

ED TALKS: EPISODE 4



ED TALKS

THE MARKETING MAGIC MOVE

TRANSCRIPT

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Powerful Moments in Ed Talks Episode 4: The Marketing Magic Move

0:10 - The 6,000 year-old 4-Letter WORD that has toppled kingdoms, started wars, and ended wars. (This same word can get you anything you want).

7:25 - I was terrified and it was all because of YOU!

10:15 - The Entrepreneurial Success Pyramid (aka. How to get more money, make a bigger impact, and take more time off.)

12:30 - The Ancient storytelling secret that meant Mufasa had to go. (Hint: Obi Wan Kenobi died because of this secret too).

16:50 - The 4-Pack: 4 Questions so powerful it will help you get anything you want.

28:25 - Ed's Final Thoughts

What a Super-Powerful, 6000-Year-Old Word Has to Do with a Fighter Pilot Squadron and the Fear of Public Speaking

One word. One 6,000-year-old word. This word is so powerful it's toppled kingdoms. This word is so powerful it started wars and ended wars, and this word is so impressive that it can get you literally anything you want.

My name is Ed Rush. I'm a former F-18 fighter pilot, five-time number one best selling author, and father of four. I'm also passionate about the future of our nation. And I'm the host of the show you're watching right now which is called Ed Talks.

In prior episodes of Ed Talks, Episodes 1, 2, and 3, we were in a series called What's Wrong with America and How to Fix it. In those three episodes I broke down the problems inside of our nation and then our plan together on how we can get it all right.

In Episode 4, we're going to shift gears. We're going to move into the business and entrepreneurship world we're going to talk a little bit about communication, a little bit about influence, and a lot about relationships.

Before I tell you what that one word is, let me take you back to 1999. If you remember from Episode 2, I told you the story about my first carrier landing and then right after that my first night carrier landing. That was the one where I almost killed myself. In that episode I told you that it was at the end of our training that we did that.

Well, in 1999 after I did my night carrier landings and eventually passed, I moved onto my first fighter pilot squadron. This was VMFA. That's a Marine squadron in San Diego, VMFA 242, so it was VMFA 242, the Bats. I showed up like you might imagine a young pilot showing up, full of vim and vigor and confidence and maybe overconfidence and maybe a little bit of pride, and I was ready to take on the world.

There's a hierarchy in a fighter pilot squadron, and the top of that squadron is the person who's the best at one-against-one dog fighting. Because you go out and fly against each other, and you start to see who's better and who's not so great, and you start to build your own list of who's really good and who's not. I showed up at the squadron.

I'm like, "I'm going to be the best. I'm going to be the best. That's just what it is. I'm just going to be the best." I showed up and I started getting beat over and over again. It was a blow to my pride. I thought I was really good. I was getting beat by more experienced pilots with more experienced moves.

That's when I remembered that I'd seen a movie about 15 years before that and it's a movie that you've probably seen too. It's the movie Top Gun. If you're familiar with the movie Top Gun, Maverick, who's played by Tom Cruise when he was probably 18 years old, and Val Kilmer. So you've got Maverick and Iceman are the two main characters in this movie.

Maverick has this move that whenever they get into a dog fighting engagement and they really get in trouble, Maverick really has a special move. That move is where he puts on the breaks and the other airplane flies right by. You've seen that one before, right? So he goes, "Don't worry about it, Goose," who was his back-seater, "I'm just going to put on the break breaks, and it'll fly right by him." Swish, swish. Then all of a sudden, Maverick works.

Well, in the actual F-18, we didn't have a move called put on the breaks so you can fly right by. That would be a major problem probably if we did that. But I will tell you that there were moves that you could learn that would create a significant or a strategic advantage for you in the airplane. I can tell you that in business, in entrepreneurship, in communication and influence, it's exactly the same.

In just a moment I'm going to tell you the marketing magic word. Before I do that, I want to take you back into how I actually learned about this word in the first place. I started out in business back in 2006, and fundamentally I've been a communicator my whole life.

When I got out of the Marine Corps and into business in 2006, I started standing up on stages and speaking. I launched initially two businesses online. Those two online businesses became fairly successful fairly quickly.

Then what I would do is I'd get invited to come up to these entrepreneurial events, and I'd stand in front of 100 or 200 or 300 or 400, 500 people and tell them the story of my success and how I had built websites and how I was doing pay per click advertising, which I don't even do anymore, and how I was getting a lot of leads and new customers and helping a lot of people in the process and creating products. I would stand up on stage and share my story. Then I would meet people afterwards who would eventually become my clients.

The only problem was if you've ever spoken publicly before, if you've done a video like this or something like that, is you get a little nervous at first. When I first started speaking, I

remember I would have these speaking events that I was so excited about for weeks. Then the morning of a Saturday morning I was sitting in a hotel room, I just woke up, my talk's at 1:00 in the afternoon, and I wake up in the morning at 8:00 in the hotel room, and I'm like, "Oh, I'm really nervous about this talk."

I would think, "Gosh, I can't wait for this next few hours to go by because I just need to get this talk done because I'm so nervous." Then the butterflies would build up, and then you'd get closer. Then you'd walk into the event room, and you'd feel this pang, like, "Oh my gosh." I'd get nervous again. Then I would be backstage getting my microphone on, and I'm like, "Oh, I don't know if I..." I just didn't feel confident and I felt nervous.

That's what people call stage fright. It's actually a pretty common thing. I don't know if the statistic is true. You've probably heard this before. When people ask in polls what people are most afraid of, stage fright, fear of speaking actually comes higher than death, which I think is kind of crazy. The comedians always say, "People would rather die than stand up on stage." Well, that's kind of the way that I felt for that five hours in the morning before I went and spoke. Then I spoke and I felt better afterwards obviously. But that was stage fright.

I was looking for a solution to that sense of anxiousness and nervousness, even anxiety, maybe a little bit of fear before I was walking up onto the stage because the fact is I enjoyed communicating, and I really felt like I had a message that really helped people. I really knew that when I communicated in a particular way, people would take action, and I'd love to see when people took action and saw success for the things that I was communicating.

I was looking for a way to find a solution to this stage fright issue. And I found it in a word. Since then, like night and day, I've never been afraid to stand up and speak before. I've never been nervous. I stand before hundreds, sometimes thousands of people and never even think about it. It's because of this one word. Enough of the anticipation. I'm going to tell you what the word is, and then I'm going to explain how you can use it in your life, how you can use it in your business to totally change the world.

The word is love. Ha. It's love. I know it sounds crazy that a Marine, US Marines, Sir, a fighter pilot is standing here talking about the word, love, but the most powerful word in marketing certainly I think the most powerful word in the world is the word, love. If you have

an issue with the word, love, and you're a little tough skin, that's fine. You can just use the word, empathy.

Why You Gain More When You Give More

I want to take you back to my speaking events. Here's what I started to do. I realized that when I was sitting backstage getting nervous, I was actually really getting selfish. I want you to think about this for a minute.

When you're backstage and you start to get nervous, it's because you're thinking about yourself, and when you're thinking about yourself, most of the time that means you're being selfish. What I used to do is I would sit backstage, and I would do this exercise, I still do it today. I've had now over 450 one-on-one coaching and consulting clients. These are people who pay me a lot of money to give them advice.

I would sit backstage, and I would close my eyes and I would think of Lori. Lori's one of my best clients. She's a doctor. She works and helps other doctors, and she's amazing at what she does. She's got a big heart. I know her husband, Steve, really well. I know her whole family. She's come to me for advice. She's taken that advice, and she's seen great success in her business and in her life.

I also think about Mark. Mark has a company where he teaches and trains people to be better investors. When Mark came to me, he was already in the seven figure range, but we sat down one day for a full-day coaching where Mark took a bunch of notes on some ideas that I gave him and went and significantly multiplied his business. In fact, just took it into the stratosphere.

Then I think about Lisa. Lisa works with organizations that help folks who are retired or moving into convalescent homes. She helps them better design their space so that they're beautiful, so that they feel great and bright and so that these people, who are moving, aren't moving into something that's dark and dingy, but they're moving into something that just feels amazing, and their life really becomes better because of the spaces that are created.

So I think of Lori, and I think of Mark, I think of Lisa. I'm sitting backstage, and I'm picturing them in my mind as I'm getting ready to go up on stage. You'll notice as I'm thinking about

them, the nervousness went away. The anxiety went away. The anticipation gets away because you can't get nervous thinking about someone else.

I would think about Lori and Mark and Lisa and I would put a couple other people in my mind, and then I would open my eyes and go, "You know what? I'm going to walk out there and just get three more just like that."

What Entrepreneurs Want and Why You Should Know It to Be Successful

Because here's what I knew. I knew when I was speaking to entrepreneurs, and you might communicate to other people, shoot it just might be your kids that you communicate with, but I knew when I was speaking to entrepreneurs, I knew what they wanted. That's an important word. I'm going to get to that in just a minute. But write that word down as you're taking notes.

Write the word "want" down.

That word is really, really important. I knew what entrepreneurs wanted. You know what entrepreneurs want? Entrepreneurs want one of three things and probably all three:

- Income
- Impact
- Lifestyle

An entrepreneur wants to make a greater income. An entrepreneur always wants to make a bigger impact. Most entrepreneurs I know want to create an impact in excess of whatever they earn. Number three, they want a lifestyle. They don't want to be checking their email at 2:00 in the morning. They don't want to be working 80 hours a week. They didn't get into business with themselves or for themselves so that they could have a job. They wanted to have a lifestyle.

Again, I'm just using myself as an example. You can make an application to yourself. What I'm teaching right now will work in relationships, with husbands and wives and friends. It'll

work in relationships with kids, with your grandkids. It'll work in business. It'll work in any environment, nonprofits that you want to communicate in. I'm just giving you my example.

When I step on stage and talk to entrepreneurs... I would think of the entrepreneurs. They want income, impact, lifestyle.

Then, I would think, what's the thing that's holding them back? What are their frustrations? I think, man, you know what? Some of the folks I'm talking to may be in debt right now. They may have taken out \$100,000 line of credit on their business, and they don't know how they're going to pay it back.

There's another person out there whose spouse, maybe their husband or their wife totally disagrees with why they're going into business in the first place and they're getting some resistance at home.

There's someone else out there who just feels like, "Gosh, if I could just get out of my day job, I could finally go into my entrepreneur [inaudible] and I could change the world." If I stood on stage and I said those three things that I just said, remember the debt and the impact and all the other stuff, there would be people in my audience who'd be nodding their heads and looking at each other, like, "How did he know about this stuff?"

The reason I knew about it was because I took the time to think about the person that I was communicating with and find out what they want.

In a moment I'm going to give you four questions. I'm going to give you four questions that you can ask, I'm going to have you write them down, so that you can better connect with and communicate with your ideal prospects, your ideal customer, your ideal date, your ideal friend, I don't know, your ideal kid, your ideal son or daughter acting exactly the way that they want to be.

Why All Great Stories Tell You the Same Important Message

But the first step is to remember that the most important thing in business and in life, I'm not even joking when I tell you this, is the word, love.

Look, this is an ancient word, and it shows up in every story we tell. Think of the best stories that you've seen recently. Take it back to Star Wars, the epic Star Wars. I'm talking about the early Star Wars, like the first one, back before they ruined it. I'm talking Episode

IV: A New Hope, when Luke Skywalker is just joining up with Obi-Wan Kenobi. You see this mentor relationship develop.

Then they end up on the Death Star, and Obi-Wan Kenobi does something that you've seen in movies and you've heard in stories and is coded into our DNA back for about 6,000 years. He sacrifices himself. Remember that duel that he has with Darth Vader? He willingly sacrifices himself for someone else. It's a story that we see over and over again.

For example, think about the movie The Lion King. That came out, I don't know, 15 years ago, maybe 20 years ago. That movie, The Lion King, is actually being remade and coming out right now as we speak. It gives me goosebumps every time I think about Mufasa, the king, running down into the valley so that he can throw his son up onto the hill and then get trampled by those wildebeests. It's the same sacrificial story that we've been telling each other over and over again.

Think of the Bible story, the Biblical epic story. Look, I don't know where you're at in terms of your religion. It doesn't matter to me. I'm just telling that time after time after time we've been telling this story. There's a famous verse of the Bible that just says, "Look, each one of you should look not only to your own interests but also to the interests of others." That self-sacrifice has been part of our culture forever.

When someone sees someone communicating and they look into their eyes and they go, "That person really cares about me," it changes everything. There's a reason for this by the way. Your mind is composed of many parts, but the two main parts in terms of processing are a subconscious mind and a conscious mind.

For example, when you're at an event and you're listening to a speaker... Just imagine that for a moment because it's the context that I've been using all day, it doesn't have to be. It can be one-on-one. It can be one and many. It can be in small groups. It doesn't matter. I'm going to use this environment.

Have you ever been to an event before where you see a speaker and you're like, "Man, he's saying everything right. What he's saying is good, and it's funny and everything, but there's something wrong with that guy"? there's a reason for that.

Your conscious mind is processing all of the communication that's coming in, but your subconscious is reading patterns. Your subconscious is amazing at reading patterns. I'll give you an example of this by the way. When you walk through an airport, if you've ever

walked through an airport and seen someone over at the gate that you recognize, now this is what happens.

You go, "I see that person, and I know who that is." But here's what your subconscious mind was doing. Every single person going by, your subconscious was going, "Don't know them. Don't know them. Don't know them. Don't know them. Know her!" That's how it works. If your subconscious processing was conscious, it would drive you crazy. Could you imagine walking through the airport: "Don't know him. Don't know him. Don't know..." That would drive you crazy.

So God's given you this subconscious to work in the background. Well, your subconscious recognizes patterns. So when you see a speaker as you're listening to that person who's up on stage, if you see the good content... conscious mind but something's off, it's because your subconscious is telling you you've seen this before, and it didn't work out.

Do you ever meet somebody and just get the willies? You're like, "Whoa, there's something weird with that guy." That's because your subconscious mind is telling you, and when you see a speaker who is connecting with compassion, with love and with empathy, when you see a speaker who really cares about you, your conscious mind goes, "Man, that's good stuff," and your subconscious mind goes, "Mm-hmm. Yeah, you need to listen to that."

It's a match. It's congruent when that person communicates that way. That's true for you as a parent. That's true for you in a relationship. That's true for you as friends. It's true for you for anything. People know if you care.

Answer the Four Simple Questions to Be More Successful in Your Communication and See Better Results in Your Work or Business

As we end today's Ed Talks, I'm going to give you an exercise. This exercise has four simple questions. In these questions it will begin to reveal the things that the people that you're working with what they want so that you can communicate more effectively.

It could work, like I said, in any environment. You may be a social worker. It might be with people that you're working with. You might be a counselor or a consultant. You may be helping people better. It may be in business by the way.

The application that I'm using this in is business, so maybe talk better to a prospect or to a sales prospect or maybe to somebody that you want to sign up with your business. It doesn't matter. The point is do the exercise and see the result. So I'm going to give you four questions.

THE FIRST QUESTION IS, WHAT STORY ARE THEY IN?

So you're going to ask yourself the question of the person you're trying to influence, again, it can be anybody, but ask them, what story are they in? I don't have the time to go in great detail on this, but I will tell you that there is a story framework if you read the book, *The Hero's Journey*, by Joseph Campbell. He outlines the way a great hero story is created. Joseph Campbell didn't invent the hero story. He just told us what the system is behind the hero story, the hero stories, 6,000 years old, just like the word, love. But in Joseph Campbell's *Hero's Journey* is what he calls it, there are essentially six steps and I'm going to paraphrase and move a couple of them around, but the six steps go like this.

First you have a hero. That's the person on the scene who's looking out there and knowing, "My life's got to be bigger than this," which brings us to number two which is the call to adventure. The second part of a great hero story is they feel called to something great. They're not necessarily sure what it is, but they feel called to something great. Typically simultaneous to that call of something great, you have the hero experiencing frustration or discouragement, or an enemy shows up. Number three, typically the enemy shows up. Right after that or a right coincidence with that is the guide shows up, and I'm going to tell you about who the guide is in just a second. So that's number four: The guide shows up. Then number five is sure defeat. Everything's gone wrong. You're going to lose. Then number six is victory against all odds.

Let me take it back to the Star Wars. In Episode IV, you have Luke Skywalker standing up on that mound at Tatooine looking out into the distance and watching the suns set, and he's thinking, "My life has to be more than just farming water." That's the hero experiencing his call to adventure. That's number one and number two. Number three, the enemy shows up. All of a sudden, the shooting starts, and he has to run away because his family just got killed. Number four: The guide appears. In that story it was the one I mentioned before, which is Obi-Wan Kenobi: "I haven't heard that name in a long time." So he shows up and

starts to show the hero some of the ropes. Then all of a sudden you know they're all going to die. Then at the end, they all win.

Here's the secret. It's the marketing secret, relationship secret. It doesn't matter what the application is. This is the secret. Every single person around the world is living a story something like that.

I mean very few people wake up in the morning thinking about how they can be the hero in someone else's story. They're trying to figure out how they can be the hero in their story. So the first question to ask is, what story are they in? What's their hero story? What's the thing that they want to accomplish? What's the adventure that they're in? When you talk to them, what is it that they talk about? What are they passionate about? Find out the story they're in.

NUMBER TWO, FIND OUT WHERE IN THE STORY THEY'RE IN.

This is actually really important. Some people will find themselves at the sheer defeat part where I'm like, "Everything's gone wrong. I don't know what to do." Somebody will find themselves there. Some people find themselves all the way in the beginning of the story. Man, I just realized just recently I'm just really called to help people with their health. Well, that's a call to adventure. That's the beginning of the story.

You also need to find out what part of the story you're in. Typically in a great hero story, you're the guide helping someone get what they want. So if you've got an amazing online product or you're an amazing consultant or you're an incredible coach or you can help people write books or you can help people get in better shape, you're the guide that comes alongside so that they achieve what they want.

By the way, if you want to know why most marketing fails, most marketing fails because most businesses present themselves as the hero. You're not the hero. You're the guide. You're the guide to someone else's story. Because remember, nobody wakes up in the morning wanting to be the hero in someone else's story. So the first question is, what story are they in? Number two is, what part of the story are they in? Where are they? So that you can come alongside of them as the guide and really help them.

Let me give you an example. I do live events. People come for three days. I give them training on purpose and plan and profit and how to break through and have a great

business and make money and impact people. As part of the day, typically what I will do is I will ask my audience, "How many of you right now feel like you're in transition?"

I'll tell you that when I ask that question, always, every single time, 100% of the audience raises their hand. I already know that ahead of time that they all feel like they're in transition. The interesting thing about that is that most people feel when they're in transition that it's a temporary state, but if I was to ask you the question next year, you'd raise your hand, too, because as human beings we're always in transition.

What I understand about my market is I understand that the entrepreneurs that I work with sense or feel like they're in transition, but I also know that they always feel like they're in transition. As a communicator I can say to them if you feel like you're in transition right now, then, then, then, and if I did that, it would make an impact and feel very particular and very identified to one person who's hearing it even though everybody would hear it the same.

Because what I understand is that the people who come to me are right in the second and third stage. They are the hero that sense the call to adventure and the enemy's probably shown up. They're kind of frustrated, and they're a little discouraged and things haven't worked out exactly the way that they want to.

They've probably made a little bit of money but not a lot. If they can just get a couple new ideas from me, they could move forward and really have an impact. That's what I understand about my market and what part of the story they're in.

NUMBER THREE, YOU NEED TO ASK, WHAT DO THEY WANT?

That word is really important. It's not what they need. It's not what they think they need. It's not anything other than, what do they want? I'm talking about really, really, really want, not even what they tell you what they want. What they really want, what deep down inside they really, really, really want.

For example, take a just a random example, take a Chevy Camaro, all the paint, all the bells, all the whistles, extra exhaust, everything. Why does a 27-year-old male buy a Chevy Camaro? The most obvious answer is, well, he wants to go fast. The second most obvious is he wants to pick up members of the opposite sex. But there may be something even deeper than that.

That 27-year-old may be two years married by now, and he may have a father-in-law who has told him for the last two and a half years, "Man, you will never amount to anything." This father-in-law didn't think he should get married to his daughter. This guy has been trying to prove his father-in-law, actually, and his father wrong for a long time.

This 27-year-old just got a good job. Actually he got a good job and a raise. He woke up one morning and he thought, "You know what? I'm going to buy that Camaro.

Because in his mind, he's picturing pulling that Camaro up into his father-in-law's driveway so that in his father-in-law's mind he could say, "Well, it looks like I was wrong. It looks like you finally made it." I don't know if he's going to get that conversation. I don't know if that's going to happen. But if you get down into that core level, what you want, want, want, I'm talking about the things you think about before you fall asleep at night, and you can connect really, really, really well with your prospects. So that's what they want.

I'll give you another car example by the way. I went and bought a Toyota Sienna back in 2005. I'm not a minivan guy as you might imagine. I'm a F-18 fighter pilot. I've got a Corvette parked in the driveway. But I went and bought a minivan in 2005. Can you guess why I might have bought a minivan in 2005? Yeah, it's because I started having kids. My newborn daughter, Faith, was coming into the world, and I wanted to buy a car that was fast? No. Good engine record? No. Safe, right? Safe, safe, safe, safe, safe. That's the only reason why you buy a Toyota Sienna minivan: safety, safety.

So I went to the car lot to talk to the guy. Dude's talking to me about rack and pinion steering. I have no idea what rack and pinion steering is. I, to this day, still have no idea what rack and pinion steering is. Maybe in the comments you can tell me what rack and pinion steering is. Here's what I did. He's like, "This thing plus has rack and pinion steering." I'm like, "Ah wow, that's really impressive." It didn't matter to me. What mattered to me? Safety.

If this guy understood that when this 30-something-year-old dude named Ed Rush with the short fighter pilot hair showed up, if he was just to talk about safety, he would have sold me that vehicle. He did eventually sell it to me, but not that exact deal. Because this was like, you have to know what people want, want, want, want, want. What I really wanted was the security to know that if something bad would happen, everyone would be okay. I would never want to live with myself thinking, "Oh, I got the cheap car, and now no one's living anymore." I wanted to have what was best.

So the third question is, what do they want?

FINALLY, WHAT DO THEY PERCEIVE IS GETTING IN THE WAY OF WHAT THEY WANT?

Let's say you're helping somebody move up in their career. You know that if this person just communicated more effectively, if they just had a better attachment to the ideals of the company, if they were just able to do a little bit better in their job, they'd move up in their company. But that person keeps telling you, "Oh, the boss doesn't like me, and I'll never move up if the boss doesn't like you." Well look, you're never going to get through to that person until you address the issue of the boss.

So oftentimes what you need to do is start by saying, "Look, Jimmy." I don't know why this guy's name is Jimmy. I just thought that would be a good name for him. "Look, Jimmy. I'm going to help you move up in this organization. I'm going to take your boss who doesn't like you right now, and I'm going to turn him into a boss who likes you, and we're going to do it together magically." Did you see how I addressed that?

I didn't say, "Jimmy, you're wrong about the boss. He just doesn't like you because you're no good." I say, "Look, we're going to change this and we're going to change this because that word, perceive, is important. Number four, remember, what do they perceive is getting in the way of what they want? What do they perceive?"

The perceive part is the most important. So number one, what story are they in? Number two, where are they in the story? Number three, what do they want, want, want? Number four, what do they perceive is getting in their way?

Ed's Final Thoughts

I'll make an application to our country. This word that I just said, the word, love, you could change it into empathy if you want to, really connecting with people, this word is the reason why our country's gone off the rails. Look, we recently had a Democratic debate.

All you have to do is watch a debate and what you hear is "I, I, I, me, me, me, plan, plan, plan, I, I, me, me, me, plan, plan, plan." Like literally, everyone is fighting over each other to talk about how amazing they are. When you watch it, you're just like, it's not... Look, if you have to tell us how amazing you are, you're not. That's the way it works.

I mentioned this all the way back in the second video or second episode, what our political leaders have forgotten is that we are a country of the people and by the people and for the people. It's people, people, people, which is why I'm here to tell you that the most important criteria for you when you're looking for someone to lead you is if they use the word, you, because you are the most important equation in this discussion.

You want leaders that'll finally represent you. You want leaders that actually care for you. You want a country that doesn't steal from you. You want a country with ethics and morality and sits in the world as the kind of nation that people look at and go, "Wow! That is an amazing country." You want to root for Olympians that win. That's you. That's you. That's me too. That's you. That's you. What we need in our national discussion more of is more of you. That's why my mission, our national mission at Ed Rush for America is about you.

So there's a word. It's 6,000 years old. It's toppled kingdoms. It has started wars, and it has ended wars. It's also a word that can help you get almost anything you want. That word is love. Why not take some time today to find out who's the person you want to connect with. It could be business, or it could be life. Ask a few questions about how you can best connect with them and see the results. I think you're going to be amazed.

This is what I believe, and I'll talk to you soon.