

---

# PHASE #3 - The Power of Long-Term Sequential Thinking!



How Millionaires & Billionaires Use a Multi-Dimensional Thought Process To Distribute Value To Buyers & SCALE Profits!



---

Welcome to phase #3 of the Millionaire Mindset + Success & Results Principles module!

During this phase we will talk about the **POWER** of Long-Term Sequential Thinking Using 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Order Consequences! I have studied many different **BILLIONAIRES**, and they all think very strategically due to how important each DECISION that is made for their specific companies!

By adopting this way of multi-dimensional thinking now... it will massively help you in the future and save you a huge amount of time when you start the scaling phase with your business!

When you understand what I am about to teach you inside phase #3, you will...

- **Think + View The World & Your Business Through a New Lens of Perspective!**
- **Truly Become Aware of WHY You Haven't Been Able To Get The Results That You Desire & What To Do About It So You Can!**
- **Understand How Every Small & Big Decision In Your Life & Business Effects The Future!**
- **Discover How To Finally Stop Instant Gratification Thinking... The Majority of The World's Population Suffers With... Putting You Into a Category of ONE! (*The 1% Club*)**
- **Have Practical Ways So You Can Think Strategically & Operate Like a Multi-Millionaire or Even a Billionaire While Also Creating **FAST CASH FLOW** Within The Next 30-90 Days!**

When I first started online, I suffered from I.G.T (*Instant Gratification Thinking*) ...my thought process was all over the place, I had the mind-set of a 9-5 employee, and everything was a massive struggle. Can you relate?

I made zero dollars in my first 12 months as an affiliate marketer selling other people's products and services. After my struggle the only logical thing to do was invest a large amount of money into a coach! As I advanced in my journey, I started making more money than I knew what to do with!

I built my first DFY offer, then advanced into coaching and a course which has helped a lot of my clients get some amazing results! Many of them hitting 6 figures in 4-6 months with some hitting 7-figures!

**This was the point I dived deeper into how multi-millionaires and billionaires THINK!**

I spent hundreds of hours researching & studying!

Eventually I came across Jeff Bezos Amazon's letters to shareholders. Inside the letters he wrote each year, he talked about his thinking process in terms of how Amazon applied the long-term thinking strategy from the birth of the company back in 1994!

For the first 9 years the company didn't make a profit. Bezos borrowed millions of dollars to get the business off the ground. There were many other companies competing for market share of selling books online which is the niche Amazon started in.

**Amazon is now a trillion-dollar company that sells literally everything.**

If Bezos didn't think long term... Amazon probably wouldn't be here today.




This is the power of **LONG-TERM MULTI-DIMENSIONAL SEQUENTIAL THINKING!**

It allows you to stay in the game of business long enough to become successful, provide long-term value to your clients and customers and create long term profits & wealth instead of just short-term cash injections that are not sustainable!

By the end of phase #3 and phase #6 (***Asymmetrical Decision Making & The Stoic Discipline Formula***) you will have the ability to think strategically, so you can make the correct decisions for your business... by thinking about both the short term and the long-term GOALS & VISION of your business!

The majority of decisions made... will be made in accordance with the long-term growth of your business instead of the short-term gimmicks. These decisions must be made based on your **values, principles, mission** and **culture!**

Here's what we will cover during this phase:

-  **STEP #1 - Introduction Into Long Term Multi-Dimensional / Sequential Thinking – 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Order Consequences!**
  
-  **STEP #2 – How To Stop Instant Gratification Thinking & Why Initial Conditions Effect Results!**
  
-  **STEP #3 - How To Apply Long-Term Multi-Dimensional 2<sup>ND</sup>, 3<sup>RD</sup> & 4<sup>TH</sup> Order Sequential Thinking So You Can Create Compound Growth In Your Business & Life!**

-  **STEP #4 – The Risk Mitigation Blueprint! How To Move The Needle In Your Business** (*Scaling To Millions While Reducing Risk When Making Key Business Decisions!*)
-  **STEP #5 – Real Life + Business Examples of Long-Term Sequential Thinking! Diving Deeper Into The Quantum Cause & Effect Chain!**
-  **STEP #6 – \$100K IN 100 DAYS CASE STUDY – What To Do If You Need To Make Money FAST!**
-  **STEP 7 - Access To Jeff Bezos Trillion Dollar Company Letters To Share Holders & Long-Term Thinking BONUS Training From One Of The Top 50 Business Thinkers In The World!**

Let's begin...

## **STEP #1 - Introduction Into Long Term Multi-Dimensional / Sequential Thinking – 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Order Consequences!**

Long-term multi-dimensional / sequential thinking involves considering the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> order consequences of making decisions and taking actions in business & life, aiming to understand the broader and more nuanced impact over an extended period of time of 5, 10, 20 and even 30 years into the future!

Now I know we can't project out 20 - 30 years into the future with precision in business, due to technological advancements like AI, however what we can do is create a **VISION** for the future of your company, how it will impact people in a positive way and a VISION of who YOU want to become in 10 – 20+ years time!

Then course correct along the way using the **FLEXIBILITY FORMULA** which I will talk to you about later on in this phase.

But there's a **BIG PROBLEM!**

The majority of people on this planet suffer from **instant gratification thinking** which I personally used to suffer with! Its literally programmed into us as we grow up in the educational system and society!

People with I.G.T only think about the **1<sup>st</sup> consequence** of the specific decision + action they take...

...or worse, don't even think about it at all!

When this happens, you go round in circles pulling your hair out with despair because of your lack of results. You have up and down income...You waste way too much time working on the wrong things and you eventually burnout, fail then quit!

Society has conditioned people to live in instant gratification thinking mode unconsciously and it's one of the reasons why we see such a high failure rate in business!

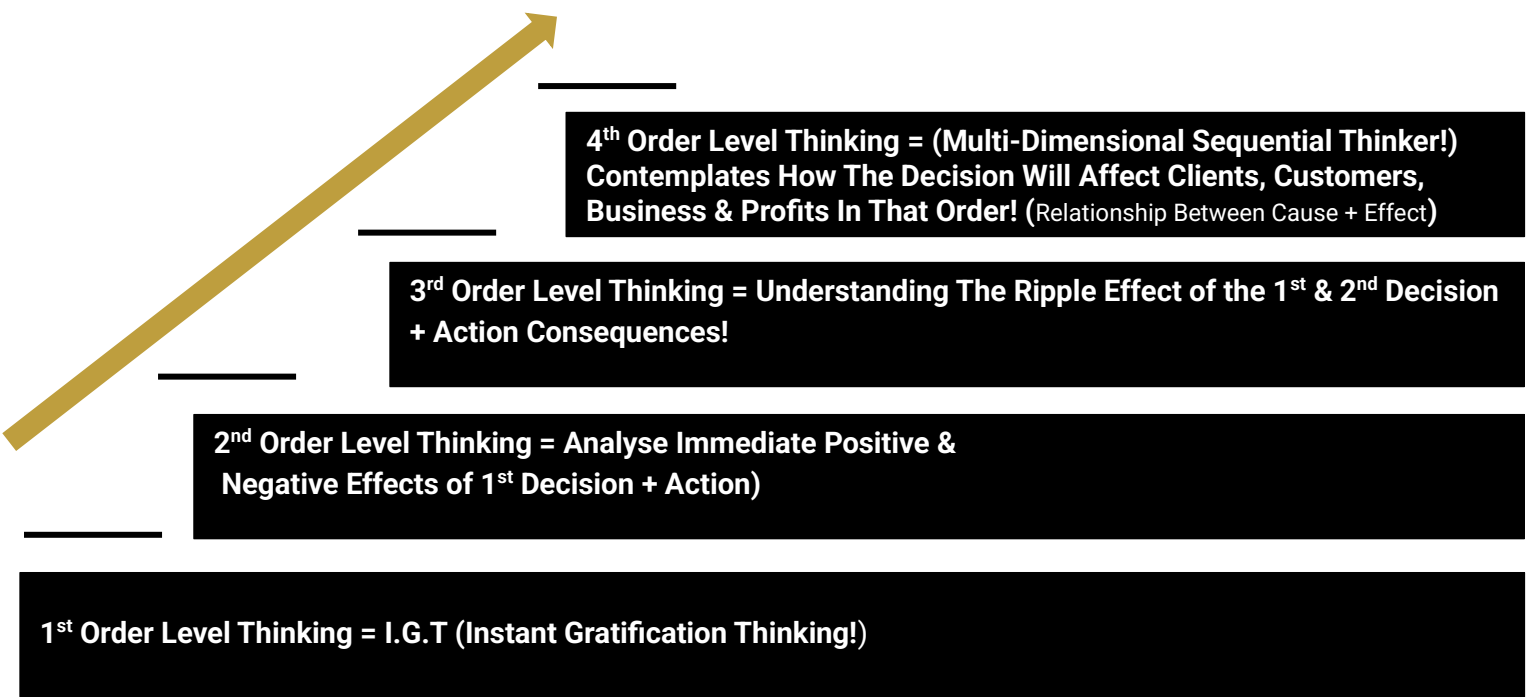
People think they can come into business with an employee mindset and become successful. I'm sorry to tell you but it doesn't work! A complete paradigm shift must take place in order for you to get the results that you desire!

**At the 2<sup>nd</sup> order level**, thinkers analyse the immediate effects of a decision, considering both positive and negative outcomes.

**Moving to the 3<sup>rd</sup> order level**, business owners dive into the ripple effects that result from those initial consequences, recognizing the interconnected nature of various factors.

This stage involves anticipating indirect and often unintended consequences, such as systemic shifts or changes in relationships between components within their business system.

**Finally, at the 4<sup>th</sup> order level, multi-dimensional sequential thinkers explore the long-term implications of the initial decision**, contemplating how it might shape the trajectory of future events for their clients, customers + their business & profits over the next 5-10+ years!



Notice how I previously said on the 4<sup>th</sup> level....

**Clients and Customers**

Before...

**Business & Profits!?**

“When You Think In Terms of The 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Order Consequence Levels, You Realise Clients and Customers Must Be Prioritised Over Profit, Because WITHOUT Providing Real Value & Solving Problems To Eradicate Clients Pain You Can Not Make Sustained Profits As Time Elapses!”

The inversion of this... is a business owner that suffers with instant gratification level 1 thinking who usually only thinks about how much money they can make in the short term...

...as opposed to putting systems in place to help their clients & customers get results which in the long-term, brings way more profits and creates an **exponential growth** curve as seen in the diagram below!

As time elapses... sure the instant gratification thinker... only taking into consideration the 1<sup>st</sup> order consequence & action may make a bit more money in the short term.

But over 3, 5, 10+ years into the future they are no longer in business because their clients / customers hate them, their product / service offer is garbage, and they have no plan, strategy or competitive asymmetric advantage to give them the edge to the upside!

While the 4<sup>th</sup> order multi-dimensional thinker is making more money than ever before because his initial condition was to think long-term!

He has happy clients / customers getting results due to his product / service offer being sooo good + clients are queuing up to work with him... resulting in a WIN-WIN scenario for both consumer and business owner!

This is the **FLYWHEEL EFFECT** in action which formulates into **POSITIVE POWER** as opposed to WEAK short-term thinking FAILURE!

The 2<sup>nd</sup> - 4<sup>th</sup> order consequential thinking approach encourages a more comprehensive understanding of the potential ramifications, providing strategic and sustainable decision-making & action that extends beyond immediate gains or losses which uses...

### **...RISK MITIGATION!**

This is how you **WIN** as an online business entrepreneur!

By embracing long-term sequential thinking and acknowledging the effects of your choices & actions, business owners, coaches, consultants, course creators & CEO's can navigate complex scenarios with the future in mind.

This allows you to create more resilient and adaptive product / service offers, while integrating proven time-tested strategies resulting in more **VALUE** for your clients / customers and more **PROFIT** for your business over time!

Here's some examples of long-term thinking and the exponential growth curve:

One of my mentors was making between \$5k - \$30k per month for 5 years and within 1 year hit \$600k per month! Why? LONG TERM THINKING & BUILDING SYSTEMS FOR SCALE!

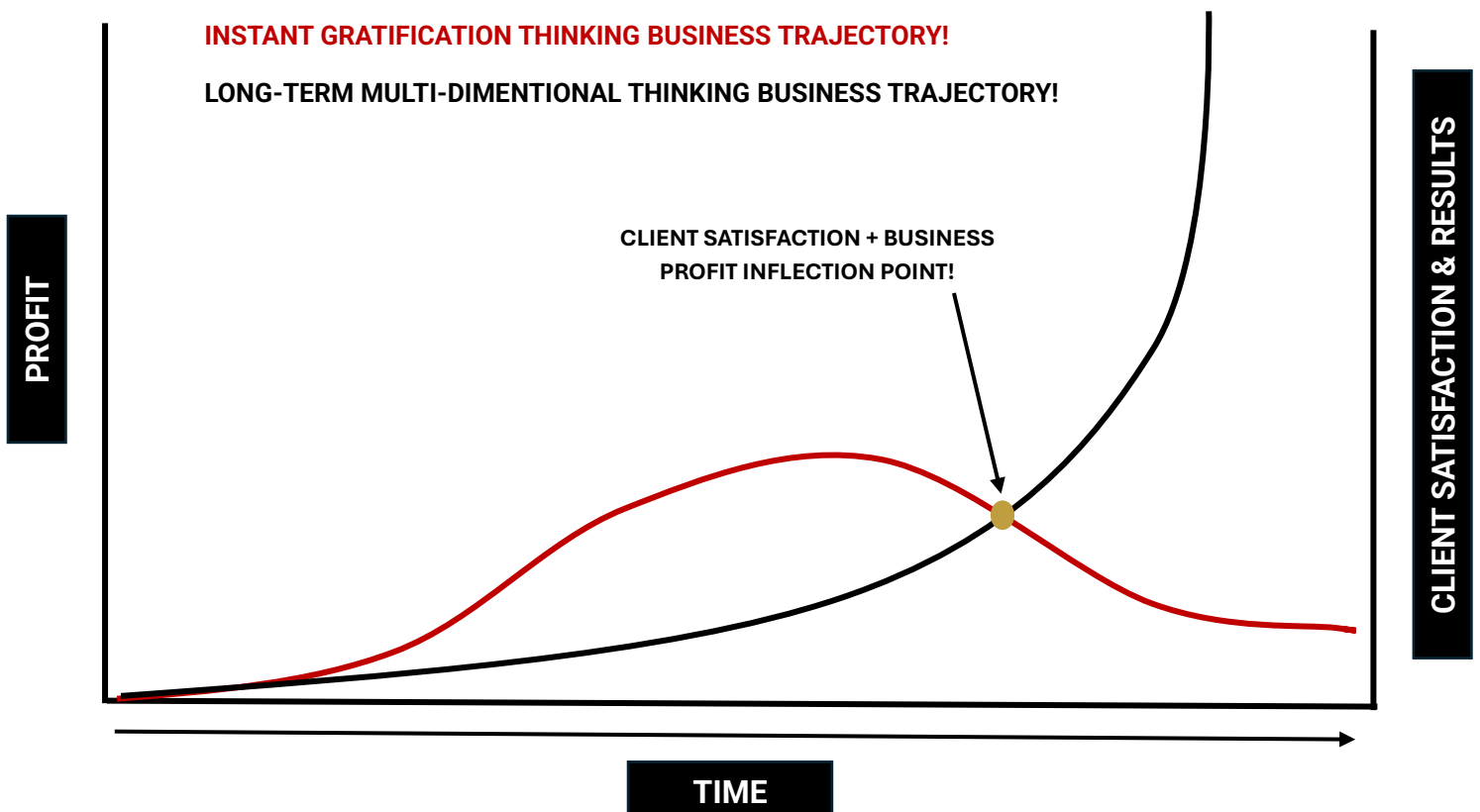
Another one of my connections was making \$100k per year and over the next 3 years scaled to \$1M per month consistently! Why? LONG TERM THINKING & BUILDING SYSTEMS FOR SCALE!

“Online Entrepreneurs Should Always Aim To Play The Long Game! Instant Gratification Thinking Can Not Build a Sustainable Business, You Either Shift Your Mind-set & Win Or Fail In The Long Term!”

“You Can Be Working For 2-3+ Years With Little To No Results & 6 Months Later Make 7-Figures & Become a Superstar If You Operate With The Long-Term Thinking Mind-set Due To The Exponential Compound Effect Growth Curve!”

**THINK LONG TERM  
& RESULTS WILL COME OVER TIME!**

Diagram showing the trajectory of a business owner with instant gratification thinking Vs business owner with long term multi-dimensional sequential thinking:





## STEP #2 – How To Stop Instant Gratification Thinking & Why Initial Conditions Effect Results!

Instant gratification thinking refers to a cognitive and behavioural bias pattern where individuals prioritize immediate rewards or pleasures over delayed, but often more significant, benefits.

This mindset is characterized by seeking instant pleasure, satisfaction, or relief without considering the potential long-term consequences.

If you have jumped on a sales call and asked the seller...

*“How much can I make in the next 30-90 days if I buy this program?”*

You suffer from instant gratification thinking!

*If you watch more than 2 hours of TV each day...*

You suffer from instant gratification thinking!

*If you tell yourself, you're going to wake up at a certain time and then your alarm goes off in the morning and you hit the snooze button and go back to sleep for 1-2 hours...*

You suffer from instant gratification thinking!

*If you spend more than 1 hour per day constantly scrolling social media newsfeeds reading random posts and watching useless videos of cats LOL or other videos that are not in alignment to your end-goal!*

You have instant gratification thinking.

*If you eat lots of unhealthy fast food delivered to your door...*

You suffer from instant gratification thinking!

*If you drink too much alcohol without having the awareness of the longer-term negative health effects.*

You suffer from instant gratification thinking!

*If you play video games for more than 1 hour per day.*

You suffer from instant gratification thinking!

*If you randomly buy stuff, you don't really need online or at the shops on credit cards without thinking about your budget.*

You suffer from instant gratification thinking!

This kind of **thinking** leads to **feelings** that cause **actions** which overlaps into your business because...

“How You Do One Thing Is How You Do Everything!

Success In Business Is Less About The Mechanics & Tactics But Rather An Inner Battle With Yourself!”

For example, let's use the person that hits the snooze button in the morning and stays in bed for an extra 1-2 hours! In the moment it may seem minuscule... but let's see how this small action via instant gratification thinking can overlap into business and effect the result of getting new clients!

This person knows he needs to send 100+ direct outreach messages per day to get clients!

But due to his instant gratification thinking, he's lazy and he procrastinates. Lunch time arrives and he's wasted the whole morning on non-income producing activities.

Precious **TIME** gone that he can never get back!

After lunch he feels un-energised because he's eaten a large unhealthy lunch, ordered online from the fast food take away shop delivered straight to his door with the click of a few buttons. He finally begins the process of sending direct outreach messages at 1pm but only sends 10 then gets distracted by social media and starts scrolling Facebook newsfeed.

He gets sucked into a shorts video of some random guys doing pranks in Australia. Facebook gives him a dopamine hit by hooking him into the next funny video... this time of a cat jumping off a bed and face planting a wall. LOL! 😂

Before he knows it, another hour has gone by, and he's still only sent 10 messages to get new clients. Not to mention all the other important work that needs to get done for that day... like optimizing his offer & building a webinar. Due to his instant gratification thinking problem, he pulls up the little willpower he has and sends another 10 messages.

3pm hits and he's tired so he decides to take a nap.

After waking up from his 1-hour nap, he gets sucked into watching TV! It's now 5pm!

The day comes to an end, and he's only sent 20 messages out of 100 per day needed to get new clients + he's not completed his other important work. He goes to bed feeling like a failure, only to wake up the next day to hit the snooze button again and repeat the same process!

He does this same cycle day after day until Friday comes. Due to his lack of progress and results he starts drinking alcohol and goes out with his mates to try and cheer himself up but to his demise... he's only making his situation worse! He wakes up on Saturday morning with an awful hangover and feels terrible. Spends the whole weekend in bed feeling ill while watching Netflix!

Monday morning arrives and the snooze button gets hit again because of his lack of energy, motivation and enthusiasm due to the effects of binge drinking at the weekend!

**This is the VICIOUS CYCLE OF I.G.T (Instant Gratification Thinking!)**

And it **STOPS & DESTROYS SUCCESS** in business and life because if this happens over a longer time horizon you actually start to operate on the negative side of the compound effect!

How do I know this?

Because that story I just told you... used to be me!

**I.G.T** is like a **DISEASE** that's stops business owners, coaches, consultants, course creators and CEO's from becoming the best version of themselves and creating a business that provides real VALUE to your clients, while helping people & for some of you going through this program... impact the world!

The only way to stop it... is to adopt the long term multi-dimensional / sequential thinking thought process and **build discipline!** Before we dive into in the next steps...

Here are several factors that contribute to instant gratification thinking... to give you the **AWARENESS** to make positive changes in your life, which will positively influence your business because **everything overlaps!**

These include:

**Impulsivity:**

People with instant gratification thinking tend to act on impulses without considering the broader implications of their actions. This impulsivity can lead to erratic & costly decision-making... both in business and in life!

**Lack of Patience:**

There is a reduced willingness to wait for delayed rewards or invest time and effort in long-term goals. Patience becomes a challenge as individuals seek immediate results.

**Desire for Immediate Pleasure / Reward:**

Instant gratification thinkers often prioritize activities that provide instant pleasure, such as excessive social media use, watching TV & the negative news and drinking alcohol... over activities that require patience and effort, like pursuing long-term projects or goals like reading, going through courses / coaching programs and applying action steps daily to move them towards their end-goal.

**Avoidance of Discomfort:**

Instant gratification thinking may involve avoiding discomfort or difficult tasks by opting for immediate rewards that offer temporary relief.

A great quote from one of my previous mentors that has always stuck with me say's...

*“If You Do Easy Things Now... Life Will Be Hard In The Future...”*

*“If You Do Hard Things Now... Life Will Be Easy!”*



At the end of the day... building a business takes work. Any guru telling you, you don't have to do much work to hit 6 & 7-Figures... is lying to you!

Now obviously going through the Client Acquisition Accelerator training program + completing it... by applying all the action steps is going to make it much **easier for you!**

But you choose your version of hard & your version of WORK!

You either invest 3-5+ years of your life building your business that you're passionate about, so you can become a millionaire and help others... OR you invest 40+ years of your life building someone else's business in a 9-5 job and end up near enough broke & depressed... because deep down you know you probably didn't **follow your dream**. It's your choice!

### **Short-Term Focus:**

I.G Thinkers focus is primarily on short-term gains rather than considering the potential benefits of delayed gratification and sustained effort over a longer time horizon.

### **Limited Future Planning:**

Long-term planning and goal setting may take a backseat as individuals gravitate toward actions that yield immediate satisfaction.

### **Risk of Impaired Decision-Making:**

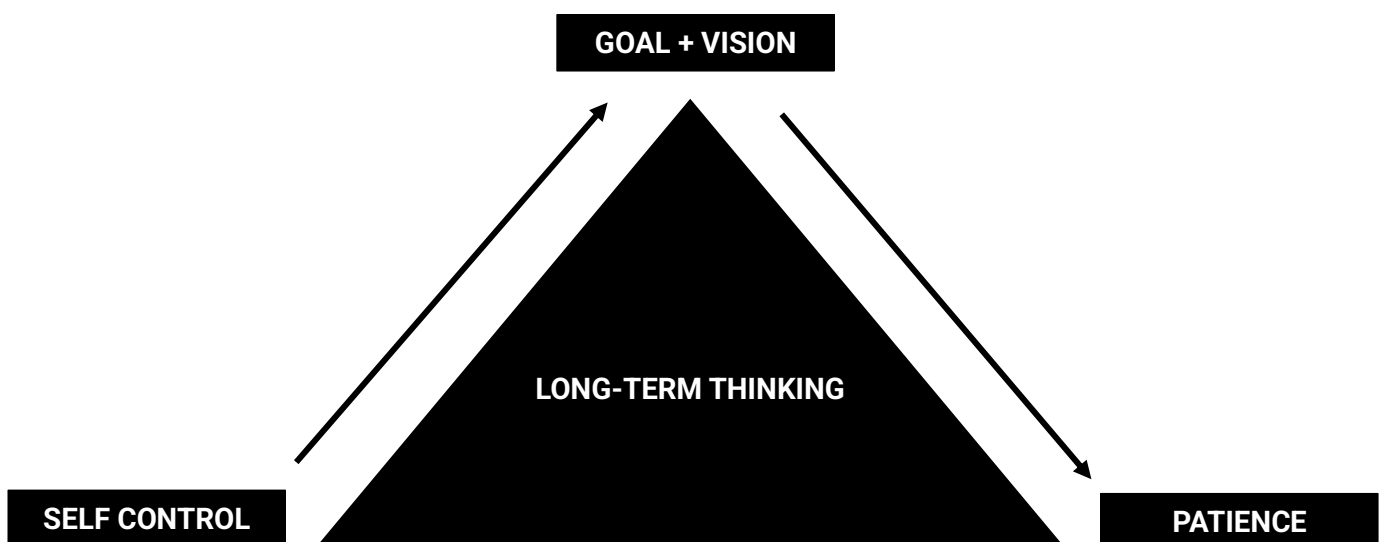
This thinking pattern can lead to suboptimal decision-making, as individuals may not thoroughly evaluate the consequences of their actions due to not understanding 1<sup>st</sup> based principles and how decisions and actions create quantum cause and effect chain reactions.

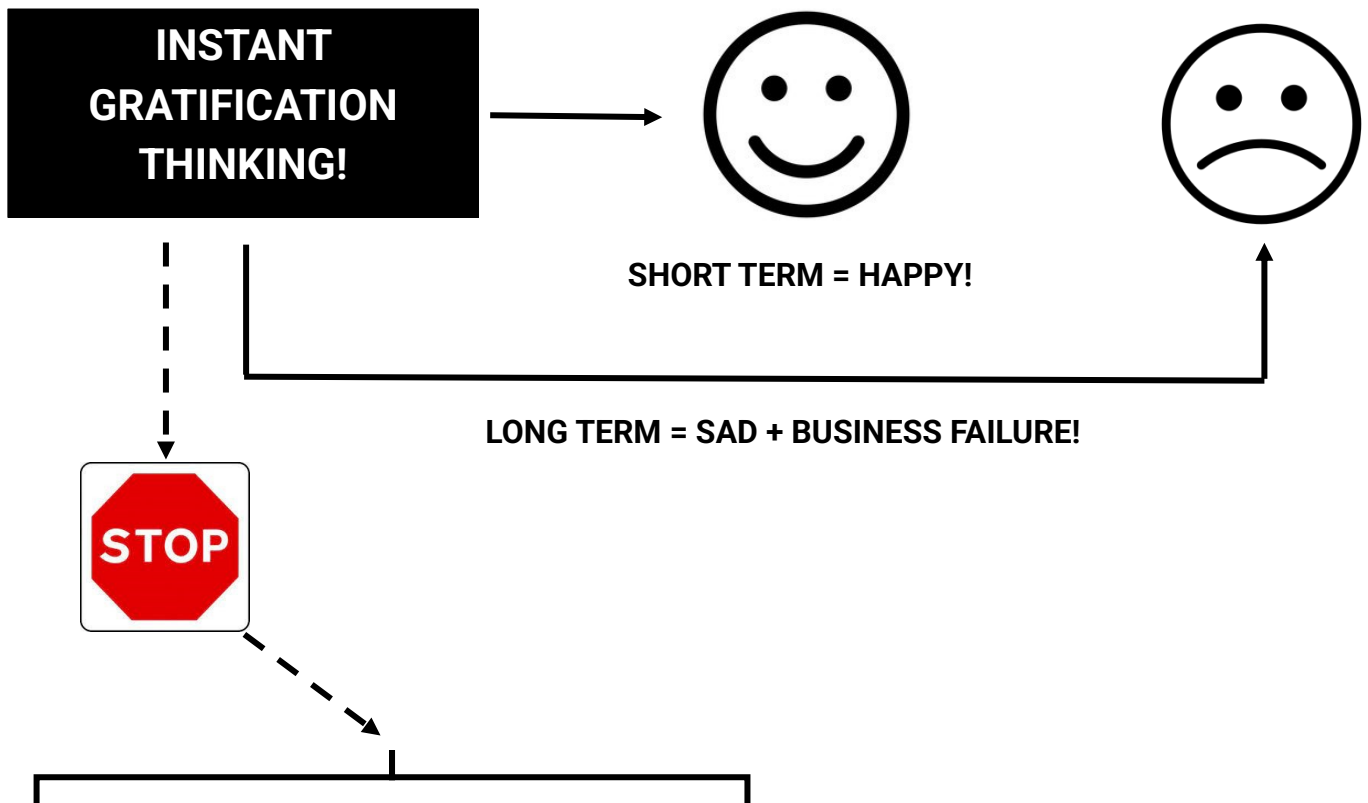
Overcoming instant gratification thinking involves developing...

- **Self-Control!**
- **Full Focus on a Long-Term GOAL + VISION That's BIGGER Than Yourself!**
- **Patience!**

It requires a shift in mindset towards delayed gratification, recognizing the value of putting in smart, hard work, sustained consistent effort and waiting for more significant rewards over time!

This is one of the keys to **GROWTH** both in business and in life!





### How To Stop Instant Gratification Thinking!

Overcoming instant gratification thinking involves applying strategies like I previously mentioned that promote patience, impulse control, and a focus on long-term goals.

Here are some **TIPS** to help you **STOP** instant gratification thinking:

#### ➡ **Set A Very Clear Long-Term Goal + Vision For The Future:**

Clearly define your long-term goals. Knowing what you're working towards EVERY SINGLE DAY provides motivation and helps shift your focus from immediate pleasures to more significant bigger achievements over time!

#### ➡ **Create & Read Your Identity Map Every Single Night Before You Go To Bed & Every Morning As Soon As You Wake Up So You Can Shift Your Character Traits & Belief Systems:**

One of the best ways I stopped suffering from I.G.T was creating an identity shifting map of the person I wanted to become! This re-programmed my subconscious mind and created a brand-new positive character with a new upgraded belief system that supported long-term thinking!

For example, one of the affirmations I read daily inside my identity map is...

*“Whenever I invest into a coaching program or course, I have the long-term mind-set.*

*Obviously, I want to create results fast, and I take consistent action laid out for me by my coach!*

*However, if results don't come fast... I give myself a 10-year time horizon to get the end-result I desire!*

*I am a WINNER & I NEVER GIVE UP!"*

Do you see how that's different compared to a person with instant gratification thinking... coming into a coaching program and quitting after 30-90 days if they don't see results?

Identity shifting is a powerful tool, and you can actually program your subconscious mind to stop instant gratification, by rewiring yourself so you can think long-term using 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> order consequential thinking!

### ➡ **Prioritize Important Tasks By Making Decisions For The Long Term:**

Break down your goals into smaller, manageable tasks. Prioritize these tasks based on their importance rather than their immediacy, allowing you to focus on meaningful progress.

### ➡ **Find An Accountability Partner That Understands Long Term Thinking:**

Share your goals with someone you trust or connect with an accountability partner that you can converse with. Having someone to check in with you... can help you stay on track by resisting impulsive decisions and actions.

### ➡ **Find The Inversion Partner!**

Find people in your friend's group or family members that you think suffer from instant gratification thinking. Explain how you are changing your mind-set to think long term and try to help them.

The key here is to try and help them first!

Many of them will not pay any attention whatsoever to your new teachings!

Distance yourself from most of these people but keep one of them in your circle of influence. Start to become very aware of their decisions and actions & do the complete f&%king opposite of what they do!

Inversion is a powerful tool by learning from people on what NOT TO DO!

### ➡ **Practice Mindfulness:**

Cultivate mindfulness to become more aware of your thoughts and impulses. Mindfulness techniques, such as walks in nature, journaling & meditation, can help you build self-control, better focus and make more intentional choices for long-term future benefit.

### ➡ **Delay Gratification:**

Train yourself to delay immediate rewards. When faced with a tempting option, give yourself a set amount of time before making a decision or taking a specific action. This delay can help break the habit of seeking instant gratification.

## ➡ Visualize Long-Term Rewards:

Envision the long-term benefits of your actions. Connect emotionally with the positive outcomes you'll experience by resisting instant gratification, reinforcing your commitment to your goals.

*“How do you want your life to look in 10+ years time? (Where would you live? What house would you live in? What car would you drive?)” (Get super detailed orientated about these things!)*

*“What are the character traits of you in 10+ years time?”*

*“How does your product / service offer help your clients in 3-5-10+ years from now?”*

*“How does your business impact people in 3-5-10+ years from now?”*

Visualise this and see it in your mind's eye when you fall asleep at night!

## ➡ Set Boundaries:

Establish clear boundaries, especially regarding activities that lead to instant gratification. This could include limiting screen time, setting specific rules for spending, limiting alcohol or creating designated **INTENTIONAL** periods for leisure time!

## ➡ Review Weekly, Quarterly & Yearly Progress By Reflecting on Consequences:

Consider the potential consequences of giving in to instant gratification. Reflecting on the impact of impulsive decisions can strengthen your resolve to make more mindful choices.

Every Friday I review my week. Every 90 days I do a **full audit** of the previous 90 days workload and every year I review the previous 12 months! This allows me to figure out what I did well that worked to get results... and what I did wrong that did not work.

I'll then cut the things out that did not work, and course correct as I progress on my journey, but instead of starting from the beginning, I am starting each new year more intelligently and optimized! Do the same and you'll help break the vicious cycle of instant gratification thinking!

## ➡ Reward Wins In Your Business From Time To Time!

Acknowledge and reward yourself for progress toward your end goal. Celebrate business milestones to reinforce your positive behaviour and build momentum for more significant achievements in the future!

## ➡ Develop Patience:

Practice patience as a skill. Engage in activities that naturally require waiting, such as cultivating a hobby or participating in activities with longer-term payoffs.

**Remember that breaking the habit of instant gratification** is a gradual process. As I've mentioned before... it's a mind virus that plagues 97 - 99% of humans on planet earth due to

societal conditioning and social media. The key is to be patient with yourself, stay committed to your long-term goals, and consistently apply these strategies to build resilience against impulsive thinking. Next, we will go over...

### Why Initial Conditions Affect Results!

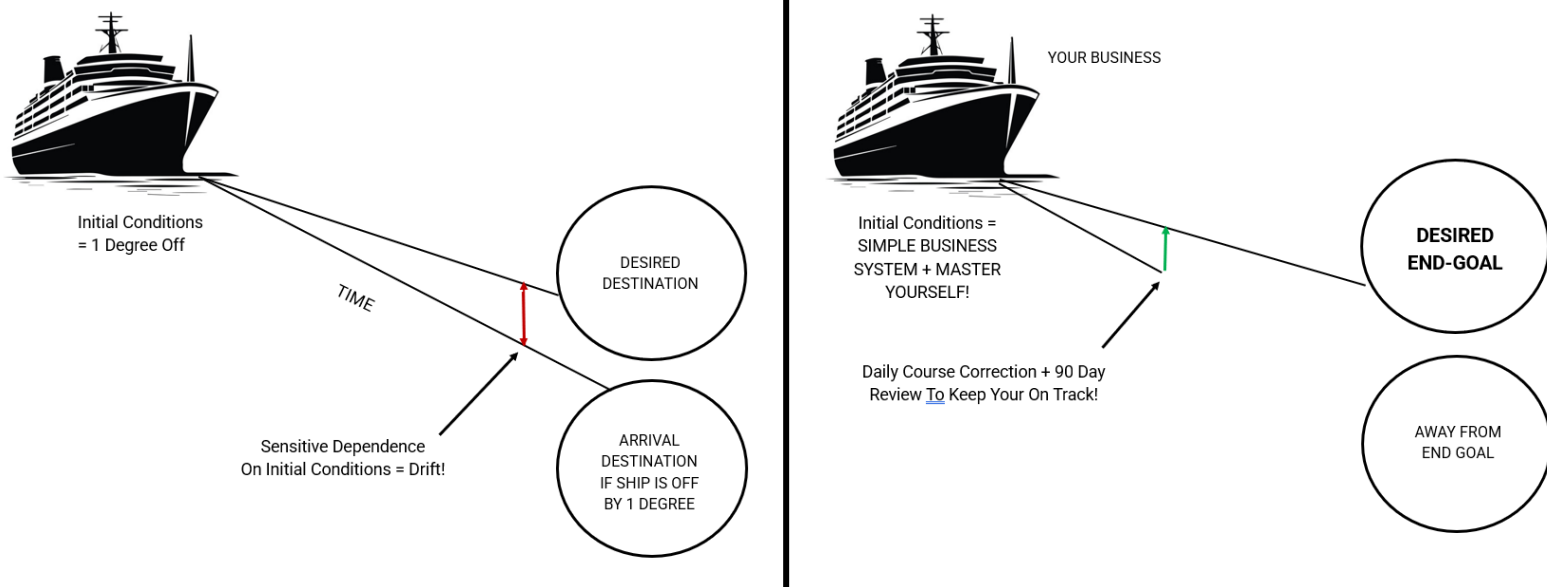
We talked briefly about initial conditions during phase 2. Hopefully you can remember the diagrams below.

During this section of phase #3 we will go deeper into why **initial conditions effect results** and the time it takes to get the results that you desire! Everyone is different in terms of how much time they invest and therefore the results they get!

Obviously... my goal as your business coach is to help you get results and profits flowing in as fast as possible! But it's up to you to take the action needed!

When you have the long-term sequential thinking mindset, and you follow what I teach... you'll be able to scale your profits faster if you stay in the game of business for long enough to build **MOMENTUM** & see those results!

### Initial Conditions Diagrams!



When I launched my first course + coaching program years ago. Like I previously mentioned we got clients some amazing results.

**Many clients hitting 6-Figures in revenue in rapid time with some hitting 7-Figures!** But on the other hand, there were a small % of clients that didn't get any results due to not completing the program curriculum... or taking the action steps laid out in the coaching program modules! One guy wired me \$3,000 and didn't even complete the first module! I messaged him multiple times and got no reply!

It was frustrating, because everyone had access to the same knowledge... yet some clients scaled faster than ever before while some just couldn't make things work! It baffled me how

a small % of people invested thousands of dollars but took no action at all! Maybe you can relate if you've already started your own course or coaching program!?

This is where I went back to the drawing board and asked the following question....

*“Why do some clients get amazing results while others get no results even though everyone has access to the same course material? (specialised knowledge + coaching!”)*

This is where I learnt about the power of **initial conditions** and how they affect **results!**

There are 6 key components in relation to initial conditions you need to be aware of!

If you score a 7 out of 10 or above on each of these components, you have a slight advantage over clients that score lower than a 7 out of 10 on each of them. Which means you'll probably be able to get bigger and faster results flowing in!

Clients that score lower than a 7 out of 10 on some of or all of the initial condition components may take a bit longer to get results, however if you have the LONG-TERM MINDSET and you take action on what I teach you, you'll have a way bigger advantage than the 97% of people out there failing... treating their business like a hobby and suffering from instant gratification thinking!

Eventually you will WIN & make profits if you take the action steps and you are consistent during the promotion phase!

These initial condition components are:

- 1) **Specialised Knowledge!**
- 2) **Business Model – Online Wealth Society. Com CASE STUDY!**
- 3) **Current High Income Skill Level + Skill Stacking! (Client A Vs Client B)**
- 4) **Mindset + Your Past Programming & Conditioning!**
- 5) **Work Ethic + Action + Speed of Implementation!**
- 6) **Emotional Drive, Determination & Ambition!**

As we go through these 6 components, get a pen and open up your business thesis notebook and rate yourself from 1-10 on each of them and then add your score up at the end!

Now we're going to dive deeper into each component in more detail beginning with...

### **#1 - Specialised Knowledge**

Specialized knowledge is crucial to your success online! Without it you do not know what to do! You also do not know which sequential order of topics you need to learn and take action upon.

This is why investing in yourself by accessing the Client Acquisition Accelerator is one of the smartest decisions you have ever made! Because it will show you the step-by-step path to becoming an internet millionaire!

Here's some of the mentors I have personally learnt from either in person or digitally over the last 10 years, so I could download the specialised knowledge I needed to get the results I desire! These guys are known as the 1% men on the internet in terms of their results. Many of them surpassing 8 and even 9-Figures in revenue!



However, as I was progressing on my online journey, I stumbled across a YouTube video by one of my digital mentors.

He spoke about why you should also learn from the... **00000.1% men and women** that have ever walked the planet... The most influential, powerful & successful people to have ever stepped foot on the earth!

People like...



I've left a link that shares some most influential powerful people for your reference...

<https://www.forbes.com/consent/ketch/?toURL=https://www.forbes.com/powerful-people/list/>

After you have completed the C.A.A coaching program + taken all action steps inside the course curriculum... and you are making consistent and reliable profits each month (\$100K+/Month) go and download the knowledge from the people you resonate with by reading their books, watch YouTube videos & research them on Google!

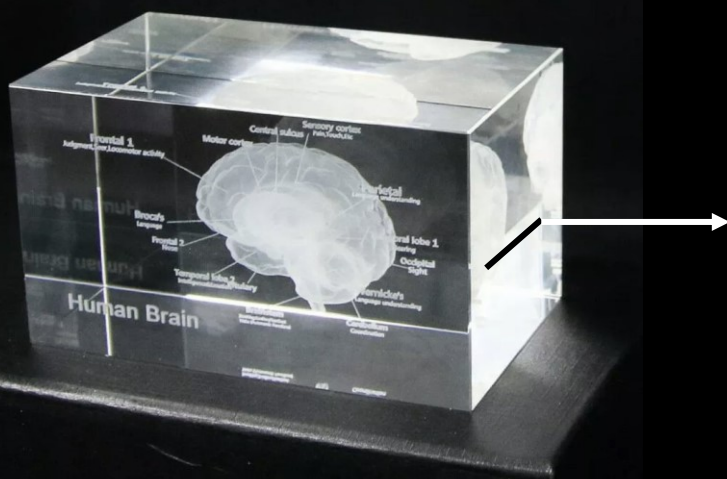
Did you know right now with the POWER of the internet & AI, you have access to more specialised knowledge than the most powerful & influential person on planet earth had access to in the 1980's / 1990's!

When you've completed my C.A.A coaching program + study the GREATS....

You'll start to develop your own...

## MASTER BRAIN + SUPER LENS OF PERCEPTION!

YOUR MASTER BRAIN IN THE 3<sup>RD</sup>  
DIMENSIONAL FORM OF REALITY!



SUPER LENS OF PERCEPTION = YOU VIEW THE  
WORLD IN A COMPLETELY NEW & DIFFERENT WAY!



During **phase #9 (Transcendence of Intelligence! FAST-TRACK Manifestation of Becoming a Trifecta Polymath Entrepreneur!)**

I am also going to be giving you **ALL MY SECRETS** from studying from these successful influential people over the last 10+ years, which is going to save you a HUGE amount of time, effort and sacrifice!

You'll also be downloading this **SECRET KNOWLEDGE** at a rapid speed WITHOUT having to spend 10+ years of your life reading 10,000+ books! Super powerful!

Now let's say 2 clients join your brand-new coaching program OFFER that helps people grow an online business... **Client A & Client B**

**Client A** has a wealth of specialised knowledge from reading a variety of books, going through courses, coaching programs and masterminds learning from experts over the last 5 years! But he needs help optimizing his offer! Everything else in his business is working effectively!

**Client B** on the other hand is brand new to business, has zero knowledge or experience in terms of growing a business and is starting from scratch!

Has read little to no business / entrepreneurial books in relation to marketing, sales, appointment booking, influence, persuasion, copywriting, offer creation, messaging, funnels, traffic & lead generation!

The initial condition (*starting point*) between client A and client B in terms of their baseline knowledge levels are completely different, even though they are getting access to the exact same knowledge and coaching program in this hypothetical example!

Client A just needs specialised knowledge & help around optimizing his offer.

Client B needs help with every single problem that occurs when starting, building & growing an online business!

Who do you think is going to get faster results?

Obviously... **CLIENT A!**

Specialized knowledge is crucial to your success!

***(The specialised knowledge you need to scale your business to multi-millions is inside the Client Acquisition Accelerator in sequential order... so FOCUS on this until you hit your income goal... or at least making consistent monthly profits that you are happy with!)***

However, if you have not invested the last 5 years in terms of mastering the subjects that are required to scale a business...

.. **do NOT compare yourself** with someone else in the same coaching program as you, or a different program already making millions! They are way ahead of you in their entrepreneurial journey and that's okay!

You Just Need To Adopt The Long-Term Multi-Dimensional Sequential Thinking Mind-set & Only Compete With Yourself... By Becoming More Knowledgeable... More Skilled & More Efficient Than Yesterday's Version of **YOU!**

Here's what I want you to do.

Score yourself out of 10 in terms of the specialised knowledge you have acquired over the last 5- 10 years! With 10 being... you have acquired lots of specialised knowledge from smart business experts & the world's most influential men & women and 1 being you have not acquired any specialised knowledge at all yet.

If you score yourself below 5 that's okay. Just be honest with yourself because by the time you finish this module, you'll have adopted a perception of reality that is in alignment with some of the smartest people that have ever lived!

## #2 - Business Model – Online Wealth Society. Com CASE STUDY!

The next component of initial conditions is the business model you choose! Its super important you get this right from the start... otherwise when you begin the scaling phase it gets way too complicated!

The key here is to leverage **SIMPLICITY!**

This is why if you are making less than \$30,000 - \$100,000 per month create **ONE OFFER** and make it the best you can possibly make it... by helping your clients get **RESULTS** and build your social proof / client testimonial database, which can be used in your marketing to makes the selling process easier!

If you already have proof of concept in terms of helping your specific targeted niche client get the end-result they desire... you can create a coaching program + a course that applies leverage + saves your time!

If you're making less than \$10k - \$30k per month start with a DFY (DONE FOR YOU) or DWY (DONE WITH YOU) Offer! This forces you to get very good in terms of learning the high-income skills needed to create results for your clients as well as a solid proof of concept.

When you've scaled up to \$100K+ per month you have the option to continue with the done for you model or create a course + coaching program. Or you can mix all 3 offers in a sequential order by leveraging the '**HYBRID OFFER**' + '**VALUE LADDER ASCENSION**' ... which we will talk about in a future module of C.A.A! It's entirely up to you! 😊

However always remember...

## **SIMPLICITY = GENIUS!**

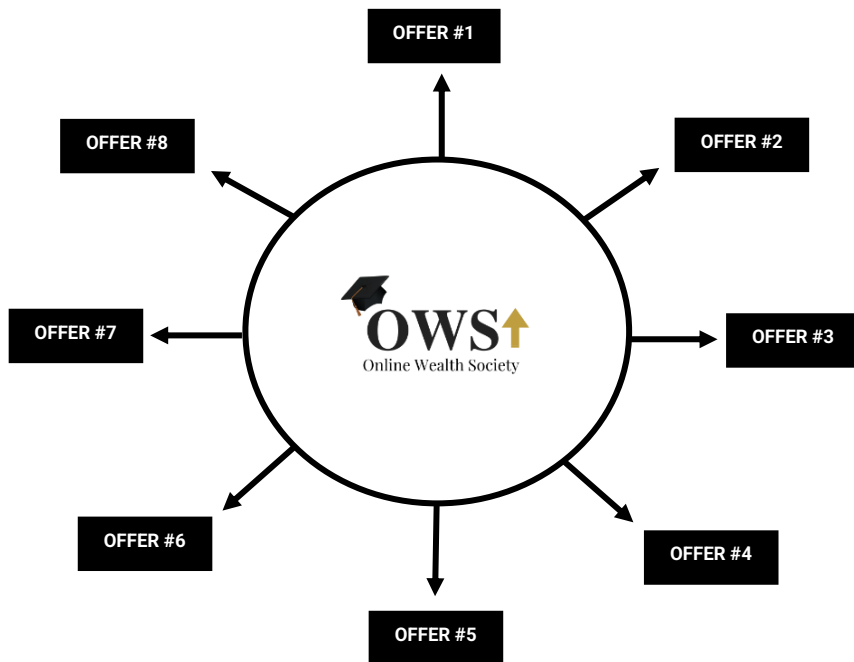
One of the **BIG MISTAKES** I made on my online journey was creating multiple different offers, multiple different sales funnels, using multiple traffic sources & doing launches + affiliate marketing! It was stressful, hectic and way too complicated.

It got to the point where I had to shut the whole company down and rebuild everything from scratch with new SIMPLE model!

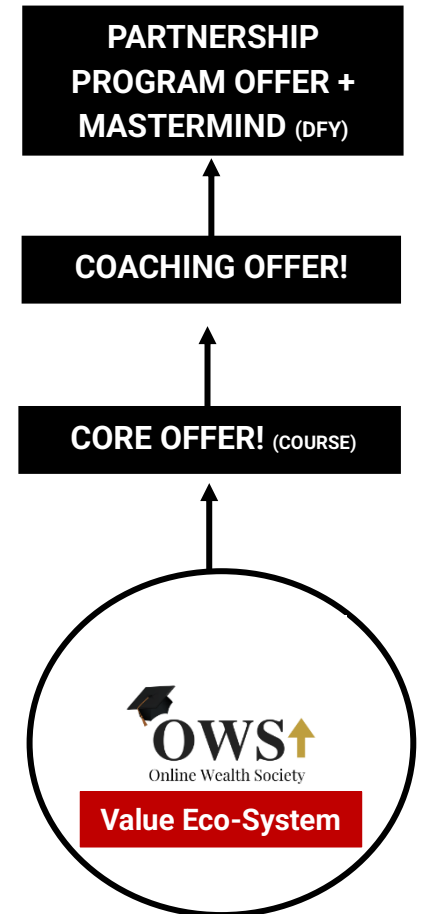
**Learn from my mistakes!**

Here's a diagram of the Old Complicated Model Vs The New Simplified Model.

Old Complicated Model



New Simplified Model



The clients that hit 6 & 7-Figures in my previous coaching program had 1 main affiliate or coaching or DFY service offer they were promoting & selling!

The students that failed took on too much... were promoting too many offers and their results replicated their lack of focus even when I had told them to **FOCUS ON ONE!**

If your business model is not optimised & simplified that initial condition is going to affect results as you progress... so always be aware of that and think long-term!

It's better to restructure now, rather than having to restructure when you're in the middle of the **PROMOTIONAL PHASE** or worse the **SCALING PHASE!**

Score your current business model out of 10 in terms of its simplicity, with 10 being super simple and 1 being very complicated! If you score your model 6 or below its best to

restructure now, rather than wait until complexity starts to infiltrate which it will if you have too many offers, funnels, traffic sources, affiliates and partners!

**FOCUS ON ONE MAIN OFFER & MAKE IT BETTER THAN YOUR COMPETITION!**

**THIS IS HOW YOU WIN & GAIN POSITIVE POWER OVER YOUR COMPETITORS!**

When you have optimised and scaled your 1<sup>st</sup> main offer then you can start thinking about building the next offer on the value ladder. Try not to have more than 3 main offers in a business vertical unless you have an A-TEAM of EXPERTS working for you!

And make sure your offers lead into each other by SOLVING THE NEXT BIG PROBLEM your target market is struggling with, as you and your clients grow together! Otherwise, complexity creeps in and your business will implode from the inside out! I've seen this happen time and time again in the online space!

Business owners operating from instant gratification thinking instead of long-term sequential thinking go out of business, never to be seen again and their customers and clients are usually the ones that pay the price!

**ALWAYS PUT YOUR CLIENTS  
& CUSTOMERS FIRST...  
BEFORE PROFIT!**

This is HOW you build a long-term sustainable business that impacts people's lives in a positive way. When you do this you and your family can be proud of what you have built!

**Here's Why The Coaching, Consulting, DFY Services & Knowledge Business Model Is One Of The Best In The World!**

I've recently been reading the biography of John D Rockefeller called Titan! Inside the book he talks about how he took over the oil industry back in the late 1800's using a method called **VERTICAL INTEGRATION!**

Vertical integration involves owning the arrangement in which the supply chain of a company is integrated and owned by that specific company.

Usually, each member of the supply chain produces a different product or service, and the products combine to satisfy a common need by solving a problem. This involves a large amount of capital invested and complexity.

With the online business coaching, consulting, done for you services, course creation and high-ticket marketing models we don't need to worry about the major complexities the

majority of business models have. We can simply focus our efforts on making the best product or service offer possible and use automation as leverage to save time!

Let's take a closer look at another example from **CLIENT A & CLIENT B!**

Client A decides to use a business model offering consulting / coaching!

Client B decides to set up a brick & mortar business store selling physical products.

Let's take a quick look at the difference between the 2 business models in terms of their pros and cons...

BUSINESS MODEL COMPONENTS	CLIENT A = COACHING / CONSULTING BUSINESS MODEL	CLIENT B = PHYSICAL PRODUCT STORE BUSINESS MODEL
Business Model	Simple	Complicated
Marketing Channels / Traffic	Limitless – Internet (Organic + Paid)	People Coming Into Store To Buy
Targeting	Very Specific	Non-Specific
Delivery	Leveraged Using Automation	Non-Leveraged eg: Production + Costs
Location	Worldwide!	Specific & Limited Location
Cost To Start Business	\$5,000 - \$10,000	\$100,000+
Time Frame To Start Business	1 Week or Less!	6 Months+
Offer Price Point	\$2,000 - \$100,000 Per Sale	\$10 - \$500+ Per Sale
Sales Needed > \$1M	Low - Average	High
Employees Needed	Low	Average – High
Bank Loan Needed	Low	High
Partners & Resources Needed	Low	High
Education & Training	High	High
Business Operational Running Cost	Very Low	Very High
Profit Margins	Very High	Very Low

Out of the 15 business model components... the coaching and consulting business model beats the physical store business model by 14 points... + even the education and training component is a tie, as both business models require the correct specialised knowledge and skill sets to succeed!

Having an optimized & simplified business model is an **ASYMMETRIC ADVANTAGE** over other businesses when thinking long-term & understanding initial conditions!

Like I mentioned in the chart above... with the coaching, consulting and done for you service business model, you can be up and running within 1 week or less... start promoting and make high ticket sales of \$2k - \$10k. As you advance (*depending on your niche*) you can potentially make sales all the way up to \$100k per sale!

Obviously if you've not got much experience within your niche, you cannot charge \$100k... but you can if you can help clients with your specialized experience by providing 10X the value compared to the price you are charging!

With a physical brick and mortar business you're looking at 6 months and \$100,000+ invested before you even think about opening up for business to sell your product, which is usually in the price range of \$10 - \$500 per sale!

Not to mention the headache of all the complexity we just talked about! Sure, there's the argument that a physical brick & mortar business selling physical products can also do drop shipping and advertise online but even then, the coaching, consulting, done-for-you services, or course creation business models are way more lucrative and requires a lot less resistance to create high profit margins!

Choosing a simple business model at the start of your entrepreneurial journey or restructuring now will enable you to 10X to 100X your results & profits in the long-term progression of your business journey... while saving you so much headache and heartache later on down the road!

Starting with a complicated business model is a sure-fire way to fail. This is one of the reasons why...



**20% of Businesses Fail Around The Globe In The 1<sup>st</sup> Year!**

**30% Fail In The 2<sup>nd</sup> Year!**

**50% Fail In The 5<sup>th</sup> Year!**

**And a Whopping 70% Fail By The 10<sup>th</sup> Year!**

That 50% failure rate by the 5<sup>th</sup> year and 70% failure rate by the 10<sup>th</sup> year is **PROOF** that long term multi-dimensional thinking WINS Vs short instant gratification thinking!

It's also proof that thinking about initial conditions... like having the correct simplified business model plays a huge role when the business gets to the 5<sup>th</sup> - 10<sup>th</sup> year! And by then it's usually too late to restructure due to the complexity!

Pick the **correct SIMPLE business model** + gain the **correct specialized knowledge** at each stage of your journey and you'll increase your % rate of success over the next 1 - 5 - 10 years, but there's another initial condition that plays a huge part in that success which we will cover next.

### #3 - Current High Income Skill Level + Skill Stacking! (Client A Vs Client B)

Specialized knowledge is great! However, it's not the be all and end all of success in business!

It's the first foundational base component. Without the correct knowledge you are gonna fail!

Employee mind-set people with short-term gratification thinking... usually at no fault of their own... believe because they have an idea to start a business, that's all that's required.

Let's say in this example they are working as a carpenter, and they decide one day that they want to start a business leveraging their skill of carpentry to make wooden tables and chairs to sell!

What many business owners don't realise is that they need to build skills & stack those skills to actually **operate the business**... as well as have the skill to create the thing that they are selling, in this case... (*the skill of carpentry!*) Many of them do not know what business skills to learn and in what order!

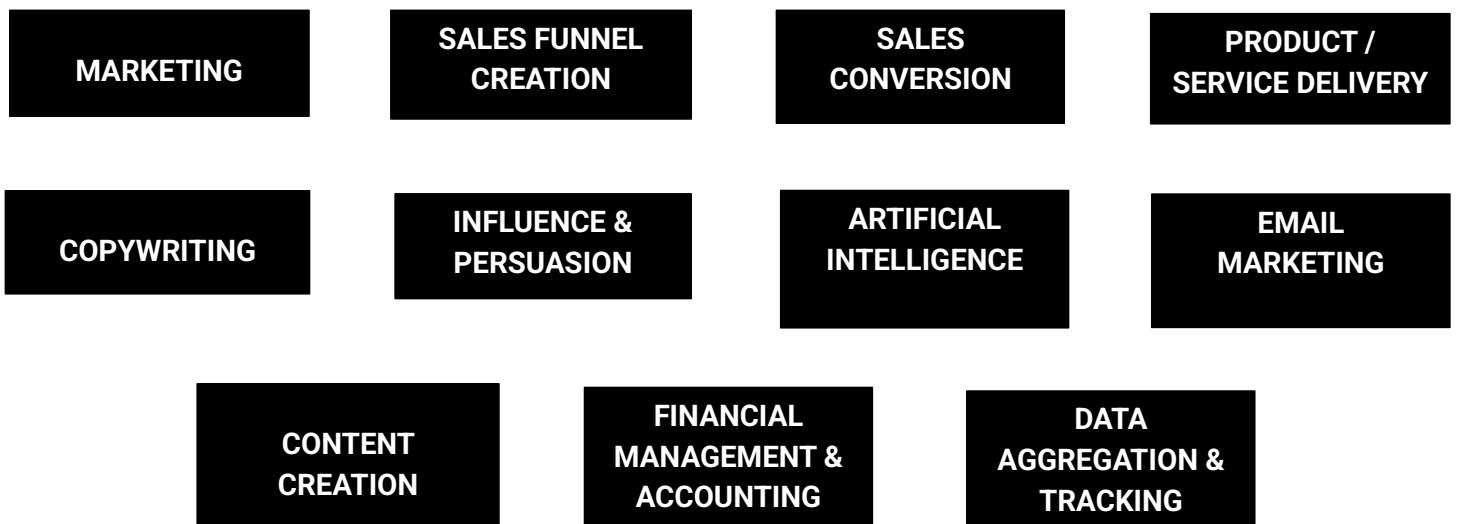
#### High Income Skills Diagram Based Off Monthly Revenue Inflection Points!

##### \$3,000 - \$10,000 Per Month!



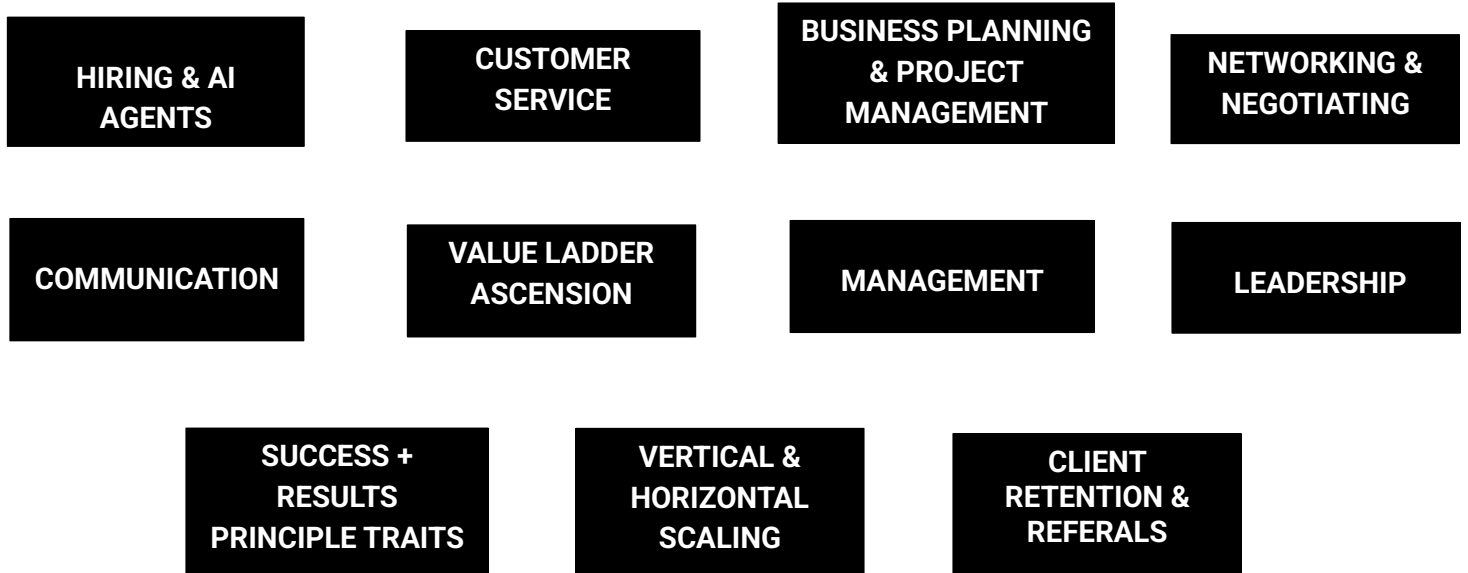
---

##### \$10,000 - \$100,000 Per Month!



---

**\$100,000 - \$500,000 Per Month**



---

**\$500,000 - \$1,000,000+ Per Month**



As you can see there are a lot of **high-income skills** to learn as you scale through the revenue levels, some of the skills you need do go deep on mastering, others you need a broad understanding so you can HIRE other experts that can take over the specific

departments... in relation to their specific skill sets as you grow your business! And this is where you start building your A-TEAM after you get to \$100,000 per month!

If you have your...

- **O.S.S (Optimal Selling Strategy)** mapped out and you have an...
- **M.D.I.O (Million Dollar Irresistible Offer)**
- **1 Organic Traffic Source...**
- **1 Paid Traffic Source...**

...in place then you can get to \$100k per month with just...

- **YOU (Selling)**
- **1– 2 Appointments Setters**
- **1 V.A (Virtual Assistant – Optional)**
- **AI Agents**

Now, like I've mentioned throughout this module, it's crucial that you **TAKE ACTION** in relation to the specialized knowledge you learn which we will talk about during part 5 of initial conditions (**Work Ethic + Action + Speed of Implementation!**) As time elapses via the space / time horizon continuum you must download this specialised knowledge into your brain and by taking action, you'll increase 4 things...

- **High Income Skill Level** (so you can become a polymath entrepreneur!)
- **Skill Stacking** (apply the relationship of convergence between 2 or more skills)
- **Experience** (so you can get better results for your clients & yourself as time elapses)
- **Wisdom** (so you can make better choices / asymmetric decisions to SCALE PROFITS!)

Right now, your initial conditions in terms of the current monthly income you are making and the current high-income skills you have before joining the Client Acquisition Accelerator will affect the speed at which you make profits & get results! Understand?

The only case where this statement is not true is if you're more advanced, but your business model is complicated which means restructuring before you can scale which a bit of time to re-build!

However, if your below \$3,000 - \$10,000 per month in revenue... by the time you finish the training program, you will have the secret knowledge only 1% of business owners have access to, but you must take action EVERYDAY to continue to build your skill levels in relation to what I am teaching you... then the HIGH-TICKET PROFITS will start rolling in!

If you're between \$10,000 - \$100,000 per month and you access the modules in C.A.A that you need help with... so you can solve your big problem(s)... you should be able to scale very fast providing you have the correct business infrastructure, which I am going to teach you about inside the future modules!

## **Client A Vs Client B (High Income Skill Stacking)**

As you make progress with your skill development as an internet entrepreneur which is in direct correlation to how much revenue + profit you make, you'll start to develop something called...

### **HIGH INCOME SKILL STACKING!**

This is a super powerful concept you need to understand... because each skill compounds on top of its original potency making YOU way more powerful in business!

Going back to our example of **CLIENT A** Vs **CLIENT B!**

If client A comes into ANY coaching program or starts a new business and already has a complimentary SKILL STACK by being good (7 out of 10 score) in relation to...

- **HIGH-TICKET SALES**
- **OFFER CREATION**
- **TRAFFIC**
- **LEAD GENERATION / LIST BUILDING**
- **APPOINTMENT SETTING**
- **GOAL-SETTING + TIME MANAGEMENT**
- **MIND-SET**
- **COPYWRITING**
- **MARKETING**
- **SALES FUNNEL CREATION**
- **PRODUCT / SERVICE DELIVERY**
- **HIRING + AI**

And client B has a skill stack of...

- **GOAL SETTING + TIME MANAGEMENT**
- **SOCIAL MEDIA MARKETING**

Who do you think is going to get better & faster profits / results even though both clients have access to the same coaching program & specialised knowledge!?

Obviously, client A because he has more high-income skills stacked on top of each other that complement each other!

## **Here's How Your High-Income Skill Stack Creates **Synergy & Inter-Correspondence** With Each Other By The Power of Compounding!**

Sticking with our example of Client A Vs Client B!

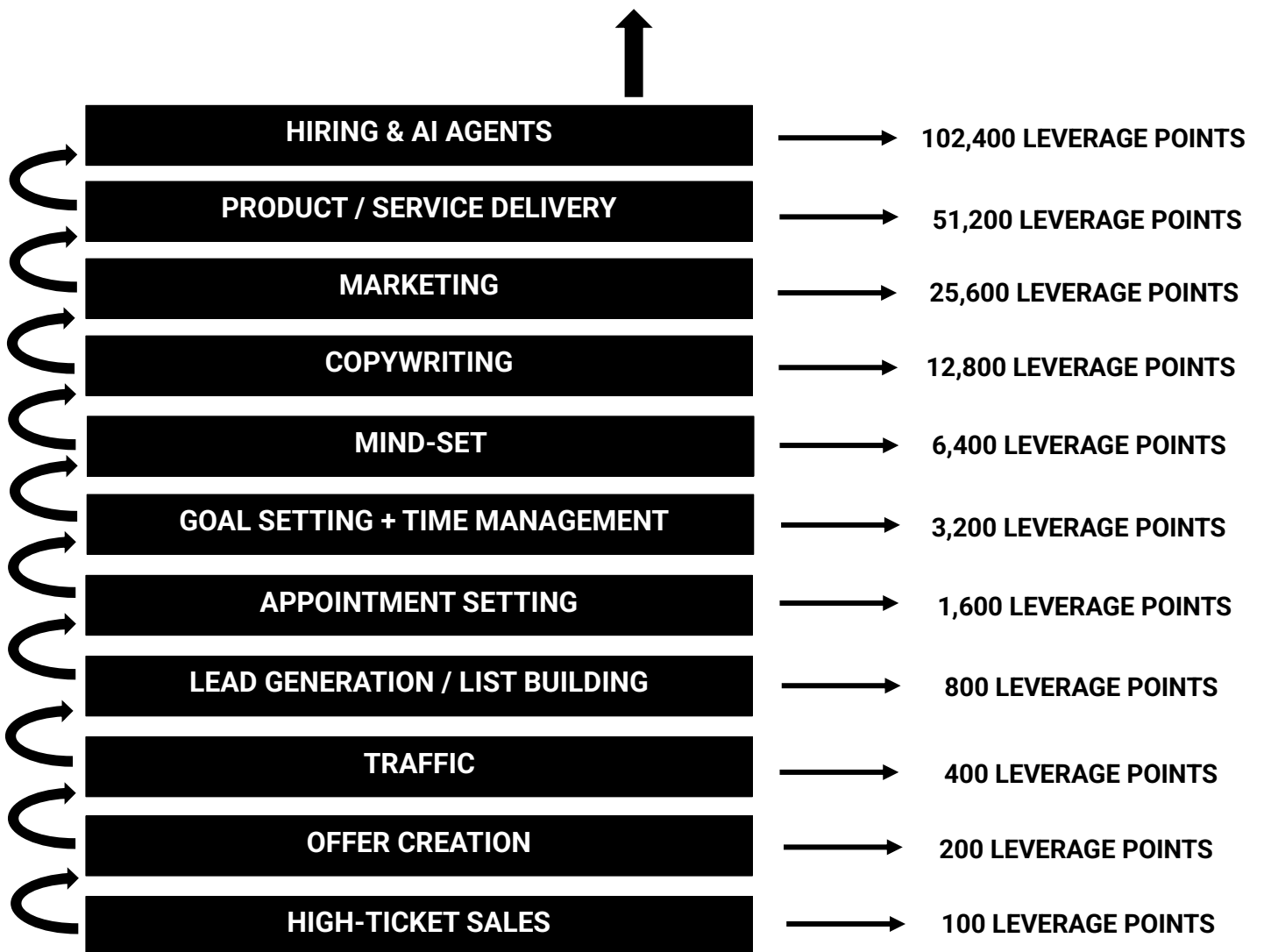
**IMPORTANT! Master ONE skill at a time.** I see people coming into the online coaching, consulting, high-ticket marketing, course creation or service-based business space and they try to master too many things at once. When this happens...

*“You Become A Jack of All Trades & A Master of None!”*

The key is to focus on one skill and become great at it. Then begin mastering the next skill, until you have a bunch of skill sets stacked on top of each other which creates **MASSIVE ASYMMETRIC LEVERAGE** to the positive side!

Here's a diagram showcasing how Client A's skill sets inter-connect with each other to make him a more powerful, skilled online entrepreneur compared to Client B!

### FULL STACK HIGH-INCOME SKILLED ENTPRENEUR!



**Take a pen + your thesis notebook out right now and score yourself in relation to the high-income skills listed above from 1 - 10 in the category of your current monthly income level.** With 1 being incompetent and 10 being exceptional in relation to each specific skill!

If you're currently at \$3k - \$10k per month you only need to score yourself on each of the high-income skills at that level & **FOCUS** on becoming a **master of ONE of them at a time**, by completing the Client Acquisition Accelerator in sequential order and taking MASSIVE ACTION every day to **become better!**

If you're already currently at \$10k - \$100k per month score yourself on each of the income skills at that level and the level below!

If you're at \$100k - \$500k per month score yourself from 1-10 on each high-income skill at that level, the level below and the level below that.

(e.g.: \$3k - \$10k/Month + \$10k - \$100k/Month + \$100k - \$500k/Month skill sets)...

...and if you're at the \$500k - \$1M+/Month score yourself on ALL the skills listed.

When you do this, you will gain **CLAIRTY** around your strengths and weaknesses, so you can figure out what skills you need to improve upon and what departments of the business you need to hire experts in to take over by delegating & leveraging **O.P.T (Other Peoples Time!)**

AWESOME work... next up were going to quickly cover the next initial condition that affects results...

#### **#4 - Mindset + Your Past Programming & Conditioning!**

Mindset and past conditioning significantly impact's business results. This is why it's super important to work on your mindset daily, especially if you are making below \$10,000 per month! It's crucial you do this if you have scarcity around making money & building wealth!

You need to build resilience and adaptability that encourages positive thinking, effective decision-making and a new and **updated automatic subconscious paradigm** (Your *Inner Program*) ... so you can apply consistent action without resistance, while overcoming the terror barrier towards achieving your end-goal!

Past experiences influence the programming in your subconscious mind, which effects the **BELIEF SYSTEM** in terms of what you can achieve in business / life and how you overcome challenges! Your belief system also affects the actions you take on a daily basis!

Sam Malsom Quote:

*“You'll Struggle To Do The New Actions Required Consistently To Achieve Your End-Goal... If Your Belief System Doesn't Align With Your New Actions!”*

This is why creating your **IDENTITY MAP** is crucial because if you read it just before you go to sleep at night and first thing when you wake up over time... it changes your beliefs in terms of what you can achieve, and your actions will follow!

- **BE** (*Become The Person That's Worthy Of Achieving The End Goal*)
- **DO** (*Apply The ACTIONS Needed DAILY*)
- **HAVE** (*Get the RESULT & Achieve The End-Goal!*)

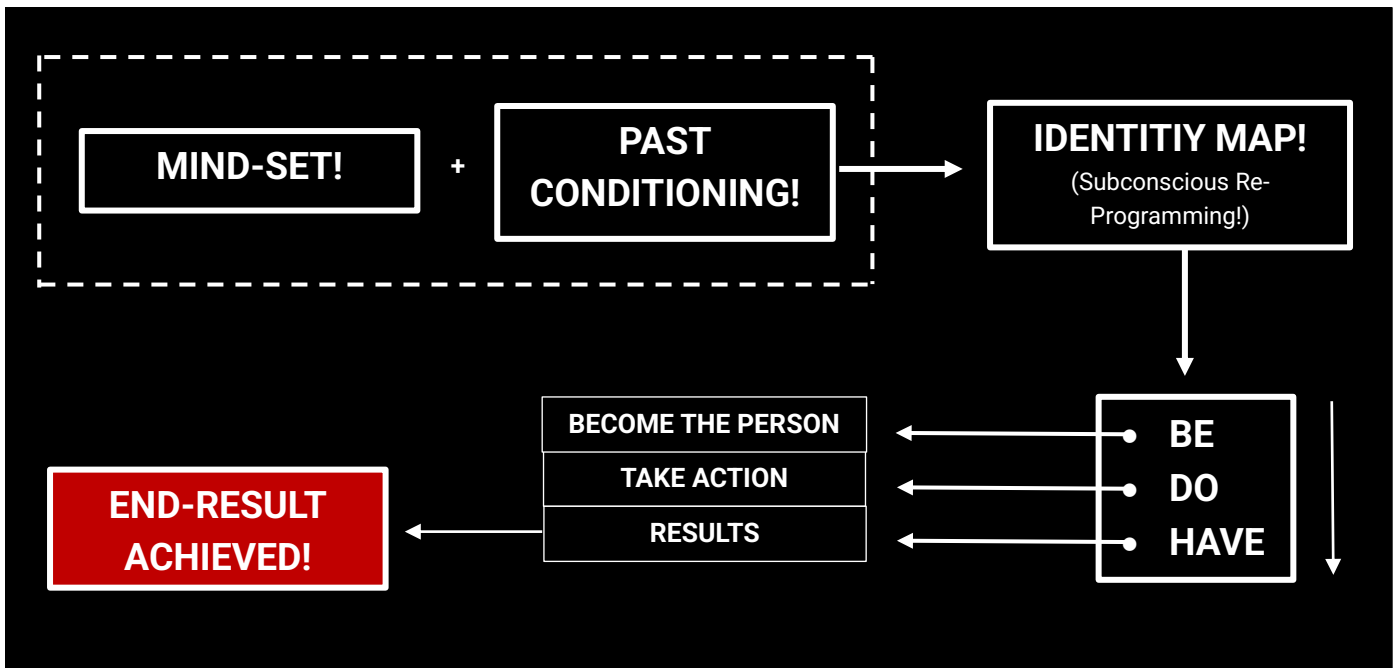
To make \$1M - \$10M - \$100M you first have to **BECOME the person** that attracts that kind of money, and each profit level requires an upgraded mind-set and new high-income skills stacked on top of each other!

Embracing a growth mindset, characterized by learning from mistakes and persistence, contributes to success in the dynamic business environment.

By recognizing and actively cultivating a positive mindset daily can enhance your performance, ultimately influencing the trajectory of business outcomes.

The key is to take the action steps inside phase #1 of this module by applying the millionaire mindset morning routine DAILY if you need to. When I first started online, I had to work really hard on my mind-set. After lots of trial and error through **continuous optimization**... every day for 6+ years from Monday – Friday I followed the exact mindset routine I've shared with you in phase #1 and it helped me a lot!

So, if you feel like you need to upgrade your mind-set make sure you follow it! It's been proven to change the subconscious programming + it will make you think and feel more positive so you can create the correct energy state in your body to take the required action!



If you already feel like you have a strong mind-set, just apply the daily 20 min meditation or do DMT breathwork and then get to work on the ONE THING that's going to help you grow your business to get results! The mind-set training I've shared with you previously in phase #1 of module #3 is a tool you can use IF & WHEN you need it!

For example, I do less mind-set work now than when I first started my online business journey. Nowadays I just read my identity map, meditate or do breathwork and then get straight to work on H.I.P.A + H.L.A to build and grow my business but it took me 6+ years to get to this point!

Next up we will talk about the next initial condition...

## #5 - Work Ethic + Action + Speed of Implementation!

These components which I am sure you are already aware of play crucial roles in determining your business results.

When you have a **strong work ethic** by putting in the hours required to start, build and scale a business... you take more **action** and the **speed** at which you take action by trying new things, testing, failing and learning from your failures, the faster you will achieve your end-result!

When I think back to my previous coaching program, the clients that scaled to 6 & 7-figures all worked longer hours, took way more action on the correct **H.I.P.A** (*High Income Producing Activities*) that I shared with them and they implemented way faster!

For example, I was on a coaching call with a client, told him exactly what he needed to do to start getting results. That same day he had sent 100 direct outreach messages to potential clients and by the next day he had set up his paid ads campaign with the targeting, ads and creative completed all in the space of 1 day! Within 4 months of working with me he had crossed 6-figures in profits!

I had a similar coaching call with another client, told him exactly the same advice which went along the lines of...

*“Start organic marketing by sending 100 direct messages per day on one social media platform that your target market are congregating on. Then get your paid ads campaign set up by following the step-by-step training in the specific course module!”*

3 weeks later, he had barely sent any direct messages and didn't even bother to set up his paid ads campaign.

His excuse was...

*“Oh, I sent 15 DM's and only got 1 reply, so I stopped!”*

My reply...

*“I told you send 100 EVERYDAY! Why didn't you set up your paid ads campaign?”*

His reply...

*“I didn't have time!”*

In this business you can either make excuses and NEVER achieve your END-GOAL or you can work longer and faster than your competition, learn from your mistakes and course correct

along the way. By doing this consistently you set yourself up to get RICH beyond your wildest dreams!

A strong work ethic sets the foundation for sustained effort, dedication, and the pursuit of excellence. Taking decisive action, coupled with a diligent work ethic, transforms plans into tangible outcomes.

The **speed of implementation** is equally vital: timely execution often translates into a **competitive advantage**.

Because the 97% of people that are trying to run a business online are lazy and they simply cannot do the work required at a speed that allows them to get ahead! Effective actions on H.I.P.A & H.L.A everyday enables you to capitalize on opportunities & navigate challenges, so you can SCALE to the profit levels that you truly desire and dream about!

The synergy of a robust work ethic, decisive consistent daily action, and FAST implementation significantly influences the success and outcomes of your business, which formulates into high levels of **productivity** and a competitive edge in the marketplace.

If you work...

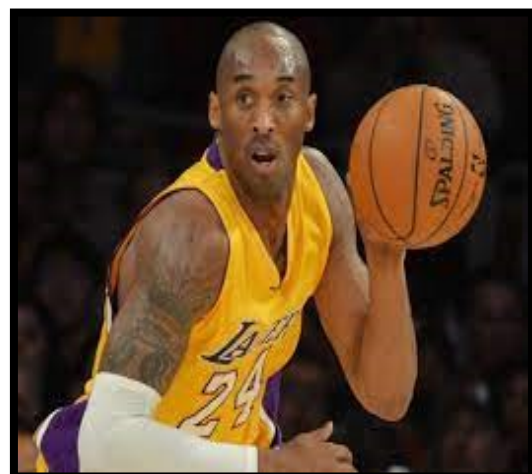
**LONGER HOURS**

**+**

**IMPLEMENT FASTER ON THE CORRECT HIGH INCOME & HIGH LEVERAGED ACTIVITIES...**

...compared to your competition over a longer time horizon your competition just cannot catch up because you are so far ahead!

This is how Michael Jordan & Kobe Bryant operated when playing in the NBA. They used to train longer, harder and at the same intensity as game day (*Faster*) while the majority of the other players used to clock in and clock out whenever they were reported by the coach to do so!



This work ethic, action and speed of implementation **TRANSFORMED** their ability to perform & their confidence to unimaginable heights. When it came to the actual gameday they would dominate the court!

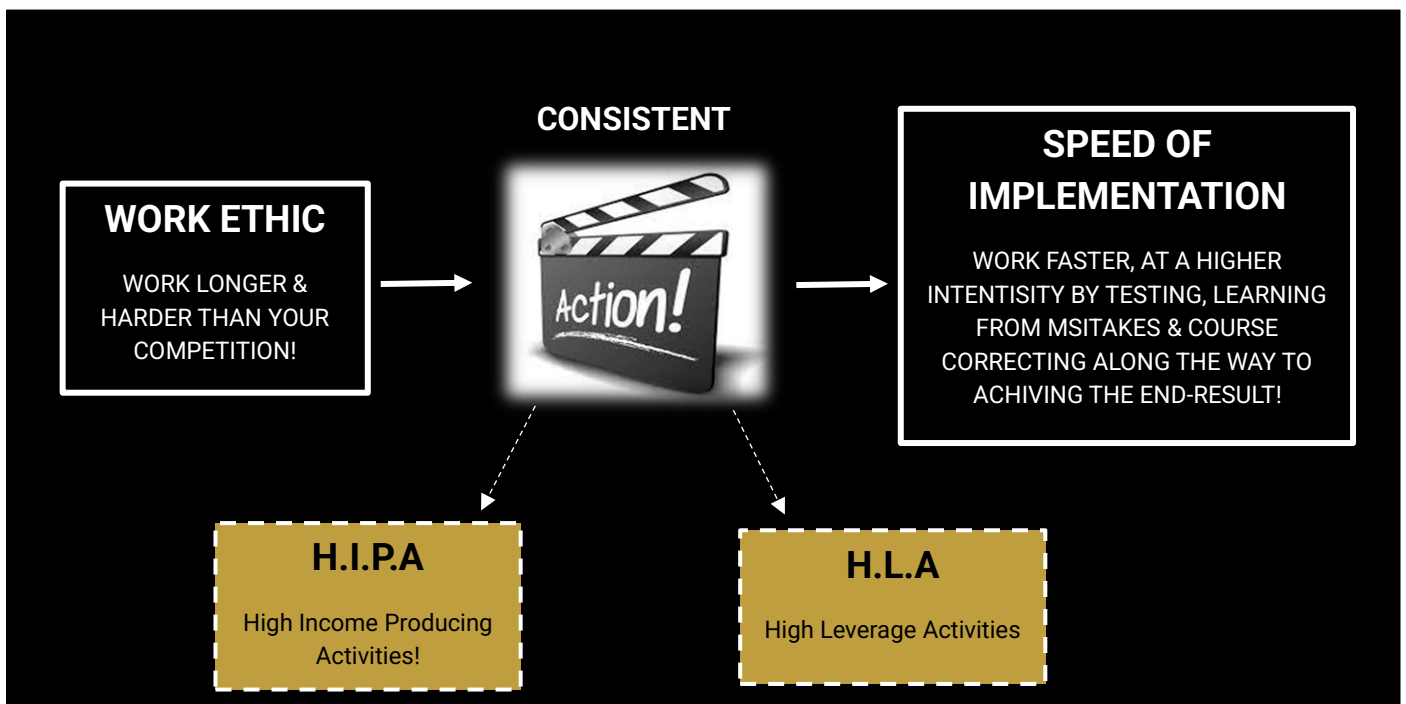
**Take this lesson from these NBA basketball greats and apply it to your business**, because I can assure you, if you don't, you'll massively limit yourself in terms of the results you can achieve! Eventually you can start outsourcing which will free up your time, but to get your business off the ground, hitting 6-figures per month...

## **TAKES REAL WORK, MASSIVE CONSISTENT ACTION & INTENSITY / SPEED OF IMPLEMENTATION!**

### **WHICH IN ESSENCE... BUILDS MASSIVE MOMENTUM!**

Don't be fooled by some of the fake guru's saying you can work a couple hours per day and sip cocktails on a beach, because the only people doing that are entrepreneurs that either... have big teams operating the business for them or they are lying to you!

For you to work for long durations at a high intensity you must fall in LOVE with your work and create a meaningful goal that's bigger than yourself! This propels you to push yourself to the levels needed to achieve what you desire and be sure to celebrate your wins along the way to keep you motivated!



The next initial condition that affects results in business is...

## #6 - Emotional Drive, Determination & Ambition!

These components are pivotal factors in shaping business outcomes & achieving your desired end-result.

Going back to the previous client example, where I told him exactly what he needed to do to start getting results and his response was that "*he didn't have time!*"

This proves that specific client wasn't really that serious about getting the end-result that he said he desired!

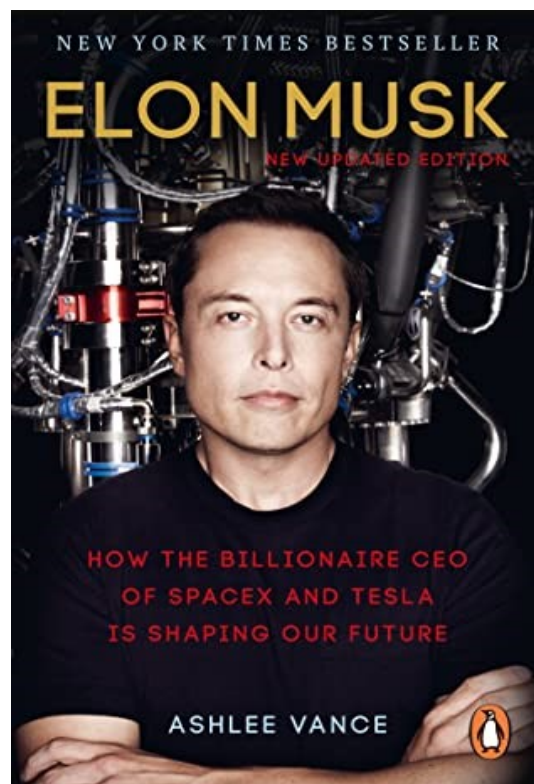
For you to actually hit your end-goal or make X amount of money you have to have some f&\*king serious...

- **EMOTIONAL DRIVE**
- **DETERMINATION &**
- **AMBITION...**

... to achieve it. Without these **KEY** ingredients it does not matter if you have the other initial conditions optimized.

**YOU HAVE TO SERIOUSLY + DEEPLY WANT & DESIRE TO ACHIEVE YOUR END-GOAL LIKE YOUR LIFE DEPENDS ON IT... & HAVE THE ATTITUDE THAT ABSOLUTELY NOTHING WILL STOP YOU FROM ACHIEVING SUCCESS... BY NEVER GIVING UP!**

Elon Musk talks about this in his biography.



One of his quotes is...

*“I Don't Ever Give Up, I'd Have To Be Dead Or Completely Incapacitated!”*

Any employee that worked for him that said what they we're working on couldn't be done was fired immediately and Musk would take over and figure out a way to achieve it!

And I can assure you, what you are currently trying to achieve in your business is a lot easier than sending space rockets to mars and building electric cars! LOL! 😊

This is the relentless attitude Musk has towards doing & achieving the impossible!

- **Positive Emotional Drive** fuels the relentless pursuit of goals, providing the energy and motivation needed for sustained effort.
- **Determination** is the unwavering commitment to overcoming obstacles and persevering in the face of challenges.
- **Ambition** sets the stage for setting and reaching targets, propelling individuals and businesses toward higher levels of achievement / the end-goal!

The combination of these KEY qualities creates a powerful force that propels business owners, coaches, consultants, high-ticket marketers, experts, course creators, CEO's and agency owners to strive for **EXCELLENCE** and pushes businesses to reach new heights.

The intersection of emotional drive, determination, and ambition forms the force multiplier behind success, pushing boundaries every day, and achieving remarkable results in the competitive landscape of business!

Here are **7 KEY LESSONS** about **Ambition, Emotional Drive & Determination**:

#### **#1 – Have Clarity of Purpose:**

Ambition is most effective when aligned with a clear sense of purpose. Define your goals with precision, ensuring they resonate with your values and long-term vision.

#### **#2 – Be Resilient In Relation To Setbacks & Failure:**

Drive and determination often face obstacles & challenges. Embrace setbacks & failures as learning opportunities, demonstrating resilience in the face of challenges, and using adversity as a stepping stone to future success.

I have personally failed more times in business than I can begin to count... but because of my relentless pursuit of achieving my goal I keep pushing forward until I meet success by learning from mistakes! And the journey never stops! Because as soon as I achieve my next goal, I'll create a new goal!

“The Key To Entrepreneurship Is Falling In Love With The Journey & Not Being Attached To The Outcome!”

“Each Failure Is Just a Stepping Stone Towards Success As Long As You Learn From It... Keep Moving Forward Every Day!”

By completing the **Client Acquisition Accelerator** curriculum, you are going to skip the big mistakes I made but there will still be challenges ahead and It's up to you to push through them by becoming the **BEST VERSION OF YOURSELF!**

### **#3 – Be Adaptable To Change:**

Be adaptable in pursuing your ambitions & goal! The ability to adjust strategies and approaches in response to changing circumstances is the crucial component of drive and determination.

*Example: I built a course + coaching program targeting affiliate marketers, then realised that I didn't want to work with them because the majority of them were beginners that didn't take enough action. Although we got some great results for a lot of clients, many clients just couldn't follow the simplest of instructions.*

*So, I had to adapt and rebuild the whole coaching program from scratch targeting more serious business owners (AKA YOU) by building the Client Acquisition Accelerator!*

*It was frustrating but adapting to the circumstances of business is key for continued growth!*

And keep in mind... when picking your blue ocean niche market take your time and learn from my mistake! The last thing you want to do is build something and then realise the clients you are targeting are not the kind of people you want to work with!

### **#4 – Balance Short-Term Wins and Long-Term Vision:**

While short-term wins are important, don't lose sight of your long-term vision. Ambition requires a balance between immediate achievements and the overarching goals that drive sustained determination. Think **LONG-TERM!**

### **#5 – Be Continuously Learning Like A Sponge & Be Curious:**

Ambition thrives on continuous learning. Stay curious, seek specialised knowledge via speed reading books, and be open to new ideas. This approach fuels determination and propels you forward in your pursuit of success.

### **#6 - Build a Positive Supportive Network That You Can Have Inspiring Conversations With:**

Cultivate a network of support. Surround yourself with individuals who share your ambition and have conversations with smart people on the similar journey as you!

This network must consist of people that are way ahead of you (*5 - 20 years ahead*) in terms of the results you desire, so you can learn from them and avoid the costly mistakes...

...as well as people that are on the same level / journey as you so you can connect and bounce ideas off of each other.

### #7 - Celebrate Your Milestones:

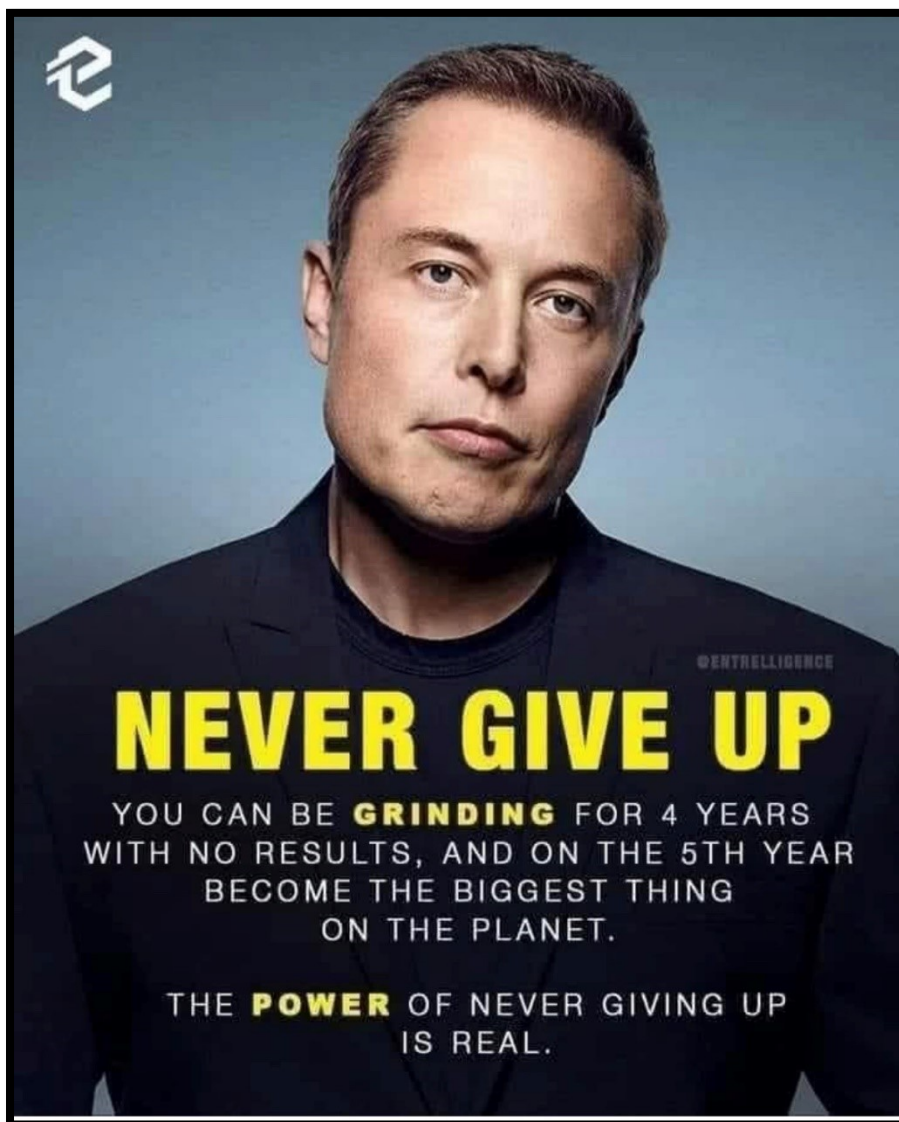
Acknowledge and celebrate milestones on your journey towards the end goal. Recognizing achievements, no matter how small, reinforces determination and fuels the ambition to reach greater heights.

### #8 – **NEVER GIVE UP**

If you truly believe in your business / offer(s) and you think they can really help people!

**NEVER GIVE UP!** You will always find a way to figure things out if you truly believe in what you are building & selling!

See Elon Musk quote below...



These lessons demonstrate the importance of **aligning ambition with purpose, embracing challenges as opportunities, and maintaining a relentless determination** in the pursuit of long-term goals.

If you don't have the key ingredients of emotional drive, ambition, and determination it doesn't matter what coaching program you join or how good your offer is. Your business will struggle to gain momentum!

So, make sure you are **AWARE** of this and...

## **DO EVERYTHING YOU POSSIBLY CAN USING DIRECTIONAL PRECISION FOCUS & LONG-TERM MULTI-DEMENTIONAL SEQUENTIAL THINKING TO ACHIEVE THE END-RESULT THAT YOU DESIRE!**

Awesome, we have now finished the key components of **INITIAL CONDITIONS** which affect RESULTS when joining a new coaching program or starting a new business!

The key components act as the **FOUNDATION** that your business is built on! Just like building a house as seen in the diagram... you want the foundation to be strong!

Here are the key initial conditions that make up the FOUNDATION of your business.

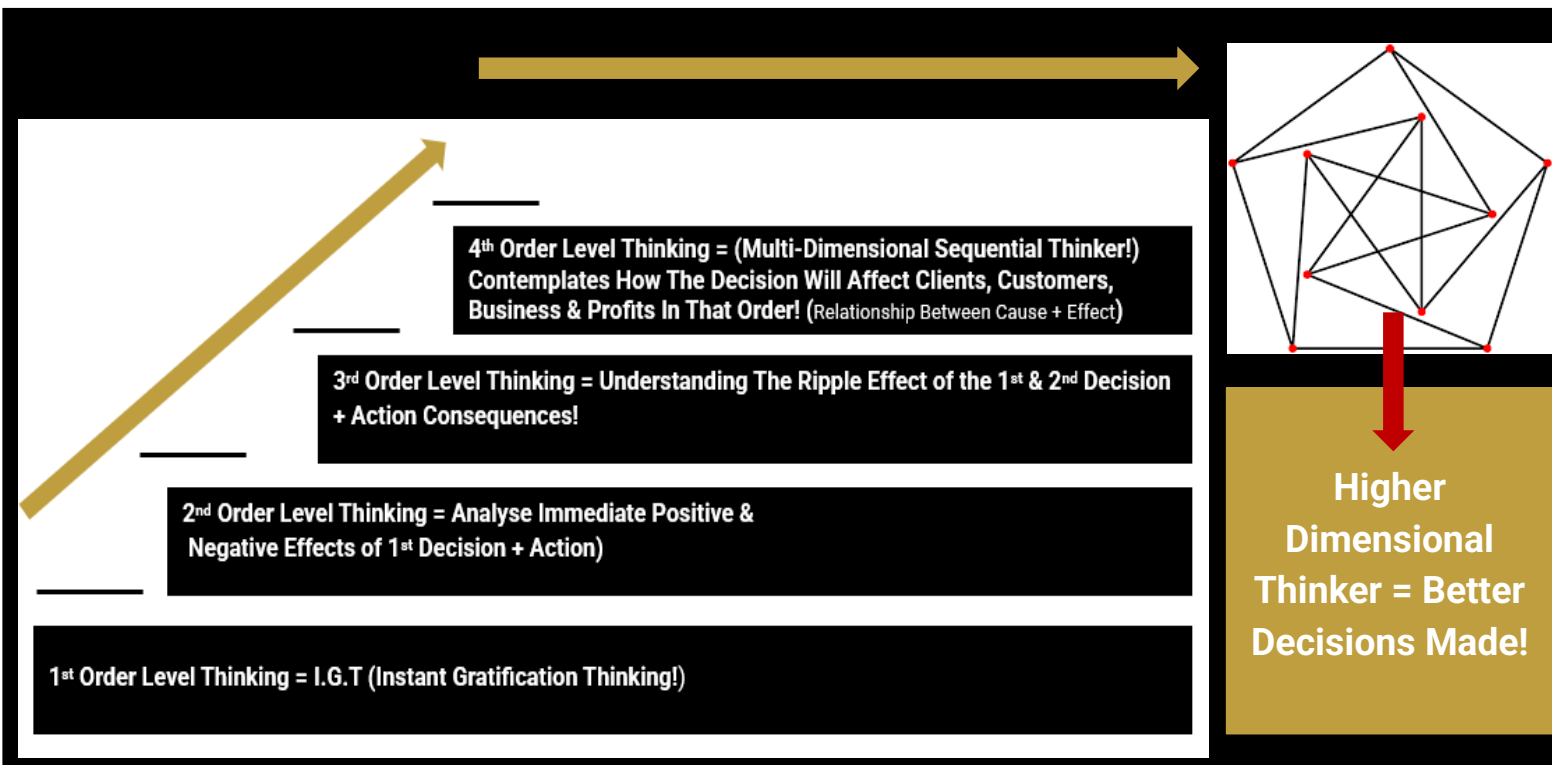


### **THE FOUNDATION**

- #1 - Specialised Knowledge!**
- #2 - Business Model!**
- #3 - High-Income Skills + Skill Stacking!**
- #4 - Mindset + Subconscious Programming & Conditioning!**
- #5 - Work Ethic + Action + Speed of Implementation!**
- #6 - Emotional Drive, Determination & Ambition!**

Next...we will dive deep into...

### STEP #3 - How To Apply Long-Term Multi-Dimensional 2<sup>ND</sup>, 3<sup>RD</sup> & 4<sup>TH</sup> Order Sequential Thinking So You Can Get The Benefits Of Compound Growth In Your Business & Life!



Step 3 is where we take the knowledge that you have previously learnt... & **apply long-term multi-dimensional thinking** with 1st, 2nd, 3rd, and 4th order consequences and beyond! You must also **consider the ripple effects of decisions** made in the present moment.

Analyse how your choices impact various aspects of your business and your life over time and anticipate how each outcome effects the next outcome. Otherwise known as the quantum cause & effect chain!

- **Long Term 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> Order Sequential Thinking Definition** = *Thinking & emphasizing the importance of looking beyond immediate 1<sup>st</sup> order consequences / outcomes of making a decision & taking an action.*

- **Multi-Dimensional Thinking Definition** = Focusing on a topic / data bit of information / potential decision, and viewing it from various perspectives to gain an understanding of the following...

1) **PERSONAL + INTERPERSONAL** – How does specific topic / data bit of information lead into a decision that affects the individual (YOU) + employees + your business (e.g. Customers, Clients, Profit?)

2) How does **TIME** (*4<sup>th</sup> Dimension*) effect specific topic / data bit of information that leads into specific decision?

3) How does **TECHNOLOGICAL ADVANCEMENTS** (e.g. *AI... Artificial Intelligence & Industry Trends etc*) effect specific topic / data bit of information that leads into specific decision?

Enhancing your cognitive thinking ability involves transcending initial thoughts around these 3 key areas, building problem-solving skills while keeping in mind the sequential consequences of each decision (*CAUSE*) & outcome (*EFFECT*)

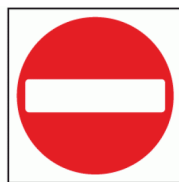
When you do this, you'll be able to make more informed decisions for your business and your life based off the 3 following key ingredients...

- 1 Truth Based Factual Data! (***This Is Crucial***)
- 2 Asking Yourself The Long-Term Multi-Dimensional 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Order Sequential Thinking Questions! (***Sit In Silence... Ask Questions To Your Subconscious Mind & Think = Thought***) – *I will give you the exact questions to ask as we continue through phase 3... step 3 together*)
- 3 Intuition! (***Feeling***)

**(Correct Data + Correct Questions) = Correct Thoughts + Correct Feelings = Positive Decision >>> Positive ACTION!**

If all 3 ingredients (*data + thought + feeling*) do not align when making a big decision...

**DO NOT MOVE FORWARD!**



In his work, "*The Most Important Thing*," Howard Marks elucidates the concept of 2nd-order thinking, branding it as second-level thinking. First-level thinking, characterized by its simplicity, is commonplace and lacks depth and usually results into instant gratification outcomes!

2<sup>nd</sup> order thinking and beyond, on the other hand, considers the intricate results and how they affect the next result.

1<sup>st</sup>-order thinking operates swiftly, resolving immediate issues without due consideration of consequences. For instance, satisfying hunger with a chocolate bar exemplifies this but it's a shortsighted approach.

2nd-order thinking demands a more contemplative approach, contemplating ramifications over time. Posing the question "**And then what?**" becomes pivotal, urging business owners to evaluate the aftermath of their decisions systematically.

Diverging from conventional thought processes, which usually result in instant gratification conclusions, 2nd-order thinking unlocks a realm of unique **insights & discovery**.

Outsmarting others necessitates a departure from 1st-order thinking and provides the correct route to superior insights which lies in embracing the complexity of 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> order thinking.

### **Here's Access To The Practical 5-Steps To Take When Thinking In Terms of 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Order Multi-Dimensional Sequential Thinking**

**#1 - Consistently Inquire Every BIG Decision**, by asking yourself...

*"And then what?"*

This will allow you to **uncover deeper consequences!**

**#2 - Think Across Multiple Time Dimensions!** Try to analyse consequences in...

10 days,

10 weeks,

10 months, and

10 years etc.

**#3 - Develop / Leverage Templates** outlining 1st, 2nd, 3<sup>rd</sup> & 4th order consequences + RISKS when making big decisions to help move you & your business towards your **END-GOAL!**

**#4 - In Business Decisions, Anticipate Eco-System Responses**—consider client satisfaction, employee reactions, competitor strategies, business dynamics & AI technological advancements.

**#5 - Recognize That Remarkable Achievements Often Arise From 1st-Order Negatives With 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Order Positives.**

Immediate sacrifices usually provide long-term benefits, offering a competitive advantage over those who are not aware of 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup>-order thinking... giving you an...



## **Asymmetric Advantage...**



...to the **positive side** over competitors as time elapses! While demanding substantial effort, 2nd-order thinking distinguishes itself as an intelligent means of setting smart business owners apart from conventional thought patterns.

In the previous module of C.A.A I also shared the '**systems thinking model**' so you can build an IRRESISTIBLE OFFER + understanding the **quantum cause and effect chain**...empowers you to navigate complexities of business with intelligent decision making!

All of these mental models are crucial when making decisions.

### **Key Areas To Think About When Applying Long-Term Multi-Dimensional Sequential Thinking!**

#### **A) Apply Long-Term & Short-Term Planning In Relation To Your Meaningful End-Goal + Vision:**

When you get more advanced and have mapped out your meaningful end-goal + vision... it's time to plan for the long-term using the unorthodox thinking strategies I am sharing with you during this phase of module 3.

You'll then break your **long-term meaningful goal** / vision into **short term actionable steps** so you can make consistent progress!

I advise you to emphasize the role of long-term planning in mitigating potential negative consequences and encourage the incorporation of what will happen in the future during the decision-making processes.

#### **B) 1<sup>st</sup> Order Consequences - Understanding Consequences of Decisions + Actions:**

To start with become aware & write down the *1<sup>st</sup> Order Consequence of making a specific big decision.*

*If the decision formulates into a first order negative... this gives you a good indication that the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> order consequences have potential to be on the positive side of the **compound effect spectrum!***

Then introduce the idea of orders of consequences (*2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> order*) to capture the ripple effects of the initial cause (*decision + action*)

#### **B) 2<sup>nd</sup> Order Consequence – Understand how the 1<sup>st</sup> order consequence of a decision effects the 2<sup>nd</sup> order.**

When making a big decision for your business or your life discuss the immediate effects of a decision + action & also the next consequence.

Write down a hypothesis to illustrate how these consequences can extend beyond the initial impact.

#### **C) 3<sup>rd</sup> Order Consequences – Understanding How The 1<sup>st</sup> and 2<sup>nd</sup> Order Creates a New Effect When Combined... Creating a 3<sup>rd</sup> Order Effect:**

Explore the indirect effects resulting from the 1<sup>st</sup> & 2<sup>nd</sup> order consequences.

Highlight the interconnected nature of decisions in relation to cause and effect.

**D) 4<sup>th</sup> Order Consequences - Understanding The Interconnection Between The 2<sup>nd</sup> And 3<sup>rd</sup> Order Consequences And How These Start to Compound Towards Positive or Negative Outcomes As Things Flow Through The Space / Time Horizon Continuum:**

Dive into the subsequent effects stemming from the third-order effects.

Illustrate how decisions can have far-reaching and unexpected implications later on down the line, 3 – 5 – 10+ years into the future!

For example:

*If you do zero exercise & ate McDonalds for breakfast, lunch and dinner for the next 10 years the **1<sup>st</sup> order consequence** is that it tastes good, and you get a dopamine hit + its easy because you don't have to go through the pain of keeping fit... (**INSTANT GRATIFICATION**)*

***2<sup>nd</sup> order** is you put on weight, get fat & your self-identity starts viewing you as lazy & unproductive which slows down progress in your life!*

***3<sup>rd</sup> order consequence** you'll probably start suffering from heart problems and have no energy to do anything except watch tv and become a couch potato!*

***4<sup>th</sup> order** your life is a complete mess, you'll start suffering from depression, your spouse leaves you, your business fails, and you increase the probability of death all from that 1 previous dumb instant gratification decision!*

So probably not the best idea to make the decision to eat McDonalds for breakfast, lunch and dinner with zero exercise for the next 10 years! LOL!

**The example above is to showcase the point of thinking long term.**

Many times, the 1<sup>st</sup> order consequence of making a decision is good for the ego mind, it gives an instant dopamine hit and makes you feel great.

This is why instant gratification thinking is difficult to break the cycle when you have no awareness around it.

However, if you project out and think about the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> order consequences of that initial instant gratification decision it usually ends up creating something negative in your business or your life.

Thinking in terms of 3<sup>rd</sup> and 4<sup>th</sup> order consequences and beyond is epitome of thinking long term!

A framework you can leverage when you need to make a big decision is to aim for that 1<sup>st</sup> order consequence to be difficult / painful.

Usually when this happens the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> order consequences are on the positive side of the compound effect spectrum, which **massively increases results in the long-term!**

For example, the **inversion** of not exercising and eating McDonalds every day for breakfast lunch and dinner is eating healthy and going to the gym consistently!

The 1st order consequence in this example is the most difficult. It takes **willpower, discipline, consistency, and perseverance** to eat healthy and go to the gym daily.

Resulting in the gratification here being delayed.

However, when you project out to the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> order consequence this is where the long-term positive effects start to materialise in 12 - 24+ months into the future and at this point they start to **COMPOUND!**

Which means the effects double the growth to the positive side compared to someone that does not understand this and is compounding to the negative side!

## **ALWAYS REMEMBER THIS WHEN MAKING A BIG DECISION FOR YOUR BUSINESS OR YOUR LIFE!**

A decision may seem small in the moment but when you're aware of this multi-dimensional level of thinking... they can have a BIG effect in the long-term!

And the most important BIG decisions you make can have a **GIGANTIC EFFECT** in the long-term!

We're going to look at some more real-life examples of long-term sequential thinking for both business and life... in a future section of this phase, so stay tuned!

### **E) Risk Mitigation / Management:**

We're going to dive deeper into risk mitigation in the next section of this training... However, when making a big decision discuss the role of risk assessment with a trusted advisor so you can anticipate and address unforeseen consequences.

### **F) Leverage Positive & Negative Decision-Making Case Studies & Learn From Them:**

Analyse real-world case studies from mentors and / or competitors where failure to consider multidimensional consequences led to significant issues.

Learn from these success stories that showcase the benefits of thoughtful, long-term thinking and use inversion so you can avoid making the wrong decision by learning from the mistakes of others.

### **G) Create Practical Steps For Implementation of A Specific Big Decision:**

Provide actionable steps for yourself + employees within your business organization... to integrate **multi-dimensional thinking** into their decision-making processes... after you have decided on the ONE THING you need to focus on for the next 6-12 months!

The key is to continue to evaluate and adjust your strategy based on ongoing consequences using the **FLEXIBILITY FORMULA** which I will talk about next.

## H) Apply The Flexibility Formula:

The flexibility formula involves understanding that not all decision making will be 100% successful. This means that you should have flexibility to **adapt** quickly... by course correcting if you need to as you develop towards achieving your end-goal.

Every day one of your jobs as the business owner / CEO is to scan your business map and make sure you and your team (*if you have one*) ... is working on the correct things to move the business forward.

The key here is to make the decision to change course after lots of testing, experimentation and action.

If it's not working have the flexibility to **change quickly!** There has been many times in my business career where I've made the wrong decision... but because the path is not cemented, I've shifted fast, and course corrected!

The end-goal never changes until you achieve it, but the path you take can... and probably will change as you develop in your entrepreneurial journey, at least it did for me!

Sam Malsom Quote:

*“Results Are Inevitable If You Think Long-Term & Never Give Up, However The Speed At Which You Get Those Results Are Different For Everybody Due To Initial Conditions!”*

## **Long-Term Multi-Dimensional Sequential Thinking Questions To Ask Your Subconscious Mind!**

Whenever you have a big decision to make in your business like the decision to build a new offer, run a paid traffic campaign, build a new funnel, hire an expert on your team or buy an existing business etc...

...sit in silence for 30 minutes – 1 hour and ask the following questions then write your answers out on paper!)

- 1) *“How Will My Current Trajectory Play Out In The Next 3-5-10 Years?”*
- 2) *“Will The Thing I Am Building Be Obsolete or Outdated In 3-5-10 Years?”*
- 3) *“By Making This Decision What Are The 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Order Consequences?”*
- 4) *“How Will This Decision Effect My Clients & Team of Employees?”*
- 5) *“Is This The Most Important Thing I / We Should Be Working On So I / We Can Achieve The End-Goal?” (e.g. THE ONE THING!)*



## STEP #4 – The Risk Mitigation Blueprint!

**How To Move The Needle In Your Business** (*Scaling To Multiple Millions While Reducing Risk When Making Key Business Decisions!*)



Human instincts naturally causes us to **EVALUATE RISKS** as part of our survival mechanisms.

However, in the business realm, the act of minimizing risks, often referred to as **risk mitigation** or **risk management**, becomes pivotal for sustained survival as you grow past \$50,000 - \$100,000 per month.

Before that revenue stage you can take more risk and even if you lose it all, you can make it back quite quickly with a high converting offer targeting the right people! (*TRAFFIC*)

When you pass \$100,000 per month in your business risk mitigation starts to play a larger role in making key decisions, because it has a much larger impact if things go south... mainly due to you having more responsibility! (*Operational costs, employees, customers, clients etc*)

Risk mitigation plays a **crucial role** when you get past \$500k - \$1M per month!

As entrepreneurs we are natural risk takers. No sane person would spend 5 - 10+ years of his / hers life building something with no guarantee of success! That's risk in and of itself! Wouldn't you agree?

The majority of people on planet earth are satisfied with going to work in a secure 9-5 job and getting paid for their time.

Us entrepreneurs however.... understand we only get paid for our output and results and the majority of us are willing to take risks. Fairly big risks in fact!

The very act of starting a business is a RISK, especially considering the failure rate we previously talked about in this module!

By going through the Client Acquisition Accelerator coaching program and completing the action steps is the very act of **RISK MITIGATION**.

Because if you follow what I teach you. You have a much greater probability of success in both the **short-term** and the **long-term**!

This is one of the reasons I have spent years creating this training program for you. It's my life's work streamlined into **ONE THING** to help you get **RESULTS!**

Now taking risks is needed to get the business off the ground... by testing different things and scaling up the stuff that works while eliminating the things that didn't!

As cheesy as it sounds... this is why you should fall in love with the entrepreneurial journey and not the end-result!

However, as you scale profits the bias in your brain towards taking risks can have detrimental effects when entering the scaling phase, as one wrong decision can have massive negative long-term consequences!

Consider a scenario where business owners & leaders overlook past errors or hastily embrace new opportunities without contemplating their potential impacts... such an approach lacks **sustainability**.

Effective risk reduction within a business organization... provides a comprehensive understanding of **diverse risk types** and the implementation of strategies to counteract them when making decisions, using the long term multi-dimensional sequential thinking strategies I have taught you.

During this step of the training program, we will dive into the intricacies of risk mitigation, covering...

- 1) **Understanding Margin of Safety!**
- 2) **The Identification of Risk Types In Business & Properly Understanding Risk Mitigation When Scaling To Multi-Millions!**
- 3) **Top 4 Key Risk Mitigation Strategies You Can Apply When Making Big Decisions For Your Business!**
- 4) **The Construction of a Micro Risk Mitigation / Risk Management Plan To Protect Your Business + Digital Assets Against Future Uncertainties!**

Let's dive deeper together...

### **Understanding Risk Mitigation + Margin of Safety When Making Big Business Decisions So You Can Scale To Multi-Millions:**

Risk mitigation involves systematically reducing the impact of potential risks when making key decisions for your business growth... through the development of a micro risk management plan to manage, eliminate, or limit setbacks.

This also helps you become aware of the potential things that could go wrong after taking action on the key decision made.

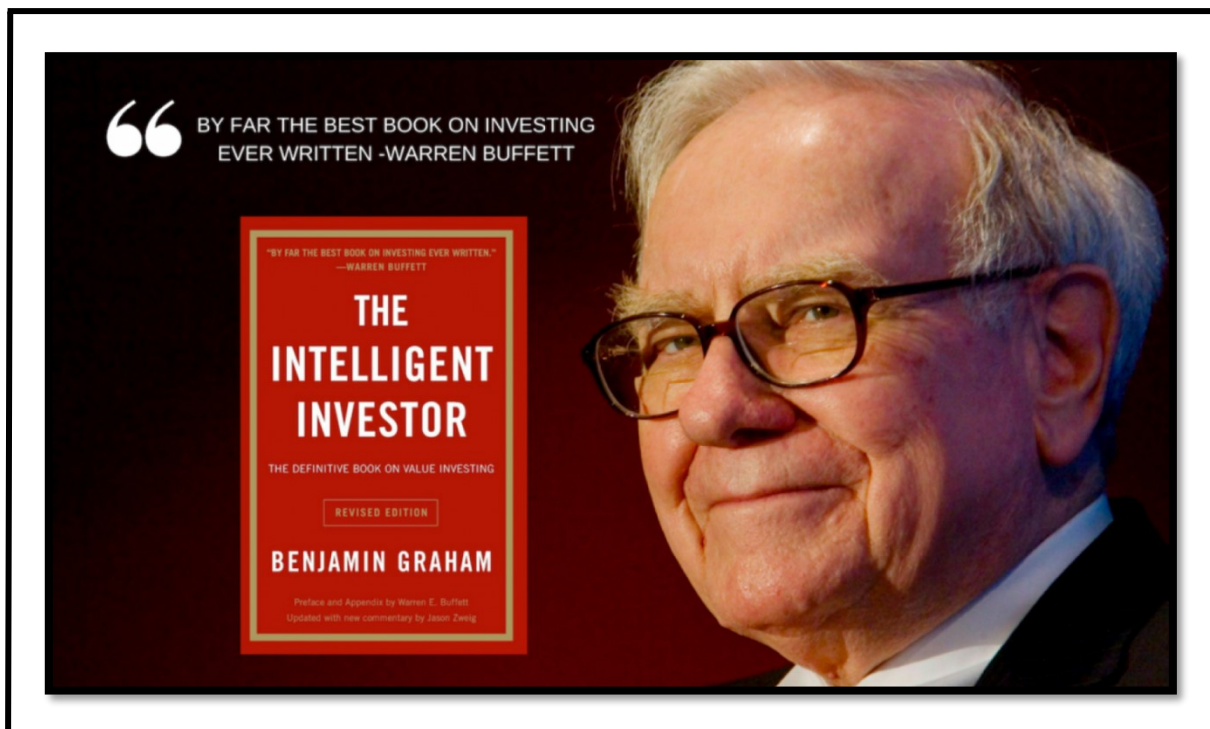
Once a micro plan is created and implemented, continuous monitoring and necessary modifications ensure adaptive risk management.

In essence, risk mitigation provides tactical approaches and techniques aimed at maintaining risk levels, within the constraints of running an online automated business.

In the book titled '**The Intelligent Investor**' by Benjamin Graham in which Billionaire Warren Buffet says "*It's By Far The Best Book On Investing Ever Written*" ...Benjamin talks about something called...

## ...**MARGIN OF SAFETY**...

...which can be used in conjunction with making business decisions while having the awareness of long-term thinking...



**Margin of Safety Definition (MOS)** = The difference between your gross revenue and your break-even point.

Your break-even point is where your revenue covers your costs but nothing more. In other words, your business does not make a loss, but it doesn't make a profit either.

So how does this link in with making a business decision?

When you get past \$100,000 per month with your business, you'll want to keep a chunk of cash available to test & innovate by improving on what is already working.

This allows you to make a decision, experiment and your margin of safety is the allocated cash set aside for that specific business decision.

To keep the numbers simple let's say you had your first \$100,000 month.

Take 10% which is \$10,000!

This is available cash in this example that can be allocated to test if the big business decision / idea is a success or not.

After that cash has been spent this is your margin of safety as you do not want to risk all of your profits if things do not work out!

Inside the book it also talks about how **YOU** as the business owner / investor is the **biggest risk of all!**

When you start scaling it's up to you to make key decisions around capital allocation, risk management, offer creation, hiring, funnel optimization & investing into paid traffic.

If you are not educated and confident around making decisions with decisiveness... it will affect the progress and growth of your business! This is why mastering your high-income skills sets is key!

2 points to think about when applying risk management to your business is **calibrated confidence** and **risk anticipation**... by asking yourself the following questions...

**Calibrated Confidence:**

*“Do I Properly Understand The Key Business Decision I Am Making?”*

**Risk Anticipation:**

*“How Will I React If The Key Business Decision I Make Is Wrong?”*

Your goal when thinking long-term and making key decisions using risk mitigation comes down to a simple formula...

**The Mathematical Risk Mitigation Equation For Business Decisions When Thinking Long-Term!**

**(Positive Probabilities - Negative Consequences = Risk)**

If there's a higher number of perceived negative consequences compared to the number of perceived positive probabilities when making a business decision, this formulates into **INCREASED RISK!**

On the other hand, if there's a higher number of perceived positive probabilities compared to the number of perceived negative consequences when making a business decision, this formulates into **DECREASED RISK!**

Never put all your eggs in one basket when making a big business decision because if you're wrong, you're screwed. There was a company years ago when I first got started in the online space doing multiple millions per month!

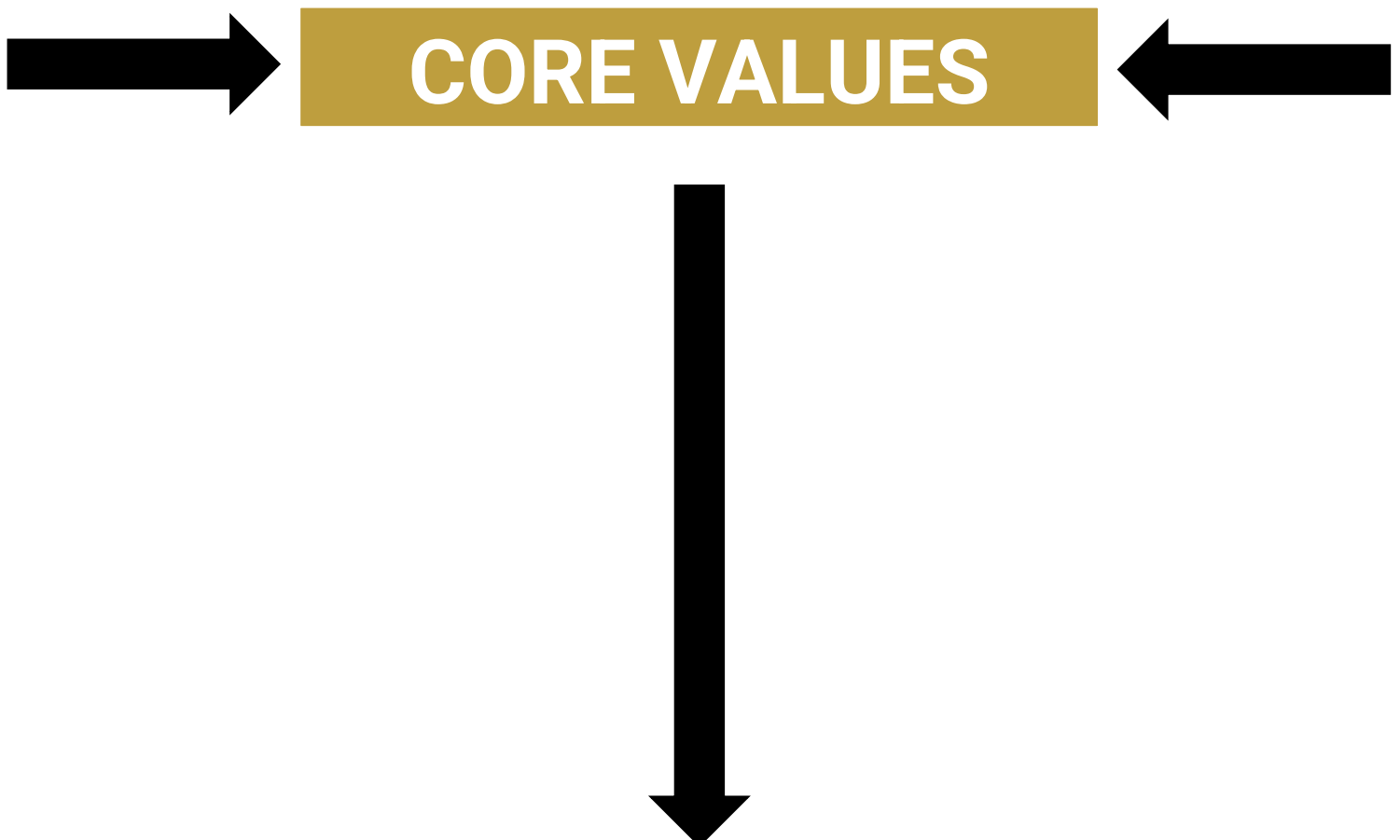
The business owner was obsessed with becoming a billionaire, but with continued growth came compounding problems... mainly due to not having the **correct systems** in place to look after his customers.

The company crossed **\$100M+ IN SALES**... then completely collapsed and now no longer exists.

Whenever making a big business decision, you should always revert back to first based principles, by carefully keeping your company...

- **VISION**
- **MISSION &**
- **CULTURE / PRINCIPLES...**

...documents at arm's reach, so you can make key decisions based off your...



You can then map out the perceived **positive probabilities** and the **perceived negative consequences** on the template below using 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> order sequential thinking, while also taking into consideration the multi-dimensional thought process we talked about.



## The Importance of Risk Mitigation:

Disregarding risk factors doesn't eradicate them, and venturing forward without a micro plan on key decisions can harm your bottom-line revenue.

Hence, the significance of risk mitigation lies in its ability to provide a concrete plan with **clear action items**, preventing risks from escalating into uncontrollable problems or averting them altogether.

Beyond the tangible benefits like sustaining profitability, risk mitigation contributes intangible advantages, by creating a **stable industry reputation** and ensuring satisfaction among customers, clients & internal + external partners.

## Identifying Types of Risks In Business:

While the risks faced by businesses vary, common types include:

- 1) Compliance risk,
- 2) Legal risk,
- 3) Strategic risk,
- 4) Reputational risk
- 5) Operational risk.

Recognizing these risks forms the initial step in **PREVENTION!**

## Top 4 Risk Mitigation Strategies To Apply When Making Big Decisions For Your Business:

### ➤ #1 – Risk Avoidance:

This involves taking measures to prevent the risk's occurring, even if it requires compromising other resources... while keeping in mind long-term multi-dimensional sequential thinking using 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> order consequences!

**Example:** *Hiring additional expert specialists to ensure a specific important task is completed within the deadline despite potential setbacks.*

### ➤ #2 - Risk Reduction:

This focuses on minimizing the likelihood or impact of a risk through proactive management.

**Example:** *Managing costs within a budget to get cheaper traffic clicks by optimising ads, targeting, imagery and offer!*

**(NOTE:** *Getting cheaper traffic doesn't necessarily mean better traffic, so keep this in mind. The key is to have the correct business infrastructure so you can outspend your competitors)*

### ➤ #3 - Risk Transference:

This risk mitigation strategy involves passing risk consequences to a third party which frees up your time, so you can **work in your zone of genius** which creates a form of risk aversion!

**Example:** As you advance you can hire an expert media buyer to run your traffic campaigns for you. You can leverage AI AGENTS & appointments setters to book qualified appointments on your calendar for you. You can also hire sales reps to sell for you!

This is a form of risk transference because if you hire the correct experts + leverage AI, you can exponentially grow your business profits WITHOUT you directly working in the operations of the business, while minimising risk by transferring the workload. Make sense?

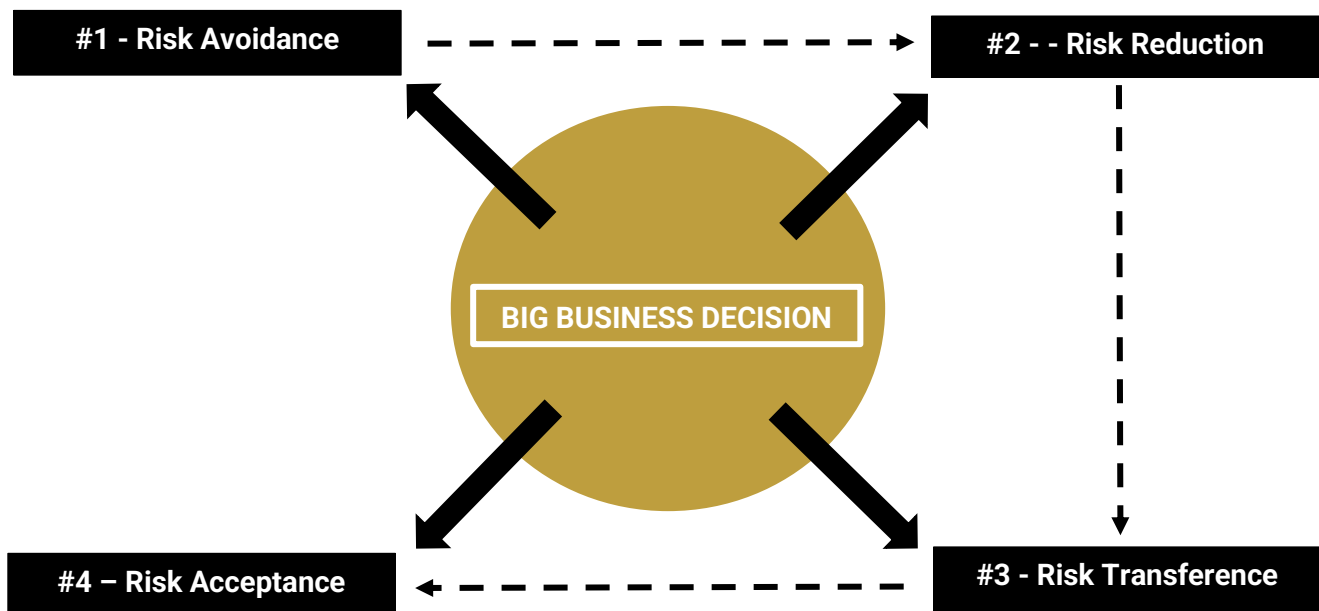
➤ **#4 – Risk Acceptance:**

This requires you to understand that there is some form of risk no matter what key decision you make for your business!

Like I mentioned before... the very act of starting a business has risk associated to it by default.

By understanding risk acceptance, you'll come to the conclusion that with some form of risk creates massive reward to the upside when you apply long term sequential thinking!

**Example:** Choosing to accept minimal risks after making a big business decision... when the potential rewards outweigh the negatives on the compound effect spectrum and the quantum chain of cause and effect, by taking into consideration 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> order consequences!



**Practical Risk Mitigation Steps When Creating a **Micro Risk Management Plan:****

**QUICK IMPORTANT NOTE:** Throughout your business journey, you are going to have to make a lot of decisions. Some of them can be calculated in your head quickly using the



**thinking models** and **heuristics** that I will share with you in a future phase, while others require more nuance, planning and time due to the perceived risk.

The following micro risk management plan + templates has been created for you by me to help you with making **BIG BUSINESS DECISIONS!**

These kinds of decisions are usually when there is large amounts of cash at stake, decisions around what's best for your customers & clients & decisions around market trends so you can capitalise and get the unfair first movers advantage.

Let's walk through the 5 steps together.

**1- Identify:** Collaborate with key team members, employees & management team to identify potential risks when making a big business decision.

Utilize project documentation for **insights** into similar projects.

Ask yourself...

*“What Decision Am I Making?”*

*“What Worked For You In The Past?”*

*“What Didn't Work Well In The Past?”*



**2- Assess:** Evaluate each risk's likelihood and potential impact.

Categorize risks for appropriate action in relation to the 4 risk mitigation strategies we've just covered (**Risk Avoidance, Risk Reduction, Risk Transference & Risk Acceptance**)

**Risk Avoidance** (*How Can We Avoid Risk From This Big Decision?*)

- 
- 
- 
- 

**Risk Reduction** (*How Can We Reduce The Risk From This Big Decision?*)

- 
- 
- 
- 

**Risk Transference** (*How Can We Transfer a % of Risk To Others That Can Help Us After Making This Decision?*)

- 
- 
- 
- 

**Risk Acceptance** (*What % of Risk & What Risk Do We Have To Accept In Relation To This Decision?*)

- 
- 
- 
-

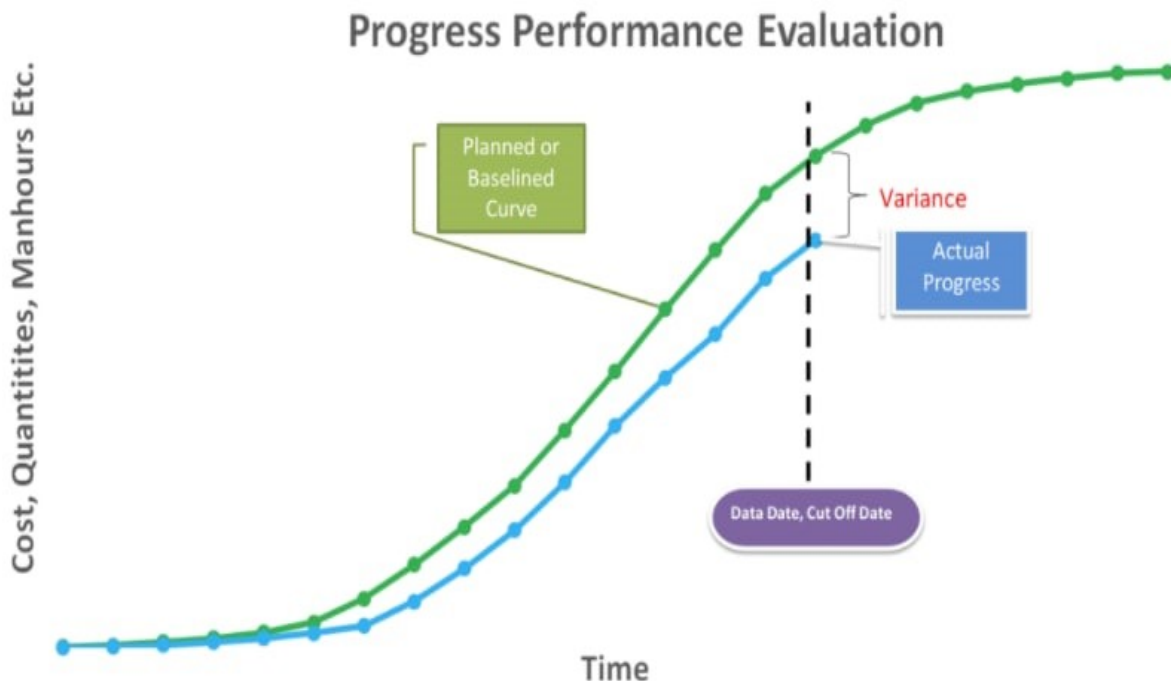
3- **Create:** Develop and implement a risk mitigation strategy using the previous template I shared with you... with a strict time frame for completion of the specific project.

PERCEIVED POSITIVE PROBABILITY OF DECISION!	PERCEIVED NEGATIVE CONCEQUENCES OF DECISION!
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-

*What Actions Need To Be Completed For A POSITIVE Outcome?*

*When Does This Project Need To Be Completed By? (SPECIFIC DATE)*

You can utilize tools like **S-curves** to track project progress, which you can do with Monday.com



Here's a link that talks more about S-curves if you need to monitor your decision / project using a visual reference.

>>> [A Brief Guide on S-curves in Project Management | monday.com Blog](#)

**5- Report:** Integrate reporting into your regular business operations and regularly review your progress on a daily, weekly, monthly & yearly basis!

Depending on the tracking metrics of the decision / project you can use a Google or Excel spreadsheet.

You can also leverage reporting capabilities and templates in [www.monday.com](http://www.monday.com)

The key here is to **TRACK** the most important metrics, as time elapses, you'll gain **DATA!**

This data allows you to 'course correct' along the way to **REDUCE FUTURE RISK!**

In summary, the integration of risk mitigation strategies into your business operations... when making key decisions is not only practical but imperative for long-term success & results.

This is **CRUCIAL** after you hit 6-Figures per month with your business, because there is more **RISK** associated with each decision, like I've previously explained to you.

The synergy of identifying...

- ✓ **Identifying**
- ✓ **Assessing,**
- ✓ **Creating,**
- ✓ **Monitoring, &**
- ✓ **Reporting risks...**

...forms a **SOLID FRAMEWORK** that you can use to navigate challenges / uncertainties and allows you to stay on track towards your end-goal, while also keeping in mind what I previously taught you in relation to **INITIAL CONDITIONS**.

Remember... a ship that's 1 degree off from its start point ends up in a completely different location... the longer the journey goes on.

It's the same for your business but with associated risk when you scale because you have lots more to lose in terms of Cash / Capital, IP (*Intellectual Property*) Reputation, Client Responsibility etc.

**RISK MITIGATION** while also having awareness of **MARGIN OF SAFETY** (*that I also taught you*) ... helps you and your business so you can avoid potential pitfalls and...

## STAY IN THE GAME OF BUSINESS IN THE LONG-TERM

...so, keep this in mind as we move forward together... especially when you start hitting higher revenue / profit levels during the promotion + scaling phase.

**GREAT!** Hope you got value from that training! 😊 Moving onto...



### **STEP #5 – Real Life + Business Examples of Long-Term Sequential Thinking! Diving Deeper Into The Quantum Cause & Effect Chain!**

In quantum mechanics, particles at the quantum level behave in ways that are inherently probabilistic and non-deterministic.

This means that instead of following strict cause-and-effect relationships, quantum events are governed by probabilities, with outcomes being uncertain until measured.

Now, if we apply this idea metaphorically to business, we could imagine a "**quantum cause and effect chain**" as a way to describe the unpredictable and interconnected nature of business decisions and outcomes. In this context, individual **decisions** and **actions** taken within a business system may not always have straightforward, deterministic effects.

Instead, they interact with a complex web of factors, much like particles in quantum mechanics, leading to outcomes that can sometimes be uncertain and subject to probabilities. Especially if you are taking actions on the wrong thing at the wrong time.

This is why applying long-term multi-dimensional sequential thinking & using risk mitigation when making key decisions and taking action is crucial!

It **MASSIVELY INCREASES** your probabilities of causing positive effects instead of negative circumstances!

For example, a company's decision to launch a new product might not have a predictable outcome due to various factors such as market conditions, the economy, consumer preferences, and competitor actions.

Instead of a direct cause-and-effect relationship between the decision and the success of the product, there is a quantum-like uncertainty in how these factors will interact and influence the outcome which are outside of our control.

However, if you master yourself and gain the correct high-income skills + apply the action steps inside the Client Acquisition Accelerator, you'll give yourself a much higher probability of getting the results you desire because you'll...

### **...MAKE BETTER DECISIONS, WHICH IN ESSENCE WILL ALLOW YOU TO TAKE BETTER ACTION!**

In this sense, understanding the quantum cause and effect chain in business involves recognizing the interconnectedness of decisions and outcomes.

By understanding there will be failures along your journey, but by adopting the resilience to overcome challenges, will help you if you stay focused over a long enough time horizon.

Also note...

### **You Can Technically Fail 1000+ Times, But **You Only Need To Be Right ONE TIME** To Become a Multi-Millionaire In This Industry!**

By investing in yourself which you have done to get access to this training program, you'll SKIP all the failures the 97% of people make... that don't invest in themselves when trying to grow a business, giving you the...

### **...ULTIMATE FAST TRACK TO BIGGER & BETTER RESULTS...**

...if you follow the action steps I share with you at the end of each module of the Client Acquisition Accelerator curriculum.

This unorthodox concept highlights the importance of the correct specialized knowledge, adaptability, agility, awareness, and a willingness to embrace challenges in times of uncertainty, while navigating the complexities of the online business world.

By going through C.A.A my goal is to help you view your business within the 3<sup>rd</sup> dimension of space & the 4<sup>th</sup> dimension of time with a **new lens of perception**... that forms a specific **positive outlook**, while also having the awareness... that there will be challenges that you need to overcome to succeed!

My goal is to also make everything in your business a lot **SIMPLER & EASY** for you, so you can get **FASTER** profits flowing in, while having your **FOCUS** on the **LONG-TERM!**

For that to happen you must **develop your mental models** so you can become the person worthy of achieving the end-result that you desire.

Ultimately, the metaphor of a "**quantum cause and effect chain**" serves as a useful framework for conceptualizing the unpredictable and interconnected nature of business dynamics + life dynamics...

...that effect results due to the correlation of energy & focus which we previously covered in the last phase of module #3!

And the need for business owners like yourself to embrace your decision-making + action processes. Truly think about this for a moment.

When starting, growing and scaling a business there are infinite decisions and actions that you can take. But there are only a select few that truly move the needle along the positive side of the cause-and-effect chain... so you can achieve the end-goal that you desire!

This comes back to **Pareto's 80/20 Principle** which we previously talked about that states...

## **80% of Results Will Come From 20% of The Efforts...**

So, it makes sense to leverage your energy, direction precision focus and use zero-point awareness, so you can take action on the 20% of decisions and actions that generate 80% of the results!

This is otherwise known as an **ASSYMETRICAL POSITIVE ADVANTAGE** which we will talk about in a future phase of this module!

**Newtons 3<sup>rd</sup> law** also states that every action creates an equal and opposite reaction. An example of this from Jesus, was when he said...

*What You Sow... You Shall Reap!*

In other words what you put out... you shall get back, which is something we will go into more detail about when we talk about the **Mirror Principle** in a future phase!

In business... the **VALUE** (*What You Sow*) that you provide will be in direct proportion to the **PROFITS** you make (*What You Reap!*) Gone are the days when you could create an average product offer and make a ton of money.

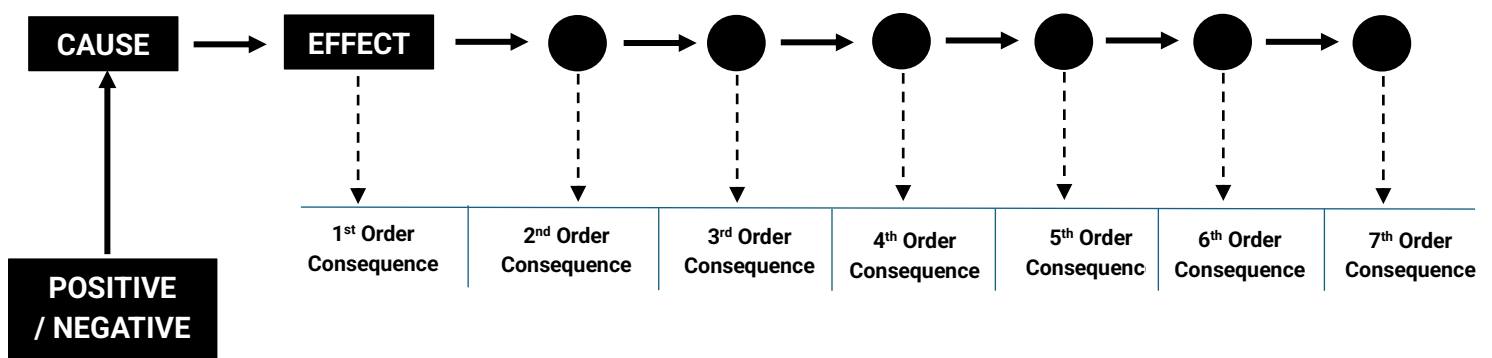
Because word of mouth travels faster than ever before! And your customers + your niche market are the ultimate judges that determine how fast you grow and how much profit you can create!

The business owners over the next decade will be judged around the value they provide into the marketplace that utilises both free amazing content and paid products using D.F.Y, D.I.Y & D.W.Y offers that integrate AI.

And when you leverage the positive side of the cause & effect chain, you'll...

- **RETAIN MORE CUSTOMERS & CLIENTS!**
- **INCREASE REFERRALS!**
- **BE ABLE TO SERVE & HELP YOUR CLIENTS GET BETTER RESULTS WHICH WILL INITIATE THE C.A.L.V.O FLYWHEEL EFFECT!**
- **DEVELOP YOUR VERY OWN VALUE ECO-SYSTEM + I.P (INTELLECTUAL PROPERTY) THAT MASSIVELY INCREASES YOUR TRAFFIC + SALES CONVERSIONS!**
- **HAVE MORE AVAILABLE CASH FLOW CREATING AN INCREASE IN A.C.V (Average Customer Value) & HAVE THE ABILITY (WHEN YOU ADVANCE) TO TEST NEW KEY DECISIONS & ACTIONS FOR GROWTH INNOVATION, WITHOUT STRESS BECAUSE YOU'LL BE ADOPTING THE 'MARGIN OF SAFETY' CONCEPT I TAUGHT YOU!**
- **BUILD A REAL BUSINESS, YOU & YOUR FAMILY CAN BE PROUD OF THAT HAS BRAND EQUITY SO YOU CAN SELL IT IF YOU DECIDE TO IN THE FUTURE FOR A MULTI-7,8 OR EVEN 9-FIGURE PAY DAY!**

Here's a diagram of the **CAUSE & EFFECT CHAIN** to give you more **INSIGHT** on how this works.



Next, I'm going to walk you through the instant gratification decisions / actions that I personally had to overcome... in order to become the best version of myself and grow my business and investments...

...using 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> order sequential thinking + I will share some of the ones that can affect you in a negative way so you can have awareness around them and avoid them at all costs!

Then I'm going to walk you through the key positive decisions I have personally made in my business that's responsible for building a multi-million net worth company / brand, while helping clients make multi-7-Figures, so you can view the decision-making path to success...

...and **MODEL / COPY** these decisions and actions as you progress through each stage of your business growth journey. 😊

### **Short-Term Real-Life Examples of Instant Gratification Thinking So You Can Avoid Them To Grow Your Business!**

- 1) Wasting Time / Playing Video Games!
- 2) Buying a New TV & Watching Too Much TV / News / Binge Watching Netflix!
- 3) Phone Addiction & Scrolling Social Media!
- 4) Eating Junk Food, Avoiding Exercise & Not Optimizing Sleep!
- 5) Binge Drinking Alcohol!
- 6) Promoting An Offer You Do Not 100% Believe In!
- 7) Not Targeting Your Dream Customer Avatar!
- 8) Having Too Many Conversion Points, Offers, Funnels & Traffic Campaigns!

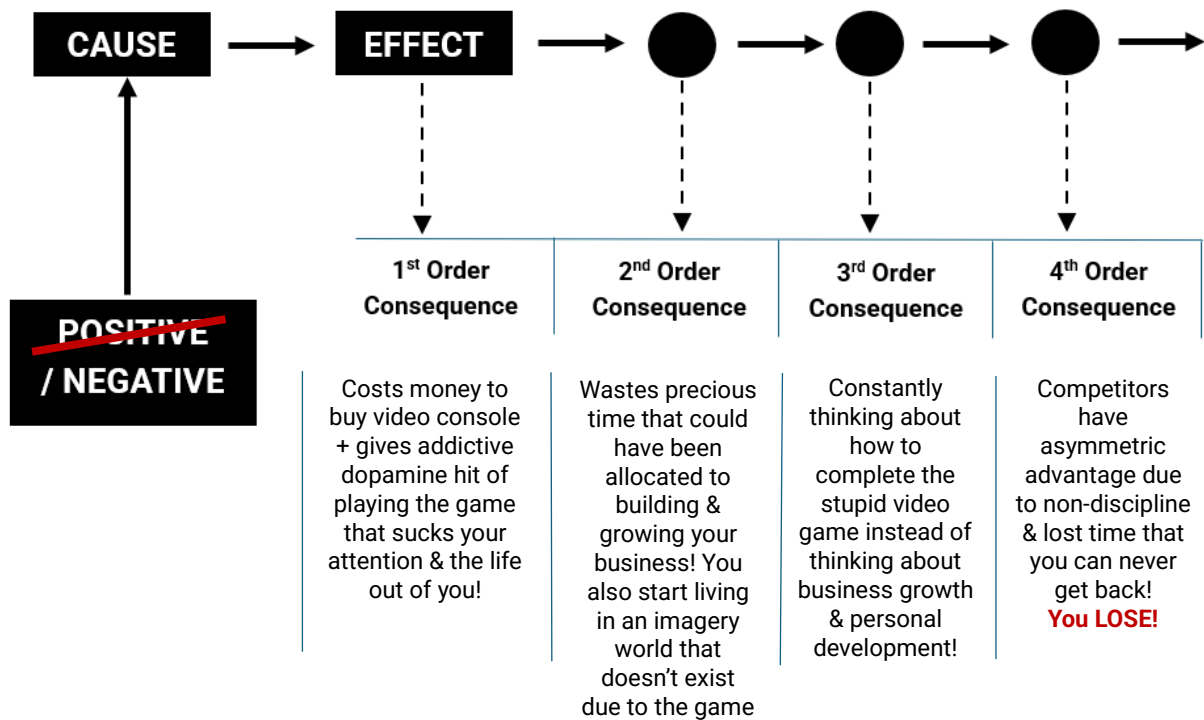
### **Long-Term Real-Life Business Examples of Multi-Dimensional Sequential Thinking So You Can Model Them To Create MASSIVE Asymmetric Profits!**

- 1) Reading Books, Courses + Coaching & Investing In Yourself (*Polymath Entrepreneur!*)
- 2) Building The Best Offer You Can Possibly Build To Help Your Clients Get Results!
- 3) Mastering Yourself Via Identity Shifting! (*Mind, Body, Soul Complex Optimization!*)
- 4) Focusing On Clients Results While Collecting Testimonials!
- 5) Optimizing 1 Asymmetric Funnel!
- 6) Setting Up A High Converting Traffic Campaign & Leveraging Conversion Optimization)
- 7) Hiring Your Life Optimization Team (*V.A / P.A + Chef + Personal Trainer + Cleaner*)
- 8) Creating S.O.P's For Your Business Operations / Departments!
- 9) Hiring Your A-Team & Leveraging AI AGENTS!
- 10) Building Hawk Like Statistical Tracking Systems!
- 11) Mapping Out Your Dream 100 & Partnering With JV's! (*Joint Venture Deals*)
- 12) Buying Complimentary Businesses That Have Large Lists of Buyers! (Currently In The Process Of Buying a Biz)
- 13) Learning & Mastering Investments! (OPTIONAL)

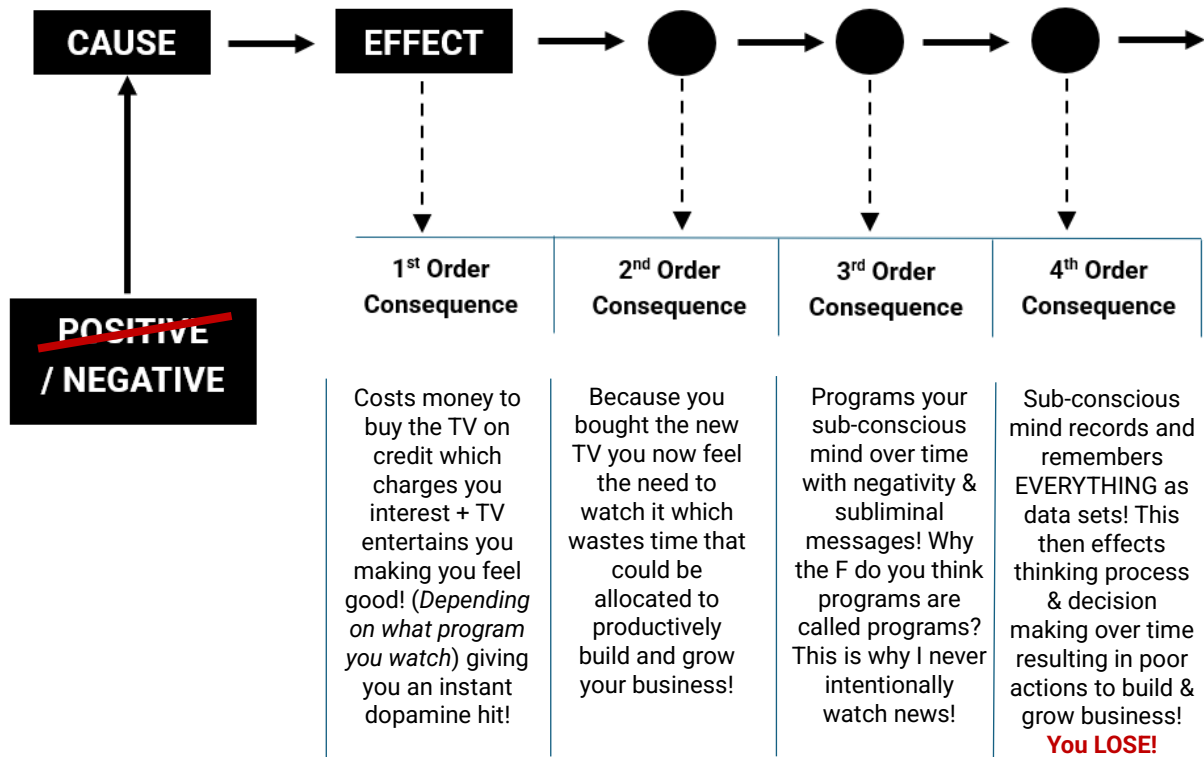
Let' go deeper into each individual decision / action and look at the 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> order consequences... starting with the **instant gratification decisions** that operate on the **NEGATIVE SIDE** of the quantum cause and effect chain...

(NOTE: The key is to have the correct **BALANCE** around the following decisions / actions)

## 1) Wasting Time / Playing Video Games!

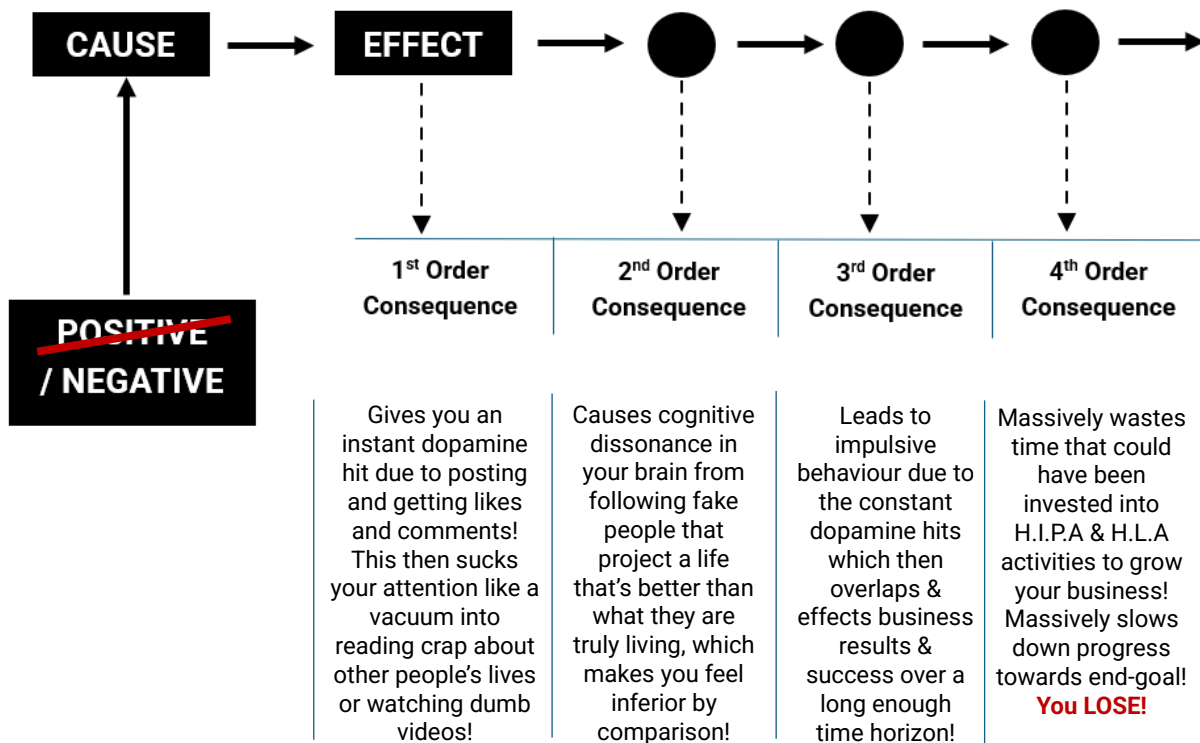


## 2) Buying a New TV With Credit Card & Watching Too Much TV / News / Netflix!

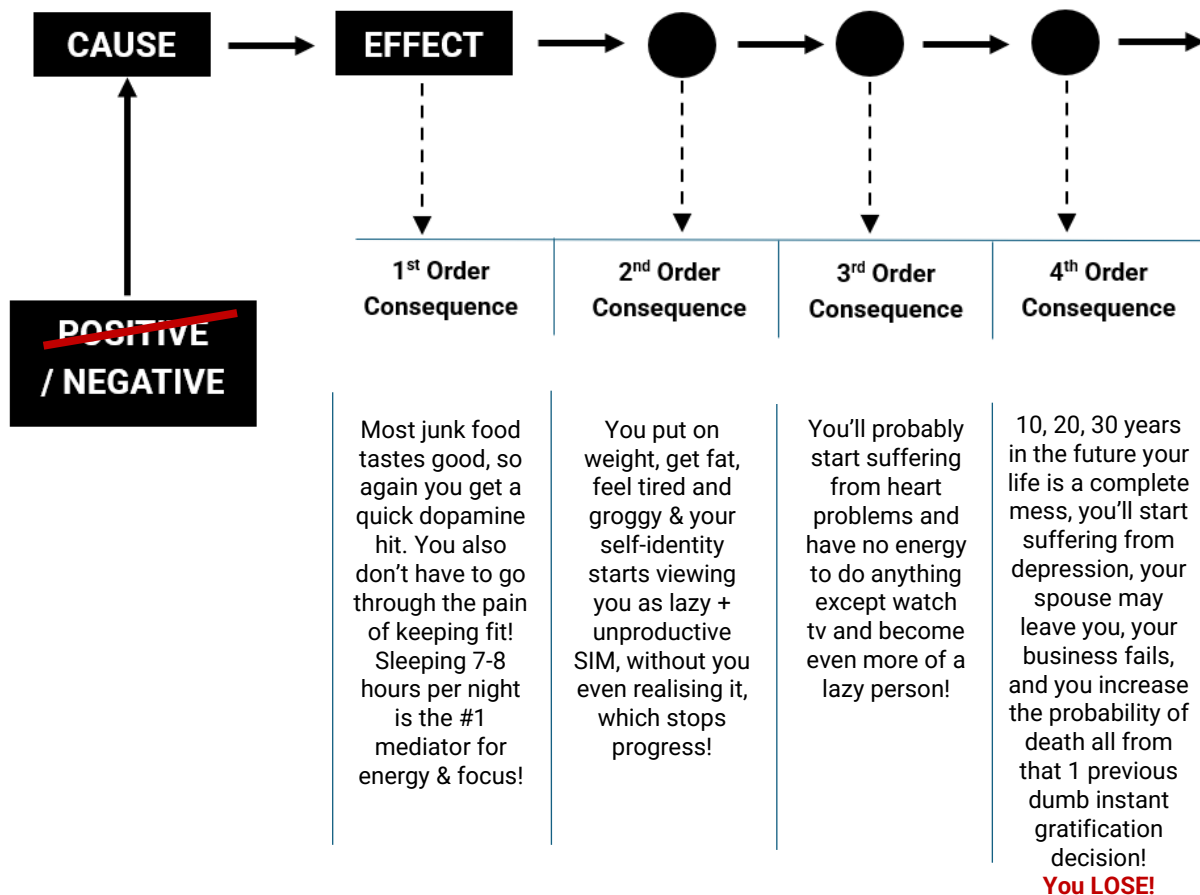


**QUICK NOTE:** If you deeply internalised what I taught you inside phase #1 of this module (*Millionaire Mind-set & Quantum Consciousness*) ... and you've grasped the power of **long-term thinking**, negative decisions #1 & #2 that we just covered + #3 (*next action*) f%\*ks your brain up if you indulged in it too much over a 10-year timeline.

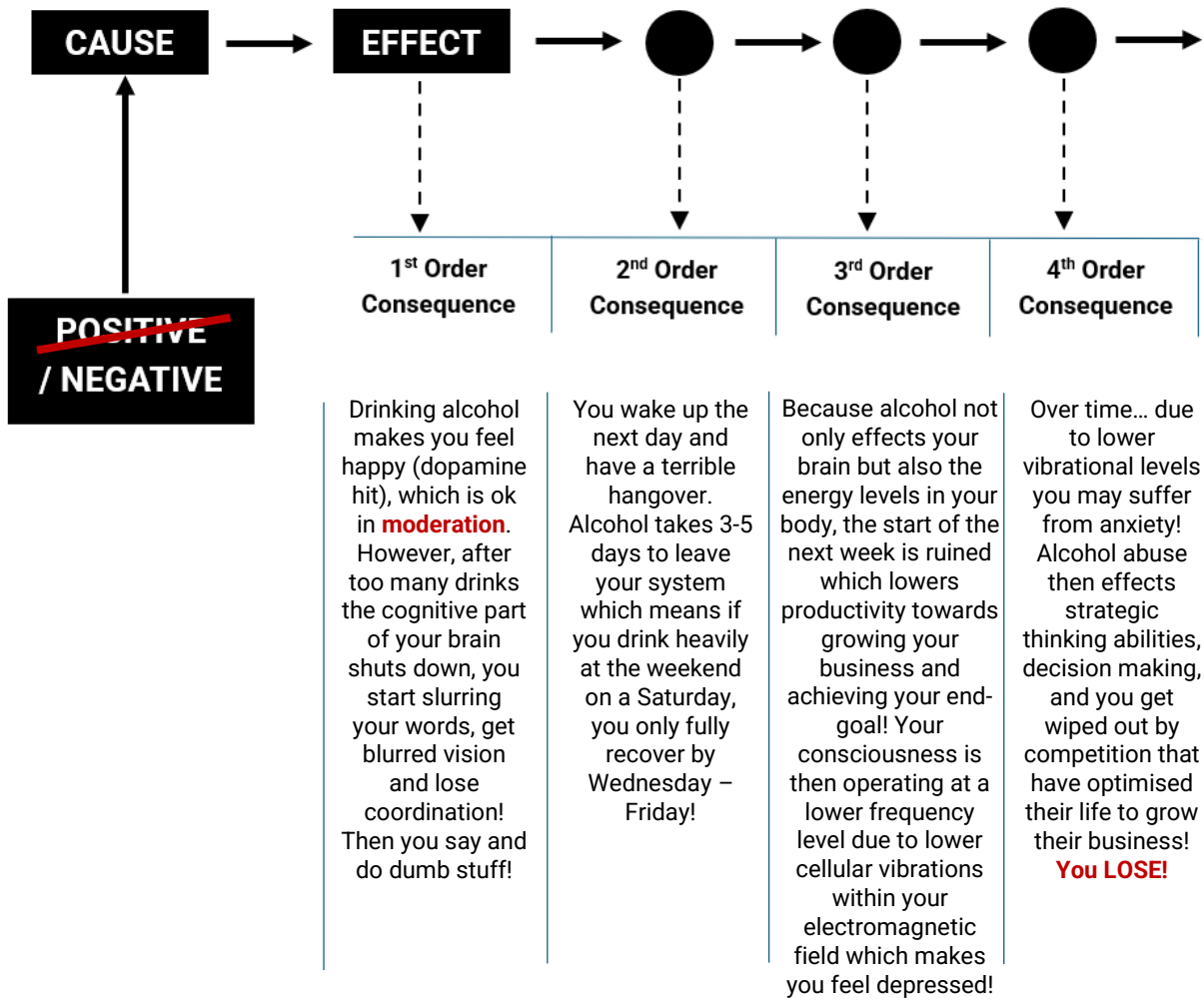
### 3) Phone Addiction & Scrolling Social Media!



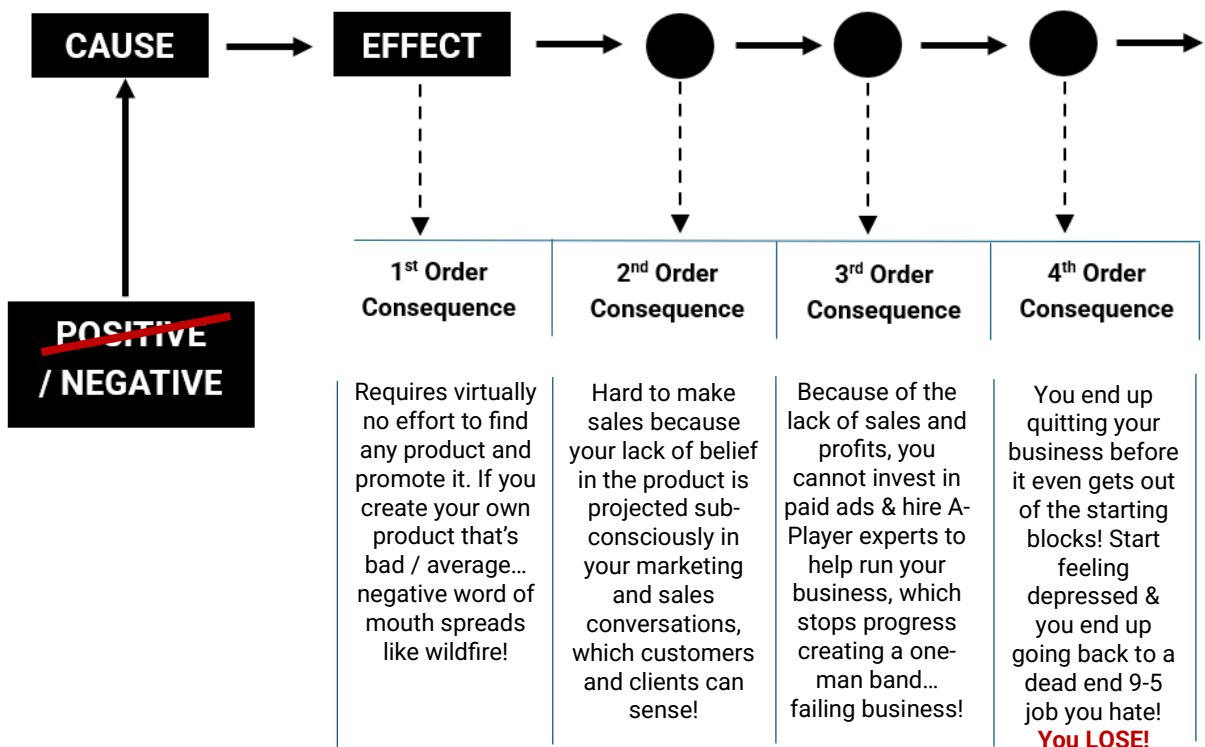
### 4) Eating Junk Food & Avoiding Exercise & Not Optimizing Sleep



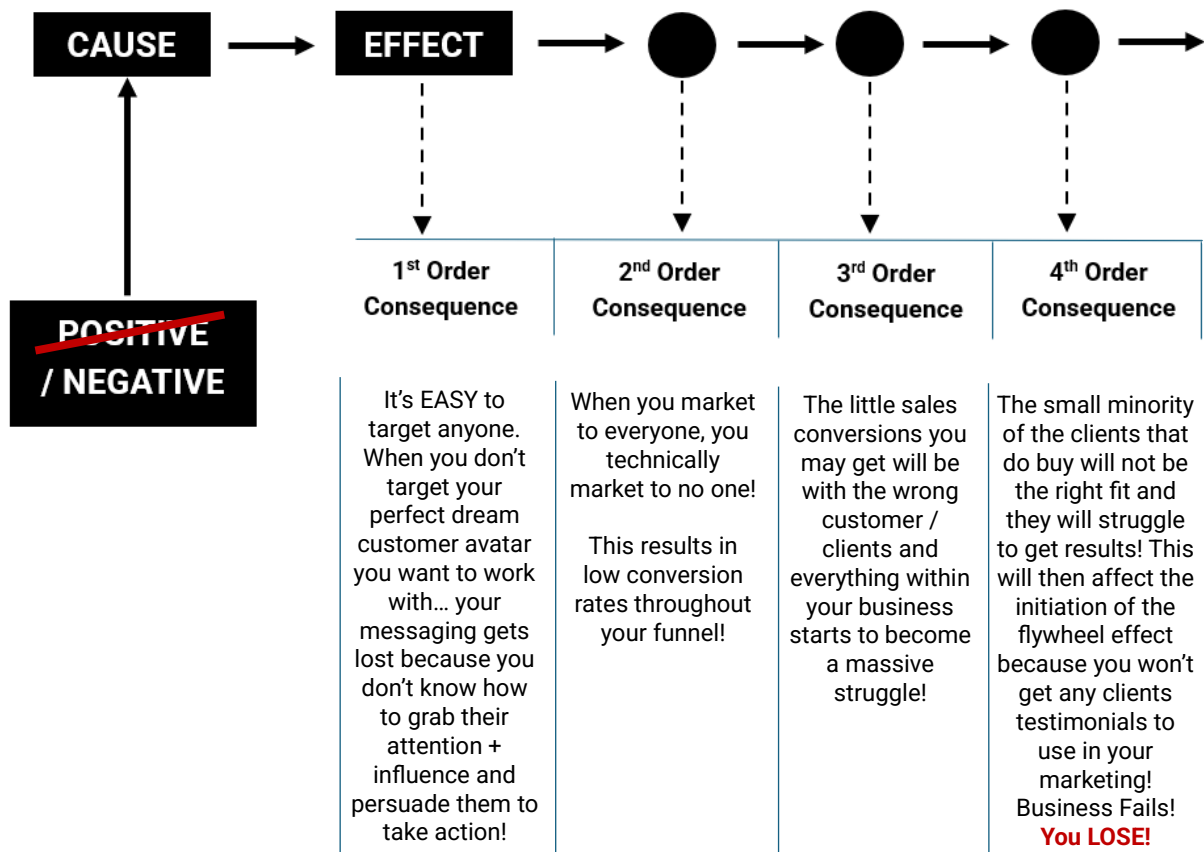
5) **Binge Drinking Alcohol!**



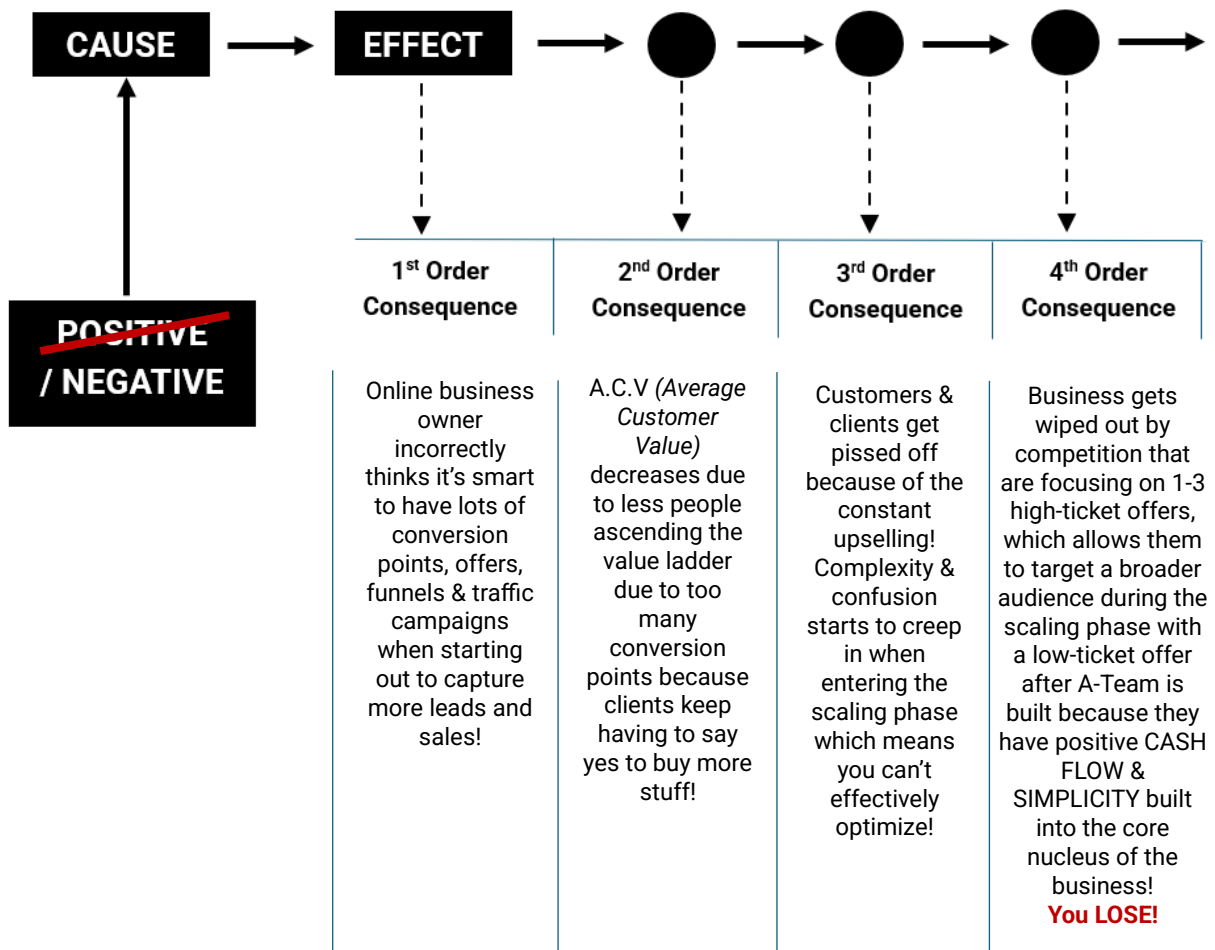
6) **Promoting An Offer You Do Not 100% Believe In!**



## 7) Not Targeting Your Dream Customer Avatar!

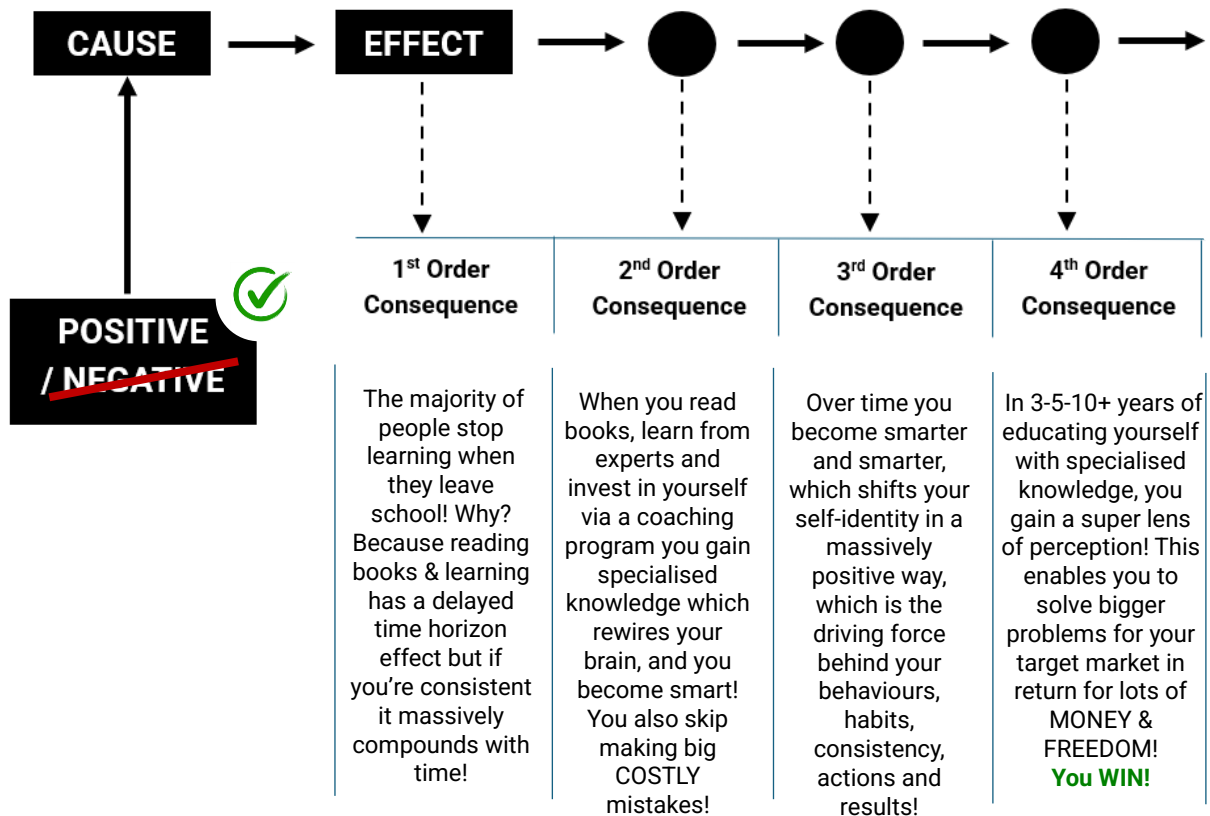


## 8) Having Too Many Conversion Points, Offers, Funnels & Traffic Campaigns!

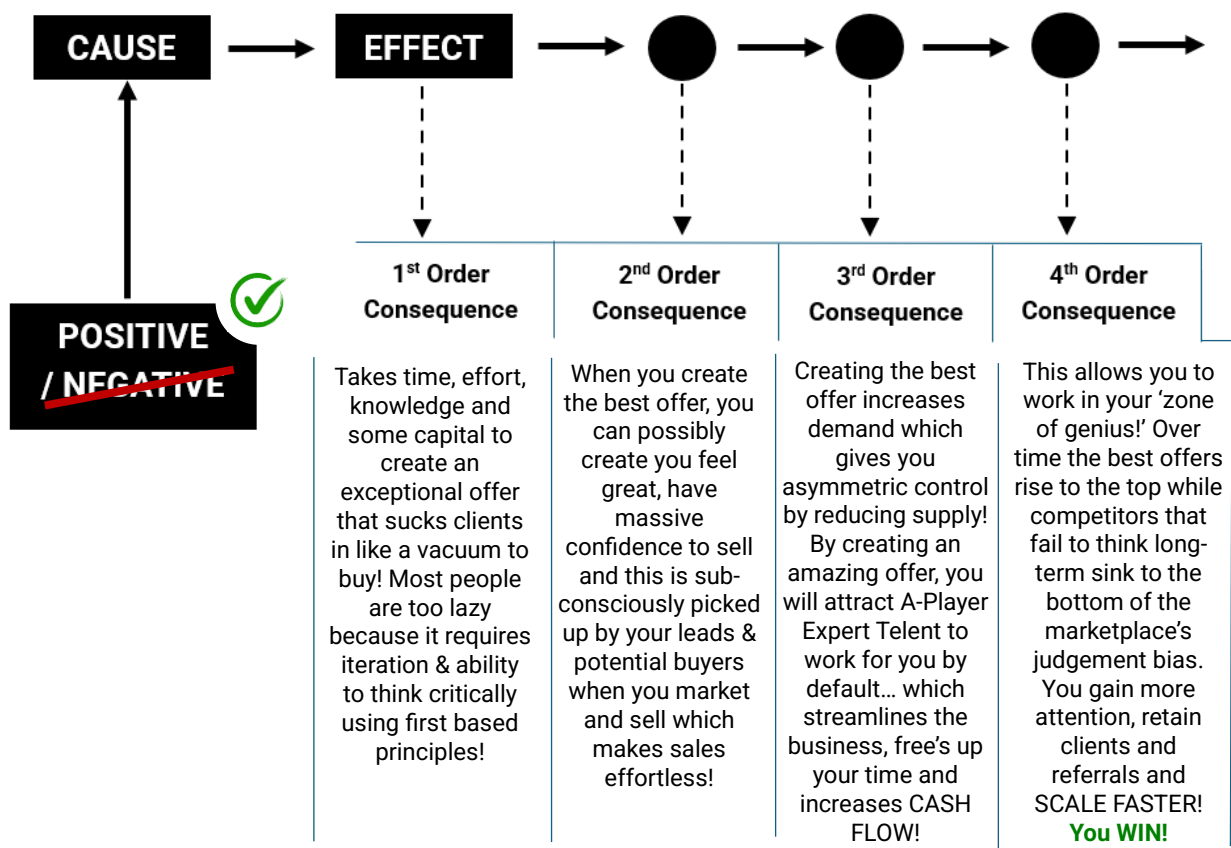


Now we're going to go deeper on the Long-Term Real Life Business Examples of Multi-Dimensional Sequential Thinking...that operates on the **POSITIVE SIDE** of the quantum cause and effect chain using 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> order consequences...

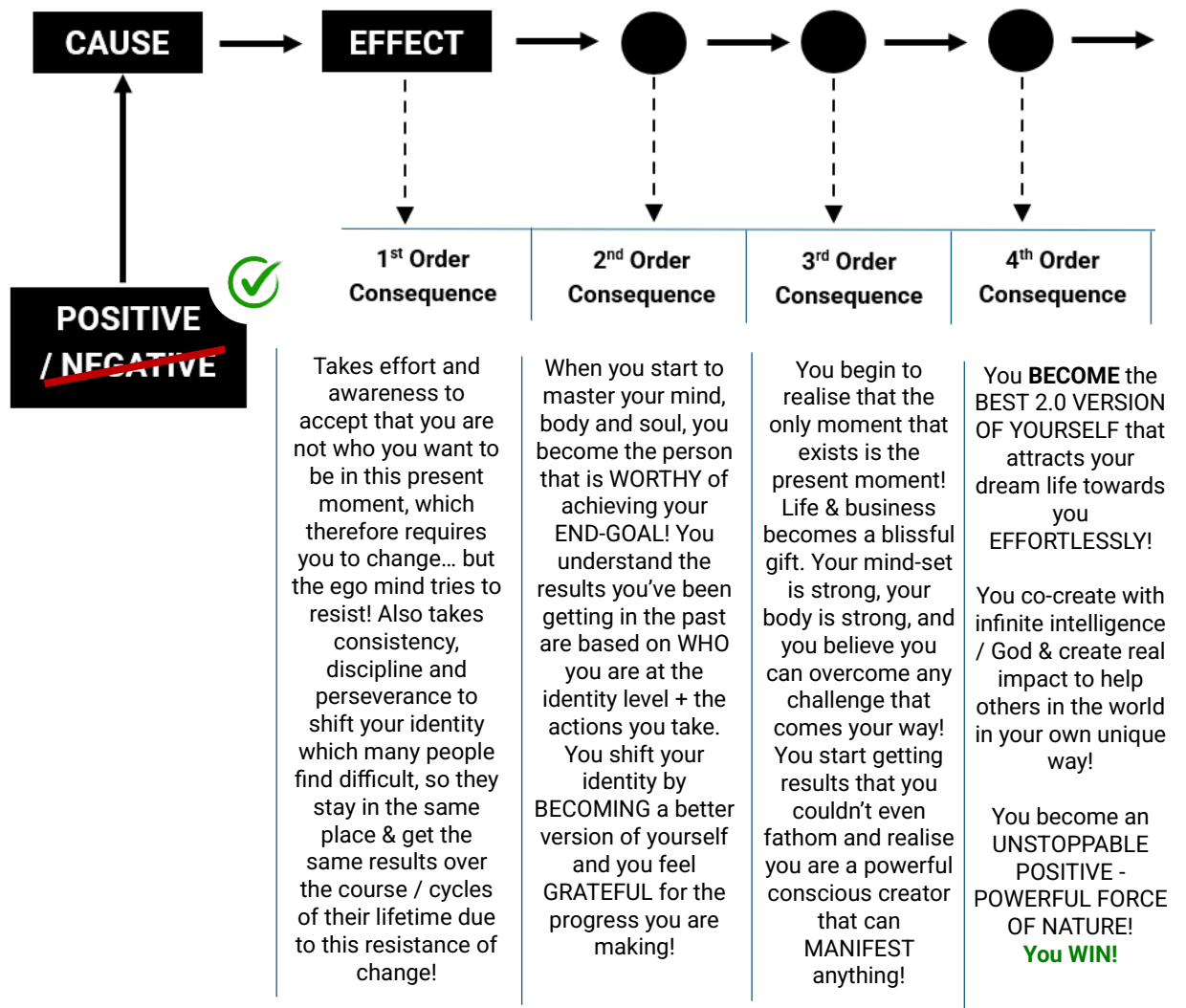
1) Reading Books, Taking Courses + Coaching & Investing In Yourself (Polymath Entrepreneur!)



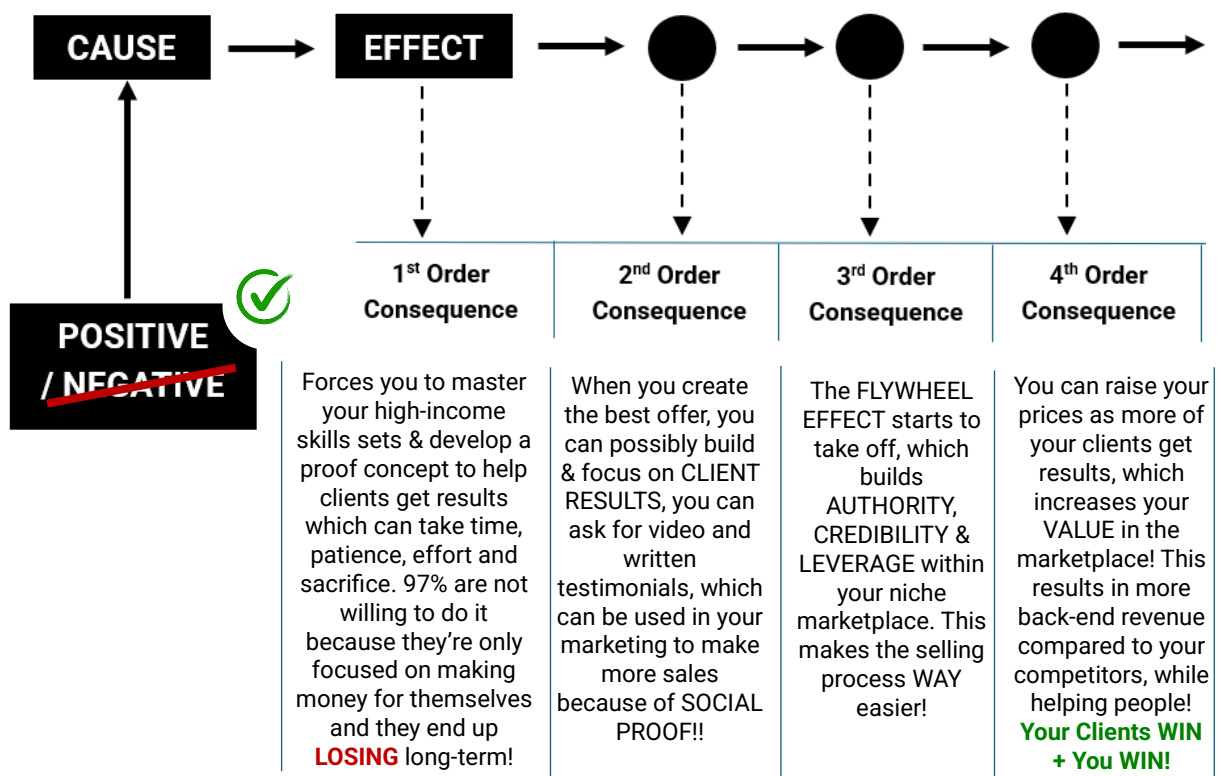
2) Building The Best Offer You Can Possibly Build To Help Your Clients Get Results!



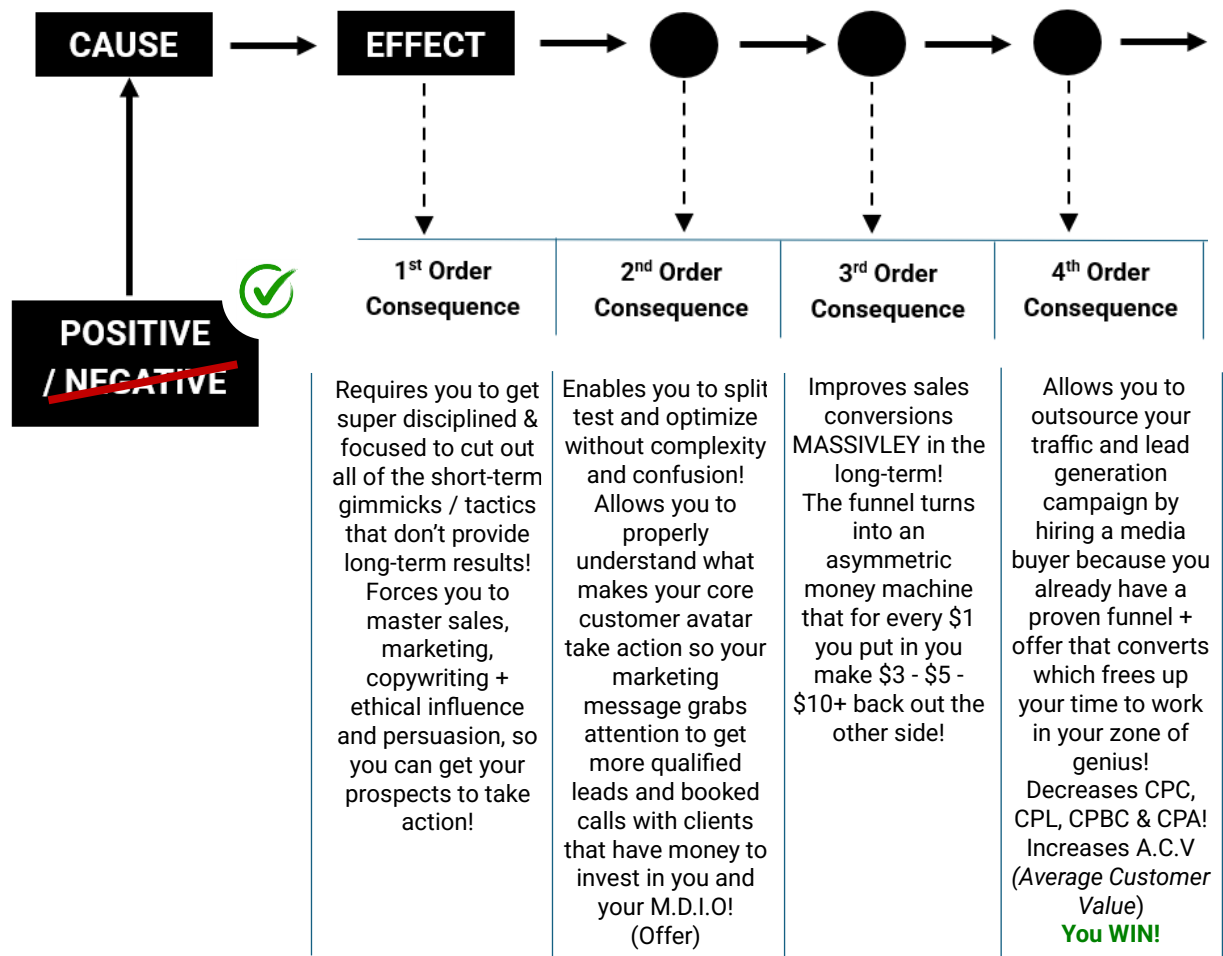
### 3) Mastering Yourself Via Identity Shifting (Mind, Body, Soul Complex Optimization!)



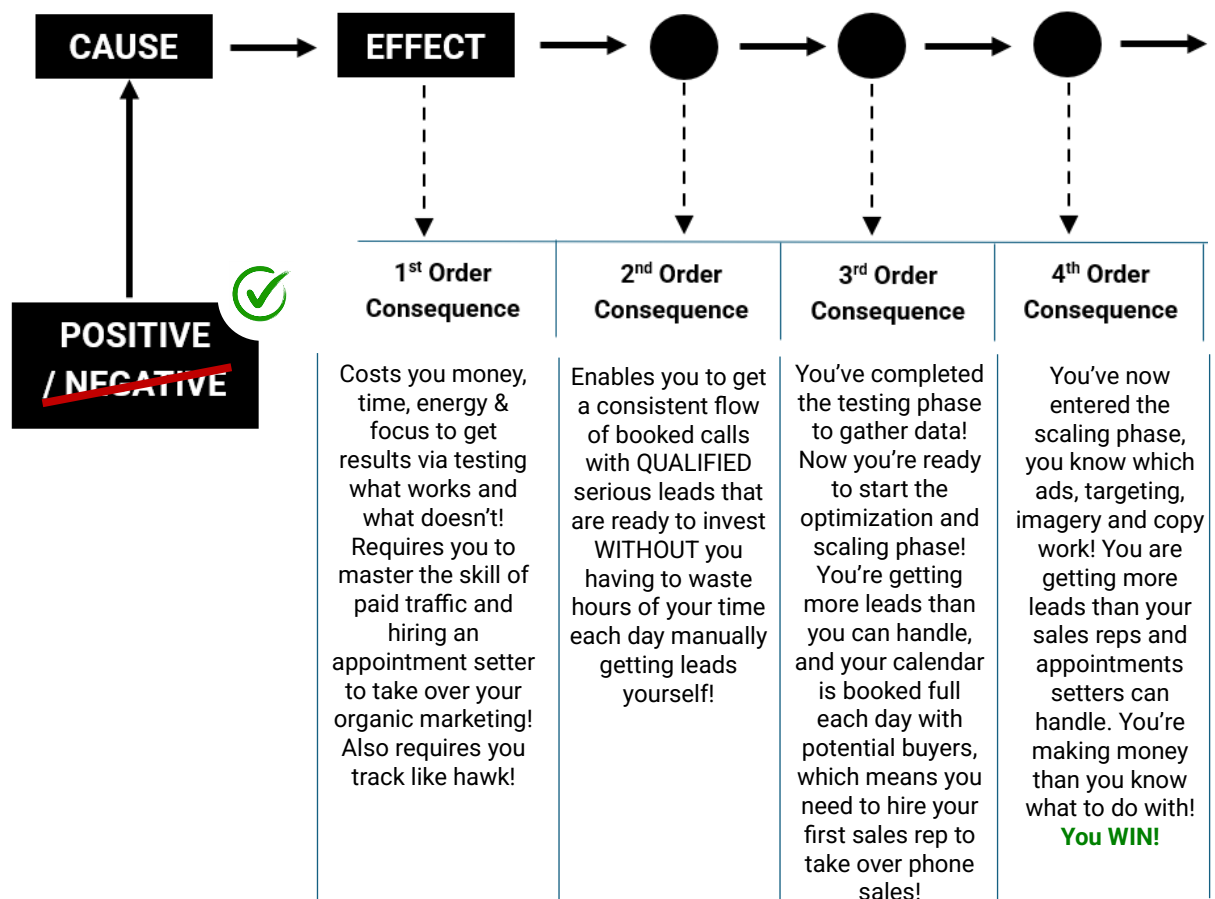
### 4) Focusing On Clients Results & Collecting Testimonials!



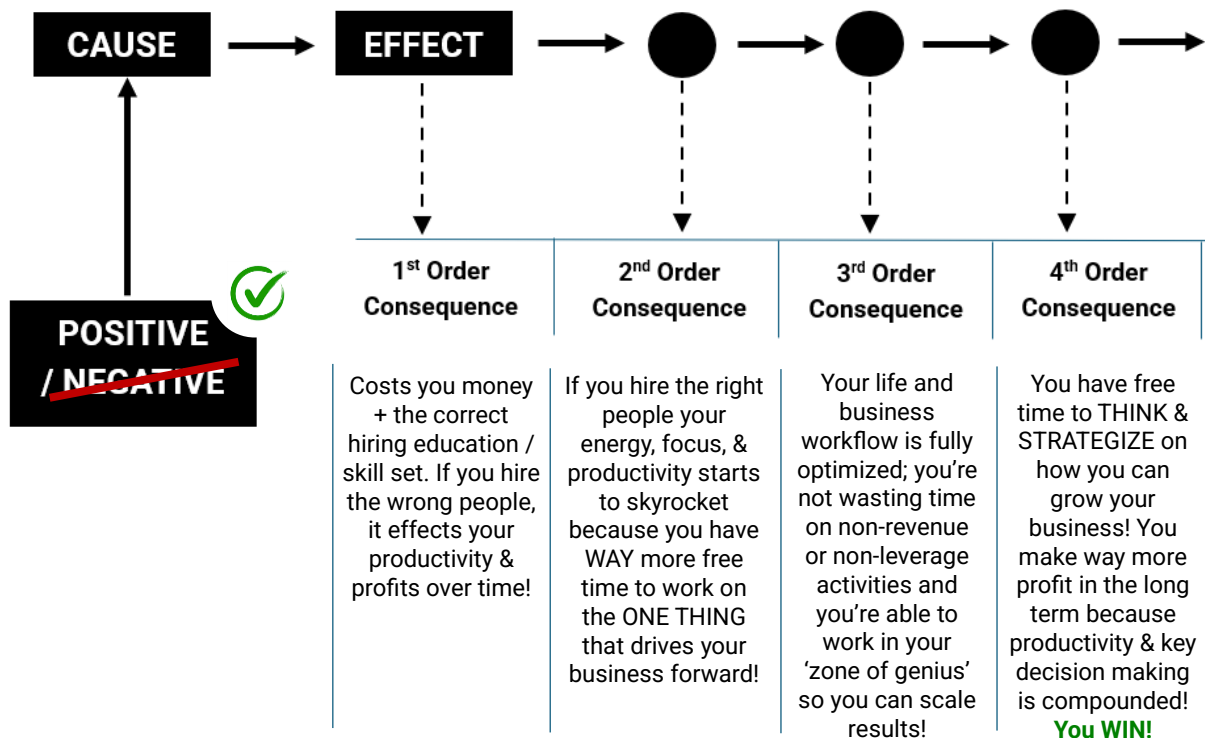
## 5) Optimizing 1 Asymmetric Funnel!



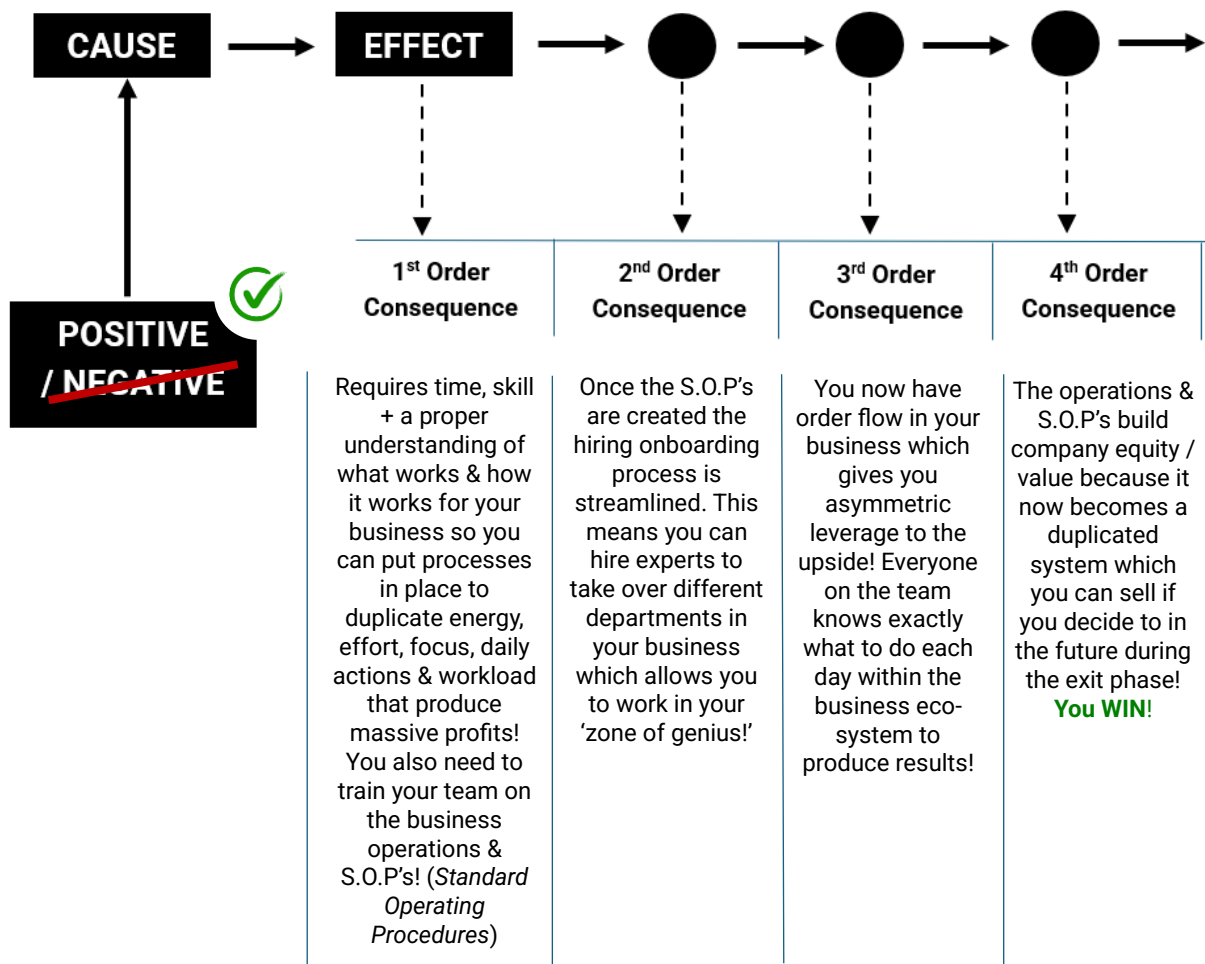
## 6) Setting Up A High Converting Traffic Campaign & Leveraging Conversion Optimization!



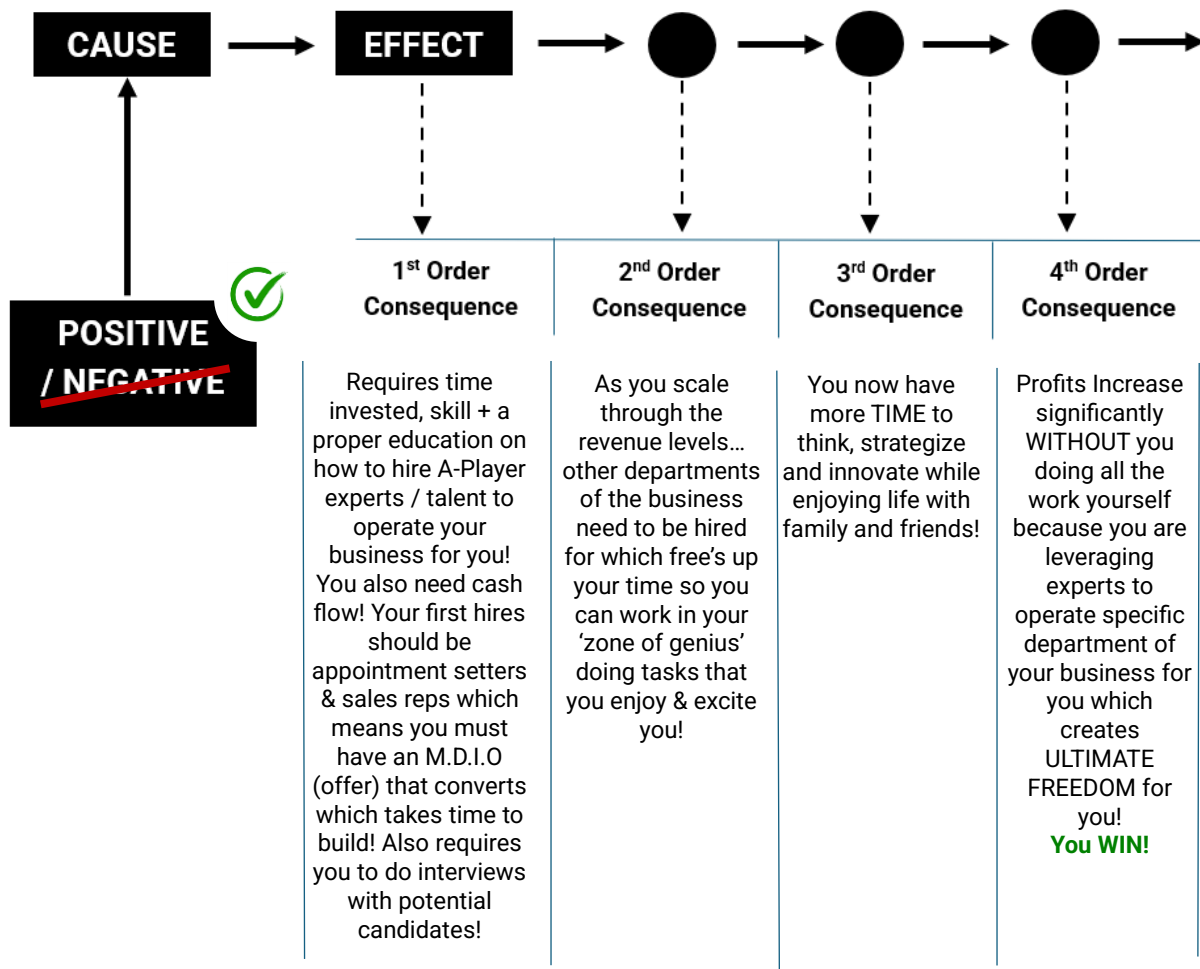
## 7) Hiring Your Life Optimization Team (V.A / P.A + Chef + Personal Trainer + Cleaner)



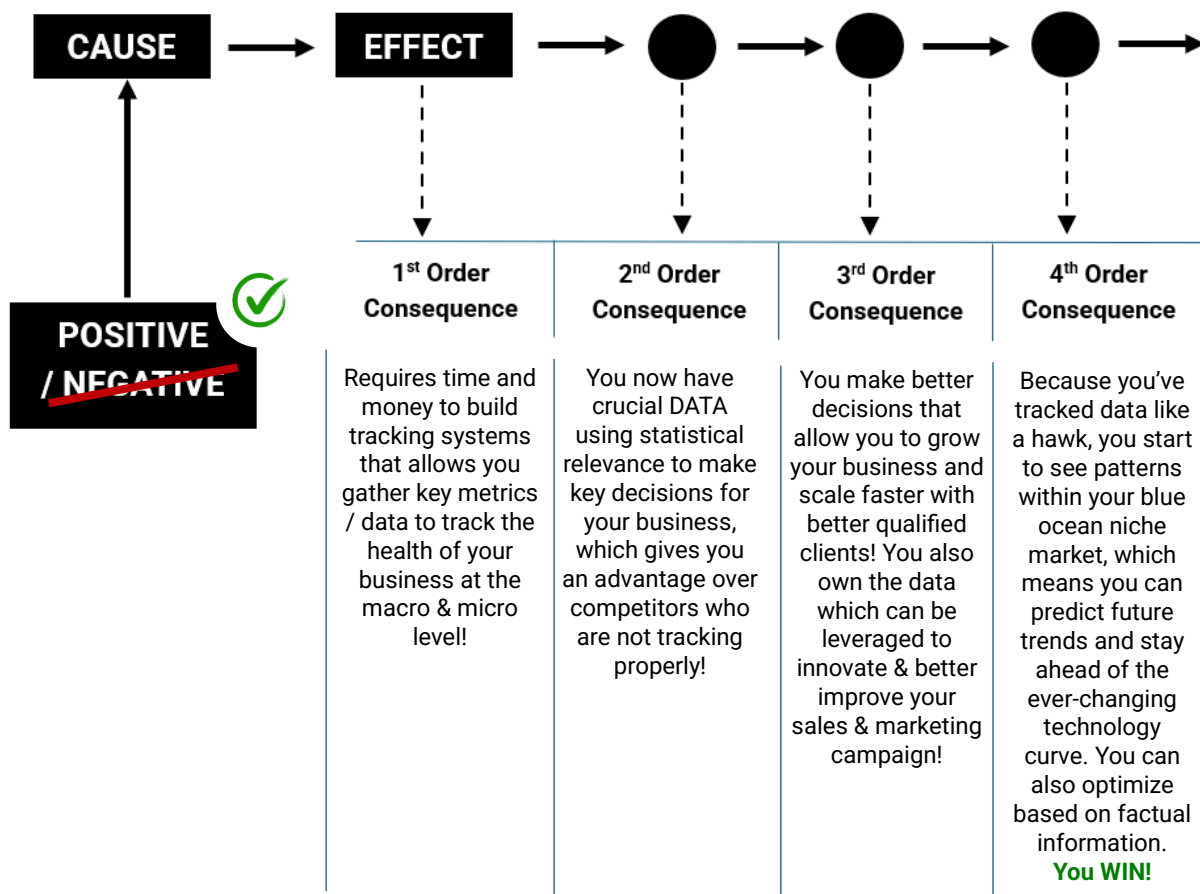
## 8) Creating S.O.P's For Your Business Operations / Departments!



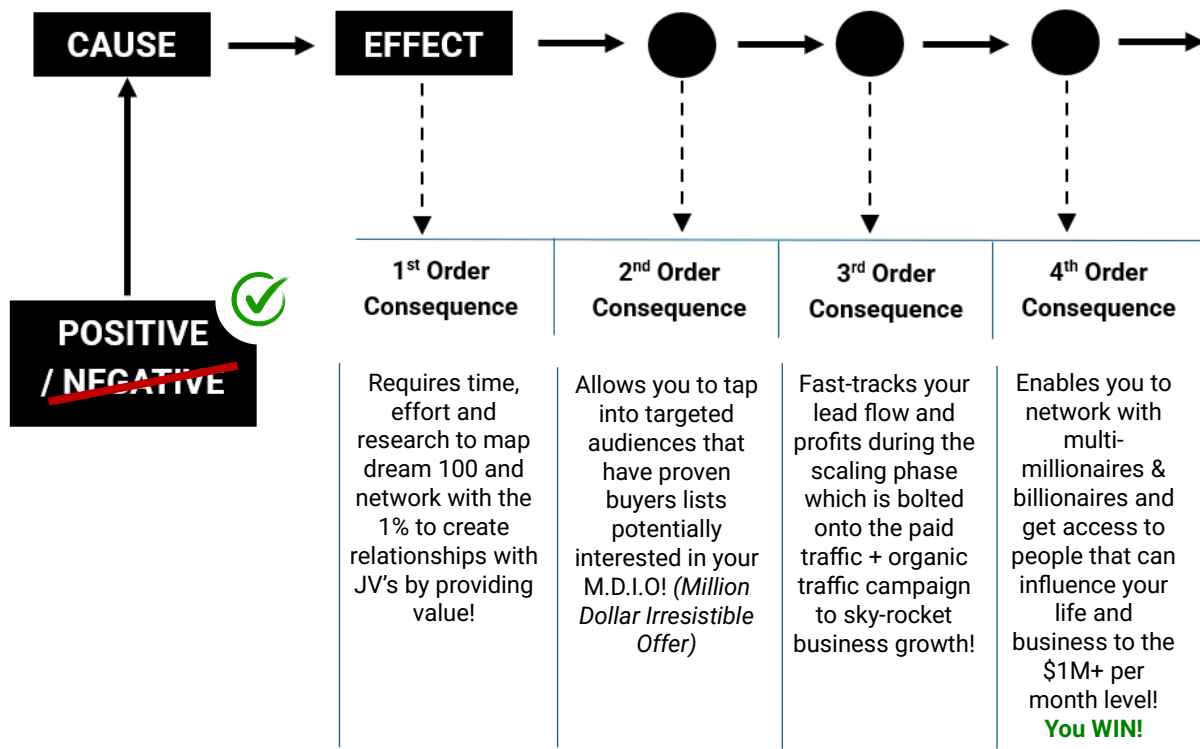
### 9) Hiring Your A-Team!



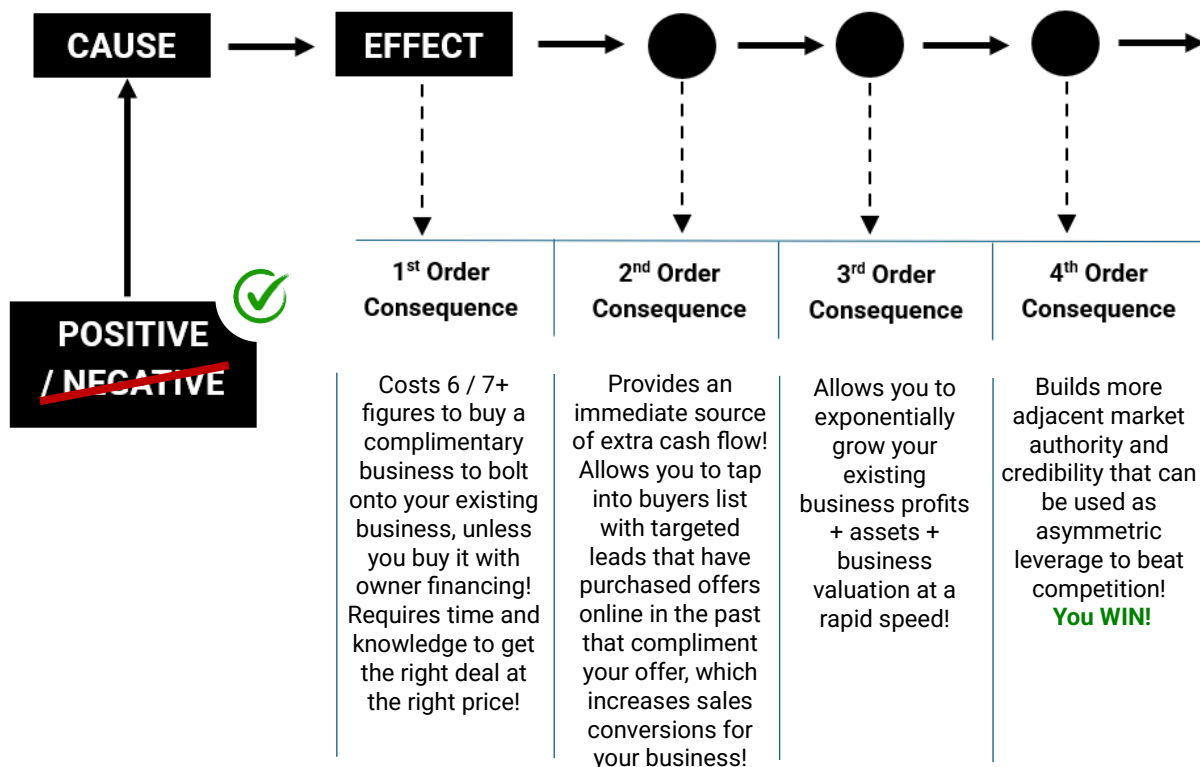
### 10) Building Hawk Like Statistical Tracking Systems!



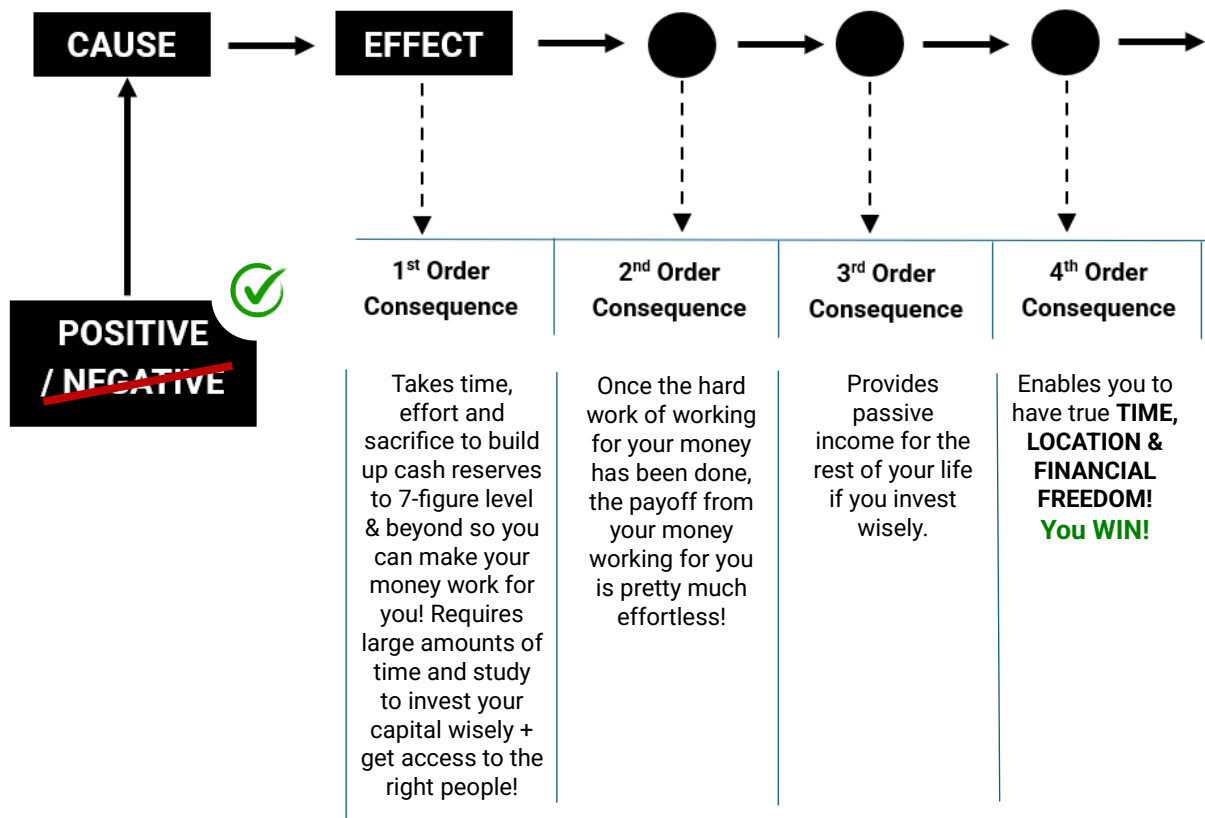
### 11) Mapping Out Your Dream 100 & Partnering With JV's! (Joint Venture Deals)



### 12) Buying Complimentary Businesses That Have Large Lists of Buyers!



### 13) Learning & Mastering Investments & Trading! (OPTIONAL)



### STEP 6 - \$100K CASE STUDY – What To Do If You Need To Make Money FAST!



Thinking long-term is a great way to view business!

It allows you to **stay in the game long enough to succeed!**

However, the short term cannot be overlooked!

My goal during phase 3 of the millionaire mindset + success principles is to help you to start viewing your business as a long-term venture, not a short-term get rich quick gimmick!

But saying that... I want to truly help you get **RESULTS & PROFITS** flowing in as **FAST** as possible as well!

For this to happen **you must take massive action over the next 30-90-180 days and SACRIFICE!**

*“If You Don’t Sacrifice To Achieve Your End-Goal, The End-Goal Becomes The Sacrifice!”*

## **\$100K IN 100 DAYS CASE STUDY!**



When I launched one of my previous offers, I needed to make cash fast! Here's exactly what I did to get **CASH FLOW**... which I advise you to do over the next 90 - 180 days!

- **Map Your END-GOAL!**

*Get crystal clear on how much you want to make! Write it down, stick a sticky note on your laptop + office so you can see it daily. (This starts to program your subconscious mind)*

- **Cut ALL Your Costs That You Don't Need!**

*(Cancel Netflix and start watching business podcasts, & documentaries in your spare time, get a new phone number so people can't call you / distract you - only give your new number to people that actually need it for emergencies... like important family members and close*

friends, lower your mobile phone bill or get a sim only pay as you go contract for £10/Month!

Get rid of ALL subscriptions that are not required to help you build your business, lower your food bill, sell anything that you don't use or need in your house on eBay and use all the extra money to invest in your business & your brain!)

- **Live Frugally For The Next 90+ Days!**

*(Stop eating fast food, stop eating out at restaurants, stop going out drinking at the weekend, stop clothes shopping, stop going to the cinema etc)*

- **Cut Out All Instant Gratification Decisions & Actions!**

*(Delete all social media apps off your phone that are not needed to grow your business, turn off all notifications on your phone, use undistracted chrome extension to hide newsfeeds on your laptop, optimize your workspace, stop / limit drinking alcohol, stop being lazy and start exercising for 30+ mins per day, stop watching TV / news and stop playing stupid video games!)*

- **Cut Out EVERYTHING That Is Not In Alignment With Your End-Goal!**

*By applying what I've shared with you in the bullet points above you'll naturally have cut out most of the things that are not in alignment with your end goal, which will massively reduce the fake DOPAMINE hits you are being subjected to.*

*This means the only way you can get your daily dopamine spikes is by working on your business! At the start its difficult. After 1 week you will thank me.*

*The next thing you should do... is a full audit of the 5 people you most associate with!*

*Ask yourself... Are they empowering you or disempowering you?*

*If the latter... distance yourself from these people or completely cut them out of your life!  
(To be successful you have to be RUTHLESS at times)*

*FOCUS on the actions EVERYDAY... that are going to create **CASH FLOW & GROWTH** in your business and personal life!*

- **Start Tracking Your Money / Spending NOW In a Spreadsheet!**

Use excel spreadsheet or google doc. Create 3 collum's and keep it simple!

Track how much money you are making in the first column for the week, in the next column track the amount you spend each and every day and, in the 3<sup>rd</sup> column... make a note on what you spent that money on. Every time you spend money, track it and make a note on what you purchased.

TRACK every \$ / £ down to the penny!

When you do this... review the spreadsheet at the end of each week! It will give you a VISUAL representation so you can notice your spending patterns.

You will be amazed at what absolute rubbish you are spending your money on, and it will give you massive awareness so you can make positive changes!

Start doing this NOW... even if you're not currently making a lot of money. Continue to do it when you are making a lot of money and watch your wealth grow!

“What Gets Measured, Gets Managed...  
And What's Measured & Managed Correctly Will Grow  
Exponentially!”

- **Adopt The Long-Term Thinking Mind-set... But Focus On Actions & Processes To Get Results Within The Next 30 – 90 Days!**

Read the long-term thinking mindset training that we've just been through (phase 3) once every 90 days, so you can ingrain it into your sub-conscious mind + DNA... but have focus on the activities that will get you results within the next 30 days, which I will share with you at the end of this **\$100K IN 100 DAYS CASE STUDY!**

- **Work Through The Modules & Complete ALL Action Steps Inside The Client Acquisition Accelerator Educational Coaching Program & LOCK The F%&k In!**

**Or**

*(If you're already making over \$10k - \$20k/Month)*

**Pick the module that you need... to help solve your BIGGEST PROBLEM first... focus on that module and solve your biggest bottleneck currently holding you back in your business and then come back and go through C.A.A from start to finish after you start making more **CASH FLOW!****

- **Create a DONE FOR YOU or DONE WITH YOU (coaching) offer!**

*(Launch offer within 7 days from now leveraging the M.V.P Formula inside module #2 and course correct along the way!)*

- **Make The Commitment That You Are Going To Do Whatever It Takes To Make Money As Fast As Possible!**

*Create your self-identity map + goal card that declares your commitment to become the best 2.0 version of yourself! Use imagery of the dream life you desire! Print the goal card out and sign the back of it as a declaration of your new commitment to your NEW SELF!*

*Then read both your identity map and your goal card every night before you go to bed & every morning first thing when you wake up with STRONG EMOTION!*

- **Focus on ONE THING / END-GOAL Obsessively & Success Is Inevitable!**

*If you don't get results quickly... **KEEP GOING!** And **NEVER EVER GIVE UP!***

- **Get To F&\*king Work & Do More Volume Than Ever Before!**

*(Work longer hours on the 3 H.I.P.A (High Income Producing Activities) listed below... at a faster pace with more intensity, energy and focus =*

***Speed of Implementation!***

---

I've thought long and hard about the following...

If I needed to make \$10,000 - \$30,000 within the next 30 days here's the 3 H.I.P.A activities I would focus on, using **Pareto 80/20 Principle** to get CASH FLOW rolling in FAST!

Obviously, you'll get faster results if you already have an email list / audience / social media followers of 5000+ targeted people. However, I've crafted this training for those of you who do not have a 5k targeted audience yet.



- 1) **Creating An Irresistible High-Ticket OFFER! Make it so valuable your perfect core customer avatar would be stupid to say no (Provide 10X – 100X the value compared to the price!)**



2) **Direct Messages = 100+ Messages Per Day Minimum + Run Paid Ads...**  
*start small and test with \$10 - \$20 to get leads, DM's & qualified booked APPOINTMENTS, then scale up your ad spend!*



3) **Booking Sales Calls Daily + Have A Relentless Attitude Towards SELLING!**  
*Apply The A.B.S Formula =*

# ➔ Always Be Selling! ➔



**IRRESISTIBLE OFFER**



**DMs + ADS**



**BOOK APPOINTMENTS & SELL**

Everything else you do in business is just noise / a waste of time... that doesn't really move the needle in terms of getting FAST RESULTS when you don't have a targeted audience built!

And I can guarantee if you are not making \$10k - \$30k per month yet... you are not focusing enough of your **TIME & ENERGY** on those 3 extremely important H.I.P.A activities listed above!

Price your offer for \$3,000 - \$5,000+ and you'll be well on your way to \$10,000 per month!

If you're not confident to charge this amount yet, lower your price to \$1k - \$2k or use the monthly recurring pricing retention cycles I taught you inside module #2.

This is how you make money as fast as possible, while having a key understanding of the **Long-Term Multi-Dimensional Sequential Thinking Using 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Order Consequences!**

AWESOME! 😊 Moving onto the last step...

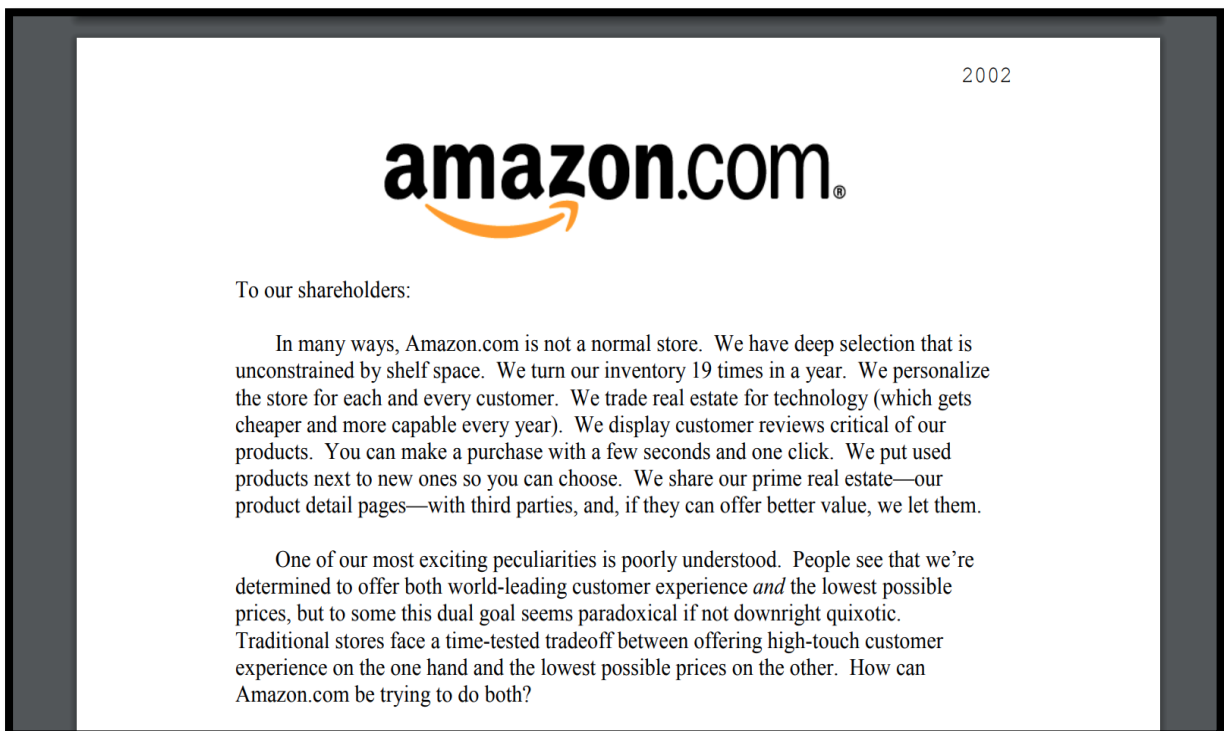


**STEP #7 - Access To 23 Lessons From Jeff Bezos - Trillion Dollar Company Letters To Share Holders & Long-Term Thinking BONUS Training From One Of The Top 50 Business Thinkers In The World!**

Long-term thinking is one of the reasons why Jeff Bezos and his team of employees we're able to build Amazon to a **TRILLION DOLLAR** company.

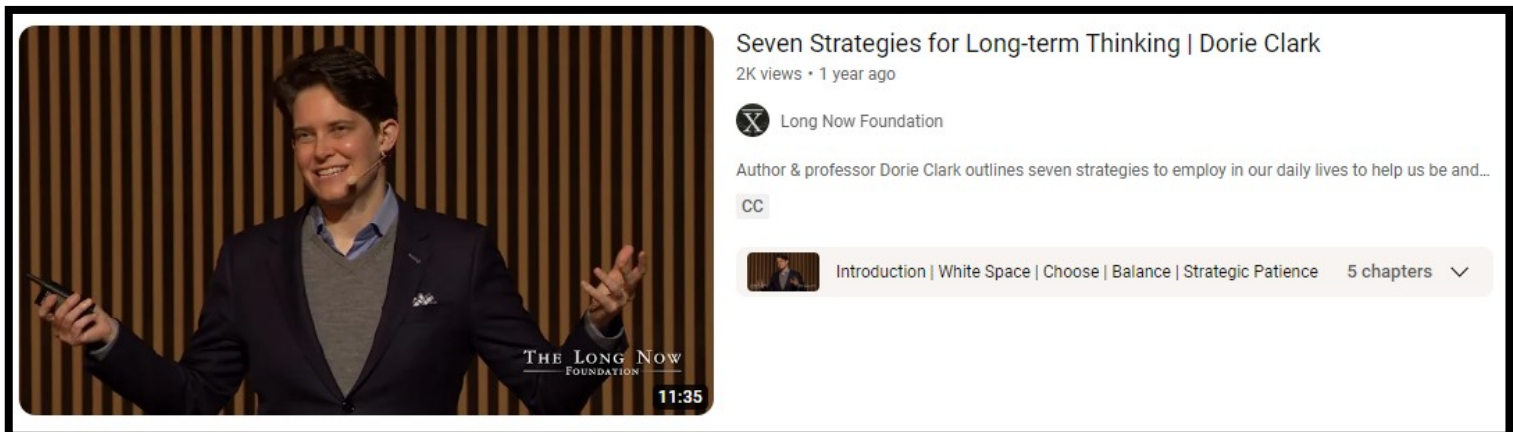


Below is access to a special **FREE PDF** with 23 Lessons From Jeff Bezos Amazons Letters To Shareholders. Read it if you want to be successful in business!



[\*\*23-Lessons-From-Jeff-Bezos'-Annual-Letters-To-Shareholders.pdf\*\*](#)

## Long-Term Thinking BONUS Training From One Of The Top 50 Business Thinkers In The World!



[CLICK HERE TO WATCH THE VIDEO >>](#)

Here's a quick **RECAP** of what we covered together...

- KEY** **STEP #1** - Introduction Into Long Term Multi-Dimensional / Sequential Thinking – 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Order Consequences!
- KEY** **STEP #2** – How To Stop Instant Gratification Thinking & Why Initial Conditions Effect Results!
- KEY** **STEP #3** - How To Apply Long-Term Multi-Dimensional 2<sup>ND</sup>, 3<sup>RD</sup> & 4<sup>TH</sup> Order Sequential Thinking, So You Can Create Compound Growth In Your Business & Life!
- KEY** **STEP #4** – The Risk Mitigation Blueprint! How To Move The Needle In Your Business (*Scaling To Millions While Reducing Risk When Making Key Business Decisions!*)
- KEY** **STEP #5** – Real Life + Business Examples of Long-Term Sequential Thinking! Diving Deeper Into The Quantum Cause & Effect Chain!
- KEY** **STEP #6** – **\$100K IN 100 DAYS CASE STUDY** – What To Do If You Need To Make Money FAST!
- KEY** **STEP 7** - Access To Jeff Bezos Trillion Dollar Company Letters To Share Holders & Long-Term Thinking BONUS Training From One Of The Top 50 Business Thinkers In The World!

Hope you got value from phase 3 of module 3.

See you in the next phase where we will go over...

**PHASE #4 – The Consistency & Behaviour Vector Model & Understanding The Space / Time Horizon Continuum!**

Talk soon,

Sam Malsom

Founder & CEO: [www.OnlineWealthSociety.com](http://www.OnlineWealthSociety.com)

