

Navigating the Beasts & Dangers
of Deinde Gradu the "NEXT LEVEL"

Where Unprepared Businesses ..Go To Die

Hey!

I'm so glad you snagged
your copy of the

13 Roadblocks
to Exponential
Business Growth!

Even if we never speak again,
please study it. I wrote it for
you. You deserve to be happy
and have a successful business!

Deberah



Here Be Dragons

By Deberah Bringelson

Creator of the highly effective Bringelson Path™

The 13 Roadblocks to Exponential Growth

If yours is like most companies, you're making your revenue out of only 3% of your potential market.

- **97% of your revenue is down the drain BEFORE you start.**

96% of businesses will fail.

- **Will your company be one of the 4% that survives?**

77% of business owners say they have not achieved their dreams for their company.

- **Are you one of them?**

You've been sold fads and partial solutions.

- **Who can you trust?**

Being a CEO is very lonely.

- **Who can you trust?**

Look at the map on page 5. These are just some of the beasts and dangers that are doing their best to hold you back. They are keeping you from having the business and life that I KNOW you deserve.

**“You deserve a massively profitable company
and an incredible, joyful life.”**

- Deberah Bringelson

When you are ready to claim them, read the following pages so that you can join the CEOs who've achieved (partial list):

110% growth – 10 months	 LATIN AMERICA / US HISPANIC
3,546% Growth – 12 months	
\$0 - \$67 Million – 5 weeks	 VoteBash

Dedicated to all of the Intrepid CEOs and Business Owners who have made it. Whether your “It” is \$10M, \$20M, \$100M or more, I salute you for your determination and success.

Here’s to your Deinde Gradu – The Next Level.



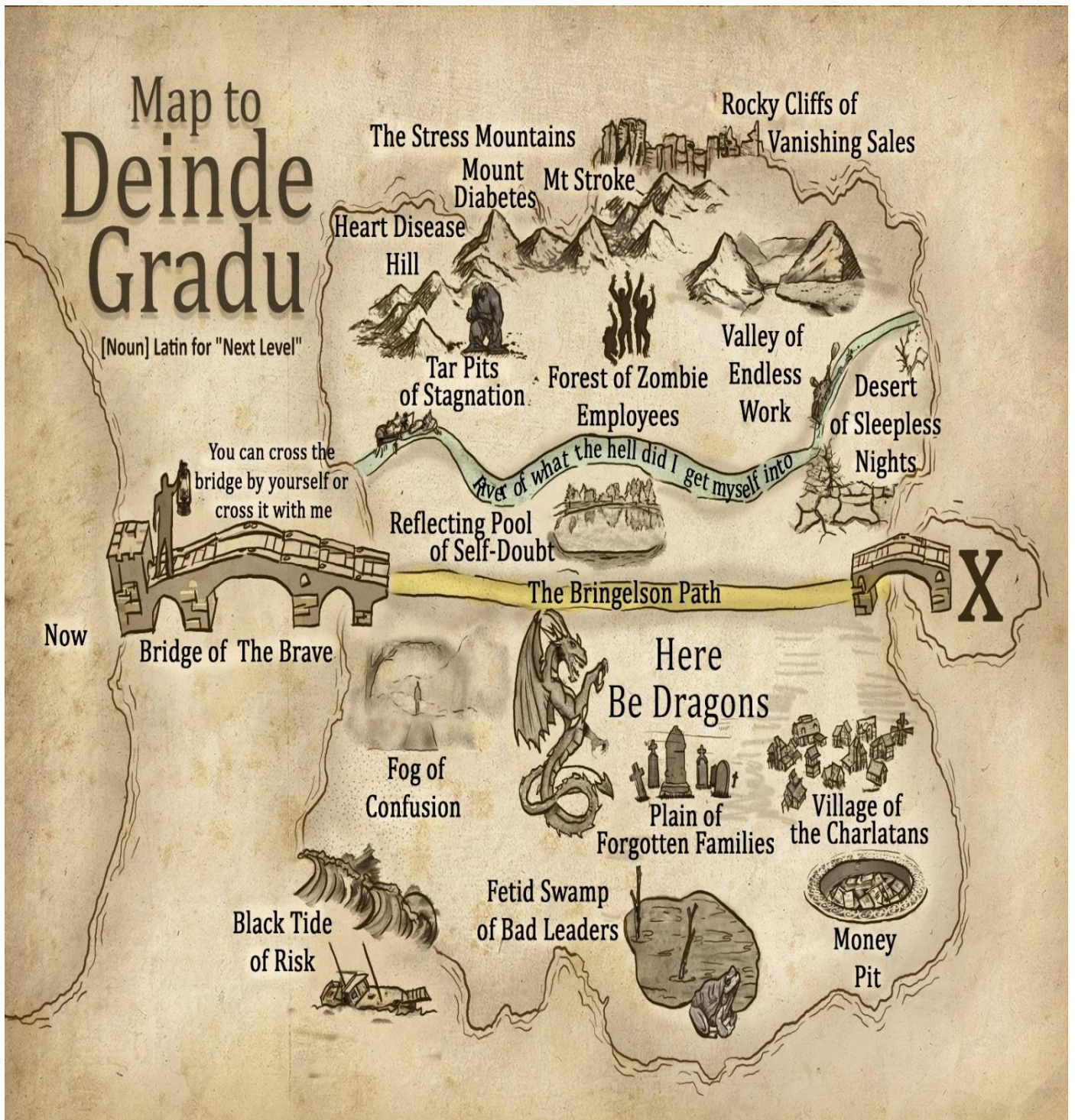
Sincere thanks to Jon Bard at WritingBlueprints.com for his creativity, insight, guidance and kicking my butt to get this material out to the world.



Special thanks to my incredible daughter, Quinn for editing assistance and for being the most brilliant, beautiful light in my life.

Map to Deinde Gradu

[Noun] Latin for "Next Level"



CEO Dragon Slayer Manifesto

I am
CEO Dragon Slayer

I **WON'T**
Settle

I **DEMAND**
More **MONEY!** Less Stress!
More **FUN!**

I **CREATE**
My own life

I **OWN** the **NEXT LEVEL**
of growth in my business

My Biz!
My Life!
My Terms!

A CEO Dragon Slayer is a new breed of CEO –
Smart, Innovative, Rule Breaker – FREE

Dragon Slayers wield their swords of
nonconformity against confusion, doubt,
ineffective leaders, poor sales, confused
marketing and fake gurus. Overcoming these foes
is Standard Business Procedure (SBP) for Dragon
Slayers.

Dragon Slayers **KNOW** they create their life and
OWN their destiny

Fear and self-doubt may hold back mere mortals.
A CEO Dragon Slayer knows that fear, doubt,
negative beliefs, thoughts and emotions are
viruses of the mind, for which s/he's been
inoculated with knowledge, understanding and a
clear path to Deinde Gradu – The **NEXT LEVEL**

Dragon Slayers, having spilled the Dragon's Blood
of Truth, overcome their inner demons of self-

doubt, feelings of "I'm not enough", confusion, and fear. They **KNOW** these are merely
mind viruses, "caught" from others.

CEO Dragon Slayers are not **SHACKLED** to their company. They revel in and enjoy their
life. They don't work for their business. Their business works **FOR THEM**.

CEO Dragon Slayers

- Seem to achieve the impossible!
- Experience unreasonable exponential growth!
- Have time to Live and Play. They enjoy life!
- Know How to...and...do Use the Power of the Universe to do the heavy lifting in
their business and life!

CEO Dragon Slayers **LIVE** life on their terms. Demand what they want and allow it to
happen.

CEO Dragon Slayers live **FREE!**

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WELCOME INTREPID LEADER

You stand on the road leading to *Deinde Gradu* – the “next Level” in Latin. It calls you, beckoning like sirens singing to ancient mariners. Your business, fueled by your blood, tears, and sweat is now ready to embark on a journey to greatness.

But is it *really* ready? Are you really ready?



Only you can define what the next level means to your business. Is it **\$5 Million, \$50 Million, a \$Billion?** More?

Or is it more **sales?** A host of new **locations?** A team of **superstars?** More **time with family?** **Freedom** to have a life in addition to a business?

Whatever your “Deinde Gradu” is, going to the next level is the natural desire of any business leader. It’s a mark of success. Accomplishment. **Only a select few will experience it.**



I’m willing to bet, however that the excitement about the journey ahead is tempered somewhat by doubt. By fear. And worry.

Do you ask:

Do I have what it takes?

Is the sacrifice of family, health and fun worth it?

Does it have to be this hard?

Why am I working like I have a job?

Why can’t my team shoulder some of the burden? Why is it all up to me?



You have every right and reason to be worried. The road ahead carries more risks than you know. There’s a very good chance that **both you and your team are woefully ill-prepared** for what’s coming.

Today that changes. Because I’m about to lay out for you everything that’s coming. All the beasts, all the dragons, their traps, and all of the menacing landscapes of the next level.

The “Next Level” is often where good business go to die. Businesses that were not ready for growth, not prepared for new challenges. Consumed by dragons, both internal and external.



That won't be you, because I'm here.

I'm your guide, your pathfinder in an unfamiliar land. Your guide to Deinde Gradu.

I've encountered every manner of beast and every possible kind of pitfall that awaits you on the road to Deinde Gradu. In this brief Field Guide, I will show you these enemies so that you may know them. As ferocious as they may seem, take heart. Once you know their secrets, once you understand how to tame them, they will do you no harm.

Follow the light of my lantern and become not just a powerful dragon slayer, but a powerful creator of your own successful business and life that awaits you in Deinde Gradu – The Next Level.



THE DREAM

You started your business because you fell in love with your service or product. Or you had a knack for doing what you do. You're a rebel.

If you're like most CEOs, your dream was a company that supports and works for you, rather than you working for the business. You didn't want a "job". You wanted a life. **Is that what you got?**

Your Vision

- **Revenue** that supports your life.
- **Leaders** who actually lead so you can focus on growing your vision, loving your life.
- **Team Members** who don't just show up, but care about what they do, care about serving customers, clients and their fellow team members at the highest level, innovating for the good of clients and the company.
- **Revenue** that supports growth in the company, but also your personal growth.
- **Time** to enjoy life. **Freedom** to spend time with your family. To **Play**.
- **More Money! Less Stress! More Fun!**

THE REALITY

Have you fallen out of love with your company?

Too much struggle? Too many hours? A cell phone that feels like handcuffs? Do you ask yourself, “what the hell have I gotten myself into?”

It's NOT Your Fault



You've been:

Sold fads.

Given **incomplete information** – by people with only 1 or 2 arrows in their quiver.

Surrounded by people **plotting** to put their hands in **your wallet**.

One shot wonders rarely work for anyone. Of course, they didn't work for you. To have real wins, you need a complete map...not just GPS to the next buying opportunity.

You've been sold “look at me” **marketing fluff**, when what you really need is **strategic messaging**.

Drowning in leaders who aren't leading, and inconsistent sales are just a few of the **boulders blocking your path** to DEINDE GRADU.

RELAX - YOU'RE ON MY TURF NOW

You've achieved success in your business...gotten it "here".

Congratulations!

You've made it this far. \$5M. \$10M. \$50M?

- 95% of companies will **never** reach \$1M
- Only .08% of those will ever reach \$5M
- Only 1.5% of those ever reach \$10M
- 96% of businesses fail within 10 years

DEINDE GRADU

Noun, place: The Next Level

Have you met the most powerful CEO Dragon Slayers? **I have.**

The most successful CEO Dragon Slayers in the world live in DEINDE GRADU. Have you been to THERE?

I have. I'm back to show you the way.



2 PATHS – YOUR CHOICE

There are **2 paths** to business growth and success.

Path 1 – The Common Path: Endlessly circling around the path, discovering you've taken a wrong turn; backtracking, starting over, not knowing who to trust. Endless work, stress and stress-illnesses, confusion, fear: fear of failure, fear of some day meeting the person you could have become and didn't, financial ups, followed by falling off the financial cliff.

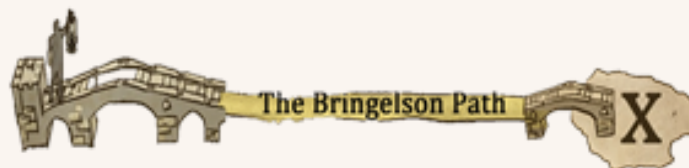
Path 2 – The Bringelson Path: Walking hand in hand with a guide, who's been there - \$100K companies, \$5M, \$10M, \$600M, \$13 Billion. Who has sat at the table with the best – **Richard Branson, David Packard, Larry Ellison** and worked with small, medium and multi-billion-dollar industry leaders, like **Discovery, Virgin** and many others.

The fog of **confusion clears**. The **path is marked**. Hazards are anticipated, options are prepared in advance.



Is your **fear** holding you back? Are you a **Richard Branson** or **Tony Robbins** who found the right guides to clear their paths to success? Or are you like the millions of “**Unknown Potentials**” that **we'll never hear about** who for whatever “reason” held themselves back, never fully becoming who they could be...wanted to be? **Internal demons** are soothed and shown the door. **You think you're not good enough**. I KNOW that you are. I know how to find your personal internal success valve and how to open it. Questions come with **real answers**. Problems are merely **solutions** seeking their home.

Boxes, like the ones below are “B-Tips” – ideas and tips for walking the Bringelson Path™ on your way to becoming a Dragon Slayer, like those you will read about in the coming pages.



B-Tip:

Life is too precious to waste it doing anything less than what makes you happy.

You get to be happy.

When you look back on your life, the only thing that matters is did you spend it doing what you love?

Your Guide To Deinde Gradu:

DEBERAH BRINGELSON

Business Intuitive, Deberah Bringelson is one of the most profit-producing Business Growth and Empowerment Experts in the world.

She helps C-Levels break through the fog of confusion, poor sales, and overwork to increase revenues AND reclaim the time, energy and joy their business has stolen from their life; taking themselves and their companies to Deinde Gradu - The NEXT LEVEL of personal and business growth. More Money! Less Stress! More Fun!

Deberah knows that YOU deserve an incredible, joyful life AND a massively profitable company! Her mission is to help you get it.

Verified - Results

- ◆ **3,546% Growth - 12 Months (Zaya)**
- ◆ **110% Growth - 8 Months (Discovery)**
- ◆ **Pre-revenue - \$67 Mil. - 5 Weeks (VoteBash)**

Deberah has worked with F100 and 500 CEOs, U.S. Presidents, members of Congress, business titans, like Richard Branson, Tony Robbins, David Packard, Pres Ronald Reagan, Governor Arnold Schwarzenegger and many others.

Deberah's clients are empowered to live their own lives of personal and financial freedom, while at the same time, experiencing explosive results that skyrocket both personal and financial growth. Using Deberah's proven "Power of 3" Formula, they experience exponential success, combined with a clear understanding that life and business are meant to be easy, abundant, joyful and fun! She has the commitment and expertise to deliver real results, beyond the sale!

She is best known for her creative ingenuity and leadership while negotiating the Virgin America deal between Sir Richard Branson and Arnold Schwarzenegger, for which she received the "Steal of the Year" award, for the deal that never should have happened.

- **3 times "Most Influential Woman In Business" - Silicon Valley**
- **Honored by the U.S. Congress**
- **Honored by the State of California**
- **Steal of the Year Award**
- **Women's Hall of Fame**
- **Increased one company's revenue \$602 million / 12 months**
- **Increased one company's revenue \$56K to \$13 Million**



Deberah Bringelson
International Profit-Producing Expert



RIVER OF WHAT THE HELL DID I GET MYSELF INTO?

2 **Dragon Slayers** who came before you and the hazards they encountered.

Is this you?

It was immediately apparent that Randy, CEO of a \$10M Aerospace manufacturing company was smart. He'd built a business from scratch to just over \$10 Million. From the outside looking in, Randy had a great life. Porsche convertible. Private jet. Nancy, his smart, beautiful wife and two daughters, who as Randy told it, were a reflection of Nancy's intelligence and beauty.

Like a lot of CEOs Randy had experienced healthy growth in his first few years. He was proud of himself and the company he'd birthed and grown. He was committed to success. And when you first met him and heard him talk, it appeared that he'd done "it". Achieved. Arrived.



In the land of CEOs Appearances are Deceiving

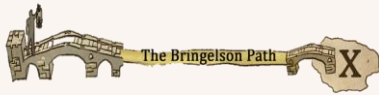
When we met, Randy told me how he was committed, not just to his own success and that of his company, but also to his employees' success as well. He was genuinely excited about the healthy benefits packages, profit-sharing plans, opportunities, and options he offered. He was proud of who he was. In his mind, he was a great guy. A great CEO.

Like the wizard in the Wizard of Oz, from the outside looking in, he was formidable. Intimidating. Confident. Sure.

But one peek behind the curtain revealed a man. A man waging battles he was ill-equipped to fight. Without the right tools. And, surrounded by people hoping to put their hands in his pockets and shake out some coin.

Like many CEOs and Owners, **after initial success** or on the way to the next level of growth, on the way to Deinde Gradu, Randy found himself often **in the dark surrounded by hazards he didn't see coming.**

Everyone thinks it's glamorous to be the CEO. No boss. All the power.



B Tip: Hidden problems are deadly, and not just to your business. Do a comprehensive, professional audit of your company: personnel, leadership, sales strategies and processes, and marketing.

Include an audit of how your business fits into your ideal life, time off, vacations, time with family, exercise, meditation, time "unplugged".

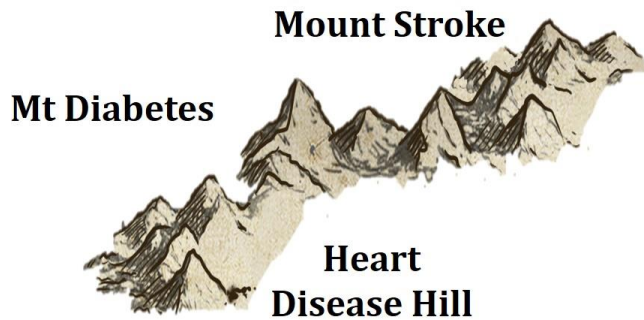
One thing I know for certain from having been a CEO myself and having consulted with and coached CEOs from around the world for 24 years, **it's lonely at the top. Very lonely. The buck stops with you.**

And, just like you, every CEO I know has stories of being in a **cold sweat at 2 A.M. tossing and turning in a mix of fear, insecurity and struggling with the latest sales, HR or legal crisis.** As a former CEO, I certainly have my own stories I can tell.

CEOs / Owners are extremely isolated. Sixty- hour work weeks, a cell phone that's never off and a team of people who are looking out for their own interests.

Can you answer "YES" to all of the below? Check each statement that applies to you to see if you're safe. Be honest.

- My business runs smoothly, like clockwork. Nor or minimal firefighting for me.
- Both new leads and sales are steady and growing.
- Team members are engaged, innovating and serving clients at the highest levels.
- I always know the next step to take. I find it easy to make the right decisions.
- I don't work for my business. My business works for me.
- I regularly take extended "unplugged" vacations. Life is for enjoying. My business supports me in doing exactly that.



THE STRESS MOUNTAINS

Like most CEO's I encounter, what percolated behind Randy's curtain was **massive stress**.

Unacknowledged stress. He didn't really think about it, His unconscious attitude was, "if I ignore it or minimize it, maybe it will go away." Like most CEOs, Randy was living in denial. **More than 83% of executives suffer from some kind of stress ailment...and nearly 100% of CEOs and Owners do.** But, Randy, like most C-Levels was in **denial**.

You know how it is. No one is walking into conferences or sitting down to lunch with the Board of Directors, colleagues, or the competition talking about what's **not working**.

A typical conversation goes something like this: "How are things at company xyz?" "They're great. We're on the verge of closing / We just closed a big deal. Things are really great." The beat (and BS) goes on...

There's no mention of the fact that they've been working that deal for 18 months. Or that it's ½ the size of the orders they received in previous years. No talk about **HR nightmares** and **leaders who can't, don't, or won't lead...or the sales and opportunities that were lost**.



Being A CEO Is Very Lonely

You know this. Who can you talk to? Your spouse doesn't really want to hear or understand. Your team expects you to have the answers. Your fellow CEOs would understand better than the rest, but you can't discuss the big problems with the competition.

As with most CEOs I've worked with around the globe, for Randy, massive stress meant endless sleepless nights. He had no time for real vacations or doing what he need to do to take care of himself. Extra, soft fleshy pounds circled Randy's middle. And self-medicating with beer and scotch had him looking haggard.

One day when his guard was down and **he couldn't keep up the public bravado and pretense**, he said to me, "**Deberah, what the hell have I gotten myself into?**"

Fortunately, I was the one person Randy could talk to. I've seen it before. I knew how to help. And, he knew and could trust that I cared as much about him personally as I did about his company.

I've been growing businesses around the world for a very long time. I am certain of 2 things:

- 1. It takes a very different skill set to grow a business from \$5M to \$10M. To \$20M, \$50M, \$100M. It takes a much bigger toolbox with many more and much bigger tools.**
- 2. Many business owners and CEOs are great at their product or service. That doesn't mean they are great at running or growing their business. That takes an entirely different set of tools. And most know, but refuse to admit that they're in over their head.**

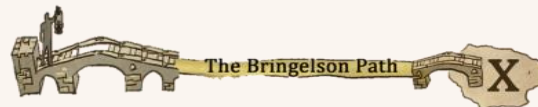
**Can you answer "YES" to all of the below?
Check each statement that applies to you to see if you're safe. Be honest.**

- I rarely work weekends.
- I rarely work more than a 6-hour day.
- My partner and I have a great, fulfilling sex life.
- Regular (4+ times per week) intimacy play an important role in our relationship.
- At least 2 times a year, I take extended and completely unplugged vacations.
- I exercise and or mediate daily.
- On a scale of 1 to 10, I rate my stress level at a 4

The big question for Randy was could he turn his business and life around BEFORE stress sent him up Mt. Stroke or to the top of Mount Diabetes or Heart Disease Hill.

And more importantly, stress, worry, and overwork had taken their toll. He'd fallen out of love with his company. So, did he really want to nurture it and bring it back?

It didn't matter. He knew he had to.



B Tip: When you live in the CEO / Owner Isolation Bubble as all CEOs and Owners do, it is vital that you find someone you can trust who will do 3 things.

1. **Tell it like it is.** You cannot solve problems if they have been so sugar coated that life support seems sweet. Your team will NOT take that risk.
2. Help you **navigate the pitfalls of growth.** This requires someone who knows how to grow businesses, not someone who knows the minute details of your business.
3. Develop a comprehensive – holistic – plan for your business and life. A business that sucks the life out of you, is not success. **You deserve a massively profitable company and an incredible, joyful life.**





ROCKY CLIFFS OF VANISHING SALES

Randy might not be in love with his company any longer and the endless work that it required. But, he did know that he couldn't give up. He had to feed his family. Pay the mortgage. Eventually, send his daughters to college.

And at some level, he wanted the dream. The dream of growing his company past \$10M. He believed it was easily a \$50M, possibly a \$100M company. **He dreaded the possibility that one day he'd meet the CEO, the man, he could have been, but never was.**

He needed sales. The problem was though, that the sales team was underperforming and sales, which were initially impressive became erratic and inconsistent. Some months they were "fine". Other months, sales numbers fell off a sharp, steep cliff. For more than a year, his revenues had been flat and profits were starting to plummet. He, the CEO was often the one making the sales, closing the deals.

When Randy first called me, he told me he needed help with marketing. **"I need more leads,"** was Randy's assessment of the problem.

Or so he thought.

I told him I suspected there was a lot more to it. Unfortunately, I'd been here before with CEOs who ride the wave of initial growth and success, thinking they'd arrived. Congratulating themselves they think their hard work has paid off. They've finally "arrived". Now life will be good.

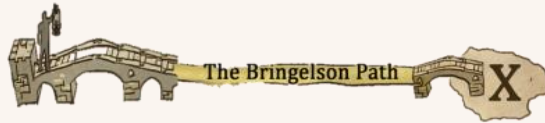
Randy was being tossed like a lost cork on the rapids on the River of What The Hell Did I Get Myself Into? and was about to fall off the **Rocky Cliffs of Vanishing Sales.**

Like many CEOs, riding the wave of early profitability, Randy thought he was golden. Growth would continue. Revenue and profits would climb. All of his very hard work would soon pay off.

Is This You? I'll almost guarantee it is.

The beautiful picture Randy painted of his company and his relationship with his team was very different from the one his team presented.

As I always do when working with a new company, I do company audit. Not a financial audit. I leave that to the financial experts. I get to the heart of it. I'm interested in all of the elements that drive the numbers.



B Tip: Identify each of the gaps highlighted in the “How do I know if my company is about to plunge to its death from the “Rocky Cliffs of Vanishing Sales” Assessment Box below. Take immediate steps to close each gap. Remember, if you have any B or C players on your team, they will either bring your Superstars down to their level or drive your Superstars away. Superstars are in high demand. Studies show, they are the first to go when sales (or the company) are dysfunctional.

Unfortunately, Randy’s audit was very typical. And sadly, after growing businesses for more than 24 years, I’m no longer surprised by the results. Randy was wandering through middle of where the dragons live.

Yes, Randy did need more leads. He was throwing his money in to the Money Pit of Marketing and was essentially being ignored.

But even the leads that were coming were not performing. Sure, some were closing. Some sales were being made. But sales were

inconsistent. Some months were up, some were down. Even his superstar sales people had begun underperforming.

Can you answer “YES” to all of the below? Check each statement that applies to you to see if you’re safe. Be honest.

- I have a well-planned sales process.
- I have formal, systematized “steps to the sale”.
- My sales team has been thoroughly trained in executing steps to the sale – AND they are following the process completely.
- Each member of my sales team has been professionally evaluated to determine their sales type.
- Each step to the sale has 1 or more pieces of professionally designed collateral that effectively moves prospects through the buying process.
- We have metrics in place for tracking each step to the sale. We track them and know which steps are underperforming. We also know which sales people are underperforming at which step.
- We hold training sessions a minimum of 1 time per week for the sales team.
 - ✓ Teach, Tailor, Challenge
 - ✓ Hot Seating and Roll Playing
 - ✓ Review Metrics and address gaps
 - ✓ Effective presentation skills
- We utilize professional sales training, training materials, and techniques.
- Our sales and marketing teams keep idea, success and strategy journals and do joint “workshopping” a minimum of 1 time per month.
- I have a complete and effective sales “playbook”
 - ✓ Cold call scripts
 - ✓ Bunt scripts
 - ✓ Follow up scripts
 - ✓ Referral and testimonial scripts / requests
 - ✓ Steps to the sale
 - ✓ Collateral matches
 - ✓ Delivery plan





BLACK TIDE OF RISK

It rolls in when you least expect it; turning employees into poisonous dragons.

The heart of any company is its people. Every single person is either a superstar sales person or a dragon waiting to breathe fiery breath on everyone around them. Think that's not true?

How many “hidden” dragons are there in your company?

Randy's receptionist, Paula, was just one dragon, but a powerful one. She was overworked, unhappy and sick from bearing the brunt of Randy's stress. What Randy didn't know, is that when clients would call for assistance, she was usually indifferent and often downright rude.

Paula loved to gossip. You know the type. Tell the story. Make it dramatic. Throw in a juicy plot twist, a little conspiracy, and some dirt and **the tide begins to rise over the rest of the team.**

No, technically, Paula wasn't a leader in the company, but boy was she leading.

Thriving on the drama, she would plant a seed here. Another there. **Fanning the flames of stress**, she used her “front office” position to make it seem like she had real insight into the company's and the boss' inner workings. Paula had everyone on edge, especially her “followers”. Rev 'em up and send 'em out to create problems everywhere they went.

It's not completely clear which came first. Were the problems the chicken or the egg? And were Paula's prophecies of doom and gloom self-fulfilling? Did she create them or merely report them?

Randy's company was sinking in a toxic corporate culture; what I often refer to as the Black Tide of Risk. **And the biggest problem was that the CEO was completely clueless.**

He talked big about values and being a great team, but what they had on paper wasn't apparent anywhere in the offices or on the shop floor. Everyone on the team felt as though they were living in chaos and barely surviving.

Unfortunately, this is extremely common. What the company audit reveals more than 90% of the time; is a glaring indication that **the CEO and the team do not work at the same company.**

Just a few of the team's quotes about their Owner/CEO from the company audit:

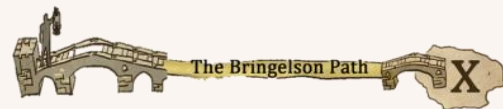
"He's an idiot."

"He makes a major decision one day, changes it the next; we never know what's going to happen."

"Everyone is walking around on eggshells, waiting for the next shoe to drop."

People showed up to do their job, but little more. The one or 2 superstars in the company were quickly being worn down and had their eye on the door, sneakers on, ready to run to the next opportunities. Turnover was so consistent it was like rats abandoning a sinking ship.

As sales and profits dropped, ordering and shipping errors, production mistakes and on-site accidents climbed.



B Tip: Stop right now. Who are the "hidden" dragons in your company, stirring up trouble, gossiping, under-performing? Do you even know? **An unintentional or poor corporate culture increases:**

- ↑ 26% Shrinkage (Thefts)
- ↑ 48% Accidents
- ↑ 32% Employee turnover
- ↑ 37% Absenteeism

And kills:
↓ 21% Productivity
↓ 22% Profitability

Paula may have been one of the “Black Tide” leaders, but others quickly joined her. Randy soon had more “leaders” than he could handle. And they were not leading in a good way. Ultimately, word on “the street” started to spread. **Unhappy clients** shared their frustration and anger with endless calls to customer service, Randy himself ...and on **social sites** and **industry message boards**. Not exactly the tonic the beleaguered sales team needed.

Can you answer “YES” to all of the below? Check each statement that applies to you to see if you’re safe. Be honest.

- I know every one of my direct reports currency.
- Each of my leaders knows every one of their direct reports currency.
- Employees and leaders regularly interact socially.
- Employees at all levels speak up about problems and offer solutions. I have many specific examples of this.
- Everyone on the team is engaged in both the company’s and their fellow team members success. They are excited to be there – even when they don’t know I’m watching (I regularly watch).
- There are no cliques or “cool kids” with inside jokes.
- Leaders regularly call out team members for praise and credit for accomplishment, rather than taking the credit or praise for themselves. I have many specific examples.
- Both team members and leaders are regularly innovating for the good of both clients and the company. They are acknowledged for the contribution. I have many specific examples.





MONEY PIT

Like most CEOs, Randy thought the solution was better marketing and more leads. Companies live and thrive on high quality leads. They're vital.

"I hired a company to redo my website," was one of the first things Randy told me.

My heart sank. I hate hearing this!

No! No! NO!

Get the messaging right FIRST. Then create the collateral!

He proudly tells me, "it's still in progress, but take a look." Like a little boy wanting approval for the shiny rock he proudly holds out, I can hear how excited he is about it.

He needs a win. This "action" makes him feel in control. Things have been rocky. But he's doing something. So, he's back in charge.

Unfortunately, he's doing the wrong thing. I know without looking that he's tossing shovel-full after shovel-full of money into the Marketing Money Pit.

I look. It's definitely not good. Oh sure, it's pretty. Nice fonts. It's fancy. Lots of flash...literally. You can't tell what his message is in part because it's not clear and in part because of the moving flash!

It's all superficial, "look at me" fluff. I will bet that yours is too.

"How deep into it are they? How much are you paying them? Can you put it on hold?" All questions I ask. None of which he wants to hear.

Marketing is a great tool in the toolbox. It's like every other tool. You use it for a certain purpose.

The problem is that most marketing people learned...you guessed it.... marketing. Fonts, graphics, etc. Some have learned SEO and maybe a bit more.

Most have never learned how to be strategic. They've never learned how to really speak to prospects in a way that inspires them to want more. And ask for it!

Marketing is a tool. Period.

It's not the be all, end all of the business. **Most marketing people don't get that.** Randy's didn't.

When you message strategically, you understand what's in the potential buyers' hearts and minds. You care about them. You meet them where they are. You don't talk about you.

Answer this. Who is the number 1 person that everyone wants to talk about? *

I told Randy about my client, Nadia, CEO of a real estate company, who grew her revenue 3,546% in 12 months talking about diabetes, heart disease and teen drug use.

After a \$17M year, her sales plunged to \$0 – for the next 12 months. Taking out a \$50 Million loan, just to keep the company afloat, Nadia followed my advice to “OWN” her market and didn't just reach down into the next 30% (See “B Tip” above). She went after her entire market. Twelve months later, she'd made \$602 Million (a 3,546% increase over her best year) selling houses and talking about stress related illness.

That is what **Strategic Messaging** is all about.



B Tip: If you are like most companies, your marketing is only reaching about 3% of your potential buyers. If you're lucky, you might reach 10%. That's it. I've never in 24 years of growing businesses, ever worked with a company that is doing better than 10%. Never. Ever.

- That means that **90% to 97% of your potential revenue is down the drain. Before. You. Even. Start.**

Say you're making your money out of 10% of your market.

- If you reach down into even just the next 30% - with one simple move, you 4X your revenue. One simple move. 4 times higher revenue.

Can you answer “YES” to all of the below? Check each statement that applies to you to see if you’re safe. Be honest.

- My entire team and I are clear about our Ultimate Strategic Position in the market.
- We have done the research and are certain about what is in the hearts and minds of our ideal buyers (there is a difference between buyers and ideal buyers)
- We have done the research and we know what transformation our ideal buyers seek and the transformation that each of our products and services provide.

We:

- Are the most trusted in our market
- Are the most respected in our market
- Have pre-emptive positioning
- Effectively deal with and do not compete on price
- Have an effective referral partnership program
- Know how to motivate prospects to act
- We effectively use market data to create compelling brand stories and collateral.

We effectively use Market Data throughout our entire company in:

- Prospecting calls
- Presenting to clients
- Gaining access to decision makers
- Pre-empting and handling objections
- Follow up calls
- Voice mails
- Handling our competition

All of our collateral has been artfully and strategically created to:

- Set the buying criteria.
- Focus on how we help prospects improve their current business or life situation.
- Be the foundation around which all other tools are built.
- Use subheads, graphics and photos that support the message.
- Educate and represent our unique strategic position.
- We used stacked marketing effectively.

Strategic Messaging and Sir Richard Branson

A few years ago, the mayor of San Francisco called. **Richard Branson**, the billionaire creator of all things Virgin was starting a new U.S.- based airline and was searching for a headquarters location. There were 5 cities in consideration, San Francisco was one of them. The Mayor asked if I would lead the effort to convince Branson that Silicon Valley was the right location for his new baby.

I was completely clueless about how I would accomplish that, what it would involve, how I would even start. I wasn't smart enough to say no, so, of course, I said yes.

What I didn't know at the time was that the deck was not only stacked against me, but that Branson was the hardest no. He had already decided that he would not locate his new airline in California. Period. No. But no one had bothered to tell me. I found out 2 months after the deal was done.

Fierce Competition

What I did learn is that every other city had a full team of big name, heavy hitters helping them. They also had huge budgets and lots of tax incentives for icing on their cake. The city that would ultimately become our greatest competition, Boston, was spearheaded by Senator Ted Kennedy, Governor Mitt Romney, along with other high-ranking city and state officials with their official (big) budgets...and the Boston Red Sox! The Bay Area had "me". And, **my budget? \$0.**

Already in the game for over a month, Boston was courting Branson with gifts of live lobsters outfitted with tiny Virgin U.S.A. luggage tags, luxury Red Sox seats, and meetings with a Senator from one of the most prominent political families in the country. I was a month behind, had no money and fortunately didn't know that we had already struck out.... before I even got up to bat.

You see, at the time, California was recalling our Governor. In an effort to sway the election, the California business community was running full page ads in the NY Times about how California was the worst state in the entire universe to do business. The ads talked about high taxes, unfavorable business climate, over-regulation. Where was Branson's temporary headquarters? You guessed it. New York. Branson was treated to regular California bashing with his morning coffee.

Continued....

Continued from page 31

So, what did we do? We figured out what Branson and his team wanted and needed ...before they did.

The first thing we did was learn what it meant to be Virgin. And we “became” Virgins. They were edgy, we were edgy, they were risk takers, we became risk takers. They were fun, we were fun.

What did that mean? We dressed the part. I had one ideal client, one prospect; Sir Richard Branson. Something that I’ve learned in 30 years of studying secrets of manifestation and quantum physics - If you want to be rich, then be it. Be the essence of it, dress the part, talk the talk, walk the walk. So, I became the essence of what it meant to be Virgin.

If I had stopped to think about it, the problems that we faced were insurmountable. They had already decided against us. Our competition had paid staff, I had volunteers. They had trained economic development teams whose entire purpose was to lure business. Silicon Valley was turning businesses away because of too much economic growth.

How did we win?

While every other city was using their “canned, off the shelf” plans, we were creative. Our pitch was 100% custom. It had to be!

“Trusted Advisor” to the Virgins

I became Richard Branson’s Trusted Advisor. I learned the pains that every entrepreneur encounters when starting a new business. I had researched the specific pains of starting a new airline. I discovered the pains that Virgin specifically might encounter. The difficulties that a non-U.S. citizen (Branson) would have starting a U.S. Airline were almost insurmountable. Every imaginable potential problem was identified. Each was countered with the benefit or many benefits of being in Silicon Valley; both tangible and intangible.

Branson was thoroughly educated about the pitfalls and solutions of starting his new Virgin America Airline, including an analysis for each city in competition of: housing and transportation issues, workers comp, training facilities, even where his new team could learn acting skills to entertain Virgin guests.

The result of all this education and advising? San Francisco won the competition and closed a deal worth more than \$300 Million in annual revenues!



VILLAGE OF THE CHARLATANS

“WTF!” is the response I get when Randy realizes he’s wasted \$30,000 on his almost completed, brand new shiny ...and useless website that talks about how long he’s been in the aerospace business, shows flash pictures of his shop, and (fake) smiling employees.

“I’m so sorry Randy. I wish we had talked before you started down that path. Of course, you can keep what you’ve got. But it’s not going to make you money. It’s an online brochure. Period.”

A huge part of Randy’s problem was that his brochure website with its fancy flash (that cause his site to load like a snail) and “look at me” marketing was only speaking to about 3% of his potential market.

Sure, if someone was already in the market to buy, they might be interested in how long Randy had been in business.

But 97% of the market isn’t right this moment in the market to buy. At least 90% think they won’t ever be interested in what Randy (or you for that matter) is selling.

So, 100% of Randy’s (and probably your) revenue is coming out of that 3%.

What does that mean?

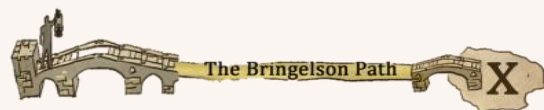
- 1. 97% of your potential buyers aren’t being touched**
- 2. 97% of revenue is down the drain before you even start**
- 3. You and your competition are ALL competing for the same 3%.**

I told Randy, “when I advised CEO Nadia to talk about diabetes, heart disease and teen drug use on her website, in her brochures, white papers, and ads, it was because our research told us those were the issues that her ideal buyers really cared about. They didn’t want a house They had a house.”

Her marketing people made fun of me. They told her I was crass. Their brochure website had won a lot of awards for being beautiful.

The beautiful, award winning website that had virtual curtains blowing in the breeze...made \$0.

The “**crass**” website with the videos about the risks of heart attack and how to prevent teens from using drugs? That one **helped to sell \$602 Million ... of houses ... in 12 months.**



B Tip: Before you hire a Business Coach or Consultant, make certain they're a real Expert. Ask these questions.

- Has s/he been a CEO him/herself?
- Does s/he have a repeatable, proven formula?
- Can and will they customize that formula to fit your needs?
- Have they successfully grown multiple businesses of all sizes in different industries?
- Do they show real, verifiable results?
- Have they successfully grown both new and established companies? There is a huge difference.

CEO Nadia's strategic messaging talked to potential buyers about what they cared about; met them where they were. She got their attention and she didn't let go. She inspired them to dig deeper. They wanted to know more. **They asked her for advice. They bought a house.**

So instead of fighting the competition over those few buyers in the 3% who were buying now., Nadia

went after the 97% who didn't even know they needed one of her houses.

When her messaging strategically spoke to them about what they cared about, her prospects kept the conversation going. They asked for more and she gave it to them.

Here's a tip: When your prospects are asking you for information and help, it's a whole lot easier to make the sale than it is when you're having to chase them.

“WTF!” Randy screams at me. “I had a business coach. He didn't tell me any of this.” I spent \$120,000 on him over the past 6 months.

WTF is right. I've heard it before. I've heard it over and over ... and over ... again.

“So, what did you do with your business coach?” Did you do any strategic planning? Did you map out your specific plan and identify the exact strategies that will create the highest percentage growth?” I asked.

“We met every week for an hour and I’d give him updates on what I was doing, what was on the calendar, the status of deals that we were working on,” he responded.

“So, basically, there was a lot of ‘chatting?’”

An unfortunate reality in the Business Growth world is that there’s an entire Village of thousands of Charlatans who have taken every slick sales class, workshop and read every book on how to make the sale, close the deal, reel in the whale.

Sadly, most of them have not spent even a fraction of that time or effort in learning how to serve. How to help their clients create success and growth the business holistically and in a meaningful way.

I see it every day. A big name has a coaching program. But you don’t get the big name. You can’t afford him. You PAY for the big name. You GET the person he’s theoretically trained. Or at least trained in making the sale and closing ... YOU.

There’s also the person who’s read just enough to make you think he knows what he’s doing. He’s great at sales. He’s got the right words, the energy. Makes you think he’s going to save you. But his knowledge and experience are about a quarter inch deep.

And you thought the failure was all yours. Never realizing that you’d been set up from the start.

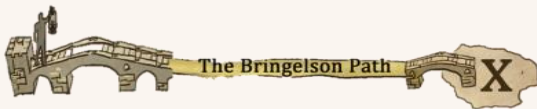


A Fish Rots From The Head – Yes, I’m Talking About You!

My experience is that most CEOs don’t want to acknowledge that they could be part (even the biggest part) of the problem. And, Deinde Gradu isn’t just about more sales, more revenue. It’s about the freedom to live and enjoy life. So, it’s not just the company, staff, the sales team, and marketing that needs to be audited. It’s the CEO him or herself. So, what did the audit of Randy’s life reveal?



VALLEY OF ENDLESS WORK!



B Tip: Schedule a vacation. Now. Right now. Put someone in charge and turn off your cell phone.

- The average CEO works 55 or more hours per week. Most never “turn off” – the cell phone or their brains.
- The average CEO spends 2 hours at night working after dinner. They also average less than 1 hour of downtime per day. 22% report no downtime. And, 97% are always available or can be contacted at any time – even during vacations
- Taking regular, extended vacations is an important tonic for you. For your family. And for your company. People who vacation can lower risk of heart attack and disease by as much as 50%.
- And when you come back from vacation, you’ll actually be a better CEO, increasing your personal performance by an average of 82%.

I don’t want a job. I want a life. I’m going to start my own company.

This. Yes, this is why you did it. No more endless days. No more stress. I’m going to be my own boss and it’s going to be great!

That feeling lasts for about 2 minutes. Okay, maybe 2 months. For some, possibly 2 years. You don’t want to admit it. Even to yourself. The business doesn’t work “for” you.

You work “for” your business. Your business is a job. This was Randy’s life. Is it yours?

“When was the last time you went somewhere fabulous, for at least 2 weeks? Put someone else in charge and turned off the cell phone. Wiggled your toes in the sand, walked in the surf, meditated and read a book?”

“When was the last time you made it all about you?”

Yes, he’d taken a day here or there. A family trip to Disneyland. As I suspected, home for the holidays. But the cell phone was never off. He was never off.

“I can’t do it! If something goes wrong, I’ve got to handle it.” Randy, the CEO / Owner, had a job in his \$10 Million company. It was costing him big time. Even more than he realized.

What lay at the bottom of this valley was stress and a host of health issues caused by it. And, a family that was no longer sympathetic and missing him. They were becoming strangers. Albeit a combination of angry and/or indifferent strangers.

It wasn’t fun. And more than that, the costs were rising.



DESERT OF SLEEPLESS NIGHTS

The endless work was exhausting. So was the stress and worry about **HR nightmares**, **workers' comp** claims resulting from **unhappy** and **careless employees** who had been overtaken by the Black Tide of Risk and toxic corporate culture. **Falling sales**, **unhappy customers**, and **public complaining** were causing expenses to rise just as revenues were spiraling downward.

Randy couldn't sleep. A few hours. Then he'd be up at 2 A.M. Back to bed at 4. Up again at 5:30. He was exhausted, and it was showing. Not always the most even tempered, his fuse was shorter than ever. Those disengaged employees and family members, became even less interested.

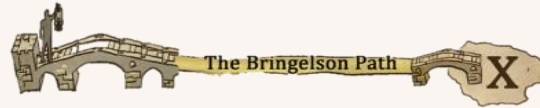
His family frequently just wasn't around. Going off on vacations, mini trips, out to dinner and to the movies without him. His wife was angry all the time and he tossed it right back at her. His daughters didn't seem to notice him or care.

The office was not a happy place.

He began **self-medicating**. A few beers. A couple of **scotches**. A **sleeping pill** when it was really bad.

None of it improved his mood or his temperament.

What he couldn't admit, even to himself, is that he was scared. It took him a long time to admit it to me. But I already knew.



B Tip: Meditate daily. Get out in nature – daily. Take a break and have some fun. Exercise.

CEOs may sleep as little as 4 hours per night, when the average adult needs 7 – 8 hours. Lack of sleep increases your risk of:

⚠ Cancer
200%

⚠ Heart Attach
100%

⚠ Early Death
20%





PLAIN OF FORGOTTEN FAMILIES

Ten and 12-hour days meant Randy was sporting a short fuse. They also meant that he wasn't spending much time with his wife and 2 daughters. One day when we spoke, Randy, typically demanding, controlling and tough, to the point of being obnoxious, **broke down, literally sobbing**. He told me "my wife is the most amazing, beautiful woman on the planet. I can't believe she picked me." Choking as he talked, he told me about how his daughters were so smart, talented and beautiful. Just like their mother.

And then he said, "I've got 24 hours and if I don't fix this, she's leaving me and taking my daughters with her."



Divorce

This man had the Porsche convertible. The private plane. He had the life. But soon, he wouldn't have his cherished wife and family. Why? Working so hard to grow his business, every time he missed dinner, a game or recital, he promised himself and his daughters, "next time". Every time he cancelled a vacation or took a call on the beach, he promised "next year". Next time and next year kept getting pushed into the future.

He told me about the many, many...many times when his wife or daughters would come into his office excited about this or that or wanting to share part of their day and his distracted "hmmmm" or "not now" response as he barely looked away from his computer.

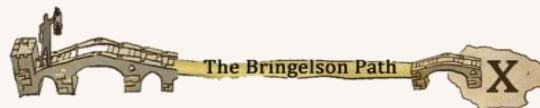
Unfortunately, 24 hours wasn't enough time for me to help Randy reach Deinde Gradu. And even though 12 months later, he'd moved sales back into the black and even doubled revenue, it wasn't fast enough to save his marriage. He'd paid an excruciatingly high price for his company.

I wish I could say that Randy's story is unique.

I'll never forget one of my first clients, Janet. Janet was a hot, beautiful, smart, sexy blond. Her husband, Robert, was the epitome of tall, dark and handsome. You knew that they had to be having serious fun in the romance department.

I almost fell off my chair when Janet confided that she and her husband hadn't been intimate for more than 2 years. Two years. Janet was so busy running her company, endless nights and weekends, she forgot to sprinkle some water on the love of her life. Sadly, I didn't quite get there in time to help Janet save the thing she cared about most – her marriage. She and Robert divorced shortly after Janet and I met.

How much are you missing? **What will it be like when your family is gone?**



B Tip: 55% of C-Levels say they do not have a satisfactory work-life balance and 50% feel they don't spend enough time with family.

100% of overworked executives admit that long working hours mean their children regularly watch too much television, eat too much junk food and have discipline problems.

That vacation you scheduled? Go on it. Turn your phone and your brain off. When you're on vacation (or not) and your child or spouse speaks, stop what you're doing. Look them in the eye. Listen to what they're saying. Really listen.

- **A happy marriage is a critical component to success: 82% of millionaires attribute achieving their level of wealth to having a successful marriage.**
- People who vacation regularly are up to 50% more satisfied with their marriages overall.
- Children who regularly spend time with family have fewer behavioral problems and are **300% less likely to get involved in drugs, alcohol or other illicit activity**



FOG OF CONFUSION

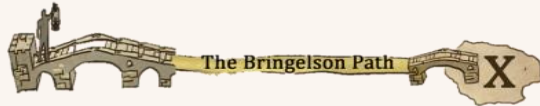
Dragon Slayer #2

When I first met Nadia, her \$17M real estate empire was gasping for breath. It had been more than 12 months since she had generated any revenue. She had just taken out a \$50M loan to keep the company afloat.

My first thought was “\$50M loan! I would never sleep again!”

After auditing her company, it was clear. Things had to change and change fast. Many CEOs start a business with lofty goals and dreams. They love their product or service. They may get a business loan or invest personally. That gets them started. Those that will be around more than a year, may have initial success. Some even grow in their first few years to \$1M, \$5M, even \$20M.

There really is such a thing as beginner’s luck in business. But after that initial growth spurt, most companies hit a whole host of potential dragon lairs. They don’t know what to do. Or who to trust.



B Tip: Max Map them. Really get to know your Ideal Buyer.

When Nadia truly understood who her ideal buyer was, she learned that they did not care about what she was selling.

Your ideal buyer does not care about what you are selling. – until you educate them about why they should!

When Nadia stopped talking to them about houses and met them where they were, she talked to them about diabetes, heart disease and teen drug use. Her revenue went from \$0 in a 12-month period to \$602 Million a year later.

Figure out who your ideal buyer is, what they care about and talk to them about that!

They read this book, get sold a whole host of 1 shot solutions that put band aids over gaping wounds.

And for a very long period, the CEO and company enter a **Fog of Confusion, from which many never emerge.**

Ideal Buyers – every CEO “thinks” they know who their ideal buyer is. **You don’t.** Oh sure, you know general demographics, maybe a little more. But **I guarantee you do not** know what your buyers really want. Unless you’ve “Max Mapped” them, you don’t.

Nadia didn’t. She was trying to sell houses. Her ideal buyers had a house. They didn’t need or want another one.

As I do with all of my clients, I dive into the research. Our research revealed that Nadia’s ideal buyers were at an elevated risk for stress-related illnesses. They were worried about premature death and the fact that their teens never put down their iPads. Nadia was trying to talk to them about and sell them houses. They weren’t listening.



77% Of Executives Say Business Complexity Has Increased In The Last 2 Years— Most Expect It To Get More Complex.

Who Can You Trust? – CEO's are a rich field of cash for companies selling their own widgets. You must have this program. If you hire us, we'll teach you this. You cannot grow your business without this "tool". **Cash is flying out the door** chasing after the next hope of recovery or turn around.

How to sell, sell, sell; close, close, close! – **No! No! No!** Pushing a sale, forcing a close is exhausting and only mildly effective. So, **how do you make money?**

The Fog of Confusion can be endless and pervasive.

There is a **minefield of difference** between knowing your product or service and knowing how to grow a business.

Most CEOs don't understand this. And even if you do on some level, you don't want to admit it.

Confusion sets in. Confusion causes stress. Both cause bad decisions. And...all of it causes massive **extra work**, a tremendous **waste of time** and **hundreds of thousands**, sometimes **millions of dollars**.



TAR PITS OF STAGNATION

Which comes first? Stagnation? Confusion? Poor sales? Bad marketing? Zombie Employees, or Bad Leaders? The real answer is; they are all intertwined. There's a little of this and pinch of that and very soon revenues stagnate.

That's what was happening to CEO Nadia. Wandering through the Fog, she didn't just get a little tar on her shoe, the Tar Pits of Stagnation jumped up and grabbed her.

After initial success, sales began to flatten, and then stagnation turned to serious decline. How did it happen?

First, Nadia, like Randy had a great corporate culture...on paper. It was quite impressive. The problem was that it only lived on paper, not in the hearts of her team.





FETID SWAMP OF BAD LEADERS

Leadership of any kind at all levels was non-existent. Positions were filled with bodies, not with people who knew how to make decision or to inspire others to greatness.

Each member of the sales team did their own thing. Given that sales were \$0, that clearly wasn't working. Other "leaders" in the company were so filled with negativity and their own professional and personal challenges that they were literally dragging the company down.

Individually, they were lovely people. Many of them worked endless hours. But the Fog of Confusion combined with ineffective leaders caused the entire company to stagnate.

Like many CEOs, Nadia had collected her team from a variety of sources. Some were past employees. Some were friends. Some were a little of both. Others came from agencies.

The people she knew, were the ones that became leaders. But, not every friend or employee is meant to lead.

"Companies are struggling to develop leaders at all levels and the data suggests that they are making little or no progress."

-Deloitte

Most managers, supervisors, VPs, etc. are "rewarded" with their positions because of "scoring a big deal", loyalty to the company or passage of time. Real leadership training has been inadequate or non-existent. While they may dress the part and hold the office, they are not prepared or qualified to lead; often causing more frustration and problems than they solve. That is when the real trouble begins.

Globally, increasing demand for new and better leaders at all levels of their company is the number 2 threat to business stability and growth. And, only 6% of executives believe they have what it takes to solve the problem.



Poor Leaders Destroy Your Company

Bad and untrained leaders destroy your team, profitability and potentially your company. These “In Name Only” leaders, unprepared for the task, experience tremendous overwhelm and stress. And one thing that definitely trickles down: stress! Paralysis, an inability to take action or “smart” action, and a need to ‘take’ credit from others, are all flashing warning signs of the unprepared and overwhelmed “name only” leader. Overwhelm plus low or no skill destroys your team, profitability and potentially your company.

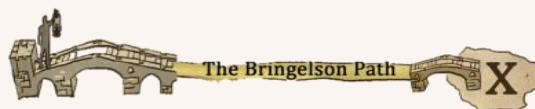
A recent study done at Harvard reported that **bad bosses negate other investments**, causing 70% of employees to not be engaged in their work and of those, 70% cited bad managers as the reason.

Companies that create massive success are those that are built on a solid foundation of smart and strong leaders. **It’s not the companies with the best products that succeed, it is those with a team of leaders who inspire, teach, innovate.**

LEADERSHIP IS THE ULTIMATE ADVANTAGE.

Anthony Robbins

Disgruntled, disruptive, low performers fill the leadership gap and take your company in the wrong direction.



B Tip: Do a comprehensive evaluation of your leadership team immediately. Identify who are the true leaders in your company. This should include those people who are accidental leaders that should be nurtured, as well as removing those who are leading in the wrong direction. Remember, a leader does not have to have an “official” title. Get rid of those who are bringing your company down, title or not.

Can you answer “YES” to all of the below? Check each statement that applies to you to see if you’re safe. Be honest.

- Everyone in our company who fills a leadership position is a strong, positive leader.
- Everyone in our company who fills a leadership position has mastery over themselves.
- All of our leaders are innovators and they inspire innovation and problem solving from their teams.
- All of our leaders understand how to inspire the best from their team and they do it.
- All of our leaders are comfortable making decisions and they make them.
- All of our leaders are comfortable taking thoughtful, positive action and they do it.
- I have a professionally designed leadership program, led by a trained professional.
- Our training sessions are conducted by a leadership and empowerment expert and are designed to get the best out of both our leaders and our team members.
- Our training includes comprehensive Tribal Leadership Training – evaluation and training on the elements of leadership, leadership style.
- Our training program utilizes an understanding of how the team creates its leaders.
- Our training program includes “becoming” the 11 Primary Attributes of Leaders.
- Our training program works with our leaders to overcome the 10 major causes of failure in leadership



FORREST OF ZOMBIE EMPLOYEES

Nadia's leadership wasn't the only thing that was fetid. Many of the players on her team refused to take direction. Some were even belligerent.

Many were passive aggressive. Others pretended to be interested, but were merely phoning it in. Has it been more than six months since you've done a serious analysis of each member of your team's performance? Yes? **You're losing customers, valuable assets and money.**

Is your company made up of superstars and A players or do you have B, C and maybe even some D players infecting your company at the core? **Anyone who is less than an A player is costing you \$\$\$\$! And the real cost isn't what you think it is.** Even one bad apple can lead to widespread rot.

"The dynamic range between what an average person can accomplish and what the best person could is 50 or 100 to 1. Go after the cream of the cream. A small team of A+ players can run circles around a giant team of B and C players."

Steve Jobs

Superstars are passionate about what they do. They show up, not just for a salary, but to achieve, to accomplish, to push themselves and their abilities to new levels. They tend to be innovators and love solving problems. Superstars are leaders, either intentionally or by example and they tend to collaborate with other members of the team, helping to lift everyone to new heights.

When you inflict C players on Superstars and A players, they begin to question why they are giving it their all, while others are underperforming and tolerated. Why should they care and over perform, if you don't?

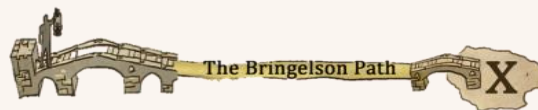


How Firing An Entire Team Led to 3,546% Growth in 12 Months

Too many CEOs have come to accept what they believe is the reality of business, that dealing with B and C players is just part of the game. What happens though when you just say no and create a new reality?

Nadia discovered the hard way just how much her lackluster team of C players and nay-sayers was hurting her company. Some had been hired because of prior relationships. Others because they happened to be available. None, from the controller to the marketing director to the entire sales team was an A player. While many were working hard, and putting in a lot of exhausting hours, they weren't producing. After more than 12 months of no new revenue, it was time for a big change. Nadia made the very hard decision to say goodbye to everyone in the company and rebuild her team from scratch, hiring only Superstars and A players. The result?

12 months later, her revenue had grown from \$0 to \$602 Million.



B Tip: Evaluate every person on your team, including yourself. Is everyone either an A player or a Superstar? Create a plan to nurture and promote them, as well as a plan to replace B and C players. Make it happen. It may be stressful at first, but you will be glad you did.



REFLECTING POOL OF SELF-DOUBT

While most CEOs don't want to admit it, they are the number 1 Dragon in their company.

They make a great product. Or provide an amazing service. But most CEOs and Owners are not leaders themselves. They assume that having the title of CEO or being the founder or owner of the company immediately means they're a leader.

They're not.



Are You The Biggest Dragon In Your Company?

Remember Randy's company audit? He thought he and his team were all pulling together. He was proud of all the perks he provided. He told me they were like family.

Remember what Randy's team said?

In almost every company, I've ever worked with, it's as though the CEO and the team don't work for the same company.

What's the bigger hidden problem that no one wants to acknowledge? Doubt. Lack of confidence.

I'm not good enough. What if I can't do it?

“The biggest challenge in business is not the competition. It's your own insecurity—the little voice inside your own head. It's so hard to shake those things you carry with you from your childhood and past.”

– Barbara Corcoran, Shark Tank

Few CEOs are aware. Even fewer are willing to admit it.

Doubt? Me? No? Not me.

Yes! YOU! I can see it a mile away. So can the team. And so can potential buyers.

After 8 months of working together, Nadia had hired a new team, had stopped marketing and was messaging strategically. The sales team had been replaced and whipped into shape. They could talk diabetes and heart disease with the best of them.

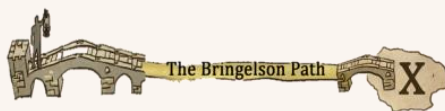
Still no sales. Eight months. Not \$1.

I said, “Nadia, I think that you are blocking money. Energetically, you’re not allowing it in.”

I gave her a crash course in quantum physics and a basic understanding of how the energy and frequency each person emits controls what shows up in their life.

And then I said, “I’d like to do some energy work with you. Some guided processes. Some clearing of the energy and frequencies that are causing static in your life. Are you up for it?”

She was!



B Tip: Everyone is either using quantum mechanics to grow or block their success. Most people are doing both. And almost everyone is unconsciously doing it. Learn to recognize and understand how you are blocking your success and your revenues at the quantum level. Learn to remove those blocks to create exponential results.



\$298 Million in sales in 5 days

We met on a Friday. The following Wednesday (5 days later) she called me and said, “it worked! We’ve closed \$298 Million in sales!”

At this point, I hear you. “Yeah, sure. That was her. It was a 1-time thing.”

Dragon Slayer #3

REALLY. Take a look at the last page of this Field Guide. Meet Martijn, a student in my 5-week Business Growth Intensive class. With a huge smile, he tells the story about struggling to launch his start-up. **Before the 5-week class was over**, he went from **\$0 to closing a \$67 Million deal** and has gone on to win the **Red Herring Top 100 Global Tech Award** and be listed as **#29 on Entrepreneur's 360 – Best Entrepreneurial Companies in America.**

And this all happened **within 10 months of taking the class.** Martijn is a superstar Dragon Slayer!



What's your Score?

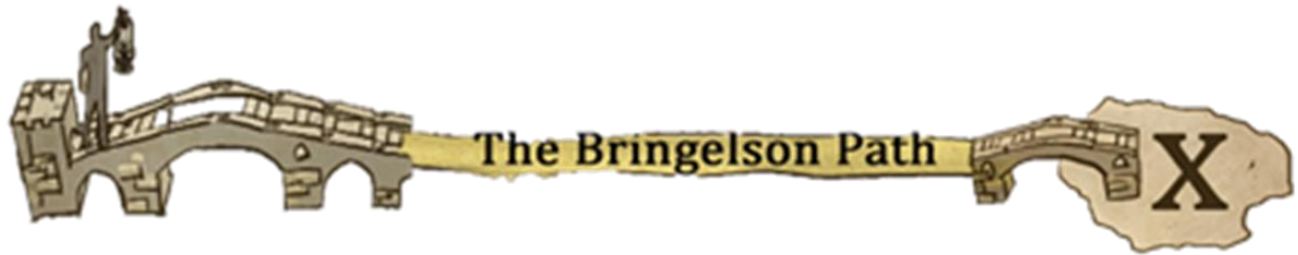
Go back and count the boxes you checked.
How many can you honestly say a hearty yes to?

- 56 – 61** **Congratulations! You're A Dragon Slayer!**
- 50 – 55** **The Dragons Are Circling**
- 41 – 49** **Serious Risk - You and Your Company**
- < 40** **Imminent Danger.**

Email me -

Deberah@DeberahBringelson.com

Immediate help - DeberahBringelson.com/growth



BEFORE:

"I couldn't believe this crazy, business woman from the U.S. was talking about energy, chakras and using the power of the Universe to make sales!"



AFTER:

"Deberah, **Tony Robbins** was right about you! You are amazing. You saved the company! **3,546% growth in 12 months is unheard of.** What you did was incredible. You took a failing company and made it profitable. It was all you!"

Kabir Mulchandani, CEO
Skai Holdings
#28 – 50 Richest Indians in GCC

"We grew our revenue **110% in 8 months** using Deberah's Power of 3 Strategies. **We're celebrating** our success and we're excited. More importantly, **we've adopted Deberah's strategies to keep our numbers moving up!**"

Enrique Montoya, VP
Discovery Latin America/US Hispanic
Discovery Networks International



Hello!

My name is Deberah Bringelson. I've been successfully growing companies for more than 24 years. I'm known in the international community as one of the most-profit producing Business Growth and Empowerment Experts in the world.

Big deal. What does that mean to you?

How am I different from every other business consultant who is trying to sell his or her services? Many business experts teach business tools: Marketing, sales, metrics. Others teach empowerment: Mindset, time management, culture.

Rarely does anyone help you with both. And all miss the vital key ingredient: How to use the power and energy of the universe to do the heavy lifting.

You deserve a massively profitable company and an incredible, joyful life.

For many CEOs the effort of starting, running and growing a business has sucked the joy and fun right out of both their business and their life. **Is that you?**

I Use Quantum Physics to Grow Businesses

I first started studying quantum physics and shamanism over 30 years ago. What I learned, I began using in my own life. What I discovered was that there is a force of energy and frequency that when you understand how to tap into it, life moves with you. Often the sea parts and the path opens. In the 1980s, I began using what I'd learned for myself. Then I began using it with clients. The more I learned, the more I shared.

When I stumbled, I dove in to learn more.

Some people in the business world like to tease me about it. ***Deberah's Secret Sauce*** they call it. Some mock me. Those who've seen my clients' **exponential results...less mocking and more reverence.** Here are some examples of what I've poured my "Secret Sauce" on.

The Beginning - The first company I turned around was a small \$56K nonprofit. When I walked in on the first day, the Board of Directors was literally fighting. Half said that it was hopeless, turn off the lights and call it over. The other half said, "we've already hired Deberah, let's give her a shot." Five years later, that non-profit had grown from **\$56K to \$13 Million.**

The Confirmation - When I was asked by the Mayor of San Francisco to convince Sir **Richard Branson** to locate the HQ of his new Virgin America in the San Francisco Bay Area, I always say I wasn't smart enough to say no.

Yes, I used everything I had. **Everything that I want you to have.**



I wrote my first ever Core Story. I did massive Strategic Messaging. And...throughout it all, "Deberah's Secret Sauce" was flowing. (Read the article Strategic Messaging and Sir Richard Branson on pages 31 – 32, if you want to know the full story.)

Nine months after we started, **Richard Branson announced** that the new HQ for Virgin America would be located at San Francisco International Airport. A deal, estimated by the Bay Area Economic Forum to be **worth more than \$300 Million annually** for my clients.

DEINDE GRADU – Full Access

When I first began working with Nadia Zaal, CEO of Zaya Real Estate, the company had had **\$0 revenue for the entire year**. The company was in desperate shape, morale was low, leadership was non-existent. **There were dragon traps everywhere**. Little did Nadia know, massive success ...her trip to the NEXT DIMESION was just around the corner.

She agreed to fully implement the Power of 3. But more than that, she didn't just allow, but fully embraced every element, from replacing the entire team and hiring only super stars, to fully implementing every Strategic Marketing and Sales concept. She also agreed to experience personally the energetic components of the Power of 3, clearing her own blocks to wealth and success.

After seeing the magical transformation in her personal beliefs, feelings of worthiness, and her ability to create success, she embraced the P3 manifestation and clearing work for the entire company.

Within 8 months, that \$0 revenue had turned into \$298 million. By the 12th month, she reached \$602 million in home sales. The rest as they sayis history!

"Before Deberah, I didn't believe I deserved wealth. I thought I wasn't good enough.

I experienced "The Shift" ...then my company did!

Deberah helped me clear away those fears and beliefs. I immediately felt better. Within days, I created \$298 Million. It's very exciting! I will forever be grateful!"

Nadia Zaal
CEO, Zaya R.E.



"We increased our revenue \$600 million in 12 months using Deberah's Power of 3 Profit Strategies. She promises a lot and over delivers. With Deberah's help, we have seized the leadership position in the market. A feeling of excitement and success permeates everything we do."

Be Forewarned

On your way to DEINDE GRADU, there are dragons waiting to kill your dreams and your company and waiting to suck the life out of you. **I've been to this land**. I've meet worked with and learned from the most incredible, successful dragon slayers in the world.

I'm back. To show you the way. Dig deep into the pages of this Field Guide. It's your first step on the path.

Much love and light,

A handwritten signature in blue ink that reads "Deberah".



Deberah Bringelson is best known for negotiating the deal between Richard Branson and Arnold Schwarzenegger, with annual revenues of \$300 Million, for which she received the "Steal of the Year" Award for the deal that never should have happened.

This is the formula that has Tony Robbins and Chet Holmes referring multi-Million and Billion-dollar clients to Deberah, knowing that she always delivers exceptional results.



TONY ROBBINS




Ryan

- ✓ Started a **NEW brick and mortar business** – during a pandemic!
- ✓ Doubled prices
- ✓ Increased sales **30%**
- ✓ **36% to 95% revenue growth** every month
- ✓ Rents a **private island in Belize**, with a private chef.



Nadia grew her revenue **\$602 Million in 12 months.**

“Deberah’s Quantum Results Formula helped install the business strategies I needed and clear away my blocks to money. I immediately felt better.

In 8 days, I created \$298 Million. It’s very exciting. I will forever be grateful!”

Our Results – 110% Growth In 10 Months

“We grew our revenue 110% in 10 months using Deberah’s Quantum Business Beyond the Spreadsheet Strategies. We’re celebrating our success and we’re excited. More importantly, we’ve adopted Deberah’s strategies to keep our numbers moving up!”

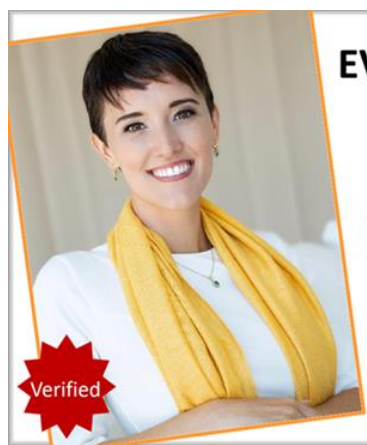


Enrique Montoya, VP
Discovery
LATIN AMERICA / US HISPANIC



“I MADE MORE MONEY IN 1 SALE THAN IN ALL OF LAST YEAR! THIS STUFF WORKS!”

Within 36 hours, Sieglinde made the largest sale of her life.



EVERYONE NEEDS THIS!

“One CEO was pre-revenue (\$0) and closed a deal worth **\$67 Million BEFORE Deberah’s 5-week training was over!**”

Amanda Holmes, CEO
Chet Holmes International

**What would more money mean to you?
I’ve experienced it myself!**

Viveka vonRosen
Linked Into Business



Do you want the same class Martijn took?

“Before the 5 week class was over, I went from startup to closing a **\$67 Million** deal! That was really exciting! Your ‘**5 Vital Secrets**’ – game changer!”

Martijn Atell, CEO
VoteBash, Inc.



In 10 Months VoteBash

- Red Herring Top 100 Global Tech Award
- #29 Entrepreneur 360 - Best Entrepreneurial Companies in America



Get Started Today!

www.DeberahBringelson.com/growth

What Magic Will YOU Create?

We 10X'd Our Revenue within 6 Months!

- ✓ Leads – 10X higher each month than they were in a full quarter before BGI
- ✓ I've got more time with my family
- ✓ Made back 10X program cost - in first month alone!

John P Festa, CEO
Excell Education Enterprises
ExcellEducation.com



Business Growth Intensive™

www.DeberahBringelson.com

“Very few people have positively influenced my life the way Deberah has

Real freedom is having a business that runs so smoothly that you can walk away - explore the world and love your life! I've got that!”

Dr. Kami Hoss, CEO
The Super Dentists



Business Growth Intensive™

www.DeberahBringelson.com

The numbers speak for themselves. 3,546% growth in 12 months is unheard of!”

“If it wasn't for Deberah we'd really be in trouble!



Business Growth Intensive™

www.DeberahBringelson.com

“Real **FREEDOM** is having a massively successful business *and* a fabulous life!

I deserve it!”

Dacia Coffey, CEO
Blender
TheMarketingBlender.com



Business Growth Intensive™

www.DeberahBringelson.com

“When I saw names like Richard Branson and Larry Ellison...!

- I was playing small, limiting my company, missing opportunities because of my beliefs
- This is much more than a business class!
- I haven't regretted 1 second!”

Bob Rullo, CEO the Aesthetic Blueprint



Business Growth Intensive™

www.DeberahBringelson.com

“We're averaging 36% to 95% revenue growth ... every month!”

Ryan Romano, CEO
The Warehouse Performance Institute
www.WPITraining.com



Business Growth Intensive™

www.DeberahBringelson.com

Join the CEO Revolution

<https://DeberahBringelson.com/growth>