

お金と英語の非常識な関係 神田昌典

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Part1

Thank you very much for having let my first book on English learning. I'm the author, Masanori Kanda. I feel very happy that you picked up this book in a bookstore. Because I put so much energy and heart into this book.

While I was writing this book, I got a chance to interview and an extraordinary man who you'll listen to shortly. The interview went so well and he turned out to be(ちゃんとbeって発音できてない感じ) very rich and useful information for entrepreneurs.

To tell you the truth, the company arranging this interview planned to sell it in a CD format at 7,000 yen but I have begged it free for you. Because I want you to experience the pleasure of English learning.

So enjoy listening.

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Part2

Welcome to the first edition of our million dollars English program for entrepreneurs. And we have a great guest today. And he is a Guerrilla Marketing master trainer as well as advanced mind mapping instructor.

Amazingly, he has a black belt in Aikido and has written many books on Japanese Syodo. And obviously, he is a man of many talents. And I would like to welcome Mr. William Reed.

Thank you Kanda-San. It's a pleasure to be here.

Thank you William champster?? Honored to meet you today. And by the way, I would like to ask you the first question. Are you a Superman?

No, I'm just a very busy guy.

Part3

OK, Let me first ask you this question. When did you first come to Japan and why did you decide to stay here?

Well, I first actually discovered Japan in 1963 when I was 11 years old. And... the... you know SUKIYAKI song, Sakamoto Q, UEOMUITEARUKO that was No 1 hit in America.

First time I think **the** foreign language song was hit **and** it **was** so mysterious to me. I didn't understand... actually I thought it was **wo...** woman's singing. I just loved **that** song. I **just... like... kept of it... right.**

At the same time, that year, ah... I was walking **home** from school one day and some **bullies... ah... older** kids came **up** and... **and kind of roughed up** me and my friend and I realized I couldn't defend myself. **Especially** against **a** large number of people.

So next day I went to **the** book store and found a book **called** "Power of Aikido". And from that time I just... **was** so interested in **an** oriental culture **well... I... you know, I didn't the difference but anyway** Japan... and I decided I wanted **to** do it.

That was 1963, **the year that** Kennedy **was assassinated**. When I actually came to Japan **was** 1972, **at the** age of 20. The Vietnam War was **still on**. I was **fortunate** to be able to... **ah... come to Japan instead of** going to Vietnam.

Ah... and ah... the... my purpose well, I studied at Wasade, my junior year, abroad. **Ah... but my real purpose was to** study Aikido. **So that's when I began.**

And **ah...** I stayed 1 year, **then** went back, **ah...** and came back again, **um... 10 years later, 1982, ah... at the** age of 30 when **is... which is also when I first became freelance and independent.** (I) work(ed) for myself. And **I... have been here pretty** much ever since.

OK. Well, of course, you are black belt holder and you were initially interested in Aikido but you also are a successful entrepreneur. How did you study entrepreneurship in Japan? I mean, **you know...**

Well, I **??winning to it?? as** they say **kicking and screaming. ??So coz??** I didn't have a lot of choic(es). I didn't want to, **ah... I didn't want to, ah...**

teach English. I had majored in Japanese in college and so I could speak and read fairly well but that's not enough to actually work with it. So I had to train myself very hard to become a translator.

That is your initial career?

My initial. Yes.

Woo In Japan?

Yes. freelance. And in 1989 I actually started a YUGEN KAISHA company, called Reed Research and that is the base I was working from. But I was a freelancer before that.

How old were you when you started your first business?

OK. Well, Let's see. I guess that was 1989. OK. So you can just _____. I'm 51 now.

I see. you were about 20..

No, No older. I came to Japan at 30 and 83 and 6 years later so.

36.

Yeah. But I started as a freelancer at 30 and then I started the company at 36.

Can I make one comment? I had come across many people many successful entrepreneurs then one thing they have in common is they started at their business at the age of 33.

Oh.

Well, Of course, there are some exceptions. I found you know the age of 33 would be the key number for an entrepreneur.

_____ right. I mentioned when _____. Let me explain that a little bit. I didn't, I could get a job but I didn't want to get a job. I wanted to work for myself.

And you know, it's not easy. You know you have to do so many things that it's not read books. And you have to figure out so many things for yourself. You need people help. There is no security, no safety and yet it so much fun.

Yeah.

After you experience you never want to go back into a job. So in a way kind of driven to do it.

Your professional area has grown into many different categories. It first started out as an interpreter or translator but then you had become a master instructor or a trainer of Guerrilla Marketing as well as mind mapping. Would you tell us about..

OK. Well, Let me backup just a little bit. I graduated from a college with degrees in Japanese in 1974 from _____ college and at that time Japanese was very unusual for an American's study. So people ask me Why did you do that? It likes SUWAHIRI you know it's so specialized and _____ because it takes a long time.

But anyway I couldn't really do much when I went back to graduate school master's degree education specializing in science education. It was school for 2 years which about as much as about take.

I enjoyed teaching but I didn't like teaching public and private school system. ____ So 4 years work in industry ラバー-sell. selling hole and ._____ things like this.

But my real dream is to go back to Japan. So I did that then came back 82 and so what can I do. I want to teach English. I did ____ maybe six months when I ____ enough to ____ .

So but I knew I needed to learn more Japanese so I studied again again try to build my reading skill. And then I started to get freelance work. Eventually, then I realized I was working ____ at translation agency ____ specialize.

They give me three choices. Auto motor industry. They like my work.

The shrimp industry or.

Shrimp?

Yes, Yes, very fishy businesses. Or woman lingerie.

Okay.

So that was _____ life chose you know.

But I thought maybe the auto motor industry has the best potential so I chose that. I took course in correspondence course power mechanic in Japanese. Probably first and last ever to do that.

But I learn words. you know professional. And then I broke into journalism, auto motor journalism and that was quite interesting in that few years and many people's industry.

When I started the office trade association called SEMA. Specialty Equipment Market Association which I did.. about I guess 4 years turning out _____ my assistant.

And around time I decided _____ mind mapping I use it. I wanted to teach _____ Aikido you know _____ at the same time in my space-time. And I wanted to teach so I decided to get a certification as a mind mapping instructor and then I used Guerrilla Marketing to promote business. It works so efficiently and effectively. I decided to get a certification as Guerrilla Marketing coach and then Jay Levinson asked me to become a master trainer _____.

Part4

OK. Photo listeners is not so knowledgeable about mind mapping. Would you briefly explain what Mind mapping is all about?

Mind mapping is a formal no taking with convincing keywords and pictures. That helps you to put any idea on one piece of paper. It could be a speech, an entire book, a story. But the rule is you put the branch _____.

Right.

So you just the keywords you can _____ memorise or you can use present to learn. _____

That is the amazing ,I think, technique for creative people I think as well as an entrepreneur. Because many entrepreneurs in Japan, once I teach

a mind mapping or refer to mind mapping after 15 minutes they started to scratch out. they try to you know. Take note. Of course, it's not perfect form. But still they love that idea. Why do you think mind mapping is suitable for Japanese people?

Okay. First, I think it's suitable to any human being. Because It fits a way to think. It's a great tool for using your head. And by that mean It great tool we wake up your brain connecting ideas. And it's just a few keywords. So you don't have to remember too much. Actually, you remember from the keywords. So I think it works for anybody.

It is like juggling thought.

it's so much information. How you are going remember or organize this, so juggling thought. Actually, as mind mapping structure is also how to juggle.

What do you mean?

juggling. with both. and use seminars because it helps your branch your right and left brain.

I see.

And they recently came out with study university Germany they top juggers the people how to jugger 3 months later they major 3 % increase in great matter.

Really?

I think maybe they're gonna be nobody price discovery. And I believe that a mind map actually makes you smarter because you make more connections. That works for everybody. Why is it good for Japan? That is the question?

Unun.

I think it's specially suitable for Japanese because look at writing system KANJI is basically word picture original and very compact. One KANJI contains so many associations. So first of all that.

Secondly, Japanese like to think small and compact like to reduce ____ look like a cellphone. everything in the palm of your hand. And mind mapping does that your thinking ____.

And lastly. I don't know any culture in the world that probably likes Manga and Anime _____ Japanese. And use pictures. so it's visual thinking. Japanese people are visual people. So I think mind mapping is perfectly suitable for Japanese. _____

Translated book on mind mapping in Japan is like you know this is not taken method would change your life. And that is the title of the book. Actually, I took a book and it changed my life.

It was true.

Do you have an interesting episode in teaching mind mapping to Japanese people?

I got so many stories about that. But the Initial resistance. Let me start first.

OK.

People like the idea but for some reason. It's hard to change a way to thinking. So you teach the rule one word for lang use pictures no more than 5 branches. Central image in the center and you explain your show

example. And they start and everyone drawing long branches with long sentences. No pictures. No color. No central image. Excuse me?

They don't know how. So I realized you can't just teach the rules. The biggest discover for me was you have to work people thought the staffs.

For example, Finding keywords you can't start without keywords. So now I will do give text maybe Mukashibanashi some story you know and they just highlight pen just find the keywords. That's all. One skill. don't they teach skill then _____ start do it.

Other things help me in teaching mind mapping to Japanese is if you just doing this by yourself, you are never careful. So I will said OK.

We are going to show everyone mind map like a gallery.

OK.

After they do the mind mapping ever seen maybe 20 minutes to create my map. I will give everyone three go stones, Goishi. And walk around room and you can vote 3 times. And put go stone on your favorite map. And I will say. The one who get more go stone get special something.

I see. So background about on your approach it that more visual your mind mapping is more memories, more long term memories that you gonna have. It's easier or it's ___ better. I see.

If you just like long sentences and all directions are hard to read you can't even remember well. It's not a mind map. They think of a mind map but it's not. And then it's frustrating so they give up. there is no point. So many people read a book and like the ideas they want to learn more about it.

but they only go for so far _____. So I think it's very important to meet other people doing and show. and work with them.

I see.

Part5

Let us bring the subject of Guerrilla Marketing because that is an interesting topic for most of listeners here.

And of course, that Guerrilla Marketing is initiated by a person called Mr. Jay Levinson and the book has been translated in Japan and has been a bestseller and I was quite influenced by the book concept as well. Would you tell us about in briefly what Guerrilla Marketing is all about?

First of me. I explain the spell of the word. Because everyone gets wrong.

OK.

2 R 2 L no O.

OK.

People think it's Gorilla marketing. ____ spell wrong. and so that's one thing.

Secondly, it's nothing to do with terrorist organizations. ____ I try to order a book recently. it got ____ costum not custom post office because it covered special package. It's a book.

Anyway, So What is the Guerrilla Marketing? The term Guerrilla Marketing was coined by Jay Levinson name of his book. which became a brand.

But many techniques in Guerrilla Marketing but essential it's using your head to leverage all of your resources so you don't have much money maybe. those original design for small business or private individual not big companies want to do.

It's how to think and make connections and use leverage, use imagination, your energy and your time well. And then spend money on marketing.

Most people do the other way they spend money and advertising they have advertising agencies do it and miss the ___. Advertising used to be very good investment in the first half of the 20th century. When I invent basic.

50 years ago.

Yeah, You know you make advertisement you guarantee to get money back. Now doesn't work as well because, Everybody is doing it. Everybody sick it. Nobody listen it.

And They don't believe it.
They don't trust it.

So yeah you just tell me something. So you have to be much smarter and rich people many more ways.

There does not of difference way to explain the difference between traditional and Guerrilla Marketing. 18 of years but for interesting.

Can I have a copy of it?

Absolutely, I will give you a copy. At least 18 differences between traditional and Guerrilla Marketing. But in essence it's investing in smart thinking about marketing. So that's use the time and energy and imagination first and then decide how to spend money on promotional marketing.

You mean to reflash your what to say that's basic mean is you have to plan out strategy.

You need to have a market plan. You need to use psychology. Psychology has become much more advanced. Because we know for example they found in some industry take an average of 9 times for your message to reach a person before they are ready to buy.

_____you have you want.

The problem is that 2 out of 3 times to deliver the message they are not listening. That means you have to reach them 27 times before they really really to buy to trust you to buy.

everyelse already.

Now how do you do that? Are you gonna call somebody?

And say.

Are you ready to buy?

Are you ready to buy?

Are you ready to buy?

I don't think it's going to work. You have to find many ways to educate them to present benefits to them and you psychology and timing and

very customized and really try to help them. Then you can reduce the number of time to take to reach them.

I think that Guerrilla Marketing particularly suitable for Japanese small business owner. because you know my experience tells me that the effective TV advertising in Japan is kind of I mean very very little as compared to the another nation.

When I started as a salary worker and started to sell American refrigerators in Japan. You know I worked for a white good company.

And I talked to a major advertising company and they told me unless you spend 10 million dollars, you are _____ will become just non you know.

Hahaha.

When I was surprised because no American company no matter how rich they are, they have no budget of course 10 million dollars for initial start up.

That's a promotion for an advertising agency. They want you to spend 10 million dollars.

Seems like they are __competition at the time as a Korean Manufacturer actually came to Japan. They wanna establish their blanch so they really to spend like 70 million dollars actually spend it. But it's no effect and no result.

Yes. Yes. that's actually. I think internet effective that because people get so much information also we are exposed to average 3500 marketing messages every day. Even more in Japan.

Say that number again?

3500 marketing messages every day. and in Japan even more. on their star staff in the toilet everywhere you look something __ you know noise speakers. Do you think people really listening to each those message?

No.

I don't think so. But very interesting phenomenon. If you go to New York city or even Tokyo urban city. a lot of noise. If you drop coin on sidewalk, all heads turn.

Because there are something catch interesting to them. But if you just try to you know if you give them a message, People want to believe you. And they just turn it out. It doesn't mean you shouldn't advertise.

But another thing Guerrilla Marketing presented 100 weapons we called weapons of tools. Advertisement is one of them. Advertisement is important but it's only 1 % of marketing.

You said 100 many different methods you can use in Guerrilla Marketing. What is the major technique we have in Guerrilla Marketing?

For example, having a 30 second message we called elevator speech. what do you do when do you give you a card to tell somebody in a very short time maybe 20 seconds. That's a Guerrilla Marketing message. how to give the memorable message.

Because nobody listens to more than 30 seconds.

Yeah. Exactly. They don't listen after that. they don't care the name of company. it's not important to them. they want to know what is a benefit to them. what is connection between you.

Also having 7 steps marketing plan including your target, your benefit, your niche, your identity, your purpose, your budget. you know just one

page having the plan. That already saved so much time. One page newsletter I will explain that a little bit later. That's fantastic educational permission based marketing.

There are of the 100 methods 60% don't cost any money. But they require time. and you might have spend your money to educate yourself. and you know get software something but they are not spending money on advertisements.

Do you have a successful example of using Guerrilla Marketing In Japan you know I would like to hear some of successful case regarding small business owner or if you have example of large corporation using Guerrilla Marketing I would like to hear your example.

Right. OK. One of my clients is a large German pharmaceutical manufacturer. They took mind mapping and Guerrilla Marketing convinced. And the problem was their marketing staff and the sales people, people who deal with medical representatives. and marketing staff they tend to their office headquarters filled with workers. So how do you ordinate?

That's a common problem.

So much competition. Japan is huge market for pharmaceuticals. One of the huge market in the world. But everybody is here. So how do you distinguish? So I was mentioning to them about 30 second message they did not quit _____ important.

looking at some of their competitor web sites and one of them is French company actually had ____ 30 second. They put it on their website. Oh they got serious after that. So studying researching competition is another Guerrilla marketing technique.

I see.

Because everybody get own thing. That's one example. Another one, large out of part retailer.

I'm working with them to make one page newsletter which is used educate the staff and as a sales promotional device. So if you gave them a 15 page newsletter, nobody gonna read it. it's just one page and useful and relevant oh because it's so compact. easy to remember. and they can use that it not just like press release.

Do you read the press release? Nobody read the press release.

They said you should believe your own press release. Because if you are talking about me, me me. Nobody cares.

I see.

So How do you frame your message in term people want have some value for them. and the value put on one page is that you have to ball off all ____ on the essential. So I'm helping them to create regular publications thrie not only Japan but ____ seven overseas stores you know in Los Angeles, Paris, Taipei, Singapore you know.

Part6

Concept of one page newsletter is significant I believe because you know in Japan not many company issue publishing newsletter is when they started publishing newsletter it's like 15 pages or it's kind of fully printed nice expensive one they can _____. but one page newsletter that is so cost effective I think in order to farming client or farming prospect real client you know. How did you come up with the one page

newsletter concept is the one of the most of useful techniques in Guerrilla Marketing?

It's one of the marketing weapons on tools. The concept was invented by name of ra-cha- C ぽーかー who is also Guerrilla Marketing coach. And 30 million copy bestseller authors. but he ___ book writing books. And realize people want short messages. He had an example: one of his clients was actually work museum. She wants to change job so she send out 100 resume all United States, not one response. she is so discouraged. _____ you just send me me me. Nobody want to hear that. it help some great idea _____ one page newsletter called museum marketing and just give it a free so she sent it out against maybe 5 or 6 places and most interesting students. and start getting couse Can you come to do some consultant for us. It's very difference.

___ himself got base on one page newsletter, he got invited by Microsoft ___ coming do training. Because why it presale expertise there is no pressure it's free. it's nice layout has good graphic format you know I subscribed some mail magazines. after I don't even _____ just so many words. No layout and if you are busy, you are not gonna take time, no heading, no space. A Mail magazine is a good idea. But not everybody is doing ___ all collect. You have to stand out. So one page newsletter for example, it's compact, it's monthly. I have two newsletters, one is mind mapping, one is Guerrilla marketing. Every month I send up for free in English and In Japanese. Now I have a reader. more than 50 countries all over the world.

How do you send it?

It's words of mouth. Actually I recently ___ words of mouse. because of the internet. but I send one I went to the mind mapping one of mind mapping

software pages there had a plus page. all article all people will great article but software. So these guy gonna be interested to mind mapping, so I just sent them a copy and announcement about my free mind mapping newsletter. they might be interested.

What is the media to send them by fax or?

No, there had archived the article by line head by email of the authors archible the review and many times these people computer magazine editor or owners. So anyway I sent out ____ two of them responses that's always good response.

One of them put advertisement promotion his personal recommendation on my newsletter on his website. From the next day about 30 subscribers per day increase by 2 or 3 hours.

That's the only thing I did. And he ask me to write the article so I did even more.

OK. My question is that you send your newsletter to many different countries and many people, right? Do you send them newsletter by ____.

Oh I see. I didn't understand. What I do is, people don't like to open attached files from strange person.

Right.

Anyway I only send people ask me. What I do is just send the email announcing on the first of month. the newsletter is available and previews the topic. They go to my websites to the page. I will show you. it's like business card. but explain you know the information ____.

They go to these pages. and they sign on and they can view the newsletter

on the web browser and they can download as a PDF file. you know adobe acrobat so it's easy to get for free. they can save it. they can send to their friends ____ that's why here from people I had never met.

So basically you don't use mail either fax?

No No No No.

Sending cost?

Zero, just my time. On the other hands, If I do the seminar for example, I might want to have the issue that written that related the topic so without do is I print out copies so I have you know English or Japanese depends on the audience but every month you know just increase, so I can actually physical print out to two size. give it a hand out. it just depends but I don't spend any money and stamps.

Woo I like the concept of a one page newsletter because I used to write like 20 pages 30 pages newsletter every month.

It's so much work. but actually it's out of work to one page newsletter because you have to reduce it.

OK.

And the way that you do like when ____ I have to apologize for giving such a long speech this morning. I didn't have time to prepare a short one.

Hahaha. So your message is got to be concise. you have to take out on the unnecessary words.

Mind mapping.

Oh mind mapping. That's why mind mapping became so important.

Save time. That's why I can do so many things. _____ because mind mapping saves time and shortens my learning curve. you know. It's a great tool.

Part7

Let me ask you this question because not only in your business but also you have many different interests, personal interests including Aikido and black belt especially 7 degree. I hear. It's amazing.

Well, 32 years experience is so.

But Shodo. And also I hear you are a tap dancer as well. How could you pursue so many different interests with given limited time. I'm sure you are a busy person.

I guess I do in my space-time but one reason I'm entrepreneur one reason I work for myself is I need my time for those thing. If I work in the company, I can't do those things. So my time is my time. Benjamin Franklin said "time is money". When I became an entrepreneur, I realized ____ my time is mine. so anyway I need to create time, right. From, I came to Japan originally to study Aikido, but I found It gives me so much energy. because I look like young.

Yeah you look very young.

I'm 51. I have more energy now than when I was young.

You are younger than your picture.

10 years ago. time machine. But and also Aikido is Japanese art. It's art of using what you have. Somebody attacks you. you can't say excuse me can you try on the other side. or I'm not ready. you can't say that. so Budo, right. Martial Arts. you have to deal with what is happened. and not fight because if you fight, you are going to somebody stronger than you. You have to learn how to lead their energy and then show them and using them. it's very smart Martial Arts. and somehow it's just kind of ____ how to do that.

OK. I don't have enough money I don't have enough information. So how can I get it. so it's just naturally start to do that. that's one thing Aikido has. Shodo 20 years I guess pretty unusual as Shihan but as a foreigner.

You are Shihan?

Exactive gallery you know Tokyo EKIMAE you know but the thing how to see how to really see in front of you. Because when you try to copy their character first you know it's so hard. Because it doesn't look like original ____ the reason is because you just copy the idea you think oh I know the one. And you don't need to look at it. take so much training. actually see what is there and even then it's off it's just not right you have to look at space so figure out ground. It's like digital perception.

You have to see the hole. It's so important. because everybody looks at obvious things and miss the story point. In business that's so important especially Japanese, they don't say what they are really thinking sometimes. We think about your project thank you very much. they gonna think about it? Something else. some other message, they want to give them other help they gonna ask you directly. Japanese communication is very indirect. So I learned from Shodo how to see between the langs.

It's very interesting. because you don't waste your time at all in doing Aikido and Shodo. you don't sacrifice your business. opportunity.

No no.

It's a very interesting concept I had never heard but I could never.

They don't have time. JIKAN BINBO. They have no time. That's one problem. All they don't have right good teacher or they don't have make connections. I think oh that's traditional Japanese are. oh that's hard I'm not gonna to do it. and tap dance. I learned how to improve so hot to perform.

That's so important in business too.

special you have to

That is not my reason I did. I realized later. that's im learn how to do that. How to stand, how to relax.

Believe, Not so many people can make the connections. because you know art people really interested in focus in on art. so Shodo instructor Shodo master tell you how to do Shodo, but she doesn't tell you how to do business.

Exactly.

You can make connections. and that's the one of skill you really have. Why do you think do you have the skill. Doesn't that have to do with that you live in the United States, and you now live in Japan. so you can convince to cultures.

Well If it's true, then a lot of people are doing that.

I see.

Because a lot of people who live in Japan and another culture, not doing that. I think that the difference I don't think I'm special, you know smart, brilliant. I think the secret is just making connections. And the way to do when you start mind mapping, anybody not just some special people. what it is it's like challenge of the pinball. you hit ball ____ and every time keep it the longer you keep it ____ between the level, the more points you get.

So more connections you make in your brain and in your network and the ideas you could convince new combinations, the more points you get. But nobody wants to do that. because they are lazy. so they hit the pinball and just go straight down and get one point or nothing. And they get just tired. and they get discouraged. They don't know, They lose energy. But if it's put something invest your own energy beginning, it ____ people come to you help you.

This is my personal interest because you mention about energy how to use another's energy to benefit you you know thought calligraphy and Aikido.

When you make the presentation in front of a large audience and you got a lot of energy, sometimes a lot of energy gonna pressure you, but is there a way to use take advantage of the audience's energy so that you can benefit from the energy_.

The best way is to be totally prepared.

OK.

How do you be prepared. you have to know what they want to know how you can help them. if you just talk about yourself. They are not so

interested. You have to know how you can help them and you have to make a message so clear, so interesting story and pictures.

You have to wait up their brain. First you wake up your brain. you do that in mind mapping. then you organize what you want to say in the flexible way and You remember it. you can connect, you can start anyway.

Then you presented it not just talking, just whole body just use eye contact even if a large number of people. And then they will start to give you their energy. just like surfing. That's a wave. pick it up.

But you have to prepare yourself.

A surfer, I don't surf, but just watching people. A surfer can't go really high open the air from if they learn to ride waves. They don't fight it. But you have to know how to get into it. if you fight it, you afraid of it, you just flown down. I think it's similar.

OK. So you have to read your fear basically means is preparation make it possible.

Yes. The other thing if you know how to make the connections, you can train yourself to do mind mapping. You started to see things that obviously when you point it out. But nobody knows the before. That's the key creativity. it seen looking at same thing that everyone _____. seem something difference. so new connection. And then you have to communicate it.

Communicate?

Communicate the connections.

OK.

Point it out. And if connection only exist on your mind or it's not even real, Nobody listened to you. but it's there, just nobody know it still They respect you. I never thought about it.

Part8

As great. You make so many connections of different things you know Aikido and also business and seem like you have great master and great teacher in your life.

Young people ask me that I would like to meet my mentor. How can I meet my mentor? How do you answer the question?

OK. That's very interesting. I read someone. you would be the same person in 5 years except for the people you meet in book you read. so I think it's true. I changed so much by the books I read the people I met.

And found that many times even bestseller author quite approachable. you know of course they are busy and you can't just say give me something. but if you learn from, ____

That's why that Jay Levinson I know more than doesn't world famous bestselling author and many of them is my close friends now. I stayed in their home, you know.

And I didn't start out I didn't get any introduction. just basic contact them.

How did you contact? Many people want to steal something from celebrity

still something they just benefit themselves but I don't believe that method or that's approach work you have track record of getting know well many ぐるー。

It's the same principle as the 9 explorers to make them by. _____ you are getting interested in ____ getting interesting you to contact to all communicate with you.

Jay Levinson I contacted through email. but I didn't just say hey you know I'm interested in your book. _____ so many people want to talk to him. but I read something in his book. one of his book called Way of ゲリラ, one of my favorite ____book . it's not exist in Japanese. If you wanna translate _____. But there are something that he says in there make me _____ up right.

And I talked them at and I started page No. he knows I read his book. I am very careful to phrase you know it's kind of fun mail from readers. And I just put my contact in detail and next day he called me at home. I was so surprised. Oh and you know it's great. He had something that I said just hit him different than many people try to contact to him.

And he just
he gonna be speaking at nearby stay

he was in ノース next month.

He lives in San Francisco. My brother does too. came out our house. Over period 5 years.

ゲリラ like.

I just sent them a little notification. just keep in touch. and he is very kind you know to speak to me about this. And eventually when I really actually pay money get coaching start getting result then really good

attention and now great friends.

repeat the pattern so many teachers in art and business. And the thing some people are not responded to you. because either to protect their knowledge bestseller and they don't want give anything more. or just too busy or have agency that black out.

Anyway the books is old information for them they moved on they are so much more. and if you can help promote their brand of course what ゴールデンコース. you can be an early adopter and ____ you are opinion reader so if you like it, you tell your friends. And everybody catch it.

I got similar experience because I used to contact with a lot of American marketing _____. some are interested in doing business in Japan, mostly they are not actually. they don't care . because they have so much big domestic business opportunity already.

So one time I realized that it's not matter of lack of my business skill also lack of my English skills. It's more like their attitude. if they are not interested in doing business in Japan I don't have any choice to pursue their business opportunity. but there are people in the United States who would like to do business overseas and they are so welcome. I mean they just are willing to listen to whatever I say. Then I ended up meeting ____ who develops photo reading. And we have very good communication. We became friends with each other.

Approachable, right?

Yeah, very approachable.

And you know Leonardo da Vinci said that See the connections between all things. Everything in the world in the universe is connected. You know 6 degrees of separation, the movie was popular the name

but they said that only 6 people between you and anybody else on the planet. And actually did online experience with more than almost 700,000 people choose at random and they found that they prove that.

Yeah, you can even meet with the US president by doing that.

Oh, you know somebody who has...

I have another ____ actually I have recently came up with. As long as you are committed to your idea or your mission, you would have 6 people supporting you.

Oh, that's interesting. going other way.

Because I heard a lot of I mean entrepreneurs in the interview ____ how did you start your business, how many clients you have initially you start your business in the first year. And many of them answered 'I have 6 clients in the beginning' or I have 6 employees supporting us. so seems like 6 you know. No 6.

Magic No. that's interesting.

So my next book concept is as long as you are committed to you are supported by 6 people.

Yes yes, I'm experiencing something similar. I haven't count No but people coming out want to support me they work with me some way and you know some of them fully employed already and so they have something to offer. I can help them.

Part9

OK. doing business in Japan. and in the United States. What would be the difference? What would be the advantage? How do you feel your personal experience doing business in Japan?

Well for me. You know I speak language for long. It's easy for me here and America, strange but I think one difference I can definitely say is people in Japan need to have some tangible.

show me fusicle thing. Not so much ideas. American is more interested in ideas to make connections. but They don't necessary to follow up. so sometimes communication in America is very rude. and in Japan "oh excuse me I'm sorry I'm going to be 1 minute late". but in America you are lucky if they show up sometimes. But honest hard working but maybe not so risky. not take new ideas you know.

You are so knowledgeable about Japanese culture. Why do you think Japanese personality you know that personality why did it originate from?

I'm not sure Japan is always that way. but I think after the Edo period when you have to very carefully. you said

you risk your neck.

if you say something rude you know you can say.

KINISHITE GOMEN

So they don't say in advance you know check the other person's reaction while we are talking. KAOIRO UKAGAU... UKABENAGARA HANASU.

So you are checking. _____ I think the Edo period really creative that culture and still around some degree.

From different aspects. How would you advise Japanese entrepreneurs who like to do business in the United States or other country. Do they have an advantage? Do they have a disadvantage?

I think the internet has broken down so many barriers. obviously you need to speak English that you have to be communicate in English I don't say TOEFL score but Japanese tend to rely on maybe their employer tend to rely on you have MBA you have a certain TOEIC scores something. I'm not say it's bad but it's not enough. because there are no safety net in America. you just have to prove yourself. And it's very flexible. It's not just in America I think the would increase in that way.

But one advantage is if you come to find the right partner, that make such a difference. because they would save shorten learning curve.

But I think it's true. both ways. It's very difficult to do the age of ____entrepreneur is finished. You can't do it by yourself.

You need a partner.

Part10

Wow I'm impressed with your skill of connecting with each other you know making connections you know of many varieties of things and pub readers because of your skill making connections. you must have a lot of very interesting project so hand. Could you tell us share about your interesting project you are working on or your personal mission?

Sure sure OK. There are two different questions. someone is time. But one project you know Seth Godin he Permission Marketing and he is the man who came up one to one marketing you know he is very famous, News York Times bestseller and his book is in Japanese as well.

He is gotten project now ___marketing and he is working in magazine company and he is going to gather 500 creative providers. It's a contest. competition. 500 companies who are creative provider around the world that he thinks really doing his concept.

Viral marketing as well.

Yeah, all things, permission base, you know. And helping other people to do also. And it's a competition that you submit online. I got into the finalist.

Really?

So I keep ___ because we can ___ it and so I have to let you know another ___so but I'm in the finalists.

So look at your page is very education I think.

He is going to do thought. he is going to make ebooks, free, PDF file ,e-book to introduce and his endorsement of course introduce all these 500 companies around the world. that he can consider to top global providers that doing his concept. And he is going to send it out to his mailing list of over 1 million people.

1 million people!

That's a very exciting project.

I'm sure he's gonna publish it that well.

You know whether I get or not. it's extremely helpful for me. to get, just to refrain my thinking how to really understand it. Because everyone read books. And they think they understand it and they don't do anything and they don't know what to do. but if you actually have to compete or try to get recognition or some form like that or being media something.

Then you really have to be shaper to organize your thinking and get essence and communicate it. And then if you hit what they like you know it's natural connection. So that's one project.

I mention also mind mapping project with Korean gentleman. It's still a little bit early to give you the detail. but let me just start what he is done. Tony Buzan who develop mind mapping, has created several strategies genius example of his work.

One is in lady name is 라나 who is 13 discovery mind mapping because her father Tony Buzan's friends introduce to her. She didn't like to get their idea from her dad. so he just left a book on the table. She pick it up. She started to use it. She graduated from high school couple of years early. She had her pick up school.

She said. I'll go to the drama club.

She then went to _____. she got php at the age of 26, the young person in history. and that's back from 6000_____.

And she is just brilliant, not only smart but she plays soccer. She is a brilliant present her. She is writing music. She is doing all things. Anyway my Korean friend invited her to Korea. She is on good morning Korean show for 1 hour. They sold over 100,000 books of related to mind mapping. They introduce to, in 6 years period. They introduced mind

mapping to 40,000 school teachers, now mind mapping is officially part of the national curriculum.

In Korea?

In Korea. From the great school level. This guy just buy introduce to らな change whole country national base. You wait. I beg you. The result of that in the other kids ____ high school and college. Such an advantage. you just wait. I predict. But I think always open, right? I don't think Japanese education system that is not change. But we gonna bring Rana to Japan and we gonna get her hopely maybe we will help.

That is a very exciting project.

And change the whole way of learning from the earliest age. Because kids is so fast to pick it up.

And then also another project. Guerrilla Marketing, MBA is specialty in Guerrilla Marketing. I'm working with Jay Levinson now and special to work with high education and we are trying to make connections with schools so ____ often official MBA with a specialty in Guerrilla Marketing.

And I'm also talking to some local schools in Tokyo about make connections. That's another project.

Part11

Anyway, my dream, my mission, OK, my dream is to be like Doramemon.

Hahaha, Not superman?

No superman. Because Doraemon he can make mistakes. He makes a lot of mistakes. He is Gadget _____ from future. he came and he help poor guy you know Nobita Kun he always get Zero on the test. you know.

____ little tool Dokodemodoor you know some magic pen ____ you know. he is national it's not only national, he is a hero in Asia, Time magazine in Asia version. It's great article Doraemon. he is hero. because he left home he overcome ____ went from past.

innovation new tools and sometimes get trouble but always optimist. and I have in the way I'm not from the future but with Guerrilla Marketing and mind mapping I have so many tools and I can share them with people like myself you know I have experience difficulty and help them to overcome those problem would be better. that's my dream to be Doraemon.

My mission for Japan you know Japan recently overtook Germany now no 2 in patent application in the world.

_____ application _____

Japan is no 2 patent applications, patent all about innovation. Japan has technology ability make sense, ability organization. _____ But, a little bit too technical oriented.

Right. Not marketing.

Most people when you said japan first word come to mind is not cratitity,

But Japanese style creativity, innovation, TOYOTA style, KAIZEN and plus mind mapping. If you convince those, I think Japan would be, not all

Japan but some people from Japan could be No1 in patent applications and new innovation. That's my mission.

To make myself available to people to help them I'm not engineer but I can help engineer think more creativity you know.

I think I share same feeling. because last time I was holding the seminar. in the reception. I met a guy he is a manager, managing the branch of technical you know engineers. And he has nothing to do with marketing function but he came to my seminar paying like 5 MANEN. And I was impressed why did you come over here because you have nothing to do with marketing and he said I got a lot of idea to motivate people and that's why I suggest to him using mind mapping and also photo reading you can more make motivate a lot of motivation and give creativity to Japanese engine that gonna change. Complete picture of you know how technical development gonna be pursue in Japan. So We share same idea I think.

And on the other thing they need is How to present to in English because you need to communicate outside world.

Right Right.

Number of my client and ____ talking now. That's a main concern how can we get our engineer to present idea clearly in the international setting and so it's presentation skill it's some English. it's all word 7% communication.

Right.

So they need the other thing. but you can talk. you can communicate so that's important. and how to get those idea out their make those connection.

If mind mapping became the international communication tools, I think that gonna decrease barrier lower of the different language so Japanese people have more I think encouragement or confidence to go abroad.

___ prospective our English education ____.

Exactly.

The purpose is not speak perfect English. it more like purpose is should be to communicate and with mind mapping use visual hints then we can decrease number of vocabulary we should be using I mean we just show them picture we can communicate whatever nations.

And also keywords too. the number of words you need actually understand to remember of sentence is only 10%. That's 1 out of 10.

maybe 1 or 2 paragraph

that's you need to recall it. and then if you are going to just read the paragraph, you put everybody just sleep. but if you recall own word to make a new connection life communication nobody care unless just really bad grammar.

You should teach mind mapping first in Japan before teaching English. because mind mapping is help communicate in English so well.

Part12

Finally, I would like to ask you this question and because most of listeners here are entrepreneurs. Do you have any books you recommend for entrepreneurs that they should be read. Also if you have

final comments and final advice for entrepreneurs. I would like to hear that.

Sure, Sure. I will recommend in marketing. for marketing. I will recommend anything by Seth Godin and Jay Conrad Levinson and Number of title are available for Japanese.

For creativity, I will recommend Tony Buzan and Michael Gelb he is also friend of mine he ____ how to think like Leonardo da Vinci

Translated?

Yes, Also I will recommend for people join Guerrilla Marketing association. But Guerrilla Marketing Association is online association has new video and text contents every month. Every week you can speak Jay Levinson on the telephone.

Great!

Thursday morning at 7 clock. Teleconference, Free. Well, Long distance call is free. So you meet Jay Levinson every week you hear this really good potential mentors difference aspect marketing and all this course archive on the site and so many new thing _____.

And I will recommend also many of the books have translated Japanese. But reading book is not enough. You have to rely on your brain. It makes connection. book is somebody else's connection. It can get start it.

now connections this book. this book that's a good idea. Just taking the book you just follow in. You have to make new connection. And I guess conclusion, summary for advice. There is no safety net. It's just America. Although It tough I think in America. It's also tough Japan. There is no safety net. So Don't expect just because you have to MBA _____ speak English work.

Connection is more important.

Japanese tend to think to get SHIKAKU, Prudentials.

A lot of money. No use actually in real world.

Yeah. There is no guarantee. _____. I can be useful but it's enough
So there is no safety net. What you need is to invest yourself.

And the biggest ROI return on investment is return on intelligence and
imagination and innovation, those three.

Thank you very much well. We had great great input. I mean a lot of
listeners actually can take a lot lesson from this tape undertake.

I hope so.

to business I'm very honored to have you here today.

It's a pleasure to be too.

Part13

So how did you go? William has let an interesting life in Japan, hasn't it?
Did you get any good hints for own life from William experiences?

Remember, Don't worry if you didn't understand every words. Even
catching just one key phrase is a great result. What kind of key phrases
did you hear?

Why don't you choose one or two to practice using by yourself? So see you next time.