Myron Golden:

Welcome to the second week of Sell Your Way to Wealth. This is your host, Myron Golden, and I'm glad you're here. I trust that the training from last week was indeed extremely beneficial for you. I know that once you learn to sell, your life will never be the same. And you cannot, and I cannot emphasize enough, how you cannot be too bold in selling from the standpoint of, every day be in the marketplace selling your products.

Myron Golden:

So, last week we covered the first four points with very many sub-points. This week, we're talking about the Sell Your Way to Wealth Mindset. This is the first module, but it's the second audio of the first module, and it's called Seven Figure Selling Mindset.

Myron Golden:

So, point number five in the Seven Figure Selling Mindset is, people only buy one thing. Now I could unmute the call tonight and ask you what people buy, and I'm sure I'd get all kinds of answers. Well, people buy benefits. People buy features. And we'd get all these different answers. But I'm going to tell you the only thing people ever buy, is they buy emotion. That's right, people only buy emotion. In other words, when somebody buys something from you, they are buying a feeling. Which means, when you are selling, if you are selling something other than a feeling, you are indeed selling the wrong thing. So I want you to understand that when you speak to people with your sales presentation, it is far more important that that sales presentation impact their emotions than it is that that sales presentation impacts their mind.

Myron Golden:

Logic is not why people buy. And if you are trying to sell based on logic, "Well, we have the best this," nobody cares. If you're selling based on logic, and you want to give them all of the measurements and statistics and angles, etc. You're spending your time in the wrong arena, because people only buy one thing. And I know that's hard for a novice salesperson to wrap their mind around the fact that people only buy a feeling. It doesn't matter if trying to sell them on an appointment or if you're actually trying to sell them the product, if you're trying to sell people on attending an event, regardless of what you are wanting to sell people, at the end of the day, they are only buying one thing; and that one thing is a feeling.

Myron Golden:

If you think about the car you drive. Why do you drive the car you drive? Some people would say, "Well, I drive it because it's safe." What they really mean is, "I drive it because it makes me feel safe." I mean, it's a car. How safe can a car be? You look at the fact that there are, at any given moment, hundreds of thousands of pounds of steel all around you moving at high rates of speed, going in all different directions, how safe can a car really be? It can only be as safe as a car can be. I mean, the safest car on the road is still, at best, a car. So when the person says, "I bought this car because it's safe," what they mean is, I buy this car because it makes me "feel" safe. It's not because it's safe; it's because it makes them feel safe.

Myron Golden:

Some people say, "Well, I bought it because I wanted it." Well yeah, but if you asked the question, "Why did you want it?" "Well, I wanted it, because I felt like I deserved it." Okay, and you felt like you deserved it because of what?" "Because I'm a hard worker." So, you bought this thing, because it made you feel like you're a hard worker. At the end of the day, what you are buying and what everybody else is buying is a feeling. If you can figure out what feeling people are wanting to buy before you give your presentation, then you can sell them on how your product can give them that feeling. You don't necessarily use those words, but you can sell them on how your product can give them those feelings; and when you do that, when you do that, you will indeed be selling the person what they want to buy, instead of just selling them what you want to sell them. People only buy one thing; a feeling.

Myron Golden:

If they're going to the doctor, they're going to the doctor, and they pay the doctor because the doctor makes them feel like they're going to be healthier from going to the doctor. It really doesn't matter. At the end of the day, people only buy feelings.

Myron Golden:

Now people will use logic to justify an emotional purchase that they want to make. I'm going to tell you guys the story about how one Saturday back in 2008. I didn't have a seminar, so I was off that day. I'm just chilling at home, and I said to my wife, "Hey, you want to go test drive a new Mercedes?" Now I already had a new Mercedes. I had a new Mercedes, my wife had a new Escalade. I did not need a new car, so I wasn't even tempted to buy it.

Myron Golden:

We went to the Mercedes dealership. I test drove the 2008 S550. It was a $114,000 car. I had no intention... I did not wake up that morning saying, "I'm going to go buy a car." I went and test drove the 2008 Mercedes S550, and I absolutely fell in love with how it felt. I drove it to church, and I talked them into letting me keep it over the weekend. By the time Monday rolled around, the feeling that I had was so good that they weren't getting that car back. It was all about the feeling.

Myron Golden:

Some people buy cars because it makes them feel powerful, it makes them feel special. They buy houses for the same reason, clothes, shoes for the same reason. Figure out what feeling people are buying, and you will always be able to make a sale. That's point number A under point number five. And that is, people are only going to buy one thing; they buy emotion.

Myron Golden:

Now here's the next thing. People are willing to spend a lot of money for the feeling they want. I just told you a story about how I bought a $114,000 car. Why? It made me feel special. I think about some of the ink pens in my ink pen collection. And I won't tell you how much they cost, but I will tell you that in my ink pen collection, my low price pens are like $300. My most expensive pen was $1,200 and we had a bunch in between.

Myron Golden:

Why would I spend that much money for a pen? Well, because it gave me the feeling that, "Hey, you know what? This makes me feel more successful when I sign a contract." When I sign an agreement for multiple five or multiple six figures, I sign it with my $800 Montblanc Golf Ball (that was the name of the pen), or my Caran d'Ache, or my Versace... Whatever, whatever.

Myron Golden:

People are willing to spend a lot for the feeling they want. You think about some of the things you have. In fact, everything that you have, when you bought it, it gave you a feeling. Now obviously the feeling wears off, and it's replaced with another feeling, but everybody-- everybody has feelings about the things they buy, so people are willing to spend a lot for the feelings they want.

Myron Golden:

And if you can figure out what feelings people want and what feelings people are willing to pay a lot for, then you can create a buying environment where your customers buy a lot of stuff from you. People will buy something to give them a feeling they want, to replace a feeling they don't want. When people are buying a feeling, they are literally spending money to get a feeling they want, to replace a feeling they don't want.

Myron Golden:

So oftentimes, if people have feelings of sadness, they'll spend money on things that they feel like will make them happy. People are replacing oftentimes, replacing a feeling of something with something they're buying.

Myron Golden:

Now you have to ask yourself, "What feelings do people want?" Some people just want to feel hopeful. So let me give you a list of feelings people want to have, so that when you are selling, you start focusing more on selling people these feelings. If I were going to say it another way, people only buy one thing. What do they buy? They buy a result. And the result they buy is a feeling. Okay, it gives them a feeling.

Myron Golden:

Here's a list of some of the feelings. This is not an exhaustive list, but it's a good starter list. Here are some of the feelings that people are willing to buy.

Myron Golden:

One, people want to buy happiness. Sometimes people want to buy happiness, and the way they buy happiness is by buying gifts for other people. Some people want to buy happiness. And so, they feel like music makes them happy, so what they do? They buy music, and that makes them feel like they're happy.

Myron Golden:

Some people like gadgets, and so they feel like gadgets will make them happy, so they buy a gadget. Some people want to spend money on the feeling of peace, they like just the feeling of peacefulness. And for some people, that looks like buying a vacation. Some people, it feels like buying a cruise. Some people, it feels like buying a vacation where they go out into the woods and go hiking. Some people, it feels like buying a vacation and going mountain climbing. But at the end of the day, it's still a feeling.

Myron Golden:

Some people spend the money to buy the feeling of courage. I'll be honest with you, I used to be afraid of flying. I didn't like it all. It was so bad that when I got on an airplane, I didn't put all my weight down. I mean, really I just felt like every time I got on a plane, I felt like this does not make any sense for this thing that weighs a quarter of a million pounds fully loaded to be five miles in the sky jetting around at 500 or 600 miles per hour. It just did not make any sense to me.

Myron Golden:

So you know what I did? I bought some flying lessons. Why? So that I could understand what was going on. But what was the feeling that I was buying? Well, I was buying the feeling of courage.

Myron Golden:

Another feeling that people buy, I already talked about it, people buy the feeling of safety. They'll buy a house because they feel like the neighborhood is safe. They'll buy a car because they feel like the car is safe. They'll buy a gun because they'll feel like the gun makes them safe. They'll buy a guard dog because they feel like the guard dog makes them safe. They'll buy a security system with monitoring because that security system makes them feel safe. But the security system doesn't make them any more safe, it just makes them feel more safe.

Myron Golden:

Some people will spend money for the feeling of love, and they'll spend the money on their friends, because they feel like, "Well, if I spend money on my friends, my friends will love me." Or they'll spend money on their kids, because they feel like, "If I spend money on my kids, my kids'll love me." Or they'll spend money on their spouse, because they feel like, "If I spend money on my spouse, my spouse will love me." But people will spend a lot of money to buy the feelings they want.

Myron Golden:

What's another feeling? The feeling of importance. A lot of people will spend money to feel important. They will buy custom-made clothing, because that custom-made clothing makes them feel like they're special. It makes them feel important. Some people will spend money on high-end restaurants. Why? Because it makes them feel important. Some people will take very, very high-end vacations. Why? Because it makes them feel important.

Myron Golden:

People spend the money on the feelings they want. Some people will spend money on the feeling of prestige, and it makes them feel prestigious if they own a certain kind of a car or they live in a certain kind of house or they carry a certain kind of purse or they wear a certain brand of shoes or they hit a certain kind of golf clubs. People will spend the money for the prestige of a thing. Some people spend money on things because it makes them feel intelligent.

Myron Golden:

The reason I'm sharing all of this with you is because I want you to have the mindset to know that selling is easy, but you have to go into the selling environment with a mentality that's not, "Hey, I want you to buy this thing from me so I can make some money." That's not how skillful selling is done. Skillful selling is done by understanding the feelings that the marketplace is looking for, and then giving the marketplace those feelings in your presentation, letting the marketplace know, letting your prospect know, letting your customer know, or your potential customer know, that they can have the feeling they want if they are willing to pay you for it.

Myron Golden:

So don't seek to talk people-

PART 1 OF 3 ENDS [00:15:04]

Myron Golden:

Don't seek to talk people into buying what you're selling based on logic. Understand that people are looking for a feeling, and it's your responsibility as a skillful salesperson to give them the feeling they want. So some people want a feeling of prestige and that's very, very important to those people who want that feeling. Some people want to feel intelligent, so what do they do? They buy fake glasses because they feel like people who have glasses are more intelligent or look more intelligent than people who don't. Some people will spend their money on further education just because it makes them feel smarter. So people will spend money for the feeling of intelligence.

Myron Golden:

Well, some people will spend money because it makes them feel powerful. They'll buy things that make them feel powerful. And only people to whom power is important will they spend money on something that makes them feel more powerful. Some people spend money because it makes them feel cool. They'll buy the things that make them feel like they're cool. Maybe they naturally feel kind of geeky. If geeky is the word. Geekish, geeky, geekafied? Okay, you understand what I'm talking about. So some people, they feel uncool so what will they do? They'll buy clothes that make them feel like they're cool. They'll buy a car that makes them feel like they're cool. They'll live in a house that makes them feel like they're cool. They'll spend money on friends who make them feel like they're cool. And that's what they're buying the feeling of.

Myron Golden:

Some people will spend money to buy the feeling of superiority. Why? Because they feel inferior. So they will spend the money so they can feel superior. These are emotions. These are just some of the emotions that people will spend money for. If you can think of some other ones, if you can think of some other emotions that people are willing to buy, go ahead and press star two on your phone right now. Do it quickly. And I'm just going to unmute you so you can answer and share with us feelings that you recognize that people will spend money for. If you've got an answer for that, press star two. If not, we're going to keep it moving.

Myron Golden:

Okay, we're going to keep it moving because nobody pressed star two, so that's fantastic. So understand that the only thing people ever buy is a feeling. Hollywood is great. They're absolutely brilliant, absolutely breathtakingly brilliant at selling feelings. In fact, they're so good at selling feelings that while you're watching a movie, whatever the movie seems to be about on the outside, it's actually about something different going on behind the scenes. Movie makers use a concept to tell a story to get you to, I don't want to use the word manipulate 'cause it's not always manipulation, to guide your emotions in a certain direction, to cause you to come to a certain conclusion at the end of the movie. Whether or not that would be a conclusion you'd ordinarily come to or not.

Myron Golden:

The concept they use is called the hero's journey or the hero's two journeys, and the hero being the main character. The journey of the hero is the internal journey and the external journey of the hero. In other words, the hero's always going to be something on the outside, but while they're going through that thing on the outside they're also going through something on the inside. And the thing that's going on in the inside of them is what you vicariously relate to that causes you to take the point of view of the person who wrote the movie in the beginning. So understand that Hollywood makes more money than most other industries and the reason they make so much money is because they are masters at selling people's feelings.

Myron Golden:

Why do people go to a horror movie? They go to a horror movie because they want to feel scared. Why do people go to a love story? They go to a love story because they want to feel happy. Why do people go to an action movie? They go to an action movie because they want to feel invigorated. And it doesn't matter what feeling you're talking about. People go to a suspense movie because they want to feel surprised. At the end of the day, movies sell feelings better than any other arena. Music also is great at selling feelings. If you want to become a successful, highly paid salesperson, stop telling people about your stuff and start telling people how they can have the feelings they want to have when they buy your stuff.

Myron Golden:

Okay, that was point number five and all the sub-points under it. This is point number six. Selling is the highest paid profession in the world. Selling is the highest paid profession in the world. You say, "No, it's certainly not." Selling is the highest paid profession in the world. In fact, if you'll look at the Forbes 400 magazine, oftentimes when you look at the Forbes 400 the wealthiest people in that magazine are people who own publishing businesses, businesses that publish newspapers and magazines. Why? Because not only do they sell but they sell one of the highest margin products in the world. And that product is called advertising.

Myron Golden:

So selling is the highest paid profession in the world. When you think about it, think about what you do for a living. Are you a forklift driver? Are you a truck driver? Are you a computer repair person? Are you a photographer? Are you a chauffeur? What do you do for work? Are you a secretary? Are you a janitor? What do you do for work? Because what I want you to understand is there's probably not $5 or I'll say $10 an hour difference between the best forklift driver in the world and the worst. Certainly there's not

$20 per hour difference between the best forklift driver in the world and the worst forklift driver in the world.

Myron Golden:

Between the best computer repair person and the worst computer repair person in the world, there's probably about a $20,000 a year difference. Between the best at a particular thing and the worst at a particular thing, there's probably not that much difference. But between the best salesperson in the world and the worst salesperson in the world, there's billions of dollars in that gap. If you think about being an author, the difference between the best author in the world and the worst author in the world may or may not be that different. But the difference between the best selling author in the world and the worst selling author in the world is a huge, huge, huge difference. So what I want you to do is I want you to understand that selling is the highest paid profession in the world. And if you will get good at it you will be glad you did.

Myron Golden:

Which brings me to my point number A under number six, which is selling is the highest paid profession in the world. Hey, get good at selling the value you bring to the world and there will always be a buyer. 'Cause you will get good at selling the value you bring to the world. You don't ever have to worry about there not being a buyer. Like I shared with you last week on the call, 95% of the people in this world hate to sell. And because they hate to sell and there's only one alternative to selling, and that's buying, 95% of the people only love to buy. Which means for those of us who love to sell, we have a marketplace that is absolutely incredible, huge. It's unbelievable.

Myron Golden:

So learn to love to sell. Because if you will learn to love to sell, you will always have a buyer if you get good at selling. Selling is a career that's worth getting good at. You know, all careers are not worth getting good at. I mean, if you want to move furniture for a living, you can become the best in the world and it doesn't really matter to your finances, to your bottom line. It may matter to you because you want to be the best in the world, but it doesn't matter to your finances if you're the best furniture mover in the world. But if you become one of the best salespeople in the world, you will always have a buyer. Now, that's exciting to me because it means if you become skillful at selling you will always have a customer. You can always get paid.

Myron Golden:

Letter B under number six is you can multiply your income in the profession of selling. When you think about that, what other arena can you go into and not just add to your income but you can multiply your income? You can multiply your income in selling if you know how to sell. If you're an author and you're a bestselling author, and let's say you sold 100,000 books and you got 100,000 customers, to double your income all you have to do is write another book and let the people who loved your book know you wrote another book, and they will buy it. And they'll tell other people about it.

Myron Golden:

I got tagged on Facebook today because there was a young lady out there who was telling other people about my book. In fact, I'm going to go over to Facebook and I'm going to read the post. 'Cause when I read it I thought, "Wow, that's fascinating." And so this woman did a post and she said, "So I came across a tweet from Ginger Wentworth about this. In this economy, you're dirt poor if you're earning less than $10,000 a month. And it made me remember a book, The Ebony Treasure Map by Myron Golden." I've since changed the name to From the Trash Man to the Cash Man, okay? "An awesome book for those who are seriously trying to change your financial mindset situation."

Myron Golden:

Anyhow, she states, "I believe that the people who are financially challenged should not watch television until they are financially free. To me financially free is 20,000 a month. How much are you making a month? How many hours do you spend in front of your TV? You see the correlation?" So what happened now is people started commenting on what she said. "Thank you, I'll check it out." And then she says, "They had a black millionaire summit down here in Dallas some years back and Myron Golden has come out." Wow, I didn't read that before. I'm really not bragging. I didn't read that part. "He opened my eyes to all the ways money can be made without being on the J, O, B. He even goes into detail as to why poor folks should throw out their television." Anyway, go on and a lot of people started commenting on ordering the book today, blah, blah, blah.

Myron Golden:

So I made a comment and said, "Thanks for the props for my book. I did change the name to open up the marketing to a broader audience or to a broader market. It is available on Kindle for only $9.99. The new title is From the Trash Man to the Cash Man: How Anyone Can Get Rich Starting From Anywhere." And then she says, "Oh, you're very welcome, Myron Golden. The props are much deserved. You speak the truth. I'm going to read and start implementing these strategies. So I will make note of the title change and that it's also on Kindle. Thank you. And let me know when you get it. We can be accountability partners making sure the following principles of the book." Okay, so she was talking to somebody else when she said that.

Myron Golden:

So basically what I'm doing is, what I'm saying is if you will get good at selling, other people will start promoting your stuff for you. How cool is it that somebody else is out there sharing my stuff with their people, with their potential customers? I think it's pretty cool. And now you can literally multiply your income in the profession of selling. All you have to do is get good at it and you can multiply your income. That was letter B under number six.

Myron Golden:

Letter C under number six is when you get good at selling, then you can start teaching other people how to sell. And teaching people to sell pays very, very well. I think about even this course. Now, granted, I'm going to share a little nugget with you because I want all of you to understand how wealth is created. The nugget that I want to share with you is this. I created this teleconference and sold it to a bunch of people. Now, what's a bunch? Well, right now only 20 people bought it. Why did 20 people buy it? 20 people bought it because they don't want to pay full price after I get it recorded and then get it downloaded. Once I get it recorded and turn it into a physical product, I'm going to sell this course probably for $500. You got it for $97.

Myron Golden:

And I might sell it for 297, but it's going to be somewhere between 297 and 497 dollars. And guess what? I've got 20 people who bought it so far. Which is not a ton of people, but 20 people at $97 is about $2,000. Plus that's 20 people who I can get testimonies from on how great the course is that will also help me sell it for $297 to $497. And those people won't even get the bonuses you guys got. So understand that selling is one of the greatest ways in the world to multiply your income.

PART 2 OF 3 ENDS [00:30:04]

Myron Golden:

... is one of the greatest ways in the world to multiply your income, but also if you get good at selling, teaching people to sell pays very well.

Myron Golden:

I'm going to spend the next four weeks at least, four more weeks we have, at least four more calls doing these trainings for you, and teaching you what I know about selling. And I know a lot about selling, I've sold millions of dollars worth of stuff. Well, I'm going to teach you how to sell. I'm creating a product. I'm going to turn it into a physical product, and then I'm going to go out and sell that product to corporations and get them to come in, let me come in and teach their salespeople how to sell.

Myron Golden:

Do you see how everything that I'm doing, it all goes back to selling. What I want to do, is I want to sell somebody something that eventually will sell somebody something that will eventually sell somebody something that will eventually sell somebody something. So selling, when you learn how to sell well, it pays very well to teach other people how to do it. So get good at selling.

Myron Golden:

Letter D under number six. How do you get good at selling? Practice, drill, and rehearse. I got that from Tom Hopkins in the very first sales book I ever read, which is called How to Master the Art of Selling Anything. See, I just promoted Tom Hopkins' book, no affiliate link, no nothing. I just mentioned Tom Hopkins' book to the 20 people who are listening live and all the people who will get the audio recording of this down the road.

Myron Golden:

So what's my point? My point is that when you get good at selling and you start teaching it, it pays very well. How do you get good at selling? Practice, drill, and rehearse. Then when you practice, drill, and rehearse, practice and drill and rehearse some more.

Myron Golden:

Begin to ask yourself the question, "If I bought this, how would I feel?" And then start selling that feeling. It's interesting that people who sell makeup think they sell makeup, but they really sell self-esteem and don't even know it. So practice, drill, and rehearse.

Myron Golden:

Number seven, sell from a position of leadership, not from a position of neededership. When you are selling from the standpoint that you need to make a sale, selling is always hard. When you sell from a position of leadership, selling is always easy.

Myron Golden:

I mean, think about it. One of the reasons you bought this course from me, is because you see me as an authority on selling. Why do you see me as an authority on selling? Because I've demonstrated the fact that I'm an authority on selling. Not only have I demonstrated it, but I also proclaimed it. I told you I'm an authority on selling. You believe that I'm an authority on selling. How did I do that? I taught you some things about selling that you didn't know when I promoted this course to you. When I taught you those things about selling, you thought to yourself, "If he knows this much about selling and he taught me this much in this little bit of time, I know if I have the opportunity to spend many, many more hours with him learning about selling, that I'm going to learn more that I don't know, which is going to make me a better salesperson. And then I'll be able to go out and make the sales that I want.

Myron Golden:

So literally, when you bought this course, you bought this course because I sold it to you from a position of leadership. I sold this course to you based on what you are going to get out of it, not based on what I was going to get out of it. I didn't sell you this course so I could make some money, I sold you this course so you could make some money. Because I sold from a position of leadership.

Myron Golden:

How do you become a leader? You position yourself as a leader, number one, by being an authority. How can a person be an authority? One of the best ways to become an authority on a subject is to become an author on that subject. The word author is short for authority. The word authority comes from the root word author. One of the best ways to become an authority is to write a book on the subject. So sell from a position of leadership.

Myron Golden:

The other thing is, demonstrate ... how else do you sell from a position of leadership? Demonstrate that you have expertise. Prove it, just prove that you know what you're talking about. Prove to other people that you are an expert at whatever you're selling them on. If you sell insurance, demonstrate that you're an expert on insurance. If you sell health and nutrition, demonstrate it. How? By teaching them something they don't know or never thought of.

Myron Golden:

Believe it or not, you can even demonstrate that you're an authority by teaching them something they already know in a way that they've never thought about it. So sell from a position of leadership.

Myron Golden:

If you are a person who is in a network marketing company, for instance there's a lot of people who are in the home-based business and network marketing. When you present your network marketing opportunity, position it from a standpoint of leadership. Let folks know that you're only looking to work with X number of people, and you're going to be interviewing people over the next couple of weeks to find out who you're going to work with, and now they have an opportunity to let you know why you should let them be one of those people. Sell from a position of leadership, not from a position of needership.

Myron Golden:

Don't sell to people by asking them to do you a favor and listen to your sales presentation, or asking them to do you a favor and buy your product. They just don't like you that much. So sell from a position of leadership, not from a position of needership.

Myron Golden:

Number eight, learn to compress timeframes. One of the greatest things I love about selling is the fact that if you get good at selling, you can get rich very, very fast. Why is it important to get rich fast? Well, because wealth is measured in time and not in money.

Myron Golden:

If you work for 40 years and you make $25,000 a year, you made a million dollars in your lifetime. Lot of people would say, "Well, that's a lot of money." Well, it would be a lot of money, but it's not a lot of money, because it took you 40 years to make it. If you made $25,000 a year and you worked for 40 years, are you rich? No, you're not rich. Why are you not rich? You're not rich because it took you too long to make the money.

Myron Golden:

If you made a million dollars in the next year are you rich? If you made a million dollars in the next year you're rich. If you made a million dollars in the next month you're even more rich than if you made it in the next year. Same amount of money. How can you be more rich with the same amount of money? Because you did it in less time. If you made a million dollars in the next week or the next month or the next week or the next day, you'd even be more rich. It's the same amount of money, why are you richer than the person who made it over a 40-year time period? You're richer than the person who made it over a 40-year time period, because you collapsed timeframes and did it in a shorter period of time.

Myron Golden:

See the value of life, the value of your life, is not measured by how many years of experience you have. It's measured by how many experiences you put in those years. How many experiences are you going to put in your years? Are you going to put enough experiences in your years to make them valuable?

Myron Golden:

I'll tell you when the concept of time freedom equals wealth really hit home for me, the first time I went to Hawaii. The first time I went to Hawaii, I took my family to Hawaii and we stayed in Hawaii for an entire month. Why did we stay in Hawaii for an entire month? Because that was the vacation we had planned. I realized when I was in Hawaii, that wealth is measured more in time than in money, because no amount of money could be as valuable as buying back the rest of your life. The most important thing you will ever do with money is buy back your time.

Myron Golden:

People think, "Well, I want to be rich so I can have a nice car." Nice cars are nice, but even nice cars are just cars. The most valuable thing you get to do with your money is to buy back the rest of your time. And since that's the case, you might as well collapse timeframes and create wealth rapidly so that you can buy back the rest of your life sooner rather than later.

Myron Golden:

What do I mean by compress timeframes? Here's what I mean. Whatever great and noble thing you are going to do this year, do it this month. Whatever great and noble thing you are going to do this month, do it this week. Whatever great and noble thing you are going to do this week, do it today. Whatever great and noble thing you are going to do today, do it now. That's how you collapse timeframes. You collapse timeframes by getting the thing done now.

Myron Golden:

Become a person of action, become a person of immediate action, and you will be glad you did. Don't put it off. Don't put it off until tomorrow. Don't put it off until next year. Don't put it off until next week. Do it now, and you'll be glad you did.

Myron Golden:

One of the things that also I'm going to mention under this topic of collapsing timeframes, what you need to do in collapsing those timeframes is, you need to go get paid every day. What do I mean get paid every day? Go out and sell something every day.

Myron Golden:

Think about how often you spend money. You spend money every day, whether you're spending money on gas or food or something, you're spending money every day. Every time you turn the lights on in your house, you're spending money. Every time you turn the water on in your house, you're spending money. You're spending money every day, start making money every day. How do you do that? By selling. Selling will give you the ability to collapse timeframes.

Myron Golden:

One of the other things that you want to learn to do, is you want to learn to sell things online, because that also helps you to collapse timeframes. It helps you to collapse timeframes, because you can reach a large number of people in a short period of time, so you can sell multiple products at the same time, because it takes no longer to sell a thousand units than it does to sell one. So learn to collapse timeframes.

Myron Golden:

The other way you can learn to collapse timeframes is to learn to sell one on many. [inaudible 00:41:41] via webinar, via teleseminar, even via live event. Learn to sell one on many, and that will give you the ability to collapse timeframes and multiply your income.

Myron Golden:

Then number nine is, selling is a numbers game. What do I mean selling is a numbers game? First of all, understand I didn't say, "Selling is a numbers business." I said it's a numbers game. So understand when you approach selling, approach it from the standpoint that it is a game, not that it's something difficult, not that it's something challenging, not that it's hard work, but approach it from the standpoint that it is indeed a game.

Myron Golden:

As a game, it is to be played. So, when you are playing the game of selling, play it by the numbers. How do you play it by the numbers? Understand the law of averages first and foremost. And the law of averages says that everybody has a selling ratio. Your selling ratio could be, out of every 10 presentations I make, I make one sale. Or out of every 10 presentations I make, I make five sales. Your ratio could be, out of every 10 presentations I make, I make nine sales. But whatever it is, you have an average. And whatever your average is, whatever your selling average is, you need to know it so that you can measure how much work you need to do to make the amount of money you want to make.

Myron Golden:

The beauty of it is, you don't have to have great numbers to make a lot of money in selling. In fact, if you and I were in a sales contest and you were a person who could make five out of every 10 presentations, you could make five sales out of every 10 presentations, and I was a one out of 10 and I could only make one sale out of every 10 people, I could beat you in a sales contest if you talked to 10 people and make five sales, and I talk to 60 people and make six. I could beat you.

Myron Golden:

Understanding your numbers is like leverage. You can always make up in numbers what you lack in ability. You may not be that great at selling, but if you're not that great at selling, it's okay. All you have to do is go through a larger number of people.

Myron Golden:

Which brings me to letter B. The law of averages is letter A. The law of large numbers is letter B. What is the law of large numbers? The law of large numbers is what you do when you apply your average to a large number of people. So if you know you get one out of ten, you talk to a hundred, and you make 10 sales. That's the law of large numbers. But before you can do that, you must know your numbers, and then you must apply the law of large numbers to your number, and you can be insanely successful in the arena of sales.

Myron Golden:

That concludes the training that I have on the seven figure selling mindset. I'm going to stop the recording.

PART 3 OF 3 ENDS [00:44:55]