

My father [when he died] left a life insurance policy, a little bit of cash and no debt. House was paid for. Cars were paid for. And then my mom started scrambling. I spent the critical years between being born and 10 years old watching my dad work hard. And then those next years, those violent turbulent years between 10 and 20 years old, where you becoming a teenager, you're going to high school, and you're starting to mix it up with other kids between 10 and 20. I was on the move through a space of massive fear with no mentor. I had no male mentor in my life. I did not have a father figure to guide me.

And so at the age of 15 or 16 years old, for those of you don't know the story, I ended up with a drug problem. A drug dealer in town got a hold on me, introduced me to the drug thing. Next thing you know, I'm doing drugs every single day. So not only am I lost, I lost my dad in grief, massive grief about it...for years, but now I got a drug problem. On top of all that I'm a bad student and the quality of my life is getting worse and worse. 16 years old! I'm completely lost at 18. I'm a daily drug user and 20 years old. I'm in trouble. I'm in trouble with the law. And at 23 years old, I'm having 76 stitches.

Now it's a private plane, multiple homes, beautiful wife, and two kids. I got the life...Instagram perfect, right? But you guys gotta go back and see where I started on this journey.

Okay, and I'm 25 years old and 30 years old. I was busting my ass. And you don't feel like you got to you're getting ahead. That was me between the ages of 25 and 45 years old. I cleaned up. I was working hard doing the right things. I was not an idiot anymore. My credit cleaned up. Made amends to the people that screwed over. I'm looking. I'm praying every day. I'm trying to do work on my self improvement. Why am I working so hard every day? Why am I spending 250 days a year busting my ass and I still can't get ahead. I'm not ripping anybody off. I'm taking care of people. I give people more than I take and I cannot get ahead. Does it seem fair? Well, that's 20 years of my life between 25 and 45. For 20 years after I'd cleaned up I was still lost.

So I reached out for a mentor. I think I was maybe 41-42 years old and I started looking for mentors who can teach me. There was no internet. This is before social media. This is before

podcasts. There was no place on planet Earth where you can go get a mentor. The only way you can get mentored back then when I was growing up was you had to study people.

I literally figured out how to reboot myself. I knew something was wrong. Okay, so here was the first step for me, right? The admission. This is not one of the key ingredients. But this is before you get the key ingredients. You gotta have an admission to yourself that **your reality is not equal to your potential**.

### On Reality and Potential:

Okay, R is not equal to P. Okay, your reality, what you're living with every day: your job, the condition of your life, the condition of your health, your level of stress in life, your level of peace in life, the relationships you have, the business, the dependability on your business to work without you working.

Your reality does not equal your potential.

Okay, this is reality. This is how I'm living. I'm 45 years old. I'm freaking working 300 days of the year. The other 65 I'm worried. I wasn't enjoying Christmas. I want to enjoy Thanksgiving. I never did my birthday. I didn't know Memorial Day, Martin Luther King Day, Presidents Day. I was working every one of those days including Thanksgiving. On November 26. I would travel to Ottawa or to Saskatoon...Canada...because then I can get work there. **Why am I working so hard? Because I was freaking terrified. I was terrified that my life was gonna end up the way my dad's he worked his ass off and then he died and the money stopped.** I didn't have a family. I didn't have kids. And by the way, let me just tell you this for you guys that are looking for a relationship. Or maybe you have one. I would not enter a relationship because I was not prepared financially to enter a relationship and be a dependable partner. And once you start working on this grind like this and you can't get off the ground. You're not gonna get a relationship because you're not available. I was not emotionally or financially available...nor was I emotionally available for a relationship.

Now, let me just tell you that 40- 40 something years old, I had some money. I was making a little bit of money in my 30s I was making \$60-80,000 in my 40s then I'm making \$300-500 grand. I'm making money. But it was exactly the same. Whether I made \$60 grand or \$300 grand, I was still not getting ahead.

## On five things to master:

Five things you have to master to create the life you want. These are ingredients. These are not things you do. These are things you have to figure out how to do whether it's you or somebody in your organization, or your team. Or your family needs to figure out how to do this. There's five basic things that you cannot get away from if you don't do these things. If you don't figure out how to do these things or bringing partners to do these things you will not master the money mental game

#1—So for all of you out there like, “Oh man I’m gonna follow passion.” **Trust me if you follow your passions and money doesn’t come with it you will give up on your passions.** It is a mythology that you’re going to just be, do find what you love, okay? **What you’re going to do is you’re going to find some opportunity, then you’re going to get great at it. And then money’s going to follow and you’re going to stay excited.** Because you’re being rewarded. If you go the other way, just look for your passion and money never follows. Then what happens is you will give up on it because it’s going to wear you out. You’re just going to be stressed out all the time. You cannot be artistic or creative. *One of the founders of Rockefeller records said it’s very difficult to be artistic when you’re broke.*

#2—**You want to master the revenue game. You got to figure out how to become the master marketer.** This part of the game has been worth over a billion dollars to me but it wouldn’t matter if I didn’t get number one. **You got to be thinking about how much money is enough money.** Most of us, if you were brought up the way I was, you have this scarcity complex and the lack of prosperity and abundance.

*Where are the opportunities?* If we go into a major recession, you will see more opportunities during a recession, which I believe that we’re in now already. You will see why wealthy people get wealthier during contractions, because wealthy people are always looking for opportunities. It’s not really a “law of attraction,” they see opportunities where you see problems.

You got to market. You have to market yourself. If I don’t know you, I will follow you even if I don’t know you. I can’t get lucky if I don’t know you. I’m not gonna think about you if I don’t know you. And by the way, who’s taking notes here?

**Who knows you is more important than who you know.**

**#3—You got to become a revenue monster. I need multiple streams of revenue coming in.** Now if you have a scarcity mentality the way most of us do, you're not going to do that. If you have the mentality that attention is bad, that is also the law of detraction is bad for me. You're not going to be a marketer. If I think it's bad, income is bad, then multiple streams can't be managed, and I'm not going to get that either. How do I create seven flows of income or 70 flows of income? Or, you know, 700 flows. The only way you can do it is studying people that have done it. *You can't learn how to get seven flows of income from your neighbor who's got one flow and he's worried because he's about to lose his job.*

**#4—Scale. You got to figure out how to get this duplicated over and over and over again.** So that you're not doing the hamster on the wheel anymore. Listen, if you don't have a college degree, and you don't know anything. You're out of work right now. You're broke. You don't have any money. You're in the right place. This is the right time. This is your moment, but you've got to pay attention.

I went from nothing: no money, no income, no credit, no friends, no connections and a bad reputation. Our company today: \$5 billion in real estate, \$3 billion valuation and about almost a million dollars a day comes into this company every single day. If I can do this without a degree, without connections, without credit, you can do this. But you got to change. Does your reality equal your potential? Yes or no?

**Warren Buffett's number one rule is never lose money. Number two rule: don't forget rule number one.**

Money myths:

### **Debunking Money Myths:**

**#1—Money is complicated. False,**

**#2—It does not take money to make money. False.**

In fact, some of the greatest companies do they not have any money when they start and they don't even have revenue for 16 years.

I didn't know anything. All I had was work ethic. *Master the work ethic. But just because you have work ethic doesn't mean you're going to be successful financially.* It just means you will work. Yes. My dad was super, he had super work ethic. He never got to enjoy the fruits of his labor.

#3—Saving is a good thing. Saving is the way to wealth. False

You do not want to save your money. What you want to do is invest in money. **Saving will not create wealth. The only way to create wealth in your life is to invest money.** You need some money to transact, but you don't need to be saving months of reserves.

There is some that is better than cash. In fact, much of the debt is better than cash. And I would just tell you this without getting too complicated. Cash is actually debt. **The difference between Debt and Cash is the cash gets taxed.** It's why most people never get ahead. When you save money, you get taxed on that money. When you use debt, you do not get taxed. You've never been taxed on an Amex card or Visa card or MasterCard. You do get taxed on cash.

#4—You should diversify your investments. False.

These were perpetuated by the big banks so that you will be a slave to money.

#5—All your debt is bad debt. False.

You won't even use debt. You don't know when to get a loan. You're scared of it.

### Five Marketing Mistakes:

Let's talk about marketing. Are you a good person? Does my marketing reality equal my marketing potential? Do people know your name? Are you a good person? Good product? Good company?

These five mistakes, not only was I making them in my business, we find these common to most companies, most entrepreneurs, most families, and even workers. If you don't want to be a worker forever, you got to figure out how to market yourself so that you get better opportunities. And when we move into a

recession, marketing is going to be the single most important thing that you do. How much money you have saved in the bank savings will not save you in a recession? Marketing will.

**#1—You stay too small for too long.**

**#2—You do not prioritize attention.** How do I get attention? You think that you're advertising. Ask what am I doing today to get attention from a lot of people.

You ignore and disregard social media channels that you don't use. Some of you are just dependent upon one. I use them all. I don't use any one, I use all of them regardless of whether I'm on them or not.

**#3—You refuse to invest.** Branding is not advertising. You have to continue to invest in the branding. If you don't have money, no problem. It's taken me 12 years to go from no followers to 16 million avid followers. I'm 64 years old. We've done \$1.2 billion of sales and raised \$900 million on the internet.

And it's all because of brand and attention. Without the branding, you'll lose enthusiasm, because you're always having to work.

**#5—You view marketing as an expense, not as an investment. There is no money that I can spend on marketing that's a waste of money. It's impossible to waste money on marketing.** Unless you started the marketing and quit. As long as you spend enough time and energy pushing on a bad marketing campaign, it will still pay off better than no marketing campaign.

The more money you make, the more difficult that change is going to be because then you got to take risks. So the pain has to get big enough inside of you to say I cannot live like this anymore.

You kill a marketing program because the lead was no good. All leads are good. Every lead that you have is good Treat every lead like a millionaire. *Don't ask bad questions when you're with a prospect.*

**#6—The single biggest of all the mistakes is no follow up.**

This has been for me on social media, emails, telephone calls.

**Do you know that most leads require 8 to 12 contacts before you even get to qualify them as to what they want, why they want it and why they want it now.**

How many emails will be sent out last year? 400 million. So this company did about \$155 million last year in income divided by 400 million emails.

This for those of you who deleted my emails. There were 38

cents every time you delete a guy. My job is to follow you up. I

can't make you read it but I can't give up because I know that if I

give up, if I quit, you're never going to be here okay.