



My Note Taking Nerd

Dan Kennedy – 8 Big Ideas Report

Kennedy has had the privilege of spending time with hundreds of super successful business owners. These are the 8 Key Principles that separate them from the rest of the pack.

BIG IDEA #1 – Resourcefulness versus Resources.

- ☛ **Most individuals are waiting** for the Thing to come along. They want to wait till they have the TIME OR MONEY. The people Kennedy hangs out with **make things happen.**
- ☛ Most people are waiting for Resources, Others, or Circumstances.
- ☛ Kennedy tells the story of a gentleman named Elliot who owned an Auto Shop. Him and Kennedy had a conversation had the conversation of “How do you add continuity to a business that traditionally doesn’t have it?”. Elliot immediately went out and implemented a \$199 membership program for his customers to have the “Privilege” of bringing there car into them. He’s selling one or two a day that is pure profit. HE WAS **RESOURCEFUL AND REFUSED TO ACCEPT NO AND INDUSTRY NORM.**
- ☛ The point is this...He didn’t wait for the correct Time to appear he just went out and did what most thought was impossible.
- ☛ Resourcefulness is driven by a constant desire and process of **SELF HELP AND INFORMATION GATHERING.**



- ☛ **Most people stop when someone or something tells them NO!** The world is constantly saying no you need to learn to be resourceful and overcome these NO's! **NEVER TAKE A NO**

BIG IDEA #2 - SUPERIORITY

Secret truth is most highly successful entrepreneurs look at most other people as “civilians” of very limited capacity and little will, and we began seeing them as such long before our bank accounts justified it.

- ☛ Arnold Schwarzenegger, Donald Trump, and Dan Kennedy are all individuals whom have this trait!!
- ☛ **IF YOU CAN JUST “SHOW UP” YOU ARE GENERALLY A STEP UP FROM ALL OTHERS.**
- ☛ If you Read you are even another step up the Superiority Latter....The average American household spent \$42 on books last year and less then 10% probably even read the book.
- ☛ You should be thinking you're way above the mere mortals just by reading this report!

BIG IDEA #3 = AN INCREDIBLE LEVEL OF INTOLERANCE!

- ☛ **They are tough on others and themselves.**
- ☛ They go thru people, vendors, etc.. more then the average business owner because they are so tough to work with.
- ☛ Bill Phillips of EAS is known to wake up at Two in the morning and convene a meeting then tell his employees he wanted the project done and



in the mail by two the next afternoon. He has an incredible level of intolerance.

☛ When Giuliani was Mayor of New York he enforced the Broken Windows Theory which had a very high level of intolerance. They focused on Jay Walking, Broken Windows, and Minor Crimes. The crime dropped an incredible level because they were intolerant to even minor infractions.

☛ **In business you can't tolerate anything.** You can't even give them an inch because it will almost always be taken advantage of.

☛ **YOU MUST LEAD BY EXAMPLE OF THE INTOLERANCE YOU WILL NOT ACCEPT.**

☛ Your marketing will be undermined by poor performance of intended actions if you tolerate anything.

BIG IDEA #4 – SPEED!

☛ You must have a **Do It Now attitude** on everything.

☛ **Most people are trained to work sequentially versus Renegade Millionaires who work simultaneously.**

☛ Most people Dan works with are launching and working on a whole bunch of stuff all the time.

☛ Most people think there is a logical sequence of things. That this must be done before the next step is done.

☛ **YOU GET RICH BY DOING MULTIPLE THINGS SIMUTANEOUSLY.**

☛ Dan has noticed that the super successful people he works with are so busy doing stuff that they tend to leave a hurricane behind them. They



have PILES of stuff. Some even have a Fake Office for entertaining and a real office for work because they leave such a mess. Speed Require Chaos!

☛ YOU MUST HAVE A SENSE OF URGENCY.

☛ YOU MUST BE DECISIVE AND ACT QUICKLY. TAKE MASSIVE ACTION

☛ **YOU MUST BE IMPATIENT**

☛ Lee Iacocca launched the convertible in a matter of days. Somebody came up with the Idea, he had the engineers cut the top off of the car and then drove it around to see if girls looked at it, then went to market. That is speed in it's essence. Most other CEO's would have convened a management meeting, and then moved to step two, etc.. and they would have been beat to market.

BIG IDEA #5 – WORK

☛ This is the idea that Kennedy and others Aren't working. This is a false premise.

☛ Trump will do two speeches, in two different cities, then fly back to New York to meet with the bankers, and then get home to throw on a tux to go to the Networking Dinner. THAT'S WORK!

☛ **You must DO the work.** Jerry Rice would perform at an extremely high level and when the season ended he went to WORK the very next day to prepare for the next season. YOU MUST WORK!

☛ Are you doing the preparation necessary? Are you willing to do what is necessary? You have to DO THE WORK!

☛ To be good and fast you've got to start with Badly and Slow!!



- ☛ Dan Kennedy's Peter Lowe Success speech was perfected thru practice, practice, practice.....HE DID THE WORK!
- ☛ Jim Rohn say's work six and rest one. You've got to work.
- ☛ Do something you at least enjoy on some level so you can actually work.
- ☛ Dan KOWS he out works his competition. Do YOU?
- ☛ Work Smart Not Dumb. **WORK WITHOUT CONSTANT INTERRUPTION!**

BIG IDEA #6 – DEALING WITH CHANGE

- ☛ Do not become arrogant or complacent. Change will get you.
- ☛ Your business must change about every six to 12 month's.
- ☛ Expect, Anticipate, Create, Embrace,REVOLUTION!
- ☛ The question of all Questions for Entrepreneurs is **WHAT'S NEXT!**
 - Ask what will go wrong next?
 - What will happen if _____ happens?
 - What can we capitalize on Next?

BIG IDEA #7 – VERY PRAGMATIC

- ☛ Hope and faith is not a business strategy.
- ☛ Napoleon Hill spoke of Accurate Thinking, which may have been his very best strategy.



- ☛ Don't think in terms of "impossible", but certain things may not be worth the time and effort.
- ☛ Learn to compromise quality to get things done. (Excellence is usually overrated)

☛ Pragmatism is about being smart about specific aspects of your business and not being delusional.

BIG IDEA #8 – CURIOSITY

☛ You must have a high degree of intellectual curiosity.

- ☛ Always be asking questions.
- ☛ Read, Read Faster, Study!!
- ☛ Great Kennedy Story. Dan's doing a conference and driving back to hotel at night. Along the way they decide to stop at a strip club. A fellow named George turns up missing at the Club. Dan goes looking and finds George back in the dressing area with all the Naked strippers asking them business questions. Moral of the Story.....George Makes A lot of Money!!

BONUS IDEA – SELLING

- ☛ **It is extremely rare to find a Self – Made Millionaire Businessman that has not turned himself into a Master Salesperson.**
- ☛ Advertising & Marketing are just forms of selling.
- ☛ You must master this skill to move to the next level.
- ☛ If you can sell you can be dropped anywhere in America with nothing and have security.

