

6 Pillars of Entrepreneur Success

Transcripts





Hello!

Welcome to the family. Before you get started I wanted to share a few things with you.

First off, am 100% committed to making your personal, professional and financial goals a reality.

My work is focused on helping people just like you who want to dramatically improve their personal success, the success of your business, and your entrepreneurial skills, so you can earn what you are worth, have more fun, and make a greater positive impact on the world.

Second, If you have any questions that come up along the do not not hesitate to reach out directly. You are welcome to connect with me on [Facebook](#) or via [my website](#). I'm here to help you.

Sincerely,

JSE

6 Pillars of Ultimate Success



JOHN SPENCER ELLIS



Hi, I'm John Spencer Ellis, welcome to this training. Today I will be teaching about the 6-Pillars of Ultimate Success. Make sure you download and print out the PDF worksheet that comes with this training. So, let's get started.

I want to ask you a question before we get going; what matters? Your results, period! So, follow along, pay attention and most importantly, take action on the things that you learn coming up right now.

Why Should You Invest & Trust Me?



JOHN SPENCER ELLIS



This is probably a good question to ask as well, why should you trust me? Why should you invest in this program? Why does it matter? That's the picture of the front door of my first bachelor apartment where I slept on the floor. There was no bedroom, it was 380 sq. feet, and I didn't have a bed to sleep in. It was not a good time. I got all the way down to \$20 before I started to figure things out. This next picture is me now with one of my French bulldogs, Lucy, and we are sitting in the new luxury penthouse that I purchased on the Las Vegas strip. So the point of all this is, if I can do it, you can do it. There are some proven strategies to ensure that you make it and today, I'm here to help you do just that.

So, you should invest and trust me because I've been studying personal development and business in a wide range of expertise and niches for over twenty-five years. I have all these fancy letters after my name BBA, B.Sc, MBA, EdD which mean Bachelors in Business Administration, Bachelors in Science, (Health Science) an MBA specifically in Marketing, and a Doctorate in Education. Is that the end all, be all? No. I'm just letting you know that I've done the formal side of the training in addition to the informal, in the seat of the pants and in the trenches, training as well.

I have failed dozens of times, so you don't have to. You can learn from the mistakes I've made. I've earned tens of millions of dollars over the years that I've had my businesses. I have experience in more than a dozen industries. I live what I teach every day which is important because whoever you're learning from, you want to make sure that they're not just full of hot air, and they're telling you a bunch of information, but they don't live the lifestyle. It's very important

to have complete congruency. I feel I do my best to do that every single day and I care about your results. I take this personally, and I want you to succeed.

You Should Invest & Trust Me Because...



- Over 25 Years of Business Experience
- I have these fancy letters after my name (BBA, BSc, MBA, EdD)
- I've Failed Dozens of Times So You Don't Have To
- I've earned 10s of Millions of these \$\$\$\$\$\$\$
- I Have Experience in More Than a Dozen Industries
- I Live What I Teach Every Day
- I Care About Your Results
- I have trained, coached, consulted and mentored hundreds (if not thousands) of people from around the world
- You Won't See my Picture at the Post Office


 JOHN SPENCER ELLIS

I have trained, coached, consulted and mentored thousands of people from all over the world. Also, and this is probably most important, you won't see my picture at the post office. Why do I say that? The post office is where they and the criminals' pictures. Look, there are a lot of people in the personal development, Business Coaching, Consulting and Mentoring space, and not all of them hold themselves and the people they surround themselves with to the highest standard, and you want to be cautious of that. This is just a fun way of saying, "I've lived a good life. I take care of the people I work with, I walk a very straight path, and I want to help you walk that same straight path to your ultimate success."

You Benefit From My Proven Systems



JSE
JOHN SPENCER ELLIS

I have two different frameworks. There is one on Ultimate Success, and there is one on Entrepreneurial Success. Make sure you watch both of the training videos. Each will give you something unique, and when you put them together, your success personally and professionally and financially comes together very, very nicely.

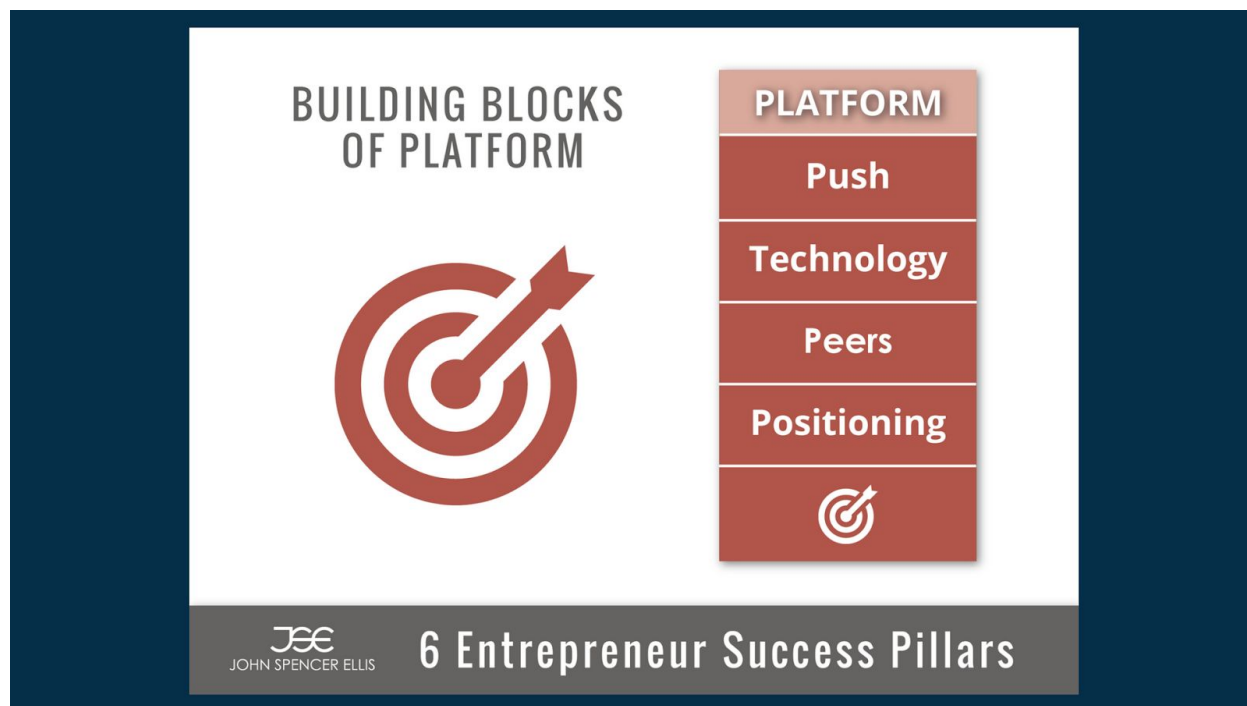
If you're ready, let's get started on the 6 Pillars of Entrepreneurial Success.

The 6 Pillars of Entrepreneur Success



So here's the framework, we're going to break this down into each of these pillars. We have Platform, Tribe, Products, Ascension, Retention and Investments. These are our 6-Pillars and we're going to go through the building blocks of each.

Building Blocks of Platform



The very first building block is Platform which is made up of Positioning, Peers, Technology, and PUSH.

Building Blocks of Platform: Positioning

So, what is the positioning of you in the marketplace? Now, there's you, your company and the product, right? You have to position the company overall, and then if you're the head of that company, you have positioning as well because you have your own brand, right? And then you have Product. Each of these has their own brand and brand positioning. So, think of one that we know well is Apple, right? Apple has industry positioning and then for many, many years, Steve Jobs was positioned as the head and the figurehead of that company, and then the trusty iPhone is positioned as the product.

So there is the positioning of the company, the head of the company and in this case, a particular product, but it could be any and all of the products as well. They each have their positioning, and they each have their own brand. We're not going into branding too much, but just remember that people perceive each of those things individually. Yes, they each stand independently, but there needs to be a congruence and a connection between each of them.

Back to positioning. Again, we have the positioning of the company, the person at the helm of the company and the product or products as well. We need to make sure that they are positioned properly in the market to where people can find them, people know how to use them, and people will share the experience with their friends and colleagues as well.

Building Blocks of Platform: Peers

Now in this platform, you also have your peers that are in the platform. Who are the peers who are in your industry that you can collaborate with on your platform? So as an example, for years the iPhone collaborated with Verizon. In the beginning, the only place you could get the iPhone is with the Verizon Company. That was a collaboration to build a bigger platform with peers in the industry.

What peers are in your industry that you can collaborate with to build a platform? Or what peers are there that can help you grow your platform? So as an example, a lot of you know that I do a lot in the health and fitness industry, in the personal development space, in the speaking space. So, I have some friends that have some of the top rated business podcasts on iTunes. So, my peers give me an opportunity as a guest on their show to use their platform to grow my platform. So, where can you go to grow your platform?

Building Blocks of Platform: Technology

What technology will you be using to grow your platform? Right now, we're using video. There are social media, but within social media, there are subsets of that. Some people do YouTube, there are people that do Pinterest, there are people that do Instagram and Facebook, and then some people only do video and some people only do text because they're copywriters, right?

As you build your platform and you're reaching more people, remember this, a lot of people as consumers of your product or service don't switch platforms. Some people only use Twitter, imagine that, but that happens. Some people are predominantly on Instagram. Some people only use Facebook. So, you need to build your platform where your ideal customer is.

Let's say that you're making a widget. Some people who like your widget will only be on YouTube and absorb your information on YouTube; you need to have part of your platform on YouTube. Some people will want that same widget who are only on Facebook and you need to make sure that you have a presence on Facebook as well. It's challenging to be everywhere all the time so do your market research. Where are most of the people who want to buy your widget? They probably use one or two platforms predominantly, that's where you start and then you can go up from there.

Another way of utilizing technology for your platform is live video as well, right? What I have learned through coaching and mentoring people is that the number one reason they don't do live

videos is that they think that they're being critiqued, they believe that people won't like them, or they're worried about haters and distractors, and somehow it won't be polished. But look, I've probably already made a couple of mistakes in this video, and we just rolled right through. Nothing is perfect, and it's OK. That lack of perfection makes you human and makes you likable. Everyone's going to mess up. So as you're using technology to build your platform for your business, let go of the need for perfection and as my friend, Topher, says in the title of one of his recent books 'Stop Chasing Perfection and Settle for Excellence' because there is no perfection. We can have degrees of excellence, and that's what we strive for, but don't allow that to hold you back from utilizing the incredible opportunities with technology.

So, nothing is perfect! If you think about the shows that you like most, maybe like a morning radio show or a conversational podcast, it's when things happen during those shows that are natural and not perfect that you bond with the people because you can relate to it. Don't get caught up in perfection, settle for excellence and then keep improving as you use technology.

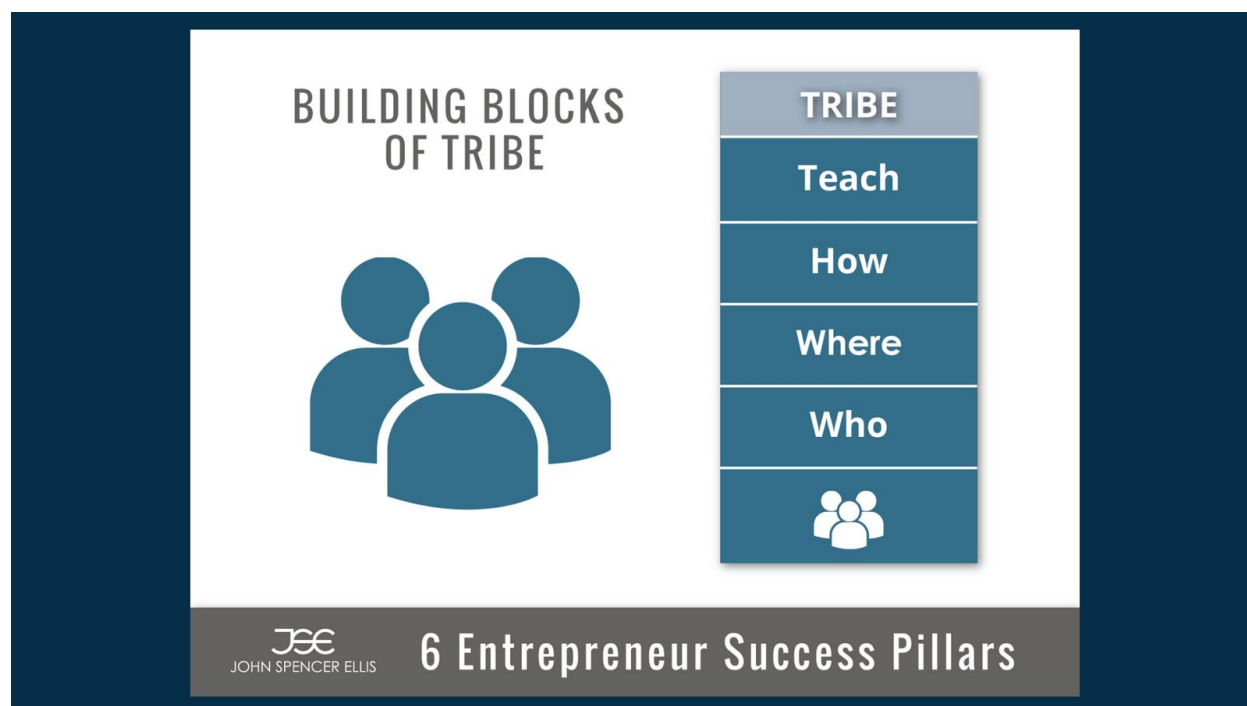
Building Blocks of Platform: Push

Now also, when you're building a platform, you need to PUSH. How are you going to push all of this information to people? You may need help; there may be people that you need to have on your team and that's all they do is disseminate your message. You can find those people by outsourcing some in the United States. Two other places that work well are India and the Philippines, and you can also use a website called UpWork. A platform like Upwork can allow you to find people to help PUSH your message out so you can build your platform.

Let's Recap. You need to position yourself, you need to gain relationships or grow relationships with your peers, and you need to leverage your peers ethically. You need to embrace technology and you need to PUSH your agenda and your message and your information, and you need to teach and that's how you build your platform.

Which of these things are you lacking? Which of these things can improve? If you're honest with yourself right now and you just pause for a second, which of these things do you have the most challenges? Which of these things is currently holding you back? And which of these things if you would do it, you know would make the most significant improvement? That's what you should focus on first.

Building Blocks of Tribe



Some people will call this a tribe or your group or your following or your fan base you can have whatever name you like; we're going with Tribe. Who, where, how, teach; these are the building blocks of Tribe.

Building Blocks of Tribe: Who

The first question to ask yourself is, "Who are the people? Who are the people that want your programs, products or services? Who are they?" A great way to find this out is to do surveys. You can use a product like surveymonkey.com and many other survey tools to find out what type of people like certain things. You can also do demographic research by searching groups on Facebook and fan pages. There are also companies that will do this data research for you. You can also go to industry events to find out who these people are.

Building Blocks of Tribe: Where

Where are these people? Well, I just gave you some of the examples, but you have to know where they are so you know how to sell the product to them. And you have to know where they are so you can build a relationship. One of the most simplistic ways of doing this is merely going to Facebook, searching through groups to find out who is in the groups, who is heading the group, who is most involved in the group and the title of the groups and the discussions within those groups. Then you can find out more about who they are because now you know where they

are. But by the way out of common courtesy, if it's a group that you can be invited to don't just start promoting right away. Instead ask how you can contribute or just be a silent observer for a while, learn the dialogue in the protocol of that group, and do your research.

Building Blocks of Tribe: How

The third question to ask about your tribe is, "How are you going to add value to them? How are you going to communicate? How are you going to get them from that group or from a Facebook ad to come into your world and become part of your group?" It's essential that you cultivate and create the culture of your tribe. It's crucial that your tribe grows organically; meaning that you don't force people into the tribe. A lot of people would, as an example, start a group on Facebook, and then they just drop a bunch of people in there and put them in, and people ask, "Why am I in this group?"

That is the wrong way to go about it because then you lose congruency of the group, you lose the dynamic nature of the group, and you lose the percentage of engaged people within that group. Again, you always want to grow your tribe organically by adding value and creating a culture and giving them a reason to return. Are you doing that right now? And if not, what have you been missing?

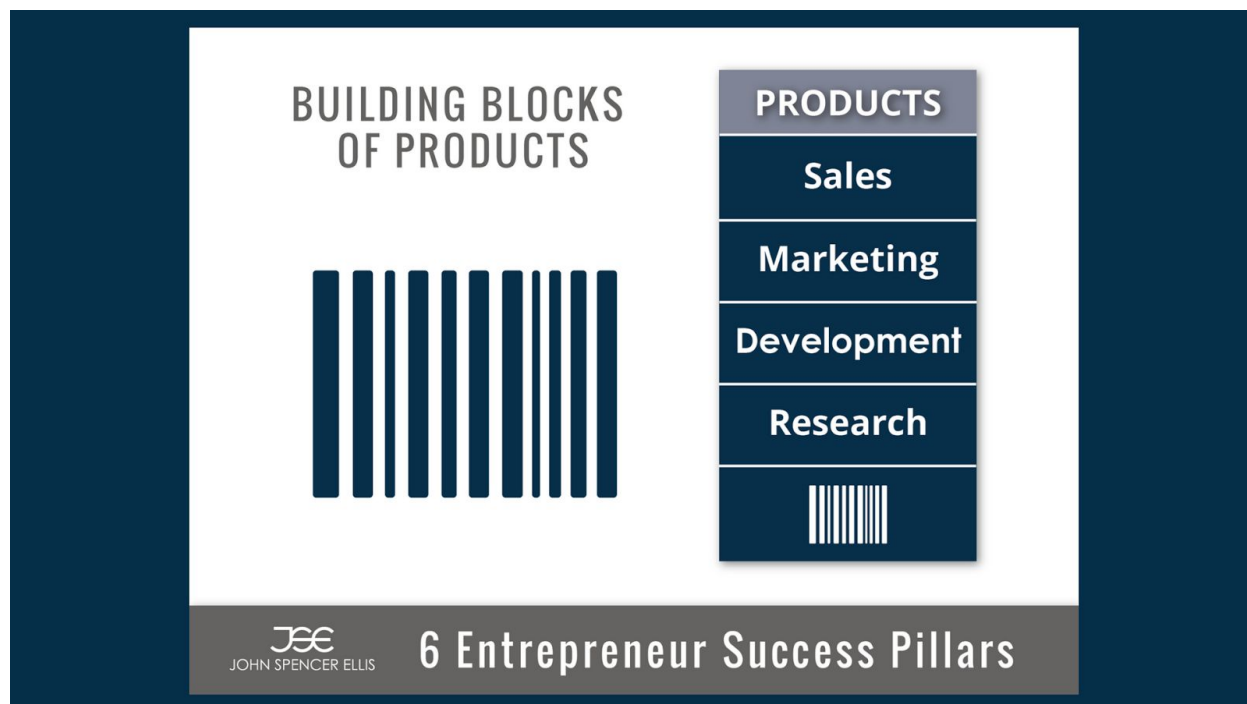
Building Blocks of Tribe: Teach

Most important to your tribe, aside from valuing them and giving them respect, is to teach them. Not preach, not for sales but to educate; just like I am right now. You're getting this is a gift. I'm adding value, I want you to be successful, and I'm teaching you a lot of the things that I've learned over twenty-five plus years of training and research, and I want that to benefit you. I want to know who you are and at this point, I probably do if you're watching this video. I know where you've been because I know how you came into the tribe or the email list. I know how I'm reaching you right now, and I'm teaching you something of value, and that grows the tribe.

Who are the people you want in your tribe? Who needs to hear your message? Who is most likely to want and need and use your programs products and services? Where are these people? Where do they live? Where do they go? What sporting events do they go to? What other groups do they belong to? What other events do they go to that you can go to meet these people? How are you going to do it? Well, maybe the event is in Las Vegas, you have to get on a plane and go to Las Vegas right? And then you teach, you add value, and you want to add more value than other people probably think is wise. You want to be 'Moving the Free Line.' A lot of people would only want to get a little bit as they teach and then the rest of it is paid right? I'm going to give you this much and then everything else cost a bunch of money. You want to give as much value over and over again as possible, and give as much free content that's valuable as possible.

People are more likely to understand the value, grow to know like and trust you, and then be eager to come on board to do more of your paid premium programs.

Building Blocks of Products



Keep in mind, products can also be services and programs; we're just simplifying. Its official we have the barcode!

Building Blocks of Products: Research

Alright first, you have to do the research, not just on the product but the people who are going to be buying your product. When you're doing the research, ask yourself, "What do the people need? What is the glaring problem they have that you are uniquely qualified to solve using your program, product or service? So your research indicates that one of the easiest things to do is post a question on your wall on Facebook. Seriously, that's how I do a lot of my market research. What is the cost? Zero! What is the engagement? Huge and it's instantaneous. I can do enough market research in one hour to know exactly how to launch a new program product or service, and it cost \$0. I've been in the meeting, and at the beginning of the meeting, we have the question, "How do we, blank? How do we serve this person and what is the most significant challenge?" I'll post that question on my Facebook wall, and by the conclusion of our one-hour meeting, I will have enough data points to know how to move forward. We didn't have to do a focus group. You can, but that can take a lot of time and cost a lot of money and often it's not necessary. So, when you do your research, you're researching what the people need and how you can solve their problems and how are you uniquely positioned or how can you uniquely position yourself so you can solve their problems?

The research is also on the products. If you're making a physical product where is it going to be sourced? Are you going to China? Are you getting it from Alibaba? What's the competition? What does the unit cost? What's the minimum first purchase? If you're doing physical products, you have to do enough research. One of the biggest mistakes I made happened over twenty years ago. I designed an orthopedic device for shin splints because I was an insurance athlete and had shin splints. I ordered way too many units in the first run because I didn't do my research and I just did not know. Again, this was twenty plus years ago, and I definitely wouldn't do that same thing now, but it was a good lesson. You want to make sure that you order the minimum number possible to where you get an appropriate price break, but you don't overextend yourself. So do your research on everything, be prolific with your research, and document it all.

Building Blocks of Products: Development

During the development of your product, you want to make sure that you're having your target market test during the developmental phases. You also want to have a lot of different people with different skill sets and diverse knowledge of your programs, products, and services to review it. And, listen guys, never have a program product or service go to market without having a lady review it. That's just the way it is.

Sometimes, people are reluctant to have people of the opposite gender provide a review. It's essential to have all different perspectives in all different walks of life look at it and see what the common denominator is. If people from both genders, different ethnicities, various age groups, and different socioeconomic groups all come to the same general conclusion or consensus about something, it's probably the way it is, and you need that data. Later you can refine it down to your ideal target Avatar customer.

Building Blocks of Products: Marketing

Marketing is one of my favorite topics because as Joe Polish says, "Marketing is everything and everything is marketing" and that's true. We will talk about how Marketing ties in with sales as well. Again, especially in the area of Marketing, it is imperative to do your research, and know what's working and what isn't.

First, I want to make a clear distinction between advertising and marketing. An advertisement, and there are different types of advertising, but an advertisement is something you'd see in a magazine, or it's a commercial on television, and it might be a video ad on Facebook as well. It's one component of the overall marketing strategy to win the hearts and minds of the consumer and your ideal customer Avatar, which is that ideal person who wants to consume your programs, products or services.

Marketing never ends. Yes, you can have a launch, there is a sales cycle, there's remarketing efforts to people who've already visited your website or bought a product, but marketing never truly ends.

There is marketing that is different for people who are considered 'Cold Traffic.' Cold Traffic as an example, are the people coming to your website for the first time or people who have no idea who you are. Before the moment they saw that marketing or advertising piece, they had no idea who you were. And so you have to warm them up slowly, and you have to educate them on who you are and get them to know you and like you and trust you. When Cold Traffic comes to you, there's a longer process, and probably a longer sales cycle to get them to the point where they're going to buy. In response, you have to do different things like educating them, informing them, not being too pushy with the sale, and offering them something of value.

Then there's 'Warm Traffic.' Warm Traffic might be someone who says, "You know I've heard of the widget maker before but I don't know a lot about it, and I haven't heard anything bad." That sales process and marketing process can move along a little bit faster than the cold.

There is also 'Hot Traffic' or a 'Hot Market.' Hot Traffic are the people who have probably bought from you before, they saw you speak on stage, or maybe they listen to your Podcast. They may have read all of your books, follow you on Instagram, or they're on your email list. They may do all of the above and are a Super Fan. It's much easier to market to the Superfans and to say, "Hey! There's something cool, would you like to buy it?" Again, it's essential to have different sales processes, sales funnels, and customer experiences for each of these different types of people, but regardless the most critical aspect of your marketing is getting your customers to know and like and trust you, your product and your service and everything about what you do.

What's important as well, especially in today's market, is to have the metrics. You must know your numbers. Remember, you cannot expect what you do not inspect. I'm going to repeat that because it's so good! You cannot expect what you do not inspect. So, what does that mean? That means I cannot expect to get a certain return on investment (ROI) on my marketing dollars if I'm not looking at my metrics. If I don't know how much a cost per click is, or a cost per acquisition, or cost per lead, or a cost per view, or how many people are going to click through before they buy and then once they buy. What is the lifetime value of that customer? What is the amount of their initial purchase? And, how long does it take before they have their second purchase? What is the average lifespan of that customer? You have to know these numbers so you know how much marketing money you can spend and earn enough sales. If not, if you don't have those numbers, everything is speculation, conjecture, and guesswork.

Two words can get you in trouble, and those are "I think." I think I think it's working, I think it's safe, I think it's profitable, I think we're getting an ROI, I think the customer will buy again, that's all conjecture. If you don't know your metrics, you won't be around long. For my company, we have a customized database that allows us to run all kinds of reports and make better critical decisions about how we move forward with each product. If someone buys product-A, what is most likely to be their product-B? And, if people start with this product, then how long will it be before they buy a product number two? And, how long will they ultimately stay on as a customer? We need to know all that information and so do you.

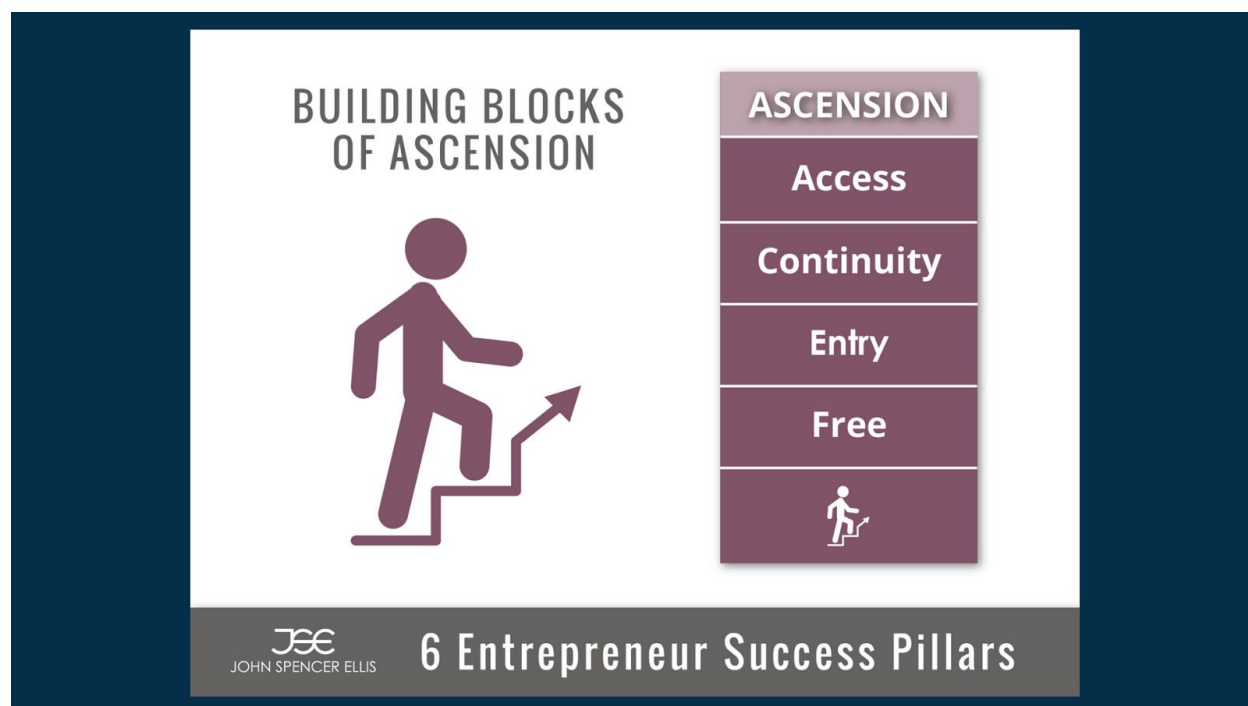
Building Blocks of Products: Sales

During the developmental phase and going into the sales, you want to have what's called 'A Minimal Viable Product.' For a while, I wasn't sure if I subscribed to this philosophy, but I think there are times when it has merit. So a Minimal Viable Product is this: Rather than having the uber ridiculous grand number of whatever you're making have the scaled down simplistic version after beta testing that works. Then get feedback from actual customers who paid for the program product or service then you add to it, and make version 1.5, 1.9, 2.0 and so on. You quickly want to put out a good product that's minimally viable, get consumer feedback from actual customers, then make additions, addendums, and modifications to it.

Your sales will increase over time, you're able to get to market faster, and you didn't spend a lot of extra money. As soon as you get your product to market, and receive consumer feedback from actual customers who laid down their own hard earned money, you're going to know more than you ever did before. You don't want to take too much time and spend too much money until you have the feedback.

For example, when Apple releases a new iPhone, people always say, "Oh, it's got a glitch in the OS," and Apple receives mass numbers of consumer complaints, and they come out with a software update for the fix. They need to get enough data points to understand where the issue lies, but they got it to market, they made billions of dollars, it's still a great product, and then they make it even better. That's a minimal viable product, and you need to do the same.

Building Blocks of Ascension



Now, it's time to talk about the building blocks of Ascension. We're moving the client along the product and service escalator up to the top! We have Free, Entry, Continuity and Access and those create ascension.

Building Blocks of Ascension: Free

As an example, this lesson is a free gift to you. You didn't have to do anything to get it, and it has high value, and I hope that it allows you to be more familiar with my programs, products, and services. Other than adding goodwill, that is the intent of a free gift.

A free gift can be video training; it can be an e-book, it can be a checklist, it can be a recipe book, it can often be a physical book, or you can offer the gift for free and charge a shipping fee. The benefit of charging a shipping fee is that you've captured the customer's credit card information and in the future, it's easy to upsell the customer to the next item because you already have that information. For example, the book probably has a \$20 value, and the shipping is \$5. You give your customer the book for free and charge \$5 shipping for shipping, and then on the next screen, you offer your customer the video companion that goes with the book for \$39. You have earned a bit more than if you were to only charge for the price of the book, and you have given the customer more value.

Building Blocks of Ascension: Entry

Entry level can be anything anywhere from \$10 to \$20 to \$50. If you're selling a home, an entry-level product is a two-bedroom condominium. An entry-level product for whatever you do is the one above the free. As a Real Estate Agent, free would be doing a seminar for new homeowners on how to finance and find your perfect first dream home. That would be free. And then the entry level would be, I'd like to be your real estate agent and get you into an entry-level home. A premium product would be now that you've had that entry level home for ten years, let's move up. That's a Real Estate Agent's way of doing Ascension. For people who have an online business, a free would be a digital product or service or training. Entry level might be a 15-minute coaching, consulting, or mentoring phone call for \$30 - \$50. An Entry level product can be a more comprehensive training of what you're learning right now. Because you're learning all this in about an hour, an entry-level training would be doing all this for you for a full day.

Building Blocks of Ascension: Continuity

Now continuity is a continuance. It's when you have a membership program. It might be that you have a subscription service. For example, a continuity program is Amazon Prime. How many of you have Amazon Prime? An Amazon Prime membership is continuity because you pay an annual fee. How many have a Costco membership? That's continuity as well. Do you belong to any other associations, clubs, or affiliations? Do you have a fishing license? You to renew it every year, right? That's continuity. Game and Wildlife has a continuity model built in.

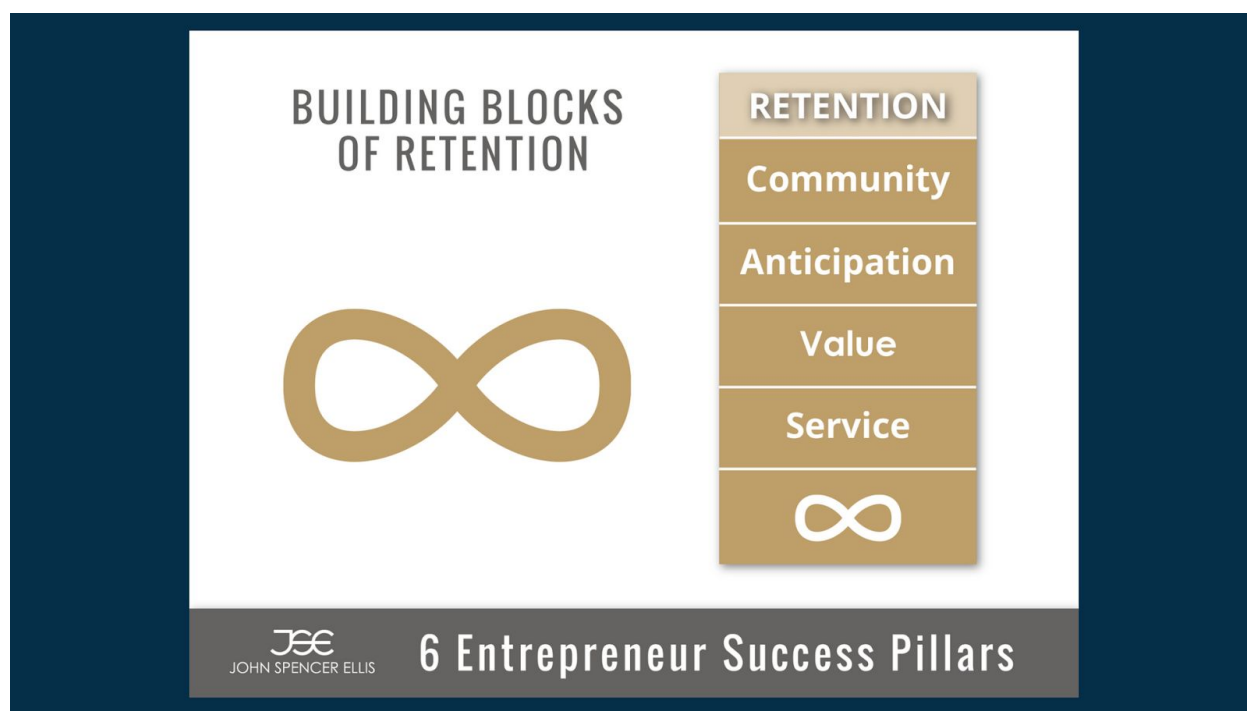
As an example, one of my coaching programs is a monthly coaching, mentoring, and consulting program because often, there's not enough time in a week or one month to get through everything. Some of the processes might take two or three months to start a business, to grow a business, or to escalate the business. So, continuity is another way to offer your services. I have friends who have online membership sites that make \$100,000 a month charging people \$30 a month. You can do the math of how many people there would need to make a million or one hundred thousand dollars a month. Some of them make a million dollars a month which is crazy, right? The possibility is there because it's happened over and over again.

Building Blocks of Ascension: Access

Now access is exclusivity, and the people who want access and exclusivity generally are wealthier. , They are individuals who want an experience. They want something that other people don't have or can't have, and that's access. For example, It's the box seats for a hockey game; it is behind home plate for the World Series, it is VIP seating for a Las Vegas concert, it is getting the velvet rope private table at the best nightclub in Las Vegas, that's access. I have a coaching program that's \$50,000 a year that is incredibly exclusive and only a couple people a

year get to do that and that provides a lot of exclusive, extensive access to me and my network and my resources.

Building Blocks of Retention



Building Blocks of Retention: Service

Retention is ensuring that your customers stay on, and that starts with offering a valuable service. I work with a lot of people that have commercialized gyms, Spas, massage membership places and health clubs things like that. When you pay an ongoing monthly membership, not only is that continuity but that's also called retention. If you have an online membership, and you pay \$10 a month, and you have ten new people that join during the month, and you lost five people, you are at the end of the month ahead five people. That is called your Churn Rate.

Building Blocks of Retention: Value

The way you improve the retention is to add more value and more perceived value and more actual value. So, for retention, you have to give service, you have to give excellent service, and you have to have value. There is perceived value and actual value. The perceived value is what do they think it's worth? The actual value is what it's worth.

Your goal is to have the highest perceived value as possible then give them as much actual value as possible and then over-deliver as much as possible. You want the perceived value to be at least 500% of what they're paying for it. That doesn't mean that you're not delivering a lot of

value. You just want the perception to be even higher. You always have to follow through; you always have to do what you say. But you want to give the feeling and the emotion that it's worth a lot and then you give them a lot. Let's just say you think something's worth \$5,000, the perception should be that it's worth \$15,000. It's definitely worth the \$5,000 that you're charging but the customer's perception is that it is worth \$15,000.

Building Blocks of Retention: Anticipation

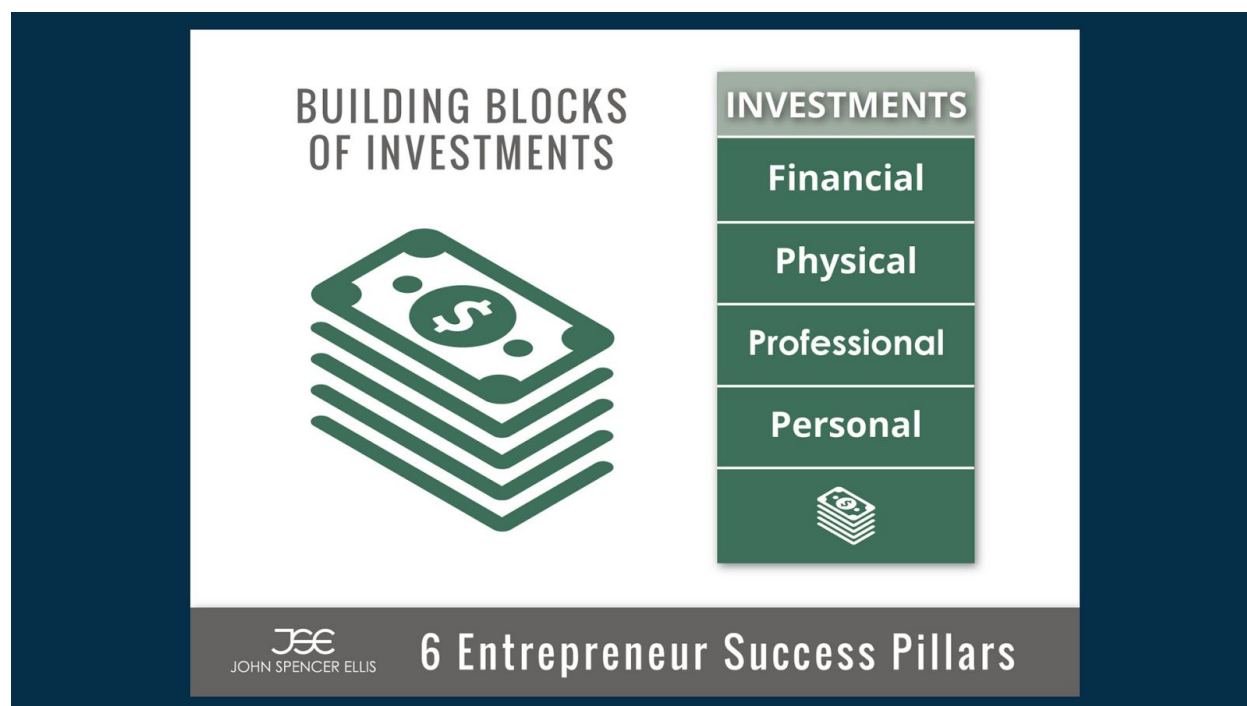
Create anticipation of something to come. When you want to improve retention, dangle the carrot. When it's getting close to the cycle where retention could end, give your customers the promise of what's happening in the month to follow, and make sure you deliver. It's not just an empty promise. You're not lying to them; you just want to let them know, "Hey, this is what we're working on for you next." When they get to this point, they say "I'm going to stick around because this is good." When you do this, it is essential that you deliver on what you're promising. You can't hang the carrot out there and then never deliver because that's incongruent, and it's lying. It's unethical and ultimately it's bad business.

Building Blocks of Retention: Community

A big factor in maintaining retention is building a community. My friends in the fitness industry have some of the highest levels of retention; meaning they don't lose members. They keep getting more members and they lose very few, and their base business continues to grow. The biggest factor behind this is that they have created a community where people want to belong. Just this morning, I was watching on the news that one of the biggest reasons people experience success with their fitness programs, is when they get to see their friends. Having a community of support and an opportunity to bond with their friends over a shared activity is why people stick around, hang on to their membership, and see better results.

What community are you creating? It could be virtual; it could be at a distance, it can be a live event, it can be through webinars, it can be a Podcast, one of the things you can do for your community is create a name for the members of your community. For example, with CrossFit, they call them Crossfitters, right? There is also the fans of the Raiders who are called Raider Nation right. They belong to something greater. They have a sense of community and a sense of belonging, and when you can name them, they don't want to be excommunicated from the group because they like being a part of something bigger than themselves, and that will improve Retention and that is Community.

Building Blocks of Investments



This is the last pillar, building blocks of Investments. There are all kinds of investments we're going to talk about investments that you may not have considered or at least perceived in this way. So, I invite you to be open-minded, take a lot of notes and prepare to have some fun here.

Building Blocks of Investments: Personal

What are the personal investments that you make in yourself that allow you to be a better person? Now, this can be your faith; it can be your spiritual development, it can be reading, it can be what you do to improve your physical well-being, anything that you do personally that allows you to be a better version of yourself. Here's what you should strive for with these investments. Each of them and each thing that you do should make you a better version of yourself than you were the day before. So, I have a friend of mine his name is Dax and he said something I thought was profound. He says "My name is Dax, and it's nice to meet you, but you'll never see me again because tomorrow, I am going to be a better version of myself. I won't be the same person I am today because of my collective experiences and my investments in myself."

Now, that's pretty profound, pretty prophetic to say something like that, but I also think there's a lot of truth to that and I appreciate that lesson I got from him. All the investment that you do

should be to have a better version of yourself tomorrow and the day forward and the day forward.

Now think about this, this is a little deep here but work with me. You are not who you are; you are who you were. We live in a residual world of residual effects based on behaviors, actions, feelings and things like that, All the things that you've done in the days, in the weeks, and the months, and in the decades up till now, created who you are now. The way you speak, the way you move, the way you think, how you perceive things, and your ability to communicate and make sense of the world is all based on the residual outcome of the collective things that you've done because of your investments in yourself right now. So, we are not who we are; we're actually who we were because of all these things that we've done and learned and experienced.

So what are you going to do to make the best possible investment in yourself? You don't necessarily have to quantify, and you may not even share all those things with people, but the things that make you feel terrific should be a priority. One of the personal things I do to investment myself is taking my dogs for a walk in the morning. I get to spend time with my dog and listen to a Podcast, or brain-building audio--I'm a little nerdy like that. While I'm out, I'm in a contemplative, meditative walk. I'm having fun, my dogs are getting their exercise, and it's a great way to put myself in a peak state for the day.

Building Blocks of Investments: Professional Investments

Now, your professional investments are how you grow yourself in a professional sense. That is investing in seminars, coaching, mentoring, consulting, training, retreats, special events, books, audios, memberships, and things that will allow you to become a better version of your professional self. If you're not actively growing and making these investments, you're falling behind, and the reason is that your competition is doing these things and they're moving ahead. There's no staying the same because if you stay the same, they move ahead, and even if you move ahead slowly they're moving ahead more quickly, and you're still behind. Life's a game, at least we should perceive it that way because otherwise, it can be a lot challenging at times. Again, perceive life as a game and have fun with the process, but remember, you have to invest in each of these building blocks.

Building Blocks of Investments: Physical investments

Being a fitness professional for a very, very long time, I can tell you that this is incredibly important. You can only go so far in life if your physical investments are lacking. There are a couple of reasons for this; one is that you may not even have the energy to do the other things you want to do if your physical body gives out. You will get to a certain point in your day or

your week, and your body says, “I'm done, I'm tired, I have nothing left to give, and I'm going to stop,” and guess what happens, people move ahead of you.

Second, people perceive others who lack the physical investments as less inspired and sometimes less intelligent. Now, is that kind, or mean, or weird? It's probably not kind, but it's true, and it happens all the time. It's one of the ways the world works. I think you would probably agree with me that when people look very unhealthy, and they haven't made these physical investments, you are likely to think something like “If they don't take care of themselves, why would they take care of me? Or if they don't take care of themselves, I wonder if they take care of their home or their children or their car or their customers?” Have you ever thought about that? If they don't have the ability or lack the desire to make the physical investments in themselves, what else are they not giving 100% for? As the saying goes, “How you do anything, is how you do everything” and that's why with this framework, the pillars are all the same size, and they have the same number of building blocks, their symmetry has to hold up the roof of your house. Each of these investments needs to be optimized.

Here's what happens, a lot of people say they get really into personal development, and they're super blissed out, and they can meditate all day, and then, they didn't invest their finances they're broke. Or they make a lot of professional investments, but they don't make personal investments in their relationships and their relationships suffer. Or they're super physical, but they lack personal investments because they're focused so much on themselves. Sometimes people have a lot of financial investments, but physically they let themselves go because they work so much.

People say they want. I believe two things you can have are balance and abundance. Many people think it's either or, but I believe you can have both. You can have balance and abundance you don't have to sacrifice one for the other. However, there is never an absolute balance; it doesn't happen that way. You have heard the example of the sailboat that tacks back and forth and is always a little off course. They are never perfectly in balance and life isn't perfectly in balance. When anyone is winning a championship or their company is about to do an IPO, or they are about to do a huge product launch, or they're training for a championship and competition, the other things get temporarily out of balance, and that's OK. It's when it stays out of balance, and you ignore the other investments that you get in trouble. You can have balance and abundance but realize that the balance will ebb and flow a little bit. Don't freak out if there is a little bit of an offset at times.

Building Blocks of Investments: Financial Investments

Remember, I'm not a CPA, I'm not a Financial Planner, I'm not an Attorney. You're welcome to seek their counsel if you choose. What I can tell you is that, people that focus on all of the other

three but ignore the financial will look back and say, “Man, I’ve worked hard, I’ve done a lot and yet what do I have to show for it? What is the long-term gain?” How many times have you heard about a professional football player in this exact situation? These men earn a lot of money, and they work very hard for it. And, then sometimes two years after they're out of the NFL, they have no money, they're broke because they didn't invest properly, because they didn't seek the right counsel, because they had an anticipation that things perhaps would be better or good longer than they were. It's important that you make financial investments from the onset.

There's a saying, “Pay yourself first,” and I believe that's true. I have different things set up for my income every month; it is allocated to different investments and retirement and savings account. I do that first, and then I can see what I have to work with. Now, everyone's a little different, and I want you to seek counsel for this it's important.

When you do [coaching and mentoring with me](#), I can share a lot more of my strategies with you in depth, but these investments are imperative. When you do this right, your investments can make a huge difference. When you have more resources personally, professionally, physically and financially, it allows the other pillars to be built and sustained more easily, and it gives you a lot more wiggle for error.

Recap



Alright, so we just went through all 6, I want to recap this real quickly for you so these are the 6-Pillars for Entrepreneurial success your Platform, Tribe, Products, Ascension, Retention and Investments. So, ask yourself, “What needs the most help? What have you been struggling with? Is there more than one area?” We can work on all of it and we can make it better. The important thing is that you're honest with yourself. A lot of times people want to tell themselves stories because it makes them feel better about the situation but ultimately it doesn't move them in the right direction and solve the challenges that they're having. So, be honest with yourself, and remember, I'm here to help you.

Next Logical Steps

Your Choices



JOHN SPENCER ELLIS

Congratulations! You made it through all 6-Pillars you probably have a lot of questions even though you probably got some clarity as well. So, you're probably wondering what is your next logical step? I would love to help you reach all of your personal, and professional goals, and I have different programs available to you. You will just simply choose the one that fits your needs and your budget.

Cocktails with JSE



Cocktails With JSE FREE Group on Facebook

JSE
JOHN SPENCER ELLIS

The first one is [Cocktails with JSE](#). That is my private coaching and mentoring group on Facebook it's 100% free, and you can get there by going to this link johnspencerellis.com/cocktails or just go to Facebook, and search [Cocktails with JSE](#), and I'm there to help you. There are over 5,000 incredible Entrepreneurs and forward-thinking people who are there to help you as well. It's a great community.

Pick My Brain

Pick My Brain 1-Hour Phone or Video Session + e-mail Follow-ups


JOHN SPENCER ELLIS



And if you like to do something a little bit more involved, [you can pick my brain](#). You can do it over the phone or on video, and you can send me questions and things to look at in advance like your website your business plan, your health and wellness routines and rituals, any areas you have questions or problems. For one hour you and I will go through those over the phone or via video and solve your biggest challenges. You will also receive some email follow-ups because there's always play a few lingering questions and I'm happy to answer them through the email. Just recently, I had someone go through this program. Yes, we help them grow their business, but we also figured out a way to save over \$80,000 on their taxes for the next year just by going through this one hour of Coaching and Consulting. The results have been profound! Again, this is available to you if you just want to test the waters and see how we can work together and how I can help you.

Full-Day Intensive



Full Day Intensive
9 Hour In-person +
e-mail Follow-ups
(bring a partner)



JOHN SPENCER ELLIS

So next option is the [Full Day Intensive](#). This is a nine hour, in-person training, coaching, mentoring, or consulting session. We can go through whatever you need, whatever you want to focus on, whatever area or whatever pillar you want to discuss, or we can go through it all. I'm here to help you. The nine hours in-person can be done at my home here in California or at the penthouse in Las Vegas. It's your choice. This option also includes the email follow-ups, and you can bring a partner as well. This can be your business partner or life partner whoever it is that is integral to your personal or professional success. Whatever you want to work on that person can come with you as part of this program.

Monthly Coaching

Monthly Coaching Phone, Video, E-Mail & Text




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Next, we have [Monthly Coaching](#). If you need accountability and you like something more on the continual basis, this is the program that you want to do. So the monthly coaching, we talk over the phone or video if you choose or both plus email and text. And we can go over any of the pillars in the framework, whatever you want to go over and if there are other things you want to discuss, other things you need to learn other things you want council on I'm here to help you with that as well. We can go outside the framework if and when that is needed.

[The Penthouse Group](#)



The Penthouse Group
16 Weeks: Phone, Video,
Webinars, Guest Teachers
E-Mail, Text + 2-Day
Mastermind in Las Vegas



JOHN SPENCER ELLIS

This is [The Penthouse Group](#). I love this program, and I love these people. We have such a good time. Like the two-day mastermind, The Penthouse Group takes place at my penthouse in Las Vegas, but it's far beyond the two-day mastermind.

— THE —
PENTHOUSE
 GROUP

16-Week Life & Business Transformation
Phone, Video, Webinars, Guest Teachers,
E-Mail, Text + 2-Day Mastermind at the
Penthouse in Las Vegas



JOHN SPENCER ELLIS

It's a sixteen-week life and business transformation program. For sixteen weeks, we have group phone coaching and video coaching. We have webinars; we have guest teachers that come in and teach techniques for personal, professional and financial development. I have email support, unlimited text support, and you get the two-day mastermind in Las Vegas. I bring in lunch and dinner for you, and we have a great time. The views at sunset on the Las Vegas trip in the penthouse are just insane. People from this particular group are still to this day talking about it. This program is only offered twice per year. Check it out at Johnspencerellis.com/penthouse. We have very limited seating, but it's an incredible life changing and enhancing program, and you're invited to apply for that.

[Ellis Elite Coaching](#)



Ellis Elite Coaching
1-Year Comprehensive Program:
Phone, Video, Webinars, Guest
Teachers, Private 1-on-1 Days
E-Mail, Text + Admission into
The Penthouse Group


 JOHN SPENCER ELLIS

[My Ellis Elite Coaching](#) is not for everybody. This is for the person who wants access. This is the person who wants something very exclusive; this is the person who is already established in their business. This is the person who wants to have it all, and this is the person who isn't afraid to do the hard work to have it all. This is the Ellis Elite Coaching Program. It's a one-year comprehensive program that phone, video, webinars, guests, teachers, private one-on-one days with my email, text, and admission to the penthouse group; you get it all. If you are interested, check it out at johnspencerellis.com/ellis-elite-coaching/. You have to apply, and not everyone is accepted. I only can work with three or four people per year on this program because of the time commitment. I want to be able to give you 100% of my time and attention because this is my most exclusive program.

So, what do you do right now?

- Commit 100% to Becoming the Best Version of Yourself
- Choose the Program That Best Fits Your Needs & Budget
- Register and Secure Your Seat



So, what do you do right now?

First, you need to commit 100% to becoming the best version of yourself. If you're not committed, nothing happens, right? Without commitment, zero happens. I'm guessing you want more for your life or you wouldn't have stuck it out this far into this video lesson.

Second, you need to choose the program that best fits your needs and your budget. Remember that not every program is for every person. Choose the one that suits you best.

Third, register and secure your seat. A lot of these programs, with the exclusion of the cocktails with JSE Facebook group, have limited seating. I only can serve so many people, and I need to dedicate 100% to the people who have paid with their hard earned money, and I need to give them everything I have. So, register and secure your seat right now!

Still Have Questions?

If you have more questions, and want to get more clarity before enrolling in the program of your choice, complete the short questionnaire here www.JohnSpencerEllis.com/iwantcoaching



Do you still have questions? If you have more questions and need more clarity before enrolling in any of the programs, I recommend you complete this [short questionnaire here](http://johnspencerellis.com/iwantcoaching/), and that is it johnspencerellis.com/iwantcoaching/. I personally will get back with you to answer your questions, and we can get on the phone and find out what's the best way to serve you and get you exactly what you want from life.

So remember this, you **MUST** do something different and better than you have been doing if you want a different and better result! You can't keep doing the same thing over and over and expect something great to happen. If it hasn't happened yet maybe somehow, someway, what you're doing isn't the right amount, or it isn't the right intensity, or the timing is off Maybe you're using the wrong technology, and maybe you have the wrong resources. I don't know yet, but together we'll discover where the challenges are, and tackle them together so that you can have everything you want. You're going to have a lot of fun along the way.

Thank you so much I appreciate your time and attention. I'm here for you, [fill out that form](#), let's get on the phone and talk and thanks a lot.