

# *MY NOTE TAKING NERD*

*"Giving You The Edge"*



RENEGADE MILLIONAIRE  
DAN KENNEDY



# *My Note Taking Nerd*

## Renegade Millionaire Report

### **RENEGADE MILLIONAIRE SPOTLITE!**

- ✓ **Jerry Jones** – Turnkey marketing systems and coaching for Dentists. Not a dentist. The only proof you have of success in life is Money.
- ✓ **Jeff Paul** – Former certified marketing turned direct marketer. “How to make MONEY sitting at your kitchen table ...” What really makes people buy things is usually in direct difference then what they teach at universities and conventional marketing. Took 1,000 a month business too 100,000 a month in 7 months. Tele-Seminars is a great way to market. Do the right marketing to the right people.
- ✓ **Dr. Tom Arant** - Was a dentist practicing for 15 years and was three days from bankruptcy. Went from that to making more than 3 times the average dentist in 10 months. Most businesses are making enormous amounts of money sitting on the table, you need to learn to get it and put it in the bank. Elite 12 membership now has 25 people. Learn to make a little lemonade from the lemons.
- ✓ **Jill Wolforth** – Co-Owner, Can-Am Sports Academy and Direct Mail Pitching Central. Have abundance showing around you to constantly remind you that it is out there.
- ✓ **Paul Hartunian** – Best known for the guy who sold the Brooklyn Bridge in 1983. As long as you guide your clients and live life on your terms they will go a long with you.
  
- ✓ **The real value of a business** is off financial statement values. The first point of power and value in your business is your list. The second would be reputation of the business with it’s customers and community. Third would be it’s marketing. The fourth would be a marketing advantage or reason to be in your particular business.
- ✓ You can’t decide that **just because you are passionate about something** your going to do it. **You must be pragmatic** about making your decision. Just because you are passionate about “flying” doesn’t mean you can jump off a building.
- ✓ **Opportunity Gap** – There is a gap in the marketplace and a demand that is not being served. You should always be looking for that gap in your marketing.
- ✓ **Parasite Marketing** – This is the single most powerful marketing technique. It is infinitely easier, quicker, and more profitable to be a parasite on some other host and get the customers they have already organized. Joint ventures and strategic alliances are the most powerful forms of this kind of marketing.



- ✓ **Toll Booth Marketing** – The analogy is that if you have a bridge and the only way to get to the other side is to pay the toll booth operator. The opportunity is to create this position in the mind of your customers. How do you create something in your business that your customer and/or clients must pay you month in and month out for?
- ✓ **Reinvention** – Subway has reinvented itself as a weight loss company. You can't go 24 months without totally reinventing your business
- ✓ **Recycle** – Constantly be recycling sales themes, sales letters, content, product etc....
- ✓ **Hidden Value** – Just about every business has this. The more successful you become the more you leave behind hidden value. Dentist who is retired goes into each town he wants to spend time and cuts a deal with dentist that he will take their old patient files and reactivates them and makes \$200,000 per year at half the gross just finding the hidden value.
- ✓ **Scytoma** – Can't find your own typographical errors but you can find the errors in someone else's work. This is the same with our own business. You need fresh eyes.
- ✓ **If you want abnormal results, you can't adhere to normal teachings** or the norms in your industry. Normal means average. Do not forget this. All breakthroughs tend to come by violating the norms. The majority is virtually always wrong.
- ✓ **People that don't have resources** need to be resourceful and use their time. This sometimes means you need to do but ugly, grimy hands, manual labor stuff enabling yourself to do the easier, better stuff.
- ✓ **Raising Capital** – Renegades think in terms of other people's resources versus the typical thinking of other people's money.
- ✓ **Fortunes are created by stealing, repackaging, and running.** Get this and you will make a fortune. Try to reinvent the wheel and you will die a slow death.
- ✓ **Positioning** – You want to be the number one thing people think of when people think of \_\_\_\_\_. “If you got a headache, who do you think of as soon as you get it?” “Kennedy gives you practical things you can go do tomorrow”
  1. How can we reposition ourselves in the minds of our customer?
  2. How can we redefine the field entirely?
  3. How can we niche within the field? “Alzheimer's Law”, “Safer, Smarter, Nicer, Kids”, “Quick Turn Real estate”
- ✓ **Marketplace Protections** – What is extremely hard about what we do to replicate? Create a personality or celebrity endorsement, process, advertising .... All combined to be an extremely hard system to replicate.



## ✓ **Quick Fixes**

1. **Find ways to utilize your current customers more.** Woman comes from Florida and owns a gift shop. Business does well 5 month's a year during peak season. 7 Months suck. Answer was to close the business 7 month's a year. Quadruple resources used during the 5 months a year. Just because you can't get your customers to the store doesn't mean you can't sell to them the other 7 month's out of the year. "How do you sell Sunny Florida" the other 7 month's a year?" She now has mail order and internet business.
2. **Replication can make you rich.**

## **RENEGADE MILLIONAIRE SPOTLITE!**

### • **Dr. Sturby**

Has created a business in a box for Dr.'s and Dentist and sells them to dentist for a ton of money. \$5,000 per kit. Also has a school teaching Dr.'s and Dentist. "Dental assistant Schools".

### • **Bill Hammond**

Elder Law Attorney. Works with senior citizens. Has learned to position himself in a way that he can charge 4 times as much and hug him and love him for it. Learn to get in on the conversation that is going on in your clients mind. Created an information product that sells extremely well. Has really learned the "What's Next" philosophy from Dan. Think outside of your box.

### • **Greg Renker**

Takes dan's materials and uses a yellow marker to highlight, then synthesizes that to one or two pages. Puts that into his master file and refers to that often.

## ✓ **How Renegade Millionaires make decisions for being in a business or looking at opportunity.**

Have a list of things you will not do for money. Jeff Paul won't wear a tie. Just because something can be done doesn't mean it should be done.

1. Does this integrate into and support the vehicle I'm already using to get to its objective.
2. Does this subtract or distract from what I'm doing.
3. Does this opportunity allow me to leverage what I'm already doing? My customer, etc...?
4. Should I be in bed with this person or organization? Is their synergistic value?

## ✓ **How do smart business people get in trouble?**

Complacency. Do not maintain status quo. You must maintain momentum  
Think ahead and plan for situations. What could be coming? Regulatory issues...etc...

## ✓ **Forced Continuity**



If you want to buy this box, you buy this box for x and then we are going to do another thing every month and we are going to charge you for it. You can't buy just one thing.

✓ **Learn to ask very deep questions before doing something. Take some extra time before jumping.**

✓ **Do not think you know something. In today marketplace things change daily and you must always realize that just because something didn't work yesterday doesn't mean it will not work today. One little change can change everything.**

✓ **You should have a governing principle for making decisions and choices. Here is Kennedy's**

1. Learn to make your business less and less dependent on salespeople
2. Try to find a way to do premium pricing
3. Do not get in the "If Come" business
4. If someone requires a lot of access they are out
5. Think your principles through from time to time but do not make exceptions become the rule

✓ **How can you get your competitor's customer base and/or good employees?**

✓ **The biggest overlooked factor in business is that you get too locked in the present and not readying your next act.** Not when your current profits decline, but before anything even happens. You need to presume they are going to happen.

✓ **Personal Promotion is what turns ordinary businesses into major successes. Be a shameless self promoter. The Personality factor is the greatest leverage in your business.**

✓ **The attitude you should have is one of confrontation, not caring about peer approval, and steering head on into the unknown.**

✓ **You must learn to manage your risk**

✓ **The further the specific expertise the further your influence will be.** People confuse the level of expertise you "think" you need to have.

✓ **The willingness to grab, take, and explain the "I'm number one at \_\_\_\_\_" status is one of the major x factors in Renegade Millionaires. YOU ANOINT YOURSELF!**

✓ **Credibility is virtually gone.** "I've been in business for 75 Years" no longer really matters. Amazon is worth more than General Motors. Longevity counts for very little as well. **Believability is very important. Use endorsements and testimonials.**

✓ **We live in a society obsessed with Celebrity.** Dr. Phil – Wrote a book on weight loss.... Celebrity status at its best. Covers of magazines 5 years ago were oriented to content and today they are celebrity oriented. You must create celebrity status or go rent a celebrity.



✓ **Writing a book is a perfect tool for marriage of believability and celebrity.** There is a linked thought that if you wrote a book on x than you are an expert on x.

✓ **If you can find a group of people who are buying and responsive to very bad marketing and unleash great advertising and marketing on them than you can own that market.**

✓ **Dan has a rule that he must do something (at least one thing) every single day to promote himself.**

✓ **Do not get in the habit of waiting for the well to go dry and then pumping like hell. Learn to always be pumping and keeping your pipeline full.**

✓ **Remember that the only way you are going to keep someone for a long period of time is to build a “Personal” relationship.**

### **Renegade Millionaire Spotlight!**

- **Darren Garmon** – Commercial Real estate Broker – Became the go to guy in his marketplace selling Mid – America Real Estate. – How do you get people to come to you rather than you going to them?

✓ **Renegade advertizing reaches out and grabs its intended prospect by the throat and gets their attention.**

✓ **Plain vanilla can work over a long period of time. However, for short term success you must have a very distinctive voice and personality. You will only excell to the degree you are willing to repel and offend. You need to be outrageous.** Competitive advantage is established by this one thing.

✓ **Entrepreneurs really mess things up by paying attention to peers way to much.** They are paying attention to opinions rather than only what gets results.

✓ **Testimonials are so important because there is no possible way no matter how good “you” are at making your case believable as your customer can make your case for you.** Your presentation should be as much proof driven as possible. Testimonials will make everything and anything better. Some people think “But my business is different”, which stops them and is completely wrong.

✓ **For the most part building a brand takes millions of dollars and many, many years.** You must have a focus, strategies, and principles and hopefully the brand will follow. You must focus on “building the herd”. Meaning the clients who will give you money and money over and over again. In a Restaurant the wealth is not in the equipment, etc.. It’s only in the customer. **Therefore being the Restaurant, you do not want to advertise the Restaurant unless it has a mechanism to capture names of those who frequent your business which is the customer’s names, addresses, and email addresses.**



✓ **Most businesses only consider the expense of advertising and trying to reduce the cost of leads. Renegade Millionaires are always trying to figure out how they can pay more for leads because they know the value of them.** Renegades understand the back-end value of the lead. Think in terms of front end transaction and then everything after that. This thinking is so foreign to the ordinary business person that they restrict themselves tremendously on the initial sell and this creates an incredible advantage for those who will do more with this initial money than those who do not.

✓ **Val Pack is an excellent form of media. Mostly women open and read the advertisements.**

✓ **Television really only works if you saturate the market. If you are going to do it, do it a lot.**

✓ **Radio is a very effective yet underutilized media. It’s very important to do direct response.**

✓ **Find someone who is a bigger winner than you are and go where they go and where they have been. Follow success.**

✓ **You need to be able to get to your target prospect and not talk to a lot of people who are not your prospect.**

✓ **Niching is extremely important.** If no one has rounded up the herd for you to go after it’s very hard to find them in a huge crowd.

✓ **Find the unique, unusual twist and hook that you can build your story around.**

✓ **You must have an overall strategy for whatever you are doing** You must know all the steps in the process, including what to do with the people who don’t buy etc....

✓ *You fire the bottom 20% of your employees every year and replace them. – Jack Welch*

✓ **If you are going to do work or allow your employees to “do” something, you can’t be the guy who goes into heart surgery but insists on having his eyes open during the process. Do not micro – manage employees, TRUST!**

- ✓ **Probably the most important aspect of what you do in direct mail and marketing is the multi steps you must take in the process.** If you are supposed to mail every week but mail 2 days late, you have compromised the process.



### **RENEGADE MILLIONAIRE SPOTLITE!**

- **Jeff Paul** – Uses Dan Kennedy, Ultimate Sales Letter, for everything he does. You must enter into the conversation of your clients they are already having in their head and write exactly like people talk. It does not have to be “proper”. You must get the most important stuff right up front. It must be in the beginning headline, opening phrase, etc... . Work just as long on the opening as you do on all the rest. If “Homer Simpson” can’t get it instantly it sucks!! Fall in love with improving people’s lives. Always remember that you are not your customer. The only thing that matters is seeing life through their lives. Embrace a “Dan Kennedy” Philosophy.

- ✓ **Most people hate selling because they are inept at it and can’t do it. Nobody has a good opinion of something they fail at.**
- ✓ **The most important process of selling is to lower the barrier of resistance.**
- ✓ **You do not want your high level talent doing cold prospecting.**
- ✓ **Takeaway selling is the number one tool in selling. This is a “Life Philosophy” for Renegade Millionaires.** You either go through life trying to push yourself onto others or you attract other too you.
- ✓ **You should rehearse the best possible sales situation daily.** The best sales presentation is built with full realization of all the reasons why someone will not buy and then covering those objections. The best sales presentations are built backwards with everything built in and acknowledged. What are all the reasons they can’t buy now. What are their questions, doubts, and skepticism?
- ✓ **Mentally practicing a terrible sales presentation will only engrain that in your brain.**
- ✓ **Selling is too important and too scientific a process to be left up to improv. You must utilize scripting!**
- ✓ **The Scripting process should go all the way down to the person who answers the phone in your office.**
  - ✓ **“Pull you zipper down and make sure you still have balls” –Dan Kennedy**

✓ **Renegade Millionaires only care about results and nothing else matters.**

✓ **If you don't have a system for selling you're at the mercy of the prospect system for buying.** Turning the process over to them means nothing happens most of the time because the buyer either has no system or a system for not buying.

✓ **The Renegades who win are winning by system.**

✓ **Having a real conviction about what you are selling is a must.**



✓ **Free recorded messages are outstanding tools to use.**

### **RENEGADE MILLIONAIRE SPOTLITE!**

- **Bill Glazer** – Took over family owned menswear store and grew them to the number one stores in Maryland. Then began teaching others. Took over Dan Kennedy's Inner Circle. Renegade Millionaires think you must first look at the boundaries of your business and then expand it, then take it to the next level, and the levels never stop. Communicates 18 times per year through direct mail, emails every week, voice broadcast six times per year, called by salesman 4 times per year. This is the Renegade Way. Take a look at what others in your industry are doing and do the opposite.

✓ **Marketing requires constant message.** There are so many new choices coming into your market everyday that you have to always be changing and educating. You need to hold your customers interest.

✓ **To get in the creative process John Carlton puts everything on a table and circles the table. Transcribe your best salesperson.**

✓ **Process of Creating the Marketing Message.** Competitor Intelligence. You will find the essentials that must be in the marketing message. Look for a bright idea. Look for the thing all your customers leave out. Next go to customer input. Next talk to people who are not customers of yours but of others. Look for comparables. Meaning people who sell to the same people you want to sell to but are not direct competitors. Next go to the history of your industry.

✓ ***A lot of Work is less work then the work of failing – Dan Kennedy***

✓ **Utilize all of your competitor's pieces by going to the library or getting on their list!**

✓ **You should have a file system to file information.**

✓ **Utilize the 4 \* 5 card method to right everything down.** Then you can shuffle the cards and utilize the information you want, where you want. Start with this monstrous pile of stuff and then dwindle it down to 4\*5 cards.

✓ **A buyer is a buyer is a buyer.** Demographics may alter copy and style, but they do not alter strategy. Structure and Mechanics stay the same. A formula is the same regardless of whom you are selling and what you are selling.

✓ **Selling Formula.** Problem, emotionalize the problem, invalidate all solutions besides yours, and then solve the problem.

✓ **Opinion should never matter.** You should never get distance from your customers. **Only the opinion of your customer should matter.** You must set aside your “opinions” and listen to your clients. Mark Cuban said he only cares about what the fans think because they are the ones who pay all the bills. The opinion backed up by money changing hands is the only one that matters.



✓ **Permission Required Marketing is in the Future** – Do not call list is an example of what government is capable of doing. This model will move from media, to media, to media. We will need to have permission to communicate with someone. The winners will be the ones who own a herd and have permission. Also, the one’s who are adept at market to message marketing.

✓ **Renegade Millionaire Phylosophy**– Autonomy, Independence, and a State of Mind. It’s about making money on your terms. The vast majority of millionaires are relatively ordinary invisible people. Cash and investable assets. Cash is king. A certain part of your money should be “off the table”. There is an infinite supply of money and it’s readily available. **The supply of money is infinite.** You should put yourself in environments often where wealth is extremely affluent. (Vegas, High-End auctions, etc...) **They don’t ever have to pay for anything; they can send the bill to their customers.**

## **RENEGADE MILLIONAIRE SPOTLITE!**

• **Matt Furey** – National and World champion martial artists and wrestler. Started Mattfurey.com. To get rich fast is the smart way to do something because you build and can maintain momentum.

✓ **Social Responsibility of the Wealthy.** There is a segment of society that is legitimately handicapped. However, the majority of the people wearing that label are not truly in this category. Giving is a strategy. Giving increases wealth but not when done out of guilt, compulsion, or obligation. 37% of all federal taxes paid are paid by the wealthiest one percent of the population. The argument is always in % of total wealth rather than % of total tax paid. The affluents investments through the stock market, building buildings, and creating business is much more than anything they could do giving money to a “cause”.

✓ *Andrew Carnegie – Somebody is badgering him about the redistribution of wealth. He calls in an assistant and asks him for his total net worth divided by the total number of people alive. He then tells his assistant to give this idiot his 16Cent and tell him to leave.*

✓ Most people operate with the paradigm that there is a connection between work and money; meaning that I have to work harder to make more money. **Renegade Millionaires realize that you don’t necessary have to work harder to make money. Renegades learn to do three things.** (1) They learn and try to shift the ratio of doing what they do best versus doing what they don’t do well. (2) They

reduce the ratio of repetitive work they do (automation and systems) (3) The shift in ratio of dollars that come from work versus dollars coming from dollars; meaning making your money work for you.

✓ *Everybody is a liberal until they have something to preserve then they become a conservative – Ronald Reagan*

✓ **Risk tolerance naturally evolves as you accumulate wealth and gain responsibilities and this is how it should be.** However, be careful not to be so risk intolerant that you become paralyzed. **Also, understand there is risk of attitude and distraction through association.**

✓ **Debt** – Good debt and bad debt. **Bad debt** is buying your washer on credit. Grandparents would save for things until they had the money. Do not finance depreciating assets. People are creating a lifestyle above their means. This shift has been dramatic. People are living in advance of their means. Because of this most people are going to find it difficult to obtain any kind of wealth, because their debt owns them. **Good debt** is incurred to acquire appreciating assets or to make money. Debt free attitude is a very conservative attitude but not always the right attitude. The worst thing about debt is that it makes you say yes to things you would not normally say yes to and it makes you do things because you have to versus not being in debt gives you freedom to make decisions on your terms.

✓ Most people make the mistake of not learning to understand your investments. A good rule is that if you can't find the time to learn or understand it then do not invest in it.

✓ **Make it, manage it, then liberate it.** Do not leave your wealth in your business. Extract wealth from your business then make that money make money for you outside of the business. Turn money.

✓ **Liberals think the purpose is to provide employees with jobs, government thinks business is to pay taxes, and the Renegades mentality is a tool and means to create money that you then take.**

✓ You must establish a enough is enough number. Some people call this **“Fuck You” money**; meaning you're at the stage where you can tell anyone “FU” on anything.

✓ The single mom that can get to work “on time” has skills that most millionaires and Renegades can't seem to get right .... “being on time”.

✓ **The biggest obstacles of making tons of money is related directly to limiting beliefs.** Some of the limiting beliefs relate around “time”. **You must have a sense of urgency!** *If we don't get it done today, we'll get it done tomorrow attitude, will kill you in business.* Lack of information is another huge problem in business. You must collect as much as possible within your business. The more information you have means you can make the most money and implement strategies faster.

✓ **Being** broke teaches you to be resourceful and it is a tool to keep forever. You don't want to let money become your answer for challenges. There is a huge correlation between wealthy individuals and them being broke at some time in their past.

✓ **When you make big money, you realize that making money is “no big deal”.**

- ✓ **Renegades understand how elastic money really is.** Meaning you probably are under pricing everything. Just because some people are price driven you must be careful too not be caught in the trap of running your business based on these people.
- ✓ You must have a high priced option.



## **RENEGADE MILLIONAIRE SPOTLITE!**

- **Bill Harrison** – Runs a company called free publicity.com. Was going to initially charge \$1500 for an event he was doing. Kennedy had them charge \$4000. They sold out and made an additional \$400,000. “How can I tap the stored value in my list?”.

- ✓ **Renegades charge premium pricing.** One guy went from \$795 to \$7,995 IN a year for the same coaching program. All Renegades also have “Brass Balls”.
- ✓ **Renegades work on themselves even more than they work on their businesses.**
- ✓ **Beliefs determine how you run your business.** “I can make money without nothing” “You can train clients and get people to do business on your terms” **You must have a personal philosophy.** You must have a set of core beliefs. You should be able to know these, write them down, and teach it. This allows you to make decisions easier. It make you faster and more consistent in your decisions, choices, and associations. This is your filter system.
- ✓ **Always be thinking in terms of your “next act”.** This will help to stop burnout.
- ✓ The majority of people have extremely low standards when it comes to discipline. **Discipline is the key factor that separates the Renegades from the others.** Everybody has ideas and ability but what few people have is follow through and very few have “finish”. Action and finish is everything. Once you commit to do something You Do It no matter what. Due Tasks to time! A lot a block of time.
- ✓ Dan Kennedy – **Father and Broken arm example.** When Dan was young his father had a rule nobody was to ever bother him while he was working in the home office. Dan broke his arm and his Mother went downstairs to inform the Father. He told her to wrap the arm in ice, leave him alone, and he’d come take Dan to the hospital when he was finished working. He knew the hospital couldn’t do anything till the swelling was down anyway.
- ✓ You create your environment. Do not allow others to create your environment for you.


✓ When they kill the clock and close the lid on your coffin you may have money left but you will not have any time left. **Steal my money but do not waste my time.** We have alarm systems and insurance to protect our stuff but most people do not have anything to protect their time. By looking at how you use your time you will have a direct link to what your bank balance is.


✓ **How you respect others and your own time is a great acid test for integrity.**

## **RENEGADE MILLIONAIRE SPOTLITE!**

- **Ron Ipak** – President of a Marketing company that sells marketing materials to auto repair shops. Was never an auto mechanic or even owned an auto shop. Learn to choose your battles; meaning to focus on the big and most important stuff.
- **Michael Jans** – Has 18 different streams of income in one of his business. Lives in the Dalooth national forest in his dream house. Goes to his office once a month to one of his offices and once a week to the other office on Friday afternoon. Set up “Mad Dogs” around him and nobody can get to him.

- ✓ **A positive pragmatist is positive in his ability to get a positive outcome. Accurate thinking** is a definitive key to being a Renegade Millionaire. You need to have an accurate and truthful appraisal of your world and what is going on within and around you.
- ✓ **Renegades are opportunist;** meaning they take advantage of what is going around them.
- ✓ **Renegades are aggressive; meaning quick, decisive, massive action, and ruthless.**
- ✓ **Renegades are always asking the question; “What would happen if \_\_\_\_\_ ?”** ...”you lost your main way of selling?” you.... Do not have all your eggs in one basket.
- ✓ **Renegades are known to be impossibly unreasonable.**
- ✓ **Renegades do not think in terms of failure. They think in terms of testing.** Learn to accept responsibility but not the guilt.
- ✓ **Renegades never accept defeat. They always find a way.**
- ✓ **It is extremely important to “keep score” on everything possible.** Why play a game that you don’t know the score of? Measurement automatically improves performance. It allows you to make adjustments. You get to a goal by zigging and zagging, not through a straight line. Performance reviews should be weekly, if not daily, or hourly. Monitor everything, all the time. **Know your numbers!**
- ✓ **Innovation is about transfer; meaning finding something over here and moving over there.**

- ✓ **If something is working do not re-invent.** Use what is working
- ✓ **You should not have any one person with indispensable status. The only person that should be indispensable is you.** The worse number in any business is “one”. Eventually they all go lame.
- ✓ **Renegades use “Pain of Disconnect”.** Meaning it’s like turning off the lights if you loose the relationship.
- ✓ **You do not want to work with people unless they can give themselves their own gold stars.**
- ✓ **When Renegades are confronted with a new opportunity they go into new knowledge acquisition mode.** The general public only does this when they are confronted with a deadly disease or something. Renegades are usually in this mode all the time whether it be new opportunity or crisis. 
- ✓ **Renegades acquire information for they can use it for, not for trivial reasons.** You can usually track someone’s success directly to when they became informed.
- ✓ **Mechanical skills can be learned**. Anybody can learn to be a master at absolutely anything. There is a Michael Jordan intangible in some people.
- ✓ **If you haven’t offended somebody by noon you’re not doing your job.**
- ✓ **“It’s easy to be a giant in a world of mental midgets” – Dan Kennedy.** We only use 5 to 15 percent of our mental capacity. Kennedy used to read between 150 and 200 books per year. He now read between 30 and 60 a year. Read everything including your junk mail and daily news.
- ✓ **A key to leveraging information is “using” it as soon as possible. Make your information easily accessible.**
- ✓ **Key’s to environment** – Protection from distraction, phsicological triggers, everything built around efficiency.
- ✓ **You will reach a point when you will accomplish more in 5 years then you did in the previous 25 years.** Are you Ready for it?
- ✓ **Speed is all about focus and concentrated effort.** You must control your time and control the distractions around you. You must be fast.

- ✓ **There are ladder climbers and Leapers.** Renegades are all about “Self Certification”; meaning they do not care that they don’t have the “appropriate” credentials. Most people are looking for where the ladder is. Renegades create their own way.
- ✓ **You must always create deadlines for everything. Deadlines create urgency and follow through. Work to a clock. Have your measurements.** *Time, Talent, Energy, and Resources used to move you closer to your most meaningful goals.* – Dan Kennedy on making decisions and using his time.
- ✓ **The key to being a great Renegade is a very short memory.** Meaning, things will go wrong, you have to be ready to move forward at all times. Happened, over, next. Troy Aikman, Tiger Woods. Put your emotional angst in a box and deal with it at different time and place. You have to move forward.
- ✓ **Renegades have today’s statistics and numbers not yesterday’s or last week’s. They are very tough on themselves.** If you are not, it all seems to get away from you.  Otherwise you are making bad decisions without good information. You must be very disciplined.
- ✓ **You make a fundamental choice of whether or not you are going to be slave or master.** People act as though they are trees rooted in place. You do have a choice.
- ✓ **You must have very clear boundaries to how you do business.** You must never compromise with anyone even once, because doing it once means they can do it again.
- ✓ **People are owned by their belief systems about \_\_\_\_\_ Fill in the Blank!**

### RENEGADE MILLIONAIRE SPOTLITE!

- **Tracy Tolleson** – In the mortgage business. All mortgage businesses work weekends. He refuses to. Sit down and decide what kind of lifestyle you want your business to provide for you.
- ✓ **Gross does not mean anything. Net means everything. Always focus on Net Profit not Gross Sales.** Most people are racing to increase sales, not profits. Renegades do it backwards. Focusing instead on increasing net profits by innovating and maximizing what they are currently doing.
- ✓ **The more Successful you get the more jealousy based criticism will be.** If you are affected by this and aren’t very selective to what you pay attention you will be remobilized. Renegades are emotionally immune to it. If you do want to pay attention to this then, at least, test the critic; meaning show evidence that you should listen to them.
- ✓ **Responsibility =’s Control and Control =’s Responsibility – Dan Kennedy Formula.** Only to the degree that you accept responsibility of something will you have any control over it. Figure out how you can assert control over what is not working. Control means you now have the

responsibility to make it happen. You must take responsibility for all problems and challenges, otherwise you have no control over anything, it's always something else. "It didn't do very well" versus "I screwed it up" or "Business isn't doing very well" versus "I haven't figured out how to fix it". These are the has beens versus the Renegades attitudes.

- ✓ **It is extremely important to pay attention to your association.** They must be helping you in time, money, help. You must watch out for your reputation. You must also protect your customers. Kennedy's acid test – If the person can't provide at least three people he has done more than one, preferably three, business deals with and loves them then you don't do business with them.
- ✓ **Greed motivation will get incredibly smart people to do stupid things.**
- ✓ *You assess the number of friends you have, not when you are on top of the world, but when the world is on top of you. – Richard Nixon*
- ✓ **If you are going to or let your kids live next to a mental toxic waste dump, you should expect to see yourself or your children with a green face in the mirror and achieve bad outcomes.**
- ✓ **Entrepreneurs are Lone Rangers,** Loners by nature. This can be a bad thing and a good thing. Bad because you're not open to new ideas. Good because you shield yourself from the stuff and people who will not help you move closer to your goals.
- ✓ **When associating and masterminding with people look for the people who talk in terms of generating money versus those who are talking in terms of working in their business.**
- ✓ **When you tolerate incompetence you are truly servicing society and valuing your time and money.** Meaning; do not allow anybody to not service you correctly or screw you around. Because of this you will have much less incompetence surrounding you. "Send the under cooked meal back, complain". In your business Re-Do's are the single most costly problem.
- ✓ The single most important thing Renegades understand is the idea of **"owning the herd"** and being able to send the bill to the herd.
- ✓ **Kennedy's day is organized the night before without exception.** Do not roll out of bed wondering how your day is going to go. You can't do this. Advance time blocks. The less flexible your time is the more productive your days will become. **Be very concise in your communications.** Be specific and explicit. Time Block and chunk. Pre-Schedule your phone appointments in chunks of time in time blocks.
- ✓ **Renegades position is to have absolutely no obligations** whatsoever. We are brain washed to have obligations.



- ✓ **You must have an appreciation of history and an ability to envision the future.**
- ✓ **A lot of success is born out of negative emotions.** You will find this in the autobiographies of successful people. You will not find this in the self help section. A lot of people are in part driven by their foes and their desire to prove them wrong. Learn to use these emotions to drive yourself. Another driving force is a hatred of losing. Paranoia is a driver.
- ✓ Some of the hardest **challenges that Renegades face** is that nobody seems to get them. They are extremely lonely. Even their spouses do not get it most of the time. The other challenge is to maintain focus. Success breeds an ever increasing flow of opportunity.
- ✓ At the end it would be nice to have six people to carry the casket who really thought of you as a friend and you of them.

