

***No B.S. Wealth Attraction for Entrepreneurs***  
**By Dan Kennedy**

I have been a Dan Kennedy fan for many years. I was first introduced to his work at an information marketing superconference years ago which led, in large part, to the model I've created for HR That Works. Dan has just published an entire "No B.S." series of books which are as good as they get. In this book he has identified twenty five wealth magnets. Much of it I've heard before but you can't help getting hit in the head with this information enough times. And Dan hits you hard. No B.S. as he says. Of course, the challenge is always to do something with this powerful information.

What I will share are some of the insights I gained from Dan.

- "Poor people rarely buy books with 'wealth' in the title, just one of the many reasons they stay poor." Note: I was one of those people. I was under the mistaken impression that making money, becoming rich and wealthy was somehow "wrong." That money was the root of all evil. That to become wealthy meant to become one of "them." That I would lose my friends and family in the process. As the title of the book suggests, what B.S.! Many of us have yet to come to terms with our story about money. Have you examined yours? I wrote five pages about mine. A serious revelation examining that story. The Money & You course also helped me get past my story. Reading every book with the word "millionaire" in the title helped me get past my story. This is the type of book that can help you to get past your story about money.
- It's very important to watch the language we use. Such as the words, "fair share", "market share", "hard earned" and so on. "If you believe at all, on any level, that wealth is limited, that there's not plenty to go around, you will hold back; you won't take everything that is right in front of you. Your emotions about wealth will be cautious, measured, restricted, suppressed, and timid."
- "The opposite of wealth attraction is wealth inhibition." Wow! It's either, or.
- On worrying about the other person's ability to pay because they can't afford it or don't need it, etc: "Anytime you start making those decisions about other people, it really reflects more about what's going on internally with you than it does about anything else."
- "Whatever amount you get has nothing to do with how much or how little anyone else has. Ever. If you want to be wealthy, you can't have any queasiness, any reluctance, any inhibition. Your wealth is an addition for you and a subtraction for no one." As I learned in the Money & You course, there is a Sea of Abundance out there. It's not a win/lost game unless you make it so!  
"The truth all smart marketers know is: Everybody somehow has plenty of money to buy whatever they want to buy." Don't accept any part of the suggestion that money is tight or hard to get or that your customers don't have money or won't spend it. If that's the case, switch to customers who spend freely. I'm finally getting this myself.
- "Trying to impose your opinions of good and bad, moral and immoral, deserving and undeserving on to money is even more futile than trying to impose them on to people."  
"Money doesn't have a conscious. It's just paper. That's all it is. It's just paper."

- “A whole lot of what I sell, the shrink-wrap does not come off. And you will kill yourself in my business if you worry about making people take off the shrink-wrap.” I know this intimately. Some companies are given my extremely powerful HR That Works program *and do nothing with it!* My job is to be responsible *to them* not *for them*. Doing something with powerful information is *their* responsibility!
- “Integrity for the entrepreneur is optimizing sales, profits, and value in the business he captains.” The business owner who pulls his punches lacks integrity.
- “*Embrace the rewards you deserve.*”...and get the noise out of the way!
- One of the biggest secrets of successful entrepreneurs is a past bankruptcy. It helps them to understand that in the end, there is very little to fear. They can take things away but that can’t take you away. Bankrupt Alumni include P.T. Barnum, David Buick, Walt Disney, James Folger, Henry Ford, Conrad Hilton, J.C. Penney, Sam Walton, William Fox, H.J. Heinz, Frank Lloyd Wright and me! The point is, “What you feared was fatal turned out to be less than a flesh wound. Now you can’t be scared again.” After my bankruptcy, I moved to the closest apartment to the court house holding my records so I had to walk by it everyday on the way to work. And everyday I vowed “never again!”
- “Understanding that money is available in unlimited supply and readily replaceable changes everything.” Again, the Sea of Abundance.
- As an entrepreneur you are going to screw up. As I learned in Money and You, no blame and justify games. Take responsibility, learn the lesson and move on.
- “Losers are wealthy with excuses.”
- “Responsibility is spinach.”
- “The less I do, the more I make” -Ron LaGrand. Or as I say to CEOs in my workshops: The less I control, the more I accomplish.
- Make yourself into a celebrity. At least within your marketplace. I’ve done that by speaking, writing and building relationships.
- “You can make yourself a world-class expert in most fields simply by studying everything available for an hour a day for a year.” -Earl Nightingdale. I’ve read a book a week for ten years now. How many books did you read last month? How many tape programs? Industry magazines? Outside of your industry magazines?
- “Motion beats meditation” -Gary Halbert. Note: Gary Halbert is the copyrighter who gave me the line for marketing my Lawsuit Free program (now part of HR That Works). “Don’t leave your business vulnerable to greedy lawyers, disloyal employees and power-hungry bureaucrats”
- What is your list of excuses? I don’t have the time? Money? Write them down. And then scratch them up so many times with your pen that they become illegible.
- “Everybody has ideas. Everybody has latent talents. Everybody has the ability. Few act on them.” Note: This is something I had to get past and I see many others challenged with. Once you start learning something you realize how much you don’t know. Successful entrepreneurs, however, work with what they have. I remember marketing guru, Jay Abraham, stating that many people come to his workshops asking for the latest marketing technique. Unfortunately, many of those same people never institute his first rule of marketing – institute a referral program. What good is the latest and greatest if you haven’t done the basics?
- “I have had more demand and supply of me and a waiting list of clients for many years because of my daily discipline of doing *at least one* proactive thing to attract business everyday.” I will never let a day go by without doing this. I get it!
- Think of sales as a process. As Alan Weiss states, “Think of the fifth sale.”

- “Successful people like being asked for their ideas, opinions and advice, help and influence. Often, you get more than you ask for!” So true. Try it.
- “Doing what you like with no regard to market demand is nearly as certain a path to poverty.” Guilty as charged.
- Find a niche. Look for the unused market space. For example, Wal-Mart, and Omaha Steaks. Or HR That Works. See Jaynie Smith’s new book *Competitive Advantage*.
- Grow your business free of debt. If necessary, use other people’s money. Ever since my bankruptcy some ten years ago, I have been 100% debt free. Like I said, “never again!”
- “Think value, not time. Wealth is a reflection of actual value!” This realization is key. It’s not about working harder. It’s about adding more value.
- “Time on the job, years doing your job, does not increase the inherent value of the job being done. In most cases, after the first few years, it doesn’t increase the value of the employee either. It doesn’t bring thirty years experience to the table either. It brings one year of experience repeated thirty times.” Note: Employers really need to hear this! Force people to bring more value before you provide them with a raise. Some of Dan’s ideas for increasing your value include: added expertise, added skills, greater productivity, greater effectiveness, new relationships, strategic influence on the business, and so on. I created a form for HR That Works after hearing this. An employee must fill it out before they can request a raise. If you want a copy e-mail me at don@donphin.com
- Be less concerned about a present income than growing an asset. To the degree that the “future bank value” of whatever you do today matches or exceeds the “present bank value” you set into motion wealth creation forces that will soon deliver a massive harvest. This is the #1 thing I learned from the CEOs I speak to.
- “If you have emotional hang up about sales and marketing, don’t like it, are convinced you aren’t good at it, and refuse to hunker down and get good at it, I just don’t have much hope for you when it comes to wealth attraction.” Note to self: I must spend *at least* 50% of my day marketing and selling.
- According to Dan, when it comes to multi-millionaires and wealthy entrepreneurs, it’s less about how they *think* than about what they *do*. Wealth is about behavior, not about positive thinking. So, *what did you do differently last week?* Two of Dan’s secrets to wealth are systematic disciplined savings and giving. Right out of your paycheck or checking account. Hands off discipline.
- Look into a *charitable trust account* with Fidelity Investments.
- “If I wake up three mornings thinking about you and I’m not having sex with you, you’ve got to go.” In other words, eliminate the negative people out of your life. You don’t need that drama.
- “Money moves because of Courage.” As emphasized over and over in the book, you don’t need experience, you can learn as you go. Just do it.
- “There are only two ways to get wealthy, people working for you or money working for you.” And most of us would rather not deal with more people. I ask businesses how they can grow their business *without* adding any new employees.
- “All businesses succeed or die on effective marketing systems.” I remember being a young attorney thinking how “unfair” it was that another attorney I knew, who I wouldn’t let represent my dog, made more money than me. Fact is, he had a *marketing system*. I did not. I thought it was “unprofessional.” What B.S. The only thing that was unprofessional was my bankruptcy!
- “You must mentally and physically move away from being the doer of the activity of your business as rapidly as possible.” This means you must have a *system* for delegation. As

Kennedy will tell you and I have also discovered, it requires a combination of time management awareness and written standard operating procedures. So I annually analyze my time, using the time management documents on HR That Works. I keep track of everything I do in a typical week and then add up and weigh the activities. So for example, I may spend 10 hours marketing, 5 hours answering e-mails, 5 hours doing my newsletter, 5 hours wasting time on dead end projects or prospects. My goal is to then rank the time as A time (adding value), B time (administrative or lower profit) and C time (wasted activity). My goal of course is to eliminate the waste, delegate the administrative or lower profit duties while maintaining oversight and focusing 80% of my day on value-added, highly profitable activity. When I delegate the B activities, I do so in writing through an SOP I created while dictating in my car. An easy, powerful process to follow.

- “The sales role is taught and the expert sales person is trained through scripted and organized procedures.” So, do you have your sales scripts? I do. In writing and on CD so I can pound them into my brain while driving.
- “As a business owner, your most highly compensated role is the ability to lead, inspire, and teach others to complete the day to day operations of your business.”
- “The formula for franchises: Create an incredibly effective curriculum, create a step-by-step selling process, create an automated marketing system, and create a training school.” This is exactly where we are going with HR That Works.
- “The amount of wealth you are able to accumulate as an entrepreneur is directly linked to how systemized your business is – so you are free to focus on big things, not trivia.” Stephen Oliver author of *Everything I Wish I Knew When I Was 22*.
- “The trend of wanting ‘results’ without doing anything has become huge. How can you provide how-to information and turnkey done-for-them services to your clients?” Again, exactly what we are working on. We have recently started HR That Works Implementer Schools to tap into this enormous market. “There are many who find a good alibi far more attractive than achievement.”  
-Eric Hoffer.
- “Rich people have big libraries, poor people have big TVs. It’s not coincidental.” -Jim Rohn. Again, what books did you read last month?
- Make a list of people you want to meet and clients you want to obtain. It makes no difference if that list has twenty-five people on it or one hundred people on it. The point is make the list and one by one meet these people.

At the end of the book, Dan provides wealth resources. Given the fact that I have read many of the books he suggests, here are the ones I’ve put on my To Read List: *The Trick To Money is Having Some* by Stewart Wilde, *Atlas Shrugged* by Ayn Rand (can’t read this enough times), *The New Psycho-Cybernetics* by Dr. Maxwell Maltz. Dan also provides an audio CD at the end of the book with an excerpt from one of his workshops. With all I’ve stated about, I can’t possibly share with you all that is in this awesome book. Buy it for yourself and read it ASAP. You can order Dan’s book by [clicking here](#).