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Exponential Distinction



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Exponential Marketing Bootcamp Distinctions that generated \$2.5 million in less than 10 years!

This document is a compilation of the distinctions I noted in my personal journal while attending Jay Abraham's Ultimate Business Building Bootcamp in Sydney in 2005 and his eX Factor! Program in Los Angeles, California in 1996.

When I attend seminars I write notes continuously as well as draw mind-maps. On each page of my journal, I select the single most important distinction from each page and summarise them on a list that I can refer to trigger my memory of the event. This allows me to maintain my focus on what's important and relevant while fueling my momentum forward.

I hope this is helpful – re-reading and editing them for general distribution has proven once again a priceless exercise. For that, I thank you.

Dr Marc Dussault

Exponential Growth Strategist

P.S. I created at least \$2,500,000 in additional sales (income) from these distinctions of Jay Abraham's strategies that I otherwise never would have produced on my own. Not a bad return for a \$5,000 investment!



Ultimate Business Building Bootcamp - Seminar Distinctions

September 2005 Sydney, Australia

1. Jay: "I want to pay for your program."
2. What are you doing with spare/extra materials?
3. Tested 33 ways to say hello in a store
4. Very few people put feelings into words
5. People have difficulty following instructions – Simplify!
6. Select goals that can be reverse engineered to happen
7. "Building a company no one wants to buy"
8. Use multiple adjectives to describe things
9. Don't do what you're not good at
10. Reverse engineer my goals *systematically*
11. Triple adjectives move more people to act
12. Establish your own *personal* processes
13. The data speaks volumes
14. Determine ideas that can be licensed
15. Quantify and document distinctions of success
16. Package services with a deliverable
17. Update personal journal for clarity
18. Get a step-down product to sell to non-buyers
19. Sell on installments to reduce the cost
20. Use e-mail broadcast capabilities
21. Mobile phone recycling is a business!?
22. What stupid thing(s) can I stop doing *today?*
23. Use future pacing via story telling
24. Write articles for a trade magazine
25. Create a demo disk that works
26. Subscription renewal systems take 9 to 11 attempts to work
27. How can I help my clients understand my product/service?
28. What do *I want* when I am being served?
29. The more you explain, the more you build trust
30. The data will tell you what to do
31. You invest in a connection you establish and build
32. In the real world, test intuitively
33. The price you pay for ambivalence is lost wealth
34. Interview people and create CDs and transcripts
35. Marketing takes you from mediocrity to millions
36. Direct versus indirect risks are obstacles to a sale
37. Who would be a powerful endorser?
38. Key skill: Ability to creatively collaborate
39. Read new and different things
40. Preemptively tell people what and *how* to do it
41. Consolidate and format industry stats for greater impact
42. Don't do everything just because you can
43. Leverage links to charitable work
44. The Corporate Ninja – great USP and branding
45. The only person testing you is... you!
46. To be interesting, be interested
47. Clients are under your care
48. Give people advice not information
49. WildyWealthyWomen.com – great name / brand / concept
50. Holistic vs. totalistic view
51. You can't do anything without the data
52. Start to future pace as of next week
53. Solicit clients' value acquisition
54. Don't aim to *always* guarantee 100%



55. Make a list of existing documents (hidden assets)
56. Add Guerilla Marketing to the mix
57. Cross-sell published books
58. Re-direct phone number of failed competitor(s)
59. Communicate to Rolodex contacts
60. It's better to be loved or hated than tolerated
61. Proficiency is incrementally acquired
62. How can I improve my quality today?
63. Don't worry about the wrong things
64. Reverse risk as long as it increases sales/profits
65. Tony Buzan - white paper author?
66. Test products *before* you launch
67. Don't ski black diamond trails right off the bat
68. Don't use negative terminology
69. Make the purchase decision smaller
70. Jay has \$25,000 program - must go!
71. Customer selection is self-selection
72. Partner or perish
73. Find a printer and publisher
74. Print all press releases
75. Network with good contacts
76. Get publisher to confirm sales of book
77. 1-time event creation... consider it
78. Use better e-mail subject lines
79. Use Amazon.com for book/subject descriptions
80. Whatever the client says is true
81. Do you exceed client expectations?
82. Get an external copywriter
83. What is your ideal client profile(s)?
84. Get on Jay's Newsletter
85. Tie transformations = state improvements
86. You have to monetize the relationship
87. Lead generation is a negative cash flow business
88. Explain what you do as you do it
89. Stop expecting immovable people to change
90. Increased *perceived* value of the product
91. Package several things together
92. Programming clients to an outcome
93. Track sales monthly
94. Use templates to simplify processes
95. Hard assets can be leveraged 2:1 or more
96. Create an exponential marketing matrix
97. Examination is necessary for optimization
98. Expectations are the foundations of future pacing
99. People on the bench are a hidden asset
100. A teaspoon to dig the grand canyon
101. Challenge your reality
102. How to sell as service/product that doesn't exist
103. Add comments to a scrapbook
104. Turn a verbal discussion into a transaction
105. Act opportunistically within a strategic plan
106. Rubic's cubes for prospects
107. If Gold is \$300... give us \$100 and we'll buy you all the gold you want!
108. Communication without client names – brothel
109. Write up cases focusing on success distinctions
110. Dimensionalise a guarantee
111. Reverse the risk *before* they say yes
112. Review existing clients and profile
113. Mine what you've already set in motion
114. Use colored paper and highlights more often
115. Sell from various points of "You"
116. Check rent guarantee service provider



eX! Factor Program - Seminar Distinctions

June 1996 Los Angeles, California

1. Learn the process
2. When you must, you do
3. A coach trains your mind
4. Aladdin's lamp with unlimited rubs
5. Use colorful adjectives
6. From tunnel to funnel vision
7. You pay for access to information
8. Limited by a self-identity?
9. Give advice, not just information
10. Solve the problem in the now!
11. Sell a home, not a house
12. Don't dazzle, make them better off
13. Password protect a web page newsletter
14. Tell them your thoughts
15. Beyond ego are profits
16. Stimulate creative ideas
17. Send letter with all quotes and bids
18. Which ad brought you in today?
19. 11x\$5,000 > 200x\$500
20. A teacher selling workbooks sells
21. USP Above all- distinctively original
22. USP Your marks are starving for our help
23. You are what you want to be
24. Back-end optimization of sunk costs
25. Identity defines congruency
26. You write to one person @ a time
27. Admit problems - explain
28. USP No appointment. No Waiting
29. No bad mouthing clients behind their backs
30. Rig with cars for sale on the highway so people in traffic can see them!
31. Must read: The E Myth
32. Listen as though you must repeat
33. 63% of people buy from people they like
34. Because = trance
35. Do you want it mounted OR laminated?
36. If you don't appreciate it, you will depreciate it
37. Provide value first
38. Beliefs are the foundations of certainty
39. Why don't I really do something?
40. Too good to be true? Make it less good!
41. Divorce some clients
42. Every distinction can be exponential
43. Do new stuff
44. Explain value of guarantees
45. Only bad result is no result
46. Free from / risk reversal / standard rate
47. Cure back pain versus wellness
48. It's easier than you want it to be
49. Money has no trophy value
50. "Best" employee contest
51. N - EGO - CIATION
52. Base your decision on the deal, not the dance
53. Bring brochures to seminars
54. Fran Tarkenton (football player) made his teammates better
55. Better to ask forgiveness than permission
56. 2 AM plant visits are impactful
57. Give your partner HUGE benefits
58. Do it in your mind FIRST!
59. Do only what you do well
60. Promote on talent and merit, not just results
61. Investors must be sold a dream
62. Establish a relationship - CARE
63. Problems to solve NOT solutions to implement
64. Sometimes, do the unimportant FIRST
65. You can't be all things to all people
66. You may sell more at a higher price
67. Delegation = Success
68. Don't mimetically isomorph!

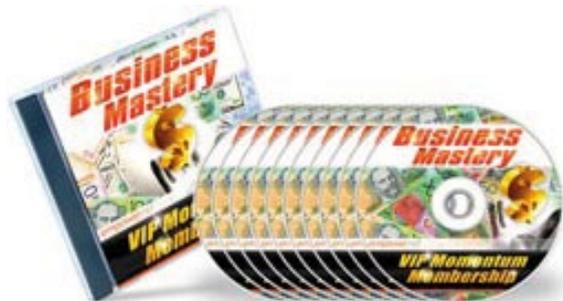
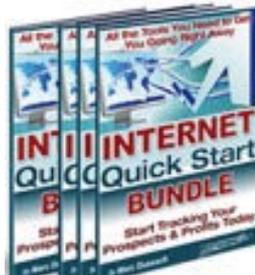
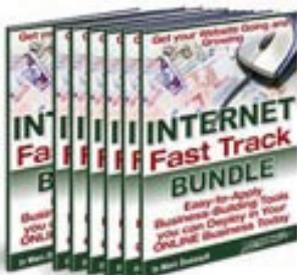
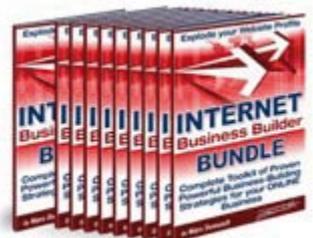
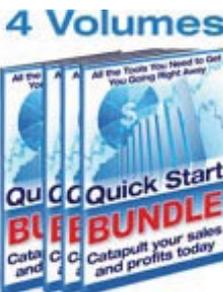
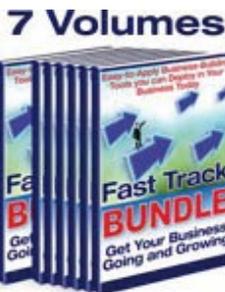
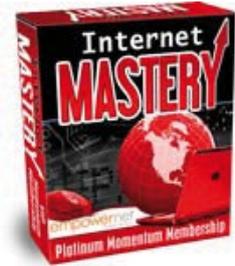
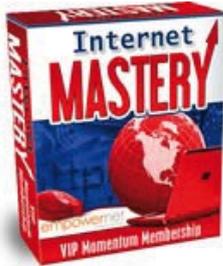
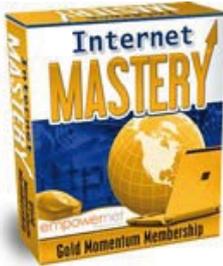
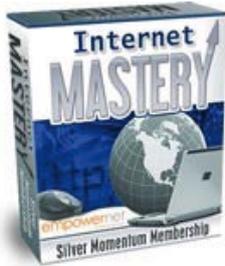
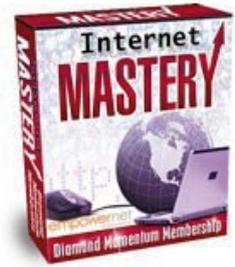
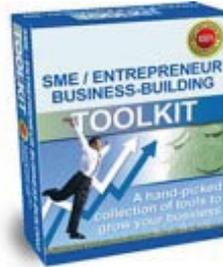
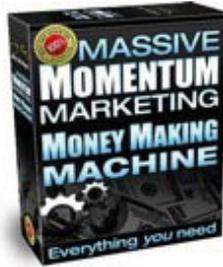
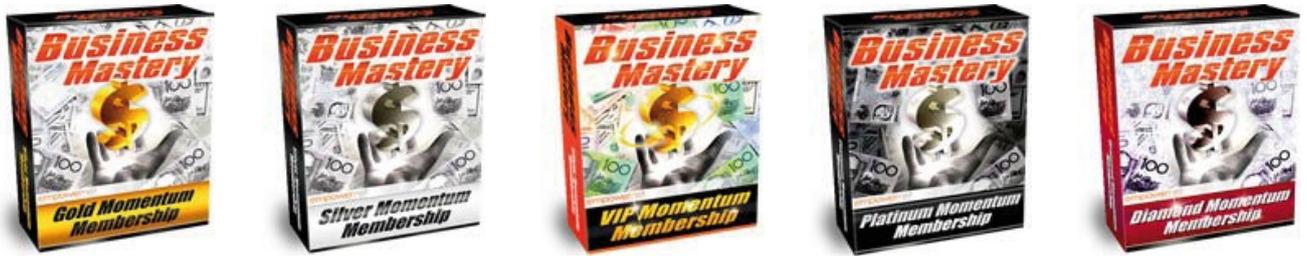


69. Pro-act or Prozac!
70. Persistence pays off
71. Assume the best, prepare for the worst
72. Work with people you like
73. You don't do it alone!
74. Get rid of the bad apples - now!
75. Don't forget the basics
76. A problem is an unsolved opportunity
77. Keep your proprietary advantage
78. Advance payment is possible
79. Know what business you're really in
80. Change people's perceptions
81. Do the competitor's jobs for free!
82. Kill bad products
83. Ride along with a hell's angel for an hour
84. Do you know... what I do is...
85. Create an elevator speech
86. USP They must believe it for themselves
87. The relationship must take care of the problem
88. Per ardu ad astra (latin)
89. Go from entitlement to responsibility
90. Closed bid, pay the 2nd highest price
91. Create a handle - I'm a Posterologist!
92. Experts DEFEND what they already know
93. Do something you do through lunch & dinner
94. A negative self identity limits you
95. Only talk to yourself in the NOW!
96. The most important meeting ever is in your mind
97. Plant an image of achievement in your mind
98. Design a day in your life in 4 years
99. Know what someone needs, (not wants)
100. "Sleep" learning doesn't work – Dream!
101. Invest in yourself FIRST
102. HOW before you DO
103. Success is systematic
104. Keep track of cumulative goals
105. Reward your spouse
106. Symbolization is powerful
107. Mentor their solution
108. Recognize the success
109. Reward the contribution / service
110. Porno = good copywriting
111. Put yourself in their shoes
112. DIS - MISS - IVENESS
113. Sophistication is intellectual not superficial
114. Optimize from the known to the unknown
115. Interview job applicants to get distinctions
116. Parthenon-ize every desired outcome
117. Double a guarantee, triple sales!
118. Use a pilot video
119. To get, you must give
120. Combinatorial = eX! Factor
121. Test to learn, not earn
122. Jay, the marketing therapist!
123. There isn't one "answer" - it depends...
124. Transactional specialist
125. Statistics: Top of the top, bottom of the bottom



Dr Marc Dussault – Empowering you as Australia’s #1 Exponential Growth Strategist via the unique MasterMind Experience to radically shift your thinking from what it was to what it needs to be to revolutionise your life by design rather than evolve by default and avoid extinction by stagnation by laying a rock solid foundation of key distinctions that ignite and leverage your unbridled passion to make tomorrow’s dreams your reality today.





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