, Sid received the award for best Actor in the 15th Annual Fangoria Chainsaw Awards, as well as sharing the award for "Most Vile Villain" at the First Annual Spike TV Scream Awards with Leslie Easterbrook, Sheri Moon and Bill Moseley as The Firefly Family.

Sid has several projects in various stages of production, and continues to enjoy his renewed success as an actor.

THE INTERVIEW

JAY: Hi everybody. Welcome. This is perhaps going to be one of the most fascinating interviews about someone who has a connection to social media we'll probably ever publish in the magazines. We're on the verge, on the precipice, of interviewing Sid Haig. Those of you who know who he is, he is a cult hero. Which Hall of Fame are you in?

SID: The Fangoria.

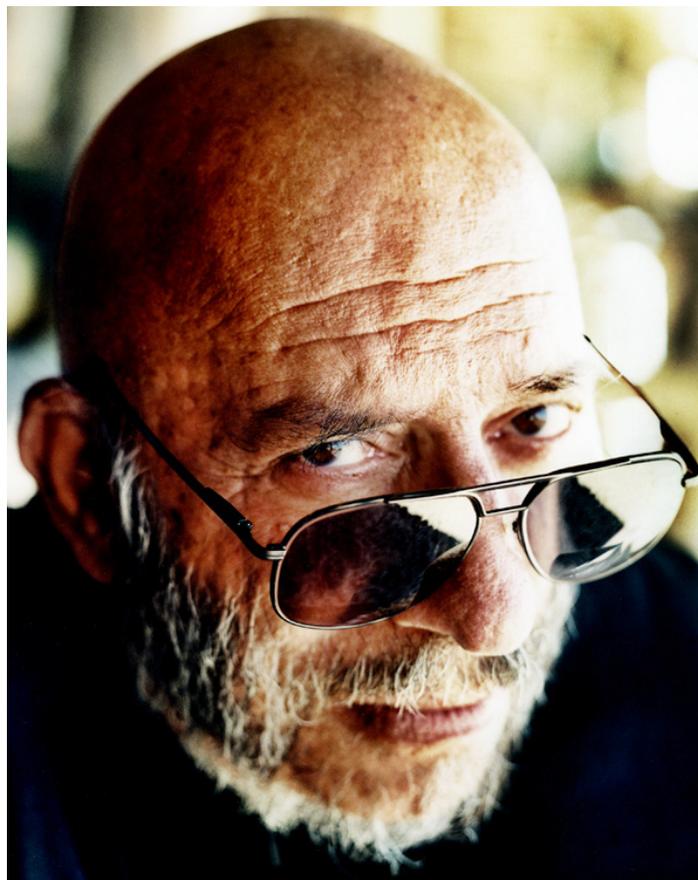
JAY: And is that the Horror Hall of Fame?

SID: Yes.

JAY: He's won all these amazing awards, the Fangoria Chainsaw Awards for a bunch of movies. He has been in, how many, 60?

SID: Actually, 68. Pardon me, 69.

JAY: 69 films. Many of them are memorable horror films. These are all cutting edge, no pun intended, icons from the horror film You play intensely scary characters. You're Doctor Phillips, The Commander, Dr. Gardner, Crazy Louis. You're Professor Girian, Spaulding the Cutter. What are some of the other really intense names of the characters you've played?



SID: Captain Spaulding.

JAY: Which is one of those you're famed for, right? That was in The Devil's Rejects?

SID: Right. And then going back to Spider Baby with Lon Chaney Jr., I played Ralph, who is a guy infected with the Merrye Syndrome, and the Merrye Syndrome is a situation where the older the people in the family regress, until they're actually turned into animals.

JAY: So it's pretty wild?

SID: Yeah.

JAY: Now, also just a piece of minutia, you were offered the role of Marsellus Wallace in Pulp Fiction and you didn't take it. But you also did another Tarantino film, which was Jackie Brown, which is one of my favorites. Because of the stature that you've gotten in all your films, you have become very, very let's say adroit at using social media to build, sustain, maintain, enrich and fortify your fan base. But you also have a commercial entity on your website. You've designed some rather intriguing products. And you were trained as a hypnotherapist. And now between doing horror films and cutting off heads, and maiming and mauling, you're helping fix heads at the same time. There's a charming irony there, isn't there?

SID: Yeah. And it's not so much that I fix heads. Hypnotherapy is very interesting in that we basically just help the client achieve what it is that they want out of life by modifying their behavior, helping them to modify their behavior. And so I really don't fix anything. I just help the people to fix themselves.

JAY: Okay. Let's start with the whole genre of the horror movie. What's your take on the whole industry at this point of time?

SID: I grew up in the classic horror age with Bela Lugosi and Boris Karloff and Lon Chaney, Jr. I used

to go every Saturday morning to see these films that they did. You can consider that kind of low-tech, but it had a fascination to it. There was actually a charm connected to it. Now, people wanted to kind of stretch, start stretching the envelope a little bit, and then, more gore was added to it. If you look at the early horror films, there's very little blood. When we did Spider Baby, there wasn't a drop of blood, okay? But it's like in bullfighting; the crowd always wants you to get a little closer to the horns.

JAY: Yep.

SID: And so, people started crying out for a little more gore. And then, it started in that direction and it went kind of crazy and stupid. There was blood everywhere. It goes flying this way and that. And George Romero came up with actually a sub-genre shot with the zombie films, Night of the Living Dead being the first, and that brought in a whole new facet of film. And then, we started to get a little more into the drama of it. And at the same time, different elements were brought in to elicit the scare factor. For instance, a good friend of mine, Dee Wallace, did an amazing horror film called Cujo.

And that was scary in that you had this rabid 200-pound dog trying to eat your car. You were trapped in it with your child, who is asthmatic and can't breathe. So, now things started to get a little more intense drama-wise, and I think that was a good turn. And then, with the advent of the com-

puter-generated technology known as CGI started taking over. And they were able to do things that they couldn't do before. If they tried to do the things that they can do with CGI, those would have cost 200, 300 million dollars.

JAY: Yeah, surely.

SID: And so, the technology started increasing to the point where in one of the Batman films—the one that featured the Penguin—they actually recorded the 1,400 different mobs that a penguin makes. So, when the penguin army hit the street, they weren't all doing the same thing.

JAY: What do you think is the pre-eminent horror film and why?

SID: I think *The Devil's Rejects* and the reason that I pick that is because you know that there are real people out there who are like that, and that is what makes it scary.

JAY: People don't realize the extent of preparation, contemplation, creative genius that has to go into orchestrating and engineering a horror movie, especially because of all the effects.

SID: Yeah. Yeah. All of those things have to fall into place and they're time-consuming and very technical. Particularly, if you want to really explore the effect and make it something that is almost real. When William Forsythe drove the nail through Bill

Moseley's hand into the chair, it had the look of something that really happened.

JAY: So now, let's fast forward and get you into online commerce and social media and talk about the connective parts and what happens. So, did it start just with building a following or did the product line come first?

SID: The product line always comes first. As for social media, I started very slowly as an amateur, if you will. I was basically computer illiterate. I did start to get some literacy but my wife, Susan Oberg, was the one that really got me going in the social networking. When we first met, I really was snobbish with the whole social media thing, and she introduced me to that basically. And she was just so good at promoting me and always talking to people about me. And I said, "You know what? You could be my publicist." Then she said, "Well, I don't know what that entails." And I said, "Well, basically, your job is to make sure that every time I sneeze the world says, God bless you."

JAY: Good visual.

SID: And she did that. She took me through social media. She took me from zero to keep growing in one year.

JAY: Now, can you share some of the methods, the approaches, the successes, the surprises?

SID: Well, one by one, she started getting a media

phone book, if you will. She put it together, linking up with different websites, different horror websites, film websites, magazines.

JAY: And were they most of them glad to do it, too?

SID: Yes, they were. Yes, they were.

JAY: Because you absolutely have a great stature.

SID: Yeah. And then it started taking off, okay. And spinning almost out of control visits. At one point on Facebook I had like 25,000 friends. She also introduced me to a very big tool, which we use all the time just to keep track of things, which is the Google Search org.

JAY: Okay.

SID: You put in your name in Google Alert and every time somebody somewhere in the world mentions you, it pops up on your computer and you get to see what people are saying about you.

JAY: And then how do you capitalize on it, benefit from it, or ethically exploit it?

SID: Sometimes it's a situation that calls for contacting that source and giving them more information or giving them correct information.

JAY: I see that you have lots of websites that referred to lots of articles. You have places that you

have a lot of dialogue with their either visitors or their members or their subscribers or their buyers and besides your own activities?

SID: Well, for my part, I actually, have to confess that I personally don't do a lot of that. My wife does an amazing amount of it, okay? She's on the computer five or six hours a night.

JAY: So she's advocating your voice, your brand, your connection?

SID: Yes.

JAY: Okay. Let's talk about how you got in to the product business online.

SID: Well, when House of 1000 Corpses was released, that started a huge buzz and people wanted to start connecting through buying photographs and other things.

So, I started with the pictures and a company called Mecca that produces a lot of great action figures and things of that nature, started making action figures.

JAY: And were action figures just of you in that role or other roles you had done? And so, it really did well?

SID: Yeah, it did amazingly well. I now have eleven or twelve different action figures.

Some are in two-packs with another character,

some are in three-packs with another, two other characters.

JAY: Do they sell them or do you sell them or both?

SID: Both. I buy them from the manufacturer. The manufacturer is selling them to stores all over the country. And I have an 18-inch talking Captain Spaulding figure.

JAY: Did it get your own voice too?

SID: Oh, yeah.

JAY: Oh, that's hilarious.

SID: It's motion activated, so you can turn it on, you could actually use it as a burglar alarm. You could turn it on and face it towards the door.

JAY: Oh, that's funny.

SID: Somebody breaks the beam and I just start talking. What's amazing is that they were relatively inexpensive when they first started out selling those things, but they stopped making them for some reason. So, it's now a collector's item. I was doing a convention in Milwaukee and this young kid like 16, 17 years old came up to me and said, "I got to have a Captain Spaulding 18-inch action figure." I said, "Well, so do I because I don't have it." And he said, "Oh no, I got to have that." I said, "Well, I'm sorry. They stopped making them." The

next day, he came back with one. I said, "Where did you find that?" He said, "I found a store in town that actually had one." And I said, "Well, would you mind sharing with me how much you paid for it?"

JAY: What did he say?

SID: \$300.

JAY: Wow! What did they originally sell for?

SID: Between \$40 and \$60.

JAY: As far as your online activities, do you have a following that you either Twitter, or email or whatever?

SID: Well, I email people and then I answer questions or make comments on my forum on my website. I'm really deeply connecting with some people, and these are the people I value because they're extremely loyal and they're more like friends I've never seen.

JAY: I bet when you go to some of the events and shows people come up and say, "I appreciate the communication you gave me," or "I really felt that you sincerely cared," or "It meant a lot to me," or something like that.

SID: Oh, yeah. And a lot of times, people come up to my table and I'll take a picture with their baby,

okay.

JAY: That's cute.

SID: I'll ask them to send it to my website.

JAY: And you have it posted there?

SID: Yeah. And I have a big fan site with pictures

from conventions and stuff

like that. And sometimes, people are affected by what it is that you do. I was just in Seattle and this girl came up to my table, about 16 years old, with her mother, and she stood there and she started shaking and crying. And her mother said, "You have to excuse her, she's a little overwhelmed." And, "Oh my God, hey, it's only a movie. I'm just like a regular guy. Okay, take it easy." And I was able to calm her down

and so we took a picture together and signed an autograph for her. But people react like that.

JAY: It evokes emotion, wow! So, I'm going to now switch you for a minute. We're trying to help a lot of entrepreneurs, a lot of business owners, a lot of people in business who may not own the business but are, their lives, their careers, their paychecks or their commissions are on the line,

and these are very tentative times. Do you have any perspectives?

SID: Yeah. I will start by remembering my entrance into theatrical college, which is the Pasadena Playhouse with extremely impressive alumni. And the day of orientation, the dean of the college got up in front of all 150 of us new entrants and said, "There are three things that you need to become a successful actor. Number one is rich parents."

I said, well, that knocks me out right now. My parents certainly were not rich. Because it takes a lot of money to get things started. You have to have pictures. You have to be mobile. You have to dress properly. You have to look right. And so, technically he was right. I didn't like it, but he was right.

And he said, "The second thing is that you have to be tenacious." And I said, "Ah, things are getting better." I'm extremely tenacious. Okay? When I lock on to something that I want, I just keep going until I get it.

And then he said, "The third thing is that if you happen to have a little talent, it'll help." So, I believed in myself. I believed that I did have talent and so I just kept going and it was a very rigorous



two years. Everyone was always on probation.

It didn't make any difference what your grades were. If you weren't cutting it as an actor, you weren't invited to come back the next semester. And everybody used to very tentatively walk up to that little mailbox and look inside with hopes that that invitation letter would be there. And for many, it wasn't. We started with a class of 150 and we graduated with 32.

JAY: I do realize that Pasadena Playhouse is a very prestigious place.

SID: Yeah.

JAY: It has spawned a lot of great actors.

SID: Yeah, yeah. And out of 32, two of us can say that we over a long period of time have become working actors.

JAY: So what do you think the implications might be to an entrepreneur, a business owner in today's world?

SID: Well, first of all, I think the most successful people are passionate about what they do. And if you're passionate about something, you have to pursue it, and there's going to be hard time. There's going to be very hard time. Like Winston Churchill once said, never quit. Never ever quit. And that's the one thing that I try to instill in young filmmakers and young actors, is the idea

that if you are passionate about what it is that you do, you are going to have to just stick with it.

When I was in school I was living in the men's dormitory. And we all had our little cubicles with our food and nobody kept anything in the refrigerator because somebody would steal it. And I went into my little box one day and there was nothing but a box of rice. So I picked up the box and it was almost empty, there was a healthy tablespoon of rice left in the box. So I swallowed it, drank warm flask of water and waited for it to swell up, but I wasn't going to quit. That would not make me quit. And that pays off. If you don't know what to do, you have to keep going, no matter what.

JAY: You had another career; you went into hypnotherapy. Can you give any kind of interesting insights, comments and recommendations with regards to that?

SID: Yes, I can, as a matter of fact. John Kappas, who basically created the Hypnosis Motivation Institute, the only accredited college of hypnotherapy in the country at that time, was approached by a rather large company to come up with a program that their sales people could use as a tool everyday. They didn't want the tool to require any equipment. And they didn't want to have to go to a special place to do it. They wanted to be able to do it in the confines of their homes or hotel rooms or anywhere they happen to be.

So, he got together with his staff and they came up

with a thing called a Mental Bank. And the Mental Bank process is one that basically convinces your conscious mind to go into the area of success and start acting successfully, and feeling good about it. And this thing works, I will tell you. And I can tell you from personal experience, first of all, the industry... The company was Amway. When they implemented that Mental Bank process their sales force just took off and went crazy and a lot of people went from generating \$20,000 a year to \$200,000 a year.

JAY: And their success was based on changing beliefs, behaviors, attitudes?

SID: Yes, it's all about the fact that beliefs create reality. If you believe you are successful, you will start showing yourself those successful aspects of who you are, and that will encourage you to keep going and building and building and building. And it's an amazing course. It can be taken online. You can go to the Hypnosis Motivation Institute website, and take the course online.

JAY: And did you actually take it?

SID: I took it.

JAY: And it had an impact?

SID: It had an immense impact. In one year's time, I went from almost poverty level to doing really well, up around six figures.

JAY: If you were to share an insight, a comment, observation, belief system other than what we've already talked about is there anything interesting you'd like to close by saying that would be really memorable or maybe simplistic but profound?

SID: Well, I don't know how profound I will be. But just go back to that belief in yourself and what it is that you're doing. If you look through history, you'll see it all over the place, people with all kinds of odds against them becoming extremely successful. I once knew a man called Paul Griffin.

And his first trip through the City Valley area in Southern California, so Eastern Ventura County, his first trip through there was on foot. And he looked around and he said, "You know, I want to build and I want to build this city." And he kept at it. And years later, he had most of the properties; most of the tracks were Paul Griffin Homes.

JAY: Really?

SID: Yeah. And then he expanded his awareness and whatnot. I used to have breakfast with him on most mornings. And I got a call from the guy who was the Athletic Director at Moorpark College, and he said, "I understand that you're involved with youth sports and you're a pretty avid supporter and we have a problem that you might be able to help us with." And I said, "Well, what's that?" "Well, we're trying to build a football stadium and we have enlisted the help of the CB's from Port Hueneme," which is very close spot. And he

said, “They will supply all the labor. What we have to supply is the materials, and we don’t have the money for that. The stadium is being built in basically a bowl-shaped terrain so it’s pretty easy to figure out how to put a football stadium in there.” So, I said, “Well, let me see what I can do.”

So the next morning I met with Paul, and I said, “Paul, they got you CB’s.” And he said, “What am I buying?” And I said, “A football stadium.” So I told him the story, I got him together with the Athletic Director and he supplied all the materials to build the stadium. And that stadium is there because of Paul. He gave back to the community. It’s called the Paul Griffin Stadium. All he ever asked of anybody was, “Well, do you think you could put my name on it?”

JAY: Was he proud?

SID: He was very proud. He was proud of the accomplishments and proud of the school. So that’s just a small example of how somebody who didn’t have the money to drive through a town, went on to build a town.

JAY: It’s a great visual. Well I think that there are three threads in there that are indigenous to, I think, for all success, whether it’s financial or just having a great, rich life, you have to have passion, you have to have purpose, and you have to have possibility, don’t you think?

SID: Yes, absolutely. And where there is not pos-

sibility, you make your own.

JAY: I appreciate you giving back some perspective, some personal commentary and some persuasive, inspiring belief system for people to embrace. I thank you from the bottom of my heart and I’m sure the reader will too.

CONCLUSION

Receive Future Penetrating Interviews I'll Conduct With Other Game-Changing Super Stars—All Gratis! I Have Two Simple Requests In Exchange.....

My purpose in life is to provide direction, guidance, advice and expert answers for ALL deserving, achievement-oriented business owners and entrepreneurs-----whose businesses are NOT living up to their true profit and performance potential.

I seek to plug them ALL into the minds and methods of Super Star, Legends that are true Game Changers in whatever it is they do.

I'm constantly searching for breakthrough thinking, performance-enhancing perspectives, specialized understanding of issues and challenges. I'm hunting for success-based, high-level achievers (whose masterful grasp of something) can meaningfully help people like YOU better navigate and perform in the volatile business world you compete in today.

The express goal of every future interview I conduct is to evoke highly actionable insights, ideas, recommendations and advice that an entrepreneur in your situation can implement and apply, right now!

In the past I've done revealing sessions with colleagues like Tony Robbins, Fran Tarkenton, Steven R Covey, Stephen M.R. Covey, Spencer Johnson, Robert Cialdini, Seth Godin, Michael Gerber... to name a few.

I try and act as your advocate. Deserving entrepreneurs need answers, solutions and high-performing strategies you can trust to follow. So I try and ask the kinds of hard-nosed (but respectful) questions you'd want to know about, utilizing a unique form of in-depth (discussion-based) encounter with my subject--- that uncovers meaningful insights you can profit from learning.

My approach is distinctive—thanks to my extensive experience--working with 465 different industries. I can frequently take my subject deeper and broader than most interviewers have gone with them in the past. This usually makes for an electric/eclectic intellectual exchange and experience between me and my interview guest.

You are the beneficiary here—being exposed to a scope of rarified understanding that few other business people ever get to experience. The possibilities are boundless—if you are someone possessing a true prejudice towards action. Do something with what you’ll learn and you can prosper. Don’t and you won’t. It’s really THAT simple!

People I interview trust me, appreciate that I won’t be patronizing, superficial or ask stupid questions. I can frequently help my subject recognize and reveal impactful strategies and powerful thinking they’ve never openly talked about/shared before. Hopefully that was apparent in the interviews you just completed reading or hearing.

I try and “zero-in” on a Game Changer’s skills, mindset, past influences, disciplined behaviors and proprietary belief systems. I’m looking for insights you can latch onto, realizations you can use to maximum advantage. I try and uncover unique processes and procedures a Super Star follows that you can adopt or adapt to whatever you do.

I try and reassess what someone I’m interviewing shares in their responses--to perform my own *reflective-due-diligence*, “reality check” for you. I’ll clarify, ask deeper, more probative points—always to get you something “solid” you can profit from the moment you complete reading/listening to the interview.

Whenever possible I try and uncover powerful, qualitative shortcuts, fast-track enhancement techniques and powerful accelerators that can catapult your profit performance, hurtle your sales upward. Then I try and ask my guest a compressed distillation of some of the best questions I’ve come up with from past Super Stars I’ve interviewed.

Everyone needs a champion to advocate (and believe) in them and their business purpose. I want to become YOUR sword and shield, your high-placed, high-level source for breakthrough thinking.

I'd like to offer you the ability to receive future interviews I will conduct of equal-quality, Super Star Game Changers. And admission is zero. It's gratis. No cost.

But there *ARE* two intangible compensations I want in return—if you'd like to receive more of these interviews.

ONE: If you found value in what you just read—please send it on to five other deserving entrepreneurs that you know will appreciate and benefit. I don't require anything from them in exchange.

TWO: If you wish to keep receiving additional interviews (as I conduct them—in both written and audio form) I need you to [opt in here](#). PLUS—I want you to provide me with feedback on what you just read (see feedback form when you opt-in).

Every time I send you a new interview you must *“re-opt-in with feedback from that one”*—IF you want to receive the next interview. Any time you stop providing feedback---I stop providing interviews. It's pretty straightforward.

I'm after engagement, action ability, follow-through, execution and implementation ***on your part*** of what you learn from these interviews. I don't want to merely be someone's intellectual entertainment.

So—if you are willing to send five people the compendium today and provide feedback, along with your opt-in, I'll send you out my next interview the moment it's complete.

Outstanding Inducement To Secure Your Feedback—Three World famous Past Interviews

If you opt –in for future interviews---and you include your feedback from the Game Changers Compendium (which IS mandatory if you want more interviews)—I'll send you three of my most famous past interviews: Stephen MR Covey on Trust-Building, Stephen R Covey on gaining more passion and purpose for/from what you do, Fran Tarkenton on the meaning of business life.

Finally—Two Essays—Yours Irrespective;

You'll find two highly stimulating essays I wrote. One is on the lessons Steve Job stood for that YOU should model. The other is a provocative examination on whether or not you function as a Business Maximizer or a Business Diminisher.

It explores and explains the implications, advantages, disadvantages and dangers you may not recognize. It challenges your business worldview. It puts competitive advantage into majestic perspective.

Enjoy.

OPT-IN LINK:

(www.abraham.com/superstars)



Lessons You Can Learn From Steve Jobs

By Jay Abraham

Originally published one week after he died



Steve Jobs, founder of Apple Computer died last week. But his enormous achievements and original belief systems live on. In fact those beliefs and behaviors are the driving “success force” behind a huge group of people Steve Jobs originally influenced.

I thought it might be valuable for you if I shared just a few of the impressive philosophies and belief systems Steve Jobs used to achieve more success and achievement in his short life than almost anyone else in business history.

I’m sharing these ideas with you today---because I believe YOU have the ability, the capacity, the opportunity and the desire to accomplish so much more with your role as a business owner and entrepreneur. Not just a lot more in financial terms---but a lot more impact of the people you work with... and a lot more enrichment of the lives of all the clients whose family’s futures we are ALL pledged to transform.

You may be transformed by these simple –yet disarmingly powerful thoughts you are about to read. They may make no impact on you, either.

The way I look at it—it’s YOUR life to live the way you choose. BUT—if you have the opportunity of choosing a path that’s greater, happier, more prosperous, meaningful, satisfying and purposeful----why in the world would you possibly take another path that’s unsatisfying, meaningless, and purposeless?

So think about which path YOU want to pursue—as you read these brief observations that I made about Steve Job’s amazing life---and how (I think) you can use HIS lessons to create your own AMAZING life and career, as a business owner and entrepreneur:

I believe he was (arguably) the best entrepreneur-ever. You could decide to be the best innovator, entrepreneur, or business owner too! It's all a decision that occurs within us—not outside of us.

Steve jobs always felt that whatever goal/objective he was pursuing—it was like being part of leading a revolution. - A revolution that changed the way everyone there thought and acted about transforming people's lives. You could lead a new revolution within your area or your industry—

You could create a revolution where people started collaborating, cooperating together monumental levels of synergy. You could lead the revolution of refocusing everything we do and all we accomplish—and focus it squarely on the goal of transforming the lives of more and more families in our communities.

● ● ●
To turn really interesting ideas and fledgling technologies into a company that can continue to innovate for years, it requires a lot of disciplines.

- Steve Jobs

● ● ●

Steve jobs asked people: Do you want to spend the rest of your life and career merely selling stuff—OR would you rather spend every second...of every hour...of every day of the rest of your life and career transforming lives and families' futures?

Ask that same question of yourself right now.

Steve Jobs was "obsessed" with what he called creating "...The most insanely great computer in the world".

What would happen if—all of a sudden, you became obsessed with creating... 'The most insanely great company of transformation in all of the United States —or the world?'

Steve Job's work and life had far-reaching effects in both culture and industry. But with the right mindset and behavioral shifts—YOUR life could have far-reaching effects on both the families of your team members and yourself---but more importantly on the families and futures, and securities and prosperity of countless husbands and wives, mothers and fathers, children and grandchildren---for decades to come.

Steve Jobs ALWAYS said... " A lot of times people don't know what they want until you show it to them" . Re-read the Strategy of Preeminence. (Get it [here](#) - *gratis*) It reminds us/you that we have to put into words for people the various hopes, dreams, goals, fears they desire—then show

them why they want them and how vividly and remarkable their lives can change.

So—show people what they want and share why they should want it for themselves—be it inspiring your team members, your prospective clients--- or YOURSELF!

Steve Jobs once said... *" My goal is to go beyond what everyone else thought possible."* Why can't THAT be YOUR goal too—in your career, in your life, in all your interactions and collaborations in your business?

Steve Jobs felt that mediocre effort and work would be quickly forgotten. But truly great work... - truly great work will go down in history. Wouldn't YOU rather have your work create something remarkable, amazing, stunning—and enduring?

Steve Jobs felt you had to do whatever it takes to delight clients. We don't always delight—in fact we don't always even respect our clients. But IF you changed your thinking... if you thought carefully/considerately always about what it was like to be in that client's shoes/place—wow! What a huge difference it could make to how you acted AND how well you connected with every prospect/client you ever reached. The same is true of how you should probably think about your fellow team members.

• • •
Everyone here has the sense that right now is one of those moments when we are influencing the future.

- Steve Jobs
• • •

Steve Jobs refused to cut corners to make certain his clients received the best possible outcome. Are YOU cutting corners not following through, caring, communicating, appreciating the client or teammates?

Steve Jobs was passionate and patient about everything he did. He cared enthusiastically, lovingly, joyously about the things he did and the people he did them with or for—plus he took the time to always do things right. Do you?

Another part of Steve Jobs passion came from his utter enjoyment of what he did—and he found his work highly worthwhile. If you don't truly learn to enjoy what you do and appreciate ALL the different people you do it for-- -AND if you don't clearly see the enormous purpose and worth in what you do—you'll never be great at your job. NEVER!

Steve Jobs told everyone who ever worked with him YOU MUST WANT TO BE BUILDING SOMETHING TOGETHER THAT LASTS! Are you building something through your efforts, interactions, collaborations and contributions to others that lasts?

People drew courage from Steve Jobs life, courage that fueled and propelled them to redefine who they were, how they conducted their careers. You can draw courage to redefine who you are too.

Steve Jobs felt that to waste precious time being ineffective is a sin. He made the absolute most of a life he knew would be cut short young. If tomorrow your life ended have YOU made the absolute most of what this career and opportunity should be for yourself and family?

Steve Job's influence went well beyond mere techies—Is your influence through all you could be accomplishing in your business going well beyond just your job or department? If not—what do you need to do differently to make that happen?



Computers themselves, and software yet to be developed, will revolutionize the way we learn.

- Steve Jobs



Steve Jobs gave people the courage to pursue what they were most passionate about. Do you have the courage to become more passionate about transforming people's lives, about adding more value about developing, supporting everyone else's success and growth?

Steve Job's products touched us all. Are you making enough difference through what you're doing—and how well you do it to help your business or organization touch more families—in more meaningful ways through all we do?

Steve Jobs redefined the way people communicated with one another. How can YOU redefine the way people here at your organization collaborate, co-operate and communicate more effectively/successfully?

Steve Jobs wanted to change the world and make it a better place for everyone who lived in it. Do you want to help us change our client's world, so we can make it a better place for them, their children and future generations? Do you want to help change the world for the families of your employees, service providers, vendors, associates, etc.?

Steve Jobs gave clients products most of them didn't even know that they badly needed. Do you want to help give your clients better, happier, safer, more secure and prosperous futures THEY don't even know that they need?

Steve Jobs took the time to think about things differently than anyone else had done. He had more clarity. He inspired so many. He created a heightened ethos that challenged people to higher standards for themselves. His energy and commitment was unstoppable. Are you this way? If not consider the benefit of shifting over to that way of being, operating.

Bottom line?

In your business —no matter what your role...no matter what you do...you have today—right now—the ability (not unlike Steve Jobs) to change people's lives—and those changes can lead to massive improvements of the quality of our entire world.

Do you have the energy, the courage, the passion, the to never stop caring, contributing and growing—growing yourself and growing everyone else you impact?

Are you only interested—like Steve Jobs –in doing ONLY truly great at whatever you do?

The soul of what you're creating today in your business is to rally the spirits and passions of quality people like you who want to do things better, differently, more meaningfully for ALL who matter.

Thank you.

A handwritten signature in black ink, appearing to read 'JA', with a stylized flourish.

Are you a Multiplier or a Diminisher?

By Jay Abraham

Sometimes questions can be far more empowering than answers.

I read an article on an airplane that profoundly impacted me. It started with a question: *Are you a multiplier or are you a diminisher?*

Do you increase and multiply the passion, the performance, and the developmental skills of your team or do you tear them down?

It mentioned that a "Multiplier" can start with a staff or team of just average people and yet, with the right mindset, with the right strategy, they could do something truly extraordinary.

On the other hand, someone who is a "Diminisher" – not a multiplier- can start with great people and passionate and committed and end up with really- almost NOTHING.

Your goal is to have your team members be raving fans but raving fans of 3 different groups:

- 1) Respected client whose life they're going to transform.
- 2) Of one another so they will collaborate and synergistically cooperate.
- 3) Of you, so that they will follow your lead because they know you'll have their best interest always at heart.

So, in this article they had a test for entrepreneurs to decide whether they were a multiplier or a diminisher.

1. Do you regularly look outside your business to other businesses and other reference examples for new ideas, fresh approaches, innovative ways to motivate, to maximize and to really grow and develop your people and your relationship with your prospects?

-You probably are NOT going to be able to answer "Yes" to all of these, but I want you to think about them...

2. Are you recognizing and understanding completely the exciting new possibilities to develop and grow and support the ability and the effectiveness of each one of your team members?
3. Are you open minded and humble enough and able to take breakthrough ideas and concepts from other businesses and utilize them to your maximum advantage to let your business grow and prosper?
4. Do you make everyone around you feel smarter or appreciated or more capable... by that I mean have you given up wanting to be the smartest man or woman and realize your greatest ability is to make others feel competent, respected and capable?
5. Are you able to take a group of talented, passionate people and make them capable to work collaboratively in a way that allows them to accomplish things together that they could've never reached individually?
6. Do the people working with you say you're the best boss, best leader, that you are helping them grow and develop and that together they feel like they're accomplishing something meaningful?
7. Have you demonstrated through your leadership, through your preeminent advisory connection that you really DO have the capacity to take your people, to take your business, to take your market place, to take your product/service and grow and multiply their success?

If the answer to any of those questions is "No" then all you have to do is sit down and figure out who you need to be and what you need to do differently to be a multiplier, and not a diminisher.

A multiplier who can grow your business by leaps and bounds, to distinguish yourself as the most powerful creator of greatness for all the people you ever work with.

