



Taking Charge Podcast with host Mark Januszewski

Speaking with guest Marlo Anderson #1 Best Selling Author, Mother of 5

Mark: Hi and welcome to taking charge ending the self-help hustle and heartache. And like we like to say on each and every one of these calls, one, get your pals over here, okay? Share, do the right thing by yourself. They'll thank you for it later. But when I first moved to Kauai, I thought "Aloha" like most people meant "Hello" and it really doesn't. What it actually means is "Alo" means the divine and "ha" means breath. So, when someone says "Aloha" to you, they're really putting the breath of the divine on you.

So, we like to start these podcasts always the same way with putting the divine or open-mindedness or the source of all good, whatever your name for it, that wonderful place inside you that can't be divided, your divinity so that your mind stays open. You're going to hear something today that is so remarkable I'm personally so excited about this for a particularly reason. It matches a philosophy of mine that I've carried for years and somebody actually put it in and I like to recommend 'Emerson's Law of Compensation' to everybody.

This man has taken that simple principle which has been around for about four thousand years and turned it into a wonderful set of stories that give you a pragmatic and fun way to learn and to apply the principles. Let's face it, knowledge doesn't apply itself so who is this difference maker? Difference maker in my life, difference maker in a lot of people's lives, he's moved over 850,000 books and while that's quite impressive, what's really more impressive about Bob Burg is that the effect that the books have had on individuals.

And we all know there is no logical end to a positive ripple effect. Bob is a sought-after speaker company leadership and sales conferences sharing the platform with everyone from today's business leaders and broadcast personalities even to a former US president. Like I said he's the author of a number of books marketing and influence of total sales and now, we're over a million copies the "Go-giver" co-authored with Jonathan Mann itself has moved over 850,000 and that's really important.

Because it keeps giving and it keeps giving. And one of the things that I believe and we'll see how Bob feels about it is that it's what has frustrated people for centuries. It's mystified them, they're trying to get affluence when in fact my belief isn't what's, the first thing we're going to ask Bob is "What's your belief?" I believe

that giving is the fountain-head to true affluence. One that sticks and then stays with you.

And the parable in the go-giver series is the influencer and I know you all want to have influence so we're going to talk a lot about that. He's an advocate, he's a supporter and the defender a free enterprise system believing that the amount of income that one makes is directly proportional to how many people they serve. And Bob and I were talking about Charleston Haanel from the Master Key System and Haanel said it probably more succinctly than anybody had in over four thousand years and that is success is service. Period.

How do you do that? Bob's going to tell you how to do that. And one of the things that brought us together is like Bob, I am also unapologetic. He's an animal fanatic and a past member of the board of directors of the Furry Friends Adoption Clinic and Ranch in Juniper, Florida. So, it's my pleasure to welcome Bob Burg the real Go-giver to our podcast today, Taking Charge.

Aloha, Bob. How are you?

Bob: Aloha, Brother Mark. So great to be with you.

Mark: Yeah. Thanks for being here. So, one of the things that we like to share with people is that the self-help industry which does a little over 12 billion has never produced empty quantifiable numbers. The only one that I know of is the Master Key experience by the way, www.mkmmacourse.com, there's two days left to get a scholarship. How do people get scholarships? Well, Bob's going to love this.

They get scholarships because the previous members voluntarily reached into their pocket, they had such great change and they wanted to “pay it forward” so other people could have the same experience.

And Bob, I got to confess to you, I met Anna and John your co-author years ago at Xango and simultaneously, the movie popped into my head “Pay it forward” and you were really unbeknownst to you that movement that you started, the go-giver, was really the inspiration for us giving away the master keys and letting people go through the six month course and then decide what the value was and paid forward if they wanted to or not.

So, I'm sure that you never knew that but you were a huge inspiration for that movement. It was one of those triangulating things. The movie, Anna and John the book and all that. So Bob, I made a statement that everybody tries to chase affluence. The root of affluence by the way just so everybody knows means “To flow to”. It comes from ‘Afflare’ and that's where it has its root. And so my belief

Bob agreed, disagree and tell us how it works in your world. Is that giving is the Fountainhead to affluence, not trying to get it.

How do you feel about that?

Bob: Well, I mean I would agree and I think in terms of trying to get it, I think when we give value to the world around us, it says the stage in motion. It creates what we call a benevolent context for success and there's nothing particularly magical or mystical about it. When you can take your focus off of yourself and place it on others, okay? Looking to make their lives better, what we would call giving value. They're right in a way and as a matter of fact, people feel good about you.

People get to know you, they like you, they trust you, they want to be a part of your life, be a part of your business, they probably want to do business with you if that's appropriate. And they want to let others know about you, they want to become your personal walking ambassador. And so, when you add value and bring value and give value to the lives of others on a constant consistent basis, and you touch the lives of a lot of people with that value, it now creates again that benevolent context now.

We say receiving rather even than getting because receiving says it's already there, okay? And I think Mr. Haanel would probably agree with that. That it's there. We simply have to create the circumstances, the environment for it to come to us.

Mark: Right. So, fundamentally, this go-giver movement that you really spearheaded, tell us what that's really all about. Can you define that for people? Because we were talking a little bit about baseball, Bob didn't know I was from Boston area, I didn't know he was from Boston. He was in Natick, I was in Newton. You can literally throw a couple of football lengths away and so we had a nice little wow.

Isn't that a nice surprise and I said I was from a small town and his mother was from that town, little Haverhill Massachusetts but what's the premise of the book itself, 'The Go-Giver'?

Bob: Sure. The basic premise is that shifting your focus and this is really the key. Shifting your focus from getting to giving. And when we say giving in this context, we simply mean constantly and consistently providing immense value to others. Understanding that not only is it a more pleasant way of conducting business, it's the most financially profitable way as well. The premise in a nutshell and again,

there's nothing mystical or magical about it. It simply ties into human nature on all on all kinds.

Mark: Well, one of the things that I think is a challenge for a lot of people and you and I, I guess we're somewhere in the same bracket age-wise, we remember Leo Durocher who said "Nice guys finish last" and I think a lot of us bought into that. And we see with a lot of direct sales companies and particularly, with network marketing companies. It's all about winning and it's all about competing and be competitive and I believe most of them have persistence completely off base but that's a call for another whole time. Because they wrap persistence in with a specific goal of theirs or that they want for you.

And we find that Bob and I have read some of the same stuff and we were talking about Wallace Wattles and Wallace Wattles' philosophy is competitiveness has to go because when you're competing, what you're saying is there is a finite amount and lack a bigger piece for somebody else means lack for you. On the other hand, creativity and collaboration really signifies a philosophy of abundance and moves totally away from the nice-guys-finish-last thing.

How do you help people that are with these network marketing companies, these direct sales companies that it's a dog-eat-dog world and while they may not use that phrase, they're always competing and comparing and it really doesn't work.

Bob: So, I think there are a couple of the issues there and let's go back to what you very elegantly said about Wallace D Wattles. And he talked about living on the creative plane as opposed to the competitive plane. And by the way, when I say that a lot of times in a corporate structure, I have to explain that I'm not saying you don't know your competition or that you don't acknowledge your competition. Of course you do but you don't focus on them. You don't focus on competition, you focus on creating.

And so, when we focus on the creative plane, we're in a much better position to find ways to bring value that the marketplace is going to respect and be accepting of. Now, as Wallace Wattles also said, there are some people who are so good on the competitive plane. That they can actually work that competitive plane and be financially successful and I put financially successful there for a couple of reasons.

One, because they're typically not successful in the other areas of their life but secondly, they have to work very hard in order to sustain that. See, when you operate from the competitive plane and let's say, from a level in this context, we're really talking about when Leo Durocher and that nastiness, right? You're too competitive and you're nasty and you're stepping on others and it's dog-eat-

dog, very difficult by the way to succeed that way. Because you don't have people on your side.

Yes, there are some people who are either they have a specific talent or something about them that they've been able to bring value to the marketplace but doing it in that way, yeah they can do it but boy is it tough. It just is so difficult and it's so difficult to attain that. Now, let's talk about the nice-guys-finish-last type of thing. Well, a lot of people say so, John David and you saying that that the moral of your story is that nice guys, nice gals, nice people finish first and actually, that's not it. It's not and I will tell you why.

By the way, nice guys, nice people should finish first they often do but they often don't. And you and I, we all know this because you and I and everyone watching we all know, people in our lives that we would describe as simply nice people who we would also have to describe as simply broke people. Makes it easier and has a lot of advantages to it because by and large most people would like to do business with and get to know and be in a relationship with nice people rather than nasty people.

Being nice in and of itself isn't enough to be successful. Success is a matter of doing the correct things in the success process that allows a person to be successful and finish first. So, if someone mean and nasty or someone's very nice and kind but they're not doing the right things in the success process, they're not going to be successful but to say you're either nice or to say you're either nice and unsuccessful and or nasty and successful is so way off reality.

That it's not even funny but unfortunately, the difference of the world and remember the messages from the world around us Mark, when the prosperity are not mixed messages, they're negative messages. All the time, a guy you know, a guy I know that most people know Randy Gage who's just so amazing when it comes to prosperity mindset and teaching. He does entire riffs about this. How you go to a movie and in there, the characters are portrayed as being either.

But if they're nice and they're poor but happy right and they're honest but they're always being taken advantage of by who? The rich people who are mean and nasty and cowards, right? So, we get this all the time and that's why it's so important to fill our minds constantly and actively with good healthy prosperity information as opposed to the garbage that we naturally get from the world around us.

Mark: Well, the average person, here's a really great thing for you to do. Write down what you really want on a card, one or two sentences and tape it to one end of your cell phone. The average person, and I know everybody's going to say

“No, not me” but it is you. The average person picks up their cell phone a hundred and eighty one times a day and more than seventy percent of the time they pick it up, so we're talking well over a hundred times there's no reason for them to pick it up.

They're just checking and checking and wouldn't it be nice if you looked at a very positive or a great thought then put something there to interrupt that because there's nine and a half hours for the average person of what's known as personal technology going on. It could be in front of your computer, could be an iPad, could be your cell phone whatever and inside there are a 10,000 on average impressions a day. Telling you just exactly what Bob said you're less than the good versus the bad and all that.

So, basically what we're talking about is before we get to the influencer which I really want to talk about because I don't think most people understand the difference between persuasion and influence but this book ‘The Go-Giver’ to be that nice person and to be successful. Bob and Mann had put this into five basic laws. Bob, you give us a quick breakdown of those five laws so people see how to be nice and simultaneously succeed.

Bob: Okay. So, the five laws are the laws of value, compensation, influence, authenticity and receptivity. The first law is the law of value which says your true worth in the business sense, your true worth is determined by how much more you give in value than you take in payment. Now, when you first hear that, it's a little counterintuitive. What? You have more in value than I take in payment? I mean that sounds all nicely nice and everything but it also sounds like a recipe for bankruptcy.

How am I supposed to survive in my business? Never mind thrive if I'm giving more value than I take in payment and for this, we simply have to understand the difference between price and value. Price is a dollar figure. It's a dollar amount, it's finite, it is what it is. Value on the other hand, is the relative worth or desirability of a thing or something to the end user or beholder. In other words, what is it about this thing, this product, service, concept, idea?

What happened that brings so much worth or value to someone that they will willingly exchange their money for it and be glad they did, be ecstatic they did while you make a very healthy profit? A very easy example, simple example is if you were to hire an accountant to do your taxes and this accountant charged you just round figure a thousand dollars and this is her fee or her price, a thousand dollars but what value does she give you for this?

Well, she saves you five thousand dollars in taxes, she saves you countless hours of time, she provides you and your family with the security and the peace of mind of knowing that was done correctly. So, by the way to see here again that well while price is finite, value can be both concrete, right? In terms of that five thousand dollar savings but it can also be conceptual in terms of that peace of mind. How do you even put a price on peace of mind?

So, she gave you well over five thousand dollars in value in exchange for a thousand dollar price so you feel great about it and made a very healthy profit which he should. Because in any free market-based exchange and when I say free market I simply mean no one is forced to do business with anyone else, they do so on their own volition and so in any free market exchange, there are always two profits. The buyer profits and the seller profits because each of them come away better off afterwards than they were before.

And that's what the creative plane does. It build a bigger panel for everyone. That's why for true free market capitalism, not cronyism where people pay for special favors. And so, for true free market capitalism which is based on all parties voluntarily doing business with one another that's why it grows the economies and provides overall wealth and abundance for people. So, that's really the law of value now. There's a challenge mark and that is it.

Well, okay. That accountant did a great job and lots of people do a great job but nowadays, technology is leveled off the playing field. So, how do you separate yourself from anyone else? Pretty much all products and services at this point are pretty much the same and if your prospective customer isn't able to distinguish the difference between any two or more suppliers, it's always going to come down to who has the lowest price.

Mark: Right.

Bob: And that's not only a race to the bottom, it's just that if you're selling on low price, you're a commodity. If you're selling on high value, you're a resource. And so, in order to not fall into that low price trap, we've got to be able to distinguish ourselves in terms of value. So, how do you do that? Well, first, you become that additional value because people buying from you, before they're buying your product, before they're buying the company, they're buying you. So, how do you communicate that additional value?

And unfortunately there are dozens, if not hundreds of ways to do this but they tend to come down to five what we call elements of value and those five are excellence, consistency, attention, empathy and appreciation. And to the degree that we're able to communicate one or more, hopefully all five of those elements

of value at every touch-point from the time we first meet someone to building the relationship through the sales process, the follow up and follow through and referrals to the degree we're able to do that, we take price out of the issue.

We're living totally on that creative plane so remember that that accountant though, when she got your account, it wasn't because her focus was on her feet. Her focus was on providing you with an amazing experience. And this is why John David Mann and I say that money is simply an echo of value. It's the thunder if you will, to values lightning which means nothing more than the value must be the focal point. The focus is on the value you're providing another human being.

The money you receive is simply a very natural result of the value which of course ties into Emerson's philosophy. So, that's the law value. I'll be real quick with the other ones. The law of compensation says your income is determined by how many people you serve and how well you served them. So, where law number one says to get more in value than you take in payment, law number two tells us that the more people whose lives you touch with, the exceptional value you provide, the more money with which you'll be rewarded.

Law number three; the law of influence says your influence is determined by how abundantly you place other people's interests first. Again, counterintuitive when you first hear it, perhaps counterproductive sounding maybe even Pollyannaish and yet the greatest leaders top influencers, highest money earners, this is how they run their lives and conduct their businesses. They're always looking out for the other person's interest placing their interests first.

Now, let me qualify this. When we say place the other person's interests first, we certainly don't mean you should be anyone's doormat or a martyr or self-sacrificial in any way, absolutely not at all. It's just as Joe the protégé and the story learned from several of the mentors, the golden rule of business, of sales network says that all things being equal, people will do business with and refer business to those people they know, like and trust.

And there's no faster, more powerful or more effective way to elicit those feelings toward you from others than by genuinely moving from that "I focus" or "Me focus" to that "Other focus". Looking to is Sam one of the mentors in the story, advise Joe make your win all about the other person's win. Law number four is the law of authenticity which says the most valuable gift you have to offer is yourself.

One of the mentors of the story, Deborah shared a lesson she learned that all the skills in the world, the sales skills, technical skills, people skills as important as

they are and they are all very important. They're also all for naught if you don't come at it from rescue authentic. So, we really need to be congruent with our authentic selves. Law number five, the law of receptivity says the key to effective giving is to stay open to receiving. This means nothing more than that we as human beings, we breathe out but we also have to breathe in.

Breathe out carbon dioxide but we also breathe in oxygen. We breathe out which is giving we breathe in which is receiving and despite those negative messages from the world around us regarding prosperity as we discussed earlier, giving and receiving are not opposite concepts. Giving and receiving are simply two sides of the very same coin and they work together in tandem.

Mark: Right. I couldn't agree with you more. Currency again, comes from 'curren' and it means to flow. So, what that really tells us is that the currencies that you have are of no value if you hold them. These currencies only become dynamic when they are constantly being exchanged.

Many people could make the argument and I'm one of them that the ultimate currency is trust and you touched on that a little bit and so this authenticity or being yourself, we find years ago there was a very big trend going around "To thine own self, be true" which was really just a shortened version of what Shakespeare said "To thine own self be true and it must follow as the day falls the night, thou cannot be untrue in any man" which he revealed later in his career.

He actually got from the Ten Commandments which is "Thou shalt not bear false witness". When you're not being yourself, you are bearing false witness and we support the idea here that, when I do, I'm not speaking for Bob but my wife, myself inside the master key experience, what we try to support the idea is that you were made first class by first class. And you're entitled to the goal first class if you'll surrender your soul or whatever you want to call it to that which you knew when you were born.

When we're born, we only have two fears. The fear of falling and the fear of loud noises. All the rest of them are learned I believe in part from some of the institutions, some people are trying to protect us but for the most part, to manipulate us and get mired in the momentum of mediocrity. So, we're not looking at them while they're emptying your tail. So, how do you feel about my statement that the ultimate currency is trust? Where do you have it ranked and how do you help people in those initial contacts try to establish trust?

Bob: Yes. So if you look at any of the trust surveys, any of the trust indicators, you'll see the trust is actually at an all-time low which I don't think means that

people are any more or any less trustworthy than they ever were. I suspect there's always been a continuum in terms of people's honesty, those very ones you wouldn't want to rate 100 or 0 and most people are probably about 80-85%.

I wouldn't make them but remember, there's a lot more ways now for people to find out about the con artists and the thieves and the people who do wrong and even people who don't do wrong but they're kind of called out on things because now, you can do that how often can you do reviews where there are false reviews right on the rankings. So, you never totally know. That's why you see something whether it's on Amazon or on Yelp or whatever and you see a one-star review that may not really be accurate.

So, look to see all the reviews and try to get the cuts of themes out. But anyway, what I'm saying there's also something else. The Media is so competitive now and there are now so many media outlets and they're all going to get eyeballs so you've got to ask what sells and what doesn't? Here's a headline that doesn't sell, Mark. Corporate CEO treats people wonderfully. They workshop that one, didn't sell, doesn't get eyeballs, doesn't sell advertising but here's what does sell.

Enron which of course happened, the bank that took advantage of customers or the car company that falsified their emission tests. Those happened. It's a big world. There's lots of thing but because of this and there's a variant in his wonderful book 'Thinking Fast and Slow' - Daniel Kahneman talks about an aspect of human nature where as human beings, we tend to believe that which we see or read the most, even if it's not true. Not everyone in general. Hey, they're relatively very few.

When you think about most people especially in a free market environment, remember Enron had their hooks and all sorts of politicians, there was lots of cronyism going on there. That wasn't free-market capitalism, that was theft and it wasn't even okay but most people are just making a living, they have to provide value in order to. So, remember and I say this a lot when I speak at sales conferences, nobody's going to buy from you because you have a quota to meet.

I won't buy from you because you need the money or because you want them to or even because you are really nice as a person. They're going to buy from you because they believe that they will be better off by doing so than by not doing so. And that's the only reason anyone should buy from you, from me or from anyone else which means in a free market where no one has to buy from us, we have to focus being trustworthy and bringing great value in making their lives better.

So, here's the thing. There is definitely a lack of trust and Steven M.R. Covey in his wonderful book 'The speed of trust', I hold that book up at just about every

presentation I do, wonderful book. And his whole premise was that when there's high trust, things happen quickly. When there's low trust, no trust, lack of trust, things happen slowly.

Bureaucracy sets in, committees have to meet, things have to be thought out and so the good news is this, in a low trust society mark, that person who can quickly and effectively communicate and establish their trust worthiness is nine steps ahead in a ten step game. So, right away, how do you quickly establish that? Well, you can do that in an initial conversation with someone. So, for example, you meet someone.

You're at an event and you're there to prospect for new business or whatever and you meet someone and we're going to say his name is Gary, okay? And you introduce yourself to Gary, the two of you meet, you ask Gary what he does, Gary tells you he sells copying machines for hack me off, some products, it's a high-end copy machines, it's a businesses that need to blah blah blah and he gives all these elevator speech and he asked you "What do you do?"

And just to me, just don't come up with any big fancy statement because right now, he doesn't care about what you do, he cares about what he does and he's used to everybody giving them their big speak. No, just say the type of business here, it doesn't matter. But now, here's what you do to begin to establish trust. Ask Gary questions about Gary. Ask Gary questions about himself and his business.

For example, I have what I call my feel-good questions. Feel-good questions or simply questions they're not salesy by nature, they're not prosperity by nature, they're not intrusive, they're not invasive but they just could they help very quickly establish trust and establish a rapport again it's got to come from a genuine authentic place you've got to be truly interested. And the first of these questions you might ask Gary is how did you get started selling copying machines or how did you get started in the office products profession?

And it's not a slick question, a clever question by any means, it's very mundane but Gary loves being answered back quite asking that question because who gets asked that question? More people are taught want to talk all about themselves but you are asking Gary to tell you his story. You're making him the star. You're the only one who asked him this question. His own family has probably never asked him this question and you're asking him to tell you his story.

The next question is a follow-up might be what do you enjoy most about what you do? You must have had some really great experience or interesting

experiences Gary, what do you enjoy most about what you do? Now, this flies in the face of traditional sales teaching. We're supposed to immediately when we meet them reach into their heart and tear it out through the rescue with our terrific product services.

But I think that's kind of productive because again right now, he doesn't know you well enough to be sharing with you his problems as horror stories and so and he may never even be a prospect for you but he may know a lot of people who are. So, we want Gary associating us with a good feeling right so instead of finding his pain, find his joy. What do you enjoy most about what you do? Much better than just take the opposite tack and say so "Gary, no tell me. What do you just hate most about what you do?"

Even while we're at it, how about this wretched excuse for a life you live?" Hey, that does not feel good, that's not going to make him feel good about himself. It's not going to make them feel good about you or the situation. Now, let's go with one more question. This is not one of the fields of questions I talked about, this is its own separate question. I call this the one key question that will set you apart from the rest and it will absolutely establish a feeling of trustworthiness between the two of you and you simply ask Gary the question.

"Gary, how can I know if someone I'm speaking with would be a good client for you or how can I know if someone I'm speaking with is a good prospective customer for you?" Mary, you're talking with Mary. She's a chiropractor. "Dr. Mary, tell me in case this ever comes up, how can I know come on I'm speaking with is a good perspective patient for you?" A really good way to ask this question to lean into it is saying "Pat, I always love connecting good people with other good people."

"How can I know if someone I'm speaking with is a good prospect for you?" Now, if the person by the way is not in sales per se and that wouldn't be a value to them about prospects, it might just be "How can I know if someone I'm speaking with is someone you'd like to meet or how can I know if someone I'm speaking with would be a good connection for you?"

And of course, this is just the initial part of the conversation and then there's a whole but that's how right from the get-go or from the good-go, you can actually establish trustworthiness when you first meet someone. You communicate to them and again, it's got to be authentic that you are interested in them and want to provide value to them.

Mark: Absolutely, incredibly powerful. And you're making me feel really great because a lot of what you're talking about is what we trained on Stephen Covey's

book 'The speed to trust quick', quick story about that. My wife loves musicals. I would rather gargle with razor blades but happy wife, happy life.

So, my fair lady was playing in Boston, we were living up on Plum Island which is about 35 miles away and so I had planned this surprise weekend for her stay in a hotel in Boston and take her to my fair lady and all that trying to be a nice guy rather than another baseball game. But anyway, so in the mailbox, as we're going out to the car I pulled out a book I had ordered 'The speed of trust' and I started reading it while I was waiting to leave for the trip and I said "Honey, why don't you drive?" and I did not want to be at the play that night.

I wanted to be reading that book and so one of the things that we do at the master key experience, people that work with us, they get hands-on help from a guide you'll have been through color code testing so they'll know the best way to talk to you and the best ways not to talk to you. But they've all been trained for five months on the speed of trust and being a Go-Giver because we know when people come through the master keys what they're going to do is we're going to ask them to talk about their purpose in life and this is a big risk for people.

So, we teach our guides how to establish trust and you just picked up, you just gave me three things that will become a permanent part of our training, absolutely fantastic. I hope you guys wrote that down. I want to move into I believe that one of the things that happens and Bob you talked about how important skills are but they really down the scale and I believe a lot of what happens in network marketing and a lot of these sales training, one of them in particular has become very well-known.

And it's based on the fact that people will move faster away from pain than they will towards pleasure. Well, I decided to question that because I was building network marketing organizations and I never saw the point of telling a guy working 45 years for somebody else is "Stupid, you should be a better father, a better mother, you should go on more vacations". If you have this, you're going to be flat broke dead or still working at age 65. By the way, want to join some positive people and never mean anything.

I couldn't articulate it well and what I found out over the years and we were very blessed in network marketing as many of you know, we build teams, we found that while people may move faster away from a flame than they will towards a hug. The reality is it's the metaphor doesn't hold water because who you want on your team, who you want to work with on your team, who you want to induce to be of service to you because you're willing to be of service to them first is pleasure.

And or things that make people feel good so I think a lot of what happens Bob, is people are a little lazy and they find someone that they think is a little interested and they continue to beat them up and show them the aspirin. Bob's just made a great case for the other way I don't find it counterintuitive at all. One of the things I wanted to move to which is, I think a lot of people want this and I believe that most people don't get it, I want to tell you what I think is this is just phenomenal.

And I meant to ask you, if Solomon the dog, God spelled backwards is the wisdom but the wisdom of Solomon but basically, this is I think along with Covey's 'Speed to trust', the influencer I think is a critical material. Because what it does is unlike all the wreck sales companies. They do just the opposite. They focus on the behavior not the results and so let me give you my definition of persuasion which we see a lot of courses about in a lot of these direct sales courses.

Folks, I'm telling you, don't be so lazy. Go talk to 20 or 30 people rather than hang on to one or two and try to sell them. Go find some people that are desperate for what you have, they're out there. But fundamentally, persuasion is trying to use the right form of words or tricks to get someone to do what you want to do for your agenda and you probably have it wrapped in virtue that you're going to make their life better.

Influence on the other hand, in the way that I see it, Bob, and I want to know what you think, is influence is trying to get people to do what they need to do so they can have what they want. In other words, their agenda. And it seemed that the feel of that was in here, I may have misunderstood it. I just want to make sure I got it right. There's a big difference between persuasion which is my agenda and influence which is thinking of their agenda. What are your ideas about that?

Bob: Okay. So, the basic meaning or the basic feeling about it, you were right on but there were a couple of differentials that John and I have from what you have. So, what you defined as persuasion, we would actually call manipulation. Manipulation is about ourselves. It's about getting what we want, it's about I. The manipulator might not be trying to hurt another person but if that's what it takes to get what they want, they will do or say whatever they have to do with that. We look at that as a manipulator.

We look at a persuader as you defined influence because influence in spell is surely a principle. Influence is like a universal law. It's sort of like you look at gravity, a physical law of the universe of nature. We know that gravity exists in our earthly existence. Is gravity this, is gravity that? Well, it depends on the situation it's good when it's you from floating aimlessly into space. It's bad when

you walk up a seventh storey building. Now, we look at influence as being sort of like gravity.

Influence itself is neither good nor bad. Influence simply is. We can define the elements on a very basic level as the ability to move a person or persons to a desired action usually within the context of a specific goal. Now, you could do that through manipulation which is negative or you could do it through persuasion which we would define that as you defined influence. It's moving some of them to a certain situation tapping into what they need want or desire in helping them to get it. So, let's go back and then to the definition of influence.

Where we said it's the ability to move a person or person to a desire actions usually within the context of a specific goal. That's the definition but I don't believe that's the essence. It's or as Mr. Haanel would say, the substance. This substance of influence if you're going to talk about persuasion, we see is positive, the substance is pulled. Pull being the opposite of push, right? So, that's why you never hear people say that great influence first, don't push. Hey, don't push. You never hear someone say anything like that.

Diane, she is so influential, she has a lot of push with people. No, they say she's influential, she has a lot of pull with people. That's the substance of influence. Now, the question that is, well how do you pull? You pull through your focus on that other person. So, just as Dale Carnegie stated, what I felt was Carnegie's underlying premise in his classic 'How to win friendly people' were he wrote "Ultimately, people do things for their reasons, not our reasons".

The great influencer and persuader, the genuine influencer, the genuine persuader always asks themselves questions to make sure their focus is in the right place. So, they'll ask how does what I'm asking this person to do, how does it align with their goals, with their ones, with their needs, with their desires? What problem am i helping them to solve? How am i making their life better? How am i bringing them close that happiness, right?

What I want this other person to do, how does it congruent with that person's values, character, style in question thoughtfully, intelligently, genuinely, authentically, not as a way to manipulate another human being into doing anything but as a way of building everyone in the process. Now, we've come a lot closer to earning their commitment as opposed to trying to depend on some type of compliance. Does that make sense?

Mark: Yeah. It really does. I really like that. I know a lot of people. Create your own but stay loyal to it. That's the main thing in Hill's book 'Thinking Grow Rich', he has what he calls the self confidence builder which we've relabeled the

blueprint builder because you need a new blueprint so these things don't seem counterintuitive. What Bob's really suggesting and as I see it, is that you start to behave the way that you were always intended to behave. It's about being loyal to what you knew when you were born before it got beat out of us.

And towards the end, when you're talking about grace here, I think he makes a wonderful point. We all know Wallace Wattles in the science of being rich, and really the other two Sciences whether it's health or your own personal best version of yourself which he calls greatness. It really starts with gratitude and listing gratitude every day until it doesn't feel like a list anymore. Try to create three different ones every day, try not to repeat any and at some point, you'll cross over and it won't feel like you're making a list anymore.

You'll just be in a state of gratitude. My belief is that gratitude is a cause not an effect. And the second thing is to think increase only and to me this is the grace of people. I like to say I've never seen the burning bush or the Red Sea part, I tend to find the source of all good through the grace of people. And saying here gratitude, she said "Same root word as Grace and gracious" from the Latin 'grata' meaning favor, esteem, regard, a pleasing quality, goodwill and before that, from earlier roots meaning to announce, sing praise.

In that blueprint builder or self confidence builder and .5, Hill talks about the fact that "I won't engage in any transaction that doesn't benefit all of whom it affects me and I can never hold any negative attitude towards anybody". Which we saw a Dickey Fox from Jerry Maguire say "If you don't love everybody, you can't sell anybody" which was really reducing it down but and tell us about this gratitude and grace. To me, that's the core for me. Now, it might not be for other people. Listen to what Bob has to say about it and make your own decision.

Bob: Mark, I believe that gratitude is the trait that makes happiness possible and I'll tell you why I think that way. You can have so many blessing, so many things to be grateful for and I'm not talking about fancy stuff, that's great too, it's wonderful but I'm talking about being able to see, being able to touch and tastes and sense and being able to hug and being able to have a roof over your head and have a meal. I mean I'm talking about the simple thing. I mean there is so much to be grateful for. It's almost mind-blowing.

But if you're not grateful for it, it's the same as not having it. It's the same as if you didn't have it. If you're not grateful for sight, it's the same as not having sight and in terms of happiness, you cannot be happy about it. You're not grateful for it, you don't see it as a blessing, right? And so this was something I needed to work on and in my, I'd say mid-30s, I sort of went on a whole redo Bob Burg type

of thing. Where I just realized that and it's because I was given a book by a great friend of mine Charlie Tremendous Jones.

Who was one of the Great's of all time Tracy Tremendous Jones now has Republican company which is the Tremendous life books and they have greats of their books but Charlie sent me the autobiography of Benjamin Franklin and in this book, one of the wisest books I've ever read in my life, he talked about at one point in his life having some character traits that did not serve him and did not serve others and it was harming his ability to get along with others and to get where he wanted to be.

So, he put himself through his self-improvement course, a thirteen different trades four times a year, thirteen times four, fifty two. You can just read the book I mean it's just a wonderful book but anyway, I think that anybody could just read it but I'm just saying to anybody just that's a great book. But anyway, the very first thing I knew I had to work on was gratitude. Because I was a complainer, I saw the bad side of things, I did not appreciate the little things, I didn't appreciate the big things and I wasn't a happy person and I knew I had to work on that.

And when I did and I used Dr. Franklin's methodology that course that he did, from the moment I began with that, my life got better. And I put that into my head and as you said, after a while, you just keep you know. Now, I continually look at things and those times, I still have to remind myself to be grateful but gratefulness, gratitude is a part of my life, it's a part of my essence, gratitude. And I'm a much happier person. I really feel that gratitude is the one trait without which happiness just isn't impossible.

Mark: We may be twin separated at birth because in the master key experience which is 26 weeks, after the first break, the second break is right around the holiday, the December holiday and we tell people not to make any resolutions because they don't work. We're going to go through a complete makeover and we used chapter 8 out of Franklin's book and what we have them do is chart, pick the tiers 13 words, pick the one that you think you need to improve the most with, put that first and just try to see it all day long.

Bob: Exactly.

Mark: That's the www.mkmmcourse.com you can still get in, your tuitions already been paid. Somebody else is a Go-Giver has given your tuition to you. This is unbelievable what we're discovering. How did we not meet and have this honored discovery?

Bob: You know Mark, when I was growing up and made it, you were still a little kid.

Mark: I'm not sure, I'm 70.

Bob: Wow. Well, you look great. I'm 61. I thought I was older than you are.

Mark: Yeah. Well, I live where I love, I love what I do but what it really is, is a grateful heart. That's what it is and I have the privilege and honor between a couple of different careers later in life which were my own choosing. I was myself rather than selling things that really wasn't me. Network marketing, I got to work, build six of these to top pin simultaneously and work with 18 year old too. I remember this guy 81 years old Mr. Whitehead who said "Well, I'm in this business for residual income, lifetime income".

But their diversity and what I really loved about it because it is a free enterprise. It doesn't matter whether you're old young, male, female, black, white, Asian, it doesn't matter and I really love that. And of course this let me feed my passion which was the development of trying to bring the master key to people so that they could unlock the wealth and riches. Now, we have some great people on here. Karen Ford, Karen Shriver, Karen Ford is a great influencer. They're asking it's the www.gogiver.com.

They're just pouring in here. It's just incredible. Everybody that's taking the course is stunned that you're into the speed of trust. And here into the Ben Franklin thing, one of the things that I found that was really interesting because what started it for me was Emerson's law of compensation about a 20-page essay. I always recommended to people but some people struggle with the language. You go over that in the course two but it was actually Emerson, if you read Wallace Wattles, he quotes Emerson constantly.

And Haanel quotes Emerson constantly and so the Hill and W Clement Stone and today's philosophers, some of them do a really nice job of like really getting to the root but Emerson actual his mentor was Wordsworth who wrote in a really beautiful way "The things that you regret at the end aren't the things you did. It's the things that you didn't do" and this is really important. Now, Wordsworth was influenced by Franklin who was influenced by Rousseau, the man that the aristocracy and France blamed the revolution on.

Because he said "No man should be rich enough that he could own another man and no man should be so poor that he be owned by another man" and that was really the beginning of the enlightenment movement. And I have to say as far as enlightenment, wow, have you have enlightened us today. When you've seen me

looking down, I've been making notes. This is fantastic. No, thank you. Million takeaways here.

But let's talk about my big takeaway here is learn the feel good questions and Bob gave those to you and he gave you the key to the vault which is offering to help other people. How would I know if the person I'm speaking whether someone I'm speaking with would be a good client for you or a good customer for you or a good connection for you? Imagine asking that rather than beating them up about their life and trying to tell them why they shouldn't sell copy machines but they should sell your vitamins instead. Total shift make your life easy. Bob so grateful. We end the way that we always do. Asking you a couple of staccato questions here. Best thing you ever ate.

Bob: Hate?

Mark: Best thing you ever ate.

Bob: Yep. Oh a chocolate coconut doughnut.

Mark: Come on over here, man. Okay. Best place that you ever visited.

Bob: Best place, oh my goodness. Boy, they've been so many. Wow. Do I need to come up with something?

Mark: Yeah. I mean everybody knows these questions. If I asked you tomorrow, might be completely different. Put oxygen in your head today.

Bob: I think the people are always nice up in Salt Lake City where I'm going to be going to speak at a conference next week. Always enjoy the good people up in Salt Lake City, people in Minnesota are always so kind and welcoming to me. I always say the weather up there is cold but the people are warm. But everywhere I go, I tend to enjoy the people there but those are just a couple of the places I really find people to be so welcoming.

Mark: Favorite word or sound.

Bob: Favorite word or sound. Oh wow. Oh my goodness, these are great questions, Mark. Yeah, favorite word or sound. I don't know. I'm going to have to just go with the standard 'love'.

Mark: Okay. I thought you might go with barking dogs but anyway, yeah.

Bob: [Inaudible 29:34] that's saying "Yeah, I'm here. That's right."

Mark: Least favorite word or sound.

Bob: I would say I, I, I.

Mark: Yes. Complete the following three phrases. Love is

Bob: Love is my mom and dad.

Mark: Money is

Bob: Awesome when you use it and love people. Not is when you love it and use people.

Mark: Life is

Bob: Something to be grateful for though also very challenging.

Mark: And the last one. If God exists, what would you like to hear him say when you get to the pearly gates, Bob?

Bob: Okay. What I would like to hear God say is aside from “Welcome, my son” It would be that “You fulfilled your potential while here on earth” but I don't feel as though I fulfilled my potential. I feel as though I have a lot more to do and I haven't fulfilled it as I wish I had.

Mark: Well, you're affecting thousands of people's lives. You've affected hundreds of people on this call already and of course, with your phenomenal movement that you've started and creating from your rift on Emerson and Wattles and all the illuminated ones like Franklin, have really succinctly put it together in these two and there's several others but these two right here which you were nice enough to mail me. The Go-Giver, you can go to the www.gogiver.com. Bob Burg, God bless you brother. Thanks for all those good things.

Bob: Well, Mahalo to everyone and just appreciate you all so very much. Thank you for having me.

Mark: Okay. Aloha.