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INTERVIEW SERIES

**The 30 Minutes That Could Change
Your Business (And Your Life)**

 Michael Senoff's
HardToFind Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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Any perceived slights of specific people or organizations is unintentional.

Spike Humer, a go-to business consultant for marketing legend Jay Abraham, reveals...

The 30 Minutes That Could Change Your Business (And Your Life)

Everything in life is constantly changing. But if you don't plan the type of change you want to see, you probably won't like the change you get. This is also true in business. That's why world-renowned business consultant Spike Humer says in order to plan effective change, you should take 30 minutes to do nothing but examine your business and yourself.

But you have to be honest with yourself during those 30 minutes about where you are today, where you'd like to be tomorrow, and all the gaps that exist in between so you can make sure you'll be taking actions steps that'll get you exactly where you want to go. This means you'll have to assess your goals, passions, visions, and happiness to make sure all of your decisions are aligned with your mindset of success. And in this audio, you'll hear how to do that.

You'll Also Hear...

- The 4 absolutely crucial steps Spike takes his clients through to create immediate and lasting success for any business
- The easy (but effective) way to keep up with today's economy by changing your USP to a UVP (Unique Value Proposition) – and how to use it to turn everyday transactions into relationships for life
- How to “lead from behind” in your business – and get everyone eager to do their best work
- The “vision of possibility” – why it's so important and how to create it in yourself
- How understanding the difference between cost, price, and value can be the most important thing you do to increase your margins
- The true meaning of accountability, and how to use it as a stepping stone to success instead of a way to place blame
- How to raise capital for your business – and the one thing you need to make sure you have before you even think about it
- The one and only time you should think about brand marketing – and the only time you should cut marketing in even the worst economy
- The biggest (and probably most common) mistake people make when they form a joint venture
- Why Spike tells his clients to have a to-do list along with a “don't-

do" list – and exactly what should go on each

According to Spike, the biggest tragedy in life is to work your butt off for 40 years to get to a certain point, and then realize it's not what you wanted after all. But that won't happen if you follow the model he outlines in this audio. You'll learn how to check in with yourself and your business to make sure you're always on the right track – even if you're not currently "in trouble".

Arthur: Good evening everyone. This is Arthur Robinson, Jr. And tonight I have another special interview just for you. Tonight I have a wonderful person on the call and he is a great friend of mine. His name is Spike Humer and for those that don't know Spike I'm going to educate you about him.

Spike Humer for 25 years Spike has been at the forefront of formulating innovative business growth and explosive marketing strategies for entrepreneurs, small businesses and multimillion dollar organizations. He is the co-author of the book *The 10 Day TurnAround for Business: How to Transform Your Business Virtually Overnight*. And has been a collaborator, co-creator and co-presenter with the legendary Jay Abraham on many of his most successful and acclaimed programs.

Spike has been the go-to guy for scores of individuals and business owners around the world. Thousands of companies, organizations and people looking for new growth and profitability for their businesses and increases in their personal success have turned to Spike and his advice through his programs, group mentoring and personal consultations. And that is an awesome resume, without further ado I'd like to welcome Spike Humer to the call.

Spike: Thank you, Arthur, I appreciate the introduction.

Arthur: Well thank you Spike. I'd like to thank you once again for taking time out of your busy schedule to educate my listeners about surviving in today's economy. I gladly appreciate it.

Spike: You're very welcome.

Arthur: Now what I would like to know and could you educate my listeners in regards to who you are, how long you've been in your powerful industry and what is your expertise?

Spike: Okay, well I guess I would kind of sum it up this way, Arthur, I mean I've been in business for about 30 years. You know everything from blue collar demolition when I was a kid all the way up to

doing turnaround work for significant corporations both public and private.

But in addition to that I mean my focus really has been working with small to mid-sized entrepreneurial business owners and helping them, not only achieve what it is that they want to get out of their business, but also helping them make sure that their business and their business activities are in alignment with their personal goals, their personal mission and their personal vision.

And a lot of my work while I worked in manufacturing companies and worked in manufacturing industries I learned a lot about process and process control, how to enhance what was already working but also I have been fortunate enough to be interacting with so many industries and so many companies around the world I have also been able to find a lot of the things that working in one industry or working in one market and really to help business owners develop innovative strategies that they could apply in their industry or their business that perhaps they weren't aware of.

Arthur: That is very powerful. Now can you explain to my listeners in layman's terms why is this topic so important, surviving in today's economy?

Spike: Well I think, you know, the challenges that business owners and I think the challenges that people face in general are not only greater today but the rate of change and the variety of change is happening so fast because of technology and because of globalization, because of you know fluctuations in the economy and uncertainties in the economy I think that business owners and people in general have to be prepared not to do business just the way they did it yesterday and not just the way they're doing business today but also how can you predict what you need to be doing tomorrow and the day after that and the year after that?

Because if you don't plan the type of change that you want to have in your business what's going to happen is your going to be forced to change and that change that you make, when you make it and how you make it may not necessarily be the change that you want to make your business. So I think, you know, by having a strategy and by having a mindset that allows you to be, not only aware of what's going on around in your business, but also being flexible and adaptable to the things that are necessary to make sure that you're not just survive in business but also that you succeed in business. I think that is the only competitive edge that someone can have in business today.

Arthur: Can you explain to my listeners what is your UVP, unique value

proposition?

Spike: Okay, well I think many people in business are familiar with the term unique selling proposition. It goes back to Rosser Reeves back in the 1950's and he talked about unique selling proposition as being kind of a slogan that would kind of sum up what it is that your product or your service or your company did so that people would have interest in buying.

And I think for 40 years I think that was phenomenal, maybe even 50 years. But I think today's economy and I think today's competition requires something that is a lot more distinct than just unique selling proposition. I think, you know, the most powerful thing you can do is have a unique value proposition because it's not just about selling.

It doesn't matter if you have a product or you have a service or you're a personality or whatever. It's not just about selling. It's about creating value for your audience. It's about creating value for your clients and your prospects on an ongoing basis.

So I think by summing up what your unique value proposition can be as a business owner or as a company or your product or your service or your combination of things opens up a whole range of possibilities for you to create value and deepen the relationship that you have with your market place or you prospects and your clients.

Arthur: So once you create powerful value and once people like and respect you and trust you then that's when their minds are made up if they want to do business with you?

Spike: I think that's an excellent point of there. I mean to me it comes down to this and there is a distinction that I make, you know, for many businesses and that is there is a fine line between marketing and selling. And I think sometimes companies get it wrong because they say sales and marketing like they're one thing.

Well first they have it backwards. But marketing is really about conveying value but selling is about earning trust. And the greatest currency that you can have in today's market place is trust and relationships and I'll tell you why.

The bottom line is when people go to make a purchase, they go to do business with someone they're not looking to enter into a transaction. They're looking for a solution but the bottom line is they don't know if they should trust you, trust your company, trust you product, trust your service. More importantly they don't even know if they should trust themselves about making the

right decision. So the more effectively you can convey value on the front end and the more congruently you can earn that trust the more quickly a transaction can take place which ultimately will allow you to create a relationship and it's the value of that relationship over time that will make your business, not only successful today, but successful in the future.

Arthur: So once you create the value that's when it creates a virtual effect around the whole entire world?

Spike: Well it can, I mean in many cases, you know, the business transaction that you do on a local basis can really shape a relationship on the other side of the world. I mean I'll give you an example. You know I'm located in California, you're in Pennsylvania. I had a call this afternoon with a company in Canada. Earlier today I had a call with a company in Israel. Now these companies aren't companies that I work with face-to-face. These are companies that I interact with but in each and every one of these cases these people were found by me or found me through a relationship that I had with someone else that I did on a local basis or in the business, of course my travel.

So I think, you know, just even if you're a corner deli and you're doing business on, you know, a corner in your hometown understanding that it's not just competing with the deli around the corner it's really competing with every other opportunity that people have to spend their money, to spend their time or to take their attention is that's really where you're competition is.

And I think the more significantly you can develop a relationship the more significantly you can, not only sustain your business, but also stand out in your industry and stand out in your market place.

Arthur: Can you explain to my listeners, Spike, what is the first physical axis that my listeners can do in order to increase their margins?

Spike: Well the very first thing is to understand the difference between cost, price and value. Let me explain, now every business owner understands the difference between cost and price, right.

Whatever, you know, it costs you to make something or whatever costs you to deliver something that's your cost basis, how much it cost you to perform that service or offer that product. Whatever you sell it for the difference between those two is your profit margin.

But in many cases it's not just the difference between the cost and

price that is most important. It's the difference between the cost, the price and the value. And let me explain, for instance if you were someone who was in need of a heart valve to be implanted into your chest and it was going to save your life.

Now the cost of that valve may be \$1,000, the price of that valve may be \$20,000 but the value of that valve to that person who is going to have their life saved, have their heart saved could be infinitely valuable.

And I think by being able to articulate the real value that your product or your service or the experience that people have when they do business with you and the value of that relationship in terms of what it means for their life, the challenges that they face, the opportunities that they're pursuing and ultimately the results and the benefits that they can receive by doing business with you, that's priceless.

That's not something that your competitors can match. That's not something your competitors can duplicate. In most cases it's not something your competitors can ever replace. So by focusing on what it is that you do on a unique value basis and educating your market place and educating your prospects to why that has meaning to them and why that has value for them and why you are uniquely qualified and positioned to deliver that for them I think gives you a competitive advantage that no one else can match.

Arthur: So once you basically are thinking outside of the box then basically there is no competition as long as you provide powerful value?

Spike: Well and it's – you're absolutely right, Arthur, I mean but it's also about understanding the value. The value is subjective and value is interpreted differently by people. But if you're able to help educate people in terms of what value means to them and why what you do has value to them, what it means for their life, what it means for their business, what it means in terms of their problems or challenges, their hopes, their fears, their desires you can in many cases articulate or verbalize things that they're feeling that they may not be aware of.
You can educate them to the real true value of what it is that you do and not just the price of the product or service that you do.

And I think if you're able to communicate that and you're able to convey that and you're able to deliver that on a consistent and congruent basis it allows you to have not only transactional trust, it allows you to have relationship trust.

Arthur: To everyone who's listening on this call you must remember that

you have to be around people that's going to contribute to your growth and this is what I do on a consistent, regular basis I bring the most powerful, influential leaders from all over the world coming on my show, educating each and every one of you about business, marketing, about health and about wealth and right about now you're listening to years of experience.

Spike: He is a business expert. He travels all around the world. He gives speeches to powerful organizations around the world. So right about now I highly recommend go get your pen and your pad, write down some notes and implement these important strategies that's being uncovered through this powerful training.

Arthur: Now Spike, can you explain to my listeners who do you have that is in your corner to help you maximize your market?

Spike: Well a lot of people, Arthur and you know I've been very fortunate because I've been able to interact with some very prominent people including Jay Abraham and people like yourself and many, you know, many of the people that I think the public would see as, you know, kind of icons in the speaking and consulting industry.

But in addition to that, you know, many of my most valuable relationships and many of my most valuable mentors, teachers and models have been people that I've met through books. People that I've met in going to seminars, people that I've worked with and people that have worked for me.

And I think one of the things that has not only allowed me to grow but has also assisted me in growing and that is, you know, I look for lessons and look for opportunities to learn from everyone and everything around me. I mean some of the greatest lessons I've ever learned I've learned from my children and it's not because they had more experience in life or business or I think in many of the areas that I focus on.

But yet because of their perspective or because of something that they did or something that they said it allowed me to learn. So I think having that attitude of being, you know, of being a sponge. And having an attitude of being, you know, of having a growth mindset gives you the opportunity to have models and mentors and examples that you can learn regardless of whether the person is world famous or whether that person happens just to be, you know, a profound thinker or profound doer in whatever field or whatever endeavor they choose.

Arthur: Would you say, Spike, that powerful, influential leaders are

unconventional thinkers?

Spike: In many cases and I'll tell you why, Arthur. I mean it's a great question by the way. You know leadership requires a couple of things. Number one it requires the ability to see beyond what is present. Right, because otherwise there is no reason for people to follow you and there is no reason for you to move from where you are.

And the very definition of leadership is that you're moving in some direction, right. So if you can't see what's possible there is no reason for people to follow you.

The second is that I think most people who are great leaders understand that leadership is not about themselves being a leader. It's about the people that they're leading. And I think if they can make a distinction that it's not just about what's in it for them, it's about what's in it for the people who are following them.

You know there is a saying by (Latsu) that says, you know, if you want to lead people lead from behind which means, you know, basically you allow them to go in the direction that's in their best interest and you help support them and in many cases you help guide them. You help steer them and in many cases you help kind of prod them along.

And sometimes, you know, leading from behind is one of the most effective things that you can do. But most importantly you have to have the ability to see something that doesn't yet exist. And you have to have the ability to instill confidence and trust in people.

And the way you do that is to understand what's in it for them. You know one of my very early business mentors shared a list with me when I was about 21-years old and it has stayed with me for the rest of my life. And that was he said when you're supervising or your managing people never ask someone to do something that serves your values without giving them the opportunity to serve their values in return.

And that has stayed with me for the rest of my life. And it's served me well because it's made me understand that people aren't going to do things for my reasons. They're going to do them for their reasons. And if I can help them see how doing something that I want them to do or need them to will satisfy their values or satisfy their needs or make them better off because of it they're not doing it because I asked them to do it; they're doing it because it's in their best interest.

Arthur: So you have to develop relationship marketing if you're going to be around for longevity reasons?

Spike: Well you do and I think many businesses, even businesses that focus on one time transactions because the reality of it is, you know, in some cases businesses only do one transaction with a person. But it's not just about the transaction. It's about the relationship because that transaction that you do with that person one time they're going to tell their friends, they're going to tell their family, they're going to tell people on social media.

They're going to tell people that they interact with and encounter over their lifetime and that single transaction can transform your business if you look at it as a way to deepen and develop a relationship that allows you to create value, not just on that one time basis but on an ongoing basis allows you to create referral systems. It allows you to find other products and services that perhaps they may need that you don't supply. So it creates joint venture opportunities. It also creates opportunities for you to collect information that perhaps you can provide them information on other areas that they have interest in and then perhaps be a source or a supply of that information or that knowledge the they seek.

But it's ultimately about that relationship. And if you can create the relationship that may not show up on your balance sheet but will show up on the scorecard that means your business is being successful.

And I think, you know, the philosophy and the concept that I teach and I think there are other people that teach it as well and that is, you know, your goal should be to create a relationship for life because creating a onetime transaction takes a lot of work but that same energy, that same effort with just a little bit more positioning and a little bit more concern and little bit more education in terms of that relationship can turn that transaction into a relationship that last a long time if not for life.

Arthur: Now you mentioned that powerful word joint venture marketing. Can you explain to my listeners in third grade terms what exactly is joint ventures?

Spike: Okay, well let me explain what it's not. Okay when I talk about joint ventures I'm not talking about two mega corporations coming together and putting together millions or tens of millions or hundreds of millions of dollars together to put form another entity where they become a partner in a new entity.

And I think when you talk to corporations they kind of associate joint ventures as that. And I'm also not talking about it the way many of the information marketers or online marketers talk about it where it's just simply a cross promotion of a product you know to one person's email list and back and forth.

I mean they're both forms of joint ventures but for sake of discussion I mean I consider a joint venture to be a strategic alliance. It could be a cross-promotion. It could be almost anything but really what it is in its simplest terms is that it's two or more parties coming together specifically for the purposes of creating value for each other and the third party and that third party could be a market place.

That third party could be a community. That third party could be a client of one or more of the parties. But all-in-all it is a way to combine the efforts and the assets of two or more parties so that they can create additional value, enhanced value, or sustained value that they may not be able to do on their own.

Arthur: You just elaborated about strategic alliance. For my listeners that never heard of that powerful term what exactly is that?

Spike: Well strategic alliance I mean it kind of fits into the same definition but in technical terms it really means, you know, two businesses or two people coming together saying look we're going to pool our common talent or our common resources or our common energies or our common skill set and we're going to align our efforts in such a way that we're going to create something new and different or do something new and different that we would be doing by ourselves.

And I'll give you an example, you know, there may be a strategic alliance between you know a company in Iowa and another company in Texas because the company in Texas might have some clients or relatives of clients in Iowa that they can't serve.

So perhaps those two companies come together and they create a strategic alliance so that the people in Iowa have the opportunity to buy the products and services from their partner in Iowa even though they may not have a physical store. They may not have a physical location. They may not have sales people there.

But yet even though they may be separate companies their efforts and their energies and their assets are aligned in such a way that they can create a transaction or create a relationship with a market place that they wouldn't be able to do otherwise by themselves.

Arthur: Can you explain, Spike, in your own powerful words when did you

decide to become a man of value?

Spike: You know I – that's a great question, Arthur. I'd like to think that you know I've thought about that all my life. I don't know that I've ever made that decision. I think my mom kind of guided me in that direction and when I say guided it wasn't a subtle guiding.

It was like you know get up off your butt and go do something and make something happen buddy and not quite so politely. But I think ultimately I think I realized at a very early age that I couldn't do everything that I wanted in life by myself. And even if I could I'm not sure that I wanted to because it didn't have the same level of meaning, the same level of juice or the same level of passion as if I could do something and I could do it with other people or do something that would create value for other people.

So I don't know that it was something that I ever made a decision to do. But I think it was something that was instilled in me because of my background and my upbringing and the people that I was exposed to growing up. And the people that I met that were most successful and the people that I admired most were people that did things not just for themselves but they did things for other people.

And when I say did things for people it wasn't necessarily that they gave the most money or they were the most charitable. But what they did was they found a way to impact the lives and businesses and relationships of the people that they came in contact with. And many of those people created that value for me. And because of that I always wanted to return that and find ways that I could share that with other people as well.

Arthur: Did you have mentors, Spike, to help you build your phenomenal brand?

Spike: Oh yeah absolutely. In fact, I have mentors to this day. Some of them I've never met. I mean there are some of them you know some of my mentors are people that I've read throughout history and I've used as models and I've used as teachers in terms of their lives and their work and their teachings.

But I've had a half dozen mentors on a formal basis in my life in business where you know everything from the guy who gave me the lesson in leadership to a couple of other people that kind of put their arm around and here said Humer pay attention, okay, let me show you something. You might see you something you never thought about.

But at the same time I've also had the opportunity to mentor other people and one of the things that was instilled in me through my mentors is that it really was one of those pay it forward type things. That if I'm going to offer you my wisdom, my insight and my experience and the benefit of what it is that I've learned over life I'm going to expect you to do the same for someone else in return. So as I got older and as I became more successful in business and as I became more knowledgeable in certain areas it was almost, not just an obligation but it was really a vow in return to the people who were so contributing and so significant to me, to do the same thing for other people.

Arthur: And can you name maybe two of our mentors that you really look up to?

Spike: I would – I could but I'm not sure that anyone would know them. I mean there was a gentleman and his name was (Joe Correa) and he was a plant manager for a company that I worked for and I wanted to be a plant manager. And he taught me a lot about people, he taught me a lot about business and he wasn't even someone who had a business degree. But he understood people and he understood leadership and he understood how to make things happen.

And he was someone that had a profound impact on my professional career. On a personal level you know probably my greatest mentor is my mother. I mean she was a single mom and we lived in tough neighborhoods and she had a tough life. But yet every single day she got up and she did what it took to take care of the family. And she was the toughest, strongest, most loving person I ever met in my life.

And while that was a life mentor it also carried over in to business and some of my greatest lessons just came through interactions with my mother. Not necessarily the things that she said and sometimes not even the things that she did but just the things that I observed in terms of who she was and how she conducted herself.

Arthur: And where are you originally from, Spike?

Spike: I'm originally not far from you. I grew up in York, Pennsylvania.

Arthur: Oh wow, two hours away from me.

Spike: Yeah, not very far.

Arthur: Okay, now how old are you now?

Spike: I'm 51-years old.

Arthur: Okay so why should my listeners listen to you? I mean what makes you different from the other gurus that are teaching powerful business principles?

Spike: Okay, well the first thing I would say is this because I don't consider myself a guru. That's why I think people should listen to me and the reason they should listen to me is not for my reasons. It's for their own reasons. I mean the bottom line is you know there is going to be certain things that I say and certain things that I do and certain things that I teach that will have meaning for certain people.

And if that's something that resonates with them by all means hopefully they learn something from it. For some other people it may not be something that resonates which is certainly okay because I don't think that anyone can be all things to all people.

But most importantly I guess I would sum it up in this philosophy author and that is when I speak, when I work with a client one-on-one, when I do group mentoring I understand that what I'm doing is not about me.

You know when I'm standing up on stage it's never about trying to teach people about how great I am because if I do that then basically what I'm doing is providing entertainment. What my goal is and what it's always been is to teach people how great they can become.

Now it's not just because of me, it's not just because of my teachings and not just because of my learnings. It's because of all the experience and all the resources that they have within themselves and the sense of curiosity and the sense of possibility that they bring to the event and the actions that they take as a result of those experiences and their own motivations and their own drives and their own dreams that will create the results that are necessary for them to have their own greatness. I just happen to be part of the process.

And I think in this industry I think many people mistake the fact that they have a great message and they think that because they have a great message that they're the ultimate messenger. And ultimately it's not about the person sending the message it's about the person receiving the message.

And I think if people keep that in mind not only do they contribute more to the audience but they also give people more freedom but also more responsibility and more accountability to implement the

information for their own success.

Arthur: How would you define accountability?

Spike: Well accountability to me is you know bottom line you set a goal. You set a strategy around that goal. You set certain activities that are going to go into implementing those strategies and you set certain timelines around those things.

And accountability is are you doing the things that you're committed to doing and are you doing the things consistently that you're committed to doing? Are you doing the things, not only consistently, but consistently well that you're committed to doing. And if the answer is no there is – generally it comes down to two things.

Number one either you're really not committed or number two you really don't know how or perhaps you don't know the best way or the right way. And by examining those two questions sometimes you change the goal and other times you change the approach.

But accountability really comes down to are you doing the things that you're absolutely committed to? Are your actions and your behaviors and your beliefs and how you spend your time and the activities that you undertake aligned with what it is that you think you need to do in order to be successful in those areas.

And if the answer is yes then you've done your – then you're being accountable to yourself or your being accountable to your dreams. You know unfortunately I think a lot of times people look at accountability as a way to place blame.

They say well you know what I'm going to hold you accountable so therefore I'm going to blame you. Blame and accountability are two separate things.

Blame is essentially trying to diminish someone or make someone feel guilty by using hindsight and saying you know could have, would have, should have did this. accountability is let's sit down here and examine what we thought we were going to do and the results we thought we were going to achieve and let's find out why we didn't have it.

Did we not have the right strategy? Did we not have the right resources? Did we have the wrong goal? Did we over estimate the resources that we had? Did we under estimate the challenge and if the answers can be asked in that way you still can remain accountable.

You still can remain responsible but you also can remain flexible in terms of going out and trying again to do the things that you're really truly committed to doing. And to me that's accountability.

Arthur: What would be your business model now Spike, in today's economy?

Spike: Well my personal business model or my advice on creating a business model?

Arthur: Your personal business model.

Spike: Well my personal model really is engaging people in a variety of ways. And conveying knowledge and expertise and value and helping them achieve really what it is that's important to them. And I do that through public seminars. I mean I speak for large groups around the world. I have small group seminars of a couple hundred people. I also have mastermind groups.

I have group mentoring programs that I work with. And I also have some clients that I work with on a one-to-one basis. IN addition to that I have products and services and I have a book, as you mentioned, that will be out here in about four weeks that I just share information, share knowledge, share perspective and hopefully share some effective strategies with people that allow them not to do what it is that I think they should do but help them to discover what it is that they really, truly want to do and help them formulate strategies to make that happen.

Arthur: Can you explain to my listeners, Spike, exactly where they can find you?

Spike: Yeah, I'm pretty easy to find online if you go a Google search. But you can find me at spikehumer.com, that's H-U-M-E-R. That's one M not two like hummer. And it's E-R not O-R, not like funny. So it's spikehumer, you know www and spikehumer.com. I also have a blog. I also have Twitter accounts, Facebook accounts and those type of things.

But I'm pretty easy person to find and pretty open and pretty accessible. I keep my personal email address out there so that when someone finds value in what it is that I do or feels that I can bring value to them I try to make sure that I'm accessible and available to the people so I can make that happen.

Arthur: Now I know that you are the co-presenter with the legendary marketing guru Jay Abraham. Can you explain to my listeners how

did that relationship all come about?

Spike: Okay, well like a lot of people I was a student of Jay's work going back about 25 years. In fact, a lot of the things that I learned about marketing I learned through Jay's books along with some of the other marketing greats over the years.

And I had followed Jay's work for about 10 years, maybe 12 years and about another 12 years or so ago I decided to call him up on the phone one day. And it was actually quite easy to get a hold of him and I'll share that story with you another time.

But the bottom line is I was someone that was inspired by many of the things that he learned, that he then translated and turned into his own work and then taught his own lessons and created his own programs. And he taught businesses really how to market in ways that most people weren't learning about in college and most people weren't figuring out on their own.

You know Jay had come from the direct response marketing industry so he knew a lot of the strategies that could be applied to traditional businesses that they really weren't aware of. And I learned a lot of those strategies from Jay. So over the years I became not only a fan of his work and a student of his work but I became a friend of his and also became a client of his.

And then ultimately I became his client because he hired me as a consultant and we worked together in a variety of capacities, in a variety of ways for the better part of 10 years on and off.

Arthur: So going back to what you were saying earlier about value so basically you were adding value to Jay Abraham. In addition to that he was already adding value to you even though he didn't know it yet?

Spike: Yeah, absolutely. In fact, I think one of the opportunities that people have when they start thinking about the unique value proposition and that is to understand that no matter how successful someone is, no matter how skilled someone is in a particular area there is also another area or other areas of their lives or their business that they're not quite as skilled.

And my background because of a lot of my management background and a lot of my turnaround skill sets and experiences that I had in working with distressed companies were skill sets that Jay didn't have. And, of course, Jay being Jay Abraham and the marketing person that he is he had a lot of marketing skills that I hadn't yet possessed.

And so I think in working together not only at his company and also in ventures that we had together but also in his programs I was able to bring certain things to the audience that perhaps Jay didn't experience like you know running larger companies and doing turnarounds in distressed companies and doing consultative selling and some of those things.

And Jay, of course being Jay, was able to bring a lot of the marketing message that he really possessed in a very unique way to the market place and allow him to focus on the things that he did best and allowed me to do things that I could do best.

And because of that the events I think took on a new meaning and took on a new dimension and really allowed us to deliver value in a way that neither one of us would have been able to do by ourselves.

Arthur: You mentioned a distressed company. Can you give me an example of a distressed company?

Spike: Well I think a distressed company you know there is a range of it. The first one is you know a company that's not living up to its potential. Now it may not necessarily be to the point where it's going to collapse but if it's not living up to its potential there is an element of distress there.

You know the next area would be a company that's stagnated where basically they've kind of capped out their growth and they've kind of gotten to the point where they're just not moving forward any more. That's a point of distress.

The next would be a company that's struggling where it's just you know it's having challenges and it's not making money or it's not making the money that it should be making or they have a very uncertain future. The next level of distress is for a company that's actually declining where it's going downhill and perhaps it's starting to lose money.

And then, of course, another point of distress is where a company really is at a point where they just can't continue to go on and expect to survive unless they make drastic and significant changes.

And I think when people hear the word turnaround and doing turnarounds they think of those companies that are on the verge of going out of business. And I've worked with many of those companies where I got the call in the middle of the night saying you

know what I can't make payroll and I need you here tomorrow morning to help me figure this out because I may not be able to survive the month.

Arthur: Oh wow.

Spike: But ultimately to me a turnaround really needs to be broader than that. And a turnaround can be a company that says you know what I'm doing pretty well and, in fact, I think my future is still pretty bright. But yet at the same time I want to go back and I want to examine my business so that I can make changes today that will allow me to have a better business or ensure my future in a way that I wouldn't – that I might not otherwise be able to do because I haven't taken the time to examine my business.

I call it if you take the term turnaround and you almost transpose that with transformation the process that I take business through isn't just doing a turnaround because the company is at a point of desperation but also helping a company transform their thinking, their direction or just re-examining their beliefs and their practices to validate that the fact that the way the way they're doing business is the best way for them today, tomorrow and the year after that.

Arthur: So having a powerful mindset you need to inherit that if you want to build a successful company making 10 figures or more?

Spike: Well I've got to think mindset is ultimately one of the key elements. Mindset is critical. I mean if you don't believe that it can happen it's going to be very, very difficult to happen unless you have people around you who believe they can make it happen. The second is that if you don't have the mindset that has a vision of possibility or a vision of something else it's very difficult to move from where you are because you think that's really all there is because that's all you can see.

But I think it goes beyond on mindset. I mean I think mindset first and foremost is key because of one of the elements of mindset that makes that possible is the sense of clarity and the sense of certainly, the sense of confidence and congruency and consistency in making the right decisions for the right reasons at the right time in the right way.

But on top of that, Arthur, I think it really comes down to aligning the actions that you take and making sure that the actions and the decisions that you make are consistent with that mindset and with that vision of possibility that you have because if you don't have those two things aligned you may have great hopes for the future but if you have a bad strategy you could be very, very efficient and

very, very effective at going in the wrong direction.

So I think you have to have not only a mindset that has clarity but you also have to have a consistency in your actions. But then along with it I think you also have to have the ability that you can evaluate where you're going on a regular basis because if you think of a rocket and when it's sitting on the launching pad and if its trajectory is off just two inches, two inches doesn't seem like a lot but as that rocket starts to go up and it's 1,000 miles or 2,000 miles or 10,000 miles that trajectory and that margin of error that we started off as two inches becomes tens of thousands of miles because it wasn't course corrected and it wasn't realigned and it wasn't measured as it went.

So the time to make those corrections, the time to make those changes is right now and to make them on a regular basis as opposed to waiting until three or four or five years down the road when you find that you're so far off from your original vision or your original goals or your original business model that you just find that the business that you have it not the business that you wanted.

Arthur: So your vision leads to a powerful decision?

Spike: Well I think it can and I think it should. But it doesn't always. I think sometimes people have a vision but they don't make a decision on how they're going to pursue that vision.

It's called stagnation. Sometimes people have a vision of where they want to be but they haven't really detailed or haven't really outlined a strategy or the steps that are necessary in order to make that vision happen. And I'll give you an example, if you ask the average person on the street who is not making any money or making very little money and you said would you like to be a millionaire?

Most people would say you know what I do, I would like that, I have great desire. And if you said to them can you see yourself being a millionaire some percentage of those people would say yes. Many people would say no I just couldn't see that happening for me. But even the people that had the vision that it's possible if they didn't have a good strategy or if they didn't have good systems or they didn't have the right models or mentors in place to help them get there the chances of succeeding or their chances of making that happen are very, very small.

So it's not just the mindset and it's not just the decision. It's really about having you know an effective strategy and a system that

helps you get there. I mean that is one of the reasons why I think mentors and mentoring programs, seminars, consultants, advisors you know whether it be a board of advisors or whether it be what I call the kitchen table advisors; the people that kind of come over to your house on the weekend when you have a barbeque and they give you feedback and advice.

I think having advisors is one of the key elements of being successful. Even for some of the most successful people in the world I mean you look at Bill Gates one of his advisors is Warren Buffet. Now those two guys are probably the two most successful people of our generation if not in the history of the world by they have mentors and they have models and they have people that they consider as advisors and people who are their contemporary colleagues that help guide them and help them make decisions as well.

Arthur: This is very, very, very powerful information that you're sharing with me and the listeners in regards to business principles and adding value to your clients and customers.

Now what I would like to know and can you educate my listeners in regards to how can my listeners best position themselves to overcome today's challenges and take advantage of tomorrow's opportunities?

Spike: Another great question, Arthur, I mean the first thing that I would say is that you have to kind of sit down and assess you're you are today. You know if you don't know exactly where you are today and if you're not facing you know the realities of today, it's very, very difficult to you know to make the changes that are necessary. I mean if you, if you're not standing on solid ground or have a solid understanding of where you are, being able to shift from that is like, it's kind of like trying to make a football cut in sand.

You know it's kind of hard to get traction. So I think the very first thing is to sit down and have an honest conversation with yourself or the people that are in your life or the people that are in your business and say OK, where are we really at this moment in our business and where is it that we really want to be? And identify those gaps that exist between where you are today and where it is that you want to go.

From that you formulate a strategy or a number of strategies that you think will help bridge those gaps based on the resources that you have, the experiences that you have, the relationships that you have and recognizing the challenges that you have because you

may not have all the resources or you may not have all the experiences that are necessary for you to accomplish that strategy.

And then you figure out what actions, what action steps that you can take you know to make sure that you're you know you're doing what's necessary on a daily, weekly, monthly, quarterly, and yearly basis to make sure that strategy is coming to fruition.

But most importantly and I think this is the one that most people miss and I think it's probably the most vital going forward, and that is, do you have the ability to adjust and adapt and the flexibility that's necessary for you to make the changes that have to be made when they need to be made based on changes in the economy, changes in your industry, changes for the competition, changes inside of your organization.

And having that flexibility and having that adaptability is the key not only to survival today, it's also the key to success for tomorrow.

Arthur: What makes you unique from your competitors in today's economy?

Spike: And when I say this Arthur hopefully this comes across as being candid and not being arrogant. I don't believe I have competitors and I'll tell you why. Because what I do is unique to me based on my experiences and based on you know my knowledge and my models and my mentors and my methods and my mistakes you know that I've made along the way. And I think while there are other people that operate in this speaking business and there are other people that operate in the consulting business, I think their unique skill sets make them unique.

So I don't consider them my competition. Now we may compete for business and we may compete for dollars and we may compete for attention, we may compete for credibility, but I really don't see myself as having competitors because if I'm being true to myself, and I'm being true to the value proposition that I believe that I bring to the table, it's really unique and it's because, not because I'm better or not because you know I'm the best, but because the combination of skill sets that I have and the combination of experiences that I have, serve me uniquely and help me serve my clients uniquely just as it does for anyone else in this industry or any other business.

Arthur: So basically happy customers can be loyal customers and they could keep coming back, coming to you wanting your product or your service?

Spike: Well in many cases, yes. I mean you know there's an expression

or an adage I think that most people know that the customer is always right. And I believe that. And some people say well they can't always be right. Well, they are. They're always right but sometimes they're not right for you. Sometimes they're right for somebody else. And what I mean by that is you know there's certain things, if someone came to me and said you know, I want you to teach me how to be an NBA basketball player.

I want to hire you as consultant. I want you to give me a great strategy. I want you to give me a great workout program and I want you to make sure that I do it every single day. And you know what I would tell them? Ain't going to happen baby because I can't shoot a basketball for a lick. So I'm going to help them find somebody else and in helping them find somebody else I still create value for that person even though it's not me delivering it directly.

So I think in a – you know it's not just about you know knowing that you know that you're thinking that you can do everything for everyone, but in many cases you know you (can) do everything. But one, one of the philosophies and one of the principals that I try to operate in, and that is even if I can't say yes to someone, you know meaning that I say yes to them as a client or I say yes to a request that they make, I still want to give them value in some way.

There was someone that wanted to engage me for a consultation a few days ago and for whatever reason their partner decided that they didn't want to spend the money or just wasn't a good fit, which you know is certainly their right and certainly they were, you know certainly they were entitled to do. And one of the things I said, you know it's certainly fine with me I understand. And I said but I always like to leave people with value.

So let me give you three strategies that I think that you can implement on your own right away, starting today, that I think would make a difference in your business. Now I did that not as a way to re-solicit them or try to convince them otherwise to come back and do the consultation because it was a two hour consultation. It wasn't going to change my life or my business. But what happened is that two days later they came back and said you know what? We did that we tried that it made a difference and we want to hire you right away.

Now again, it's a two hour consultation it's not going to change my life and had they done it or had they not, my goal was to leave them with value so that they had an opportunity to at least have a relationship and a transaction with me that they said they know what? This guy gave me value. He cared about me, he cared

about my business and he helped me do something.

Arthur: Now I always encourage my listeners to create their own loop. And loop basically stands for leverage off of people. What would be your definition of leverage?

Spike: Well leverage you know leverage is, you know and if you go back to the (Arcamedies) you know point where you know give me a lever long enough you know and a fulcrum and I can move the world. But, the thing that most people miss, is that he also says give me a place to stand. And you know in order to have leverage you have to have a solid foundation and that foundation has to be an understanding of what it is that you want to do, what it is you're willing to do, what it is you're willing to give up, and what it is that you're willing to do for other people.

And if you can do those things you can find leverage because ultimately leverage is about getting more through a certain activity because you're more effective, you're more efficient, you have more people, you have more resources, you're more strategic, you're wiser, you're brighter, you're smarter, you're more creative, but doing things in such a way that by doing that same activity one way you're going to get a much grander, greater result than you would if you do it a different way. That's leverage.

And I think you know people in relationships are one of the greatest leverages that you can have. Provided you utilize those relationships in such a way that it's ethical, it's honest, and it's contributory to all parties involved it's not self serving and it's not one sided. Because I think those types of relationships or those types of leverages you know are negative leverages.

I mean because you can actually be doing something that's causing you, you know damage in a very effective, very efficient manner because you know you're doing something that's deemed a self serving dishonest, unethical or inappropriate for someone else. And you certainly can get a result and you'll get that result much faster even that result may be negative. So leverage can be positive or negative it depends on where you stand and how you're actually you know using your lever.

Arthur: Can you express to my listeners with your powerful insight about how can they raise capital for the business?

Spike: Well I mean there's a lot of you know there's a lot of ways to do it but I would also, I'll give you something that's a little bit outside your question. And that is you know before you, before you want to raise capital, you have to think about what is that you would do if

you had that capital. And I'll tell you why.

Because if you go to someone and you say you know what? I need money, but you don't have a good reason or you don't have a good plan or you don't have a good strategy of how you're going to utilize that, almost anyone, even a long lost relative who has lots and lots of money is probably going to say no. Because they're going to say you know what? You really don't know what you're going to do with it.

But the other reason why it's so important to know what it is that you would do with that money, because in many cases you can still get access to the things you need without using capital. I mean let me give you an example. Say for instance Arthur one of the things you wanted to do was expand your listening audience. Now you could say okay, well I could advertise, you know I could buy more radio time, you know I could go to other radio stations.

But ultimately if you found someone who had access to the market place that you were trying to reach and found a way to do a strategic alliance, do a joint venture, do a cross promotion with that person so that it benefitted not only you but it benefitted them and it benefitted their audience as well, now all of a sudden you could have the same result and get the same transaction or the same audience without having to spend capital to do it.

So in many cases you know capital, everyone needs money in business. I mean you know it's just a fact of life. I mean that's part of what makes it a business you know it's a commercial, it's a commercial interaction and a commercial entity. But in many cases you know you can utilize things like barter. You can utilize things like referrals.

Or cross promotions or in some cases shared revenue activities that can result by having someone introduce you to a market place or to an audience that you wouldn't have otherwise have access to would have to pay you know in order to get access to. So you know there's lots and lots of ways to do it. The bottom line is you know capital markets today are different than what they were you know three and four years ago.

I mean five years ago if you wanted to get a loan for a house, you know you could go almost anywhere and get it under almost any circumstance. Today it's a lot more difficult and for businesses it's even more difficult because the economy is so uncertain. But if you're looking for capital the first thing you do is you have a solid plan of deployment of that capital in terms of what you're going to do, that strategies that you're going to utilize you know to make

sure that the deployment is having a positive return.

But ultimately and I think most bankers and most investors and most capital market people will tell you that you have to have a good system of measurement to make sure that you're getting the results that you expect so that you don't get to the end of the capital and find out you made the wrong decision.

Arthur: And would you agree that when business owners ask for capital, the bottom line is investors want to know how they want to make money, or they owe money in regards to them advancing you money?

Spike: Oh, absolutely. I mean you know otherwise it's not an investment. I mean and then it's a gift. You know I mean if you know if you go to someone and you say you know hey, you know can you give me some money? I don't know if I'm going to be able to pay you back or if I will pay you back or how I'm going to pay you back, you know and they give you the money. They're giving it to you as a gift. They're not giving it to you as an investment.

You know if you go to someone and you say, I'd like you to give me some money and what I'm going to do is give you a 10 percent return or a 20 percent return on this money, and here's how I'm going to protect your interest and if it doesn't happen here's what you're going to get instead because I'm going to make sure that I have a vested interest in your success as well. Now you have a chance and a prospect or a possibility that someone's going to say yes.

But at the same time they're also going to want to – if they're a savvy investor they're going to want to make sure that you have a well thought out plan that you have a well thought infrastructure in terms of how you're going to deploy the capital, and how you're going to get the results that you expect. And ultimately you know, how are you going to measure performance so that they can get their money back in a reasonable period of time or at least in the timeframe that you agree to?

Arthur: So it'd be to the business owner best interest to write up a proposal and show investors in depth how they're going to get their capital back?

Spike: Yes, in fact, in fact I would even say that there's another reason to do it even before that. And that is if you don't know it, you can't do it for yourself. And while you may be playing one of the people's money, ultimately you have more at stake because it's your business, your reputation, you know your relationships and

everything else that are being invested into this as well.

So I think and even you know even if you wouldn't do it for an investor, even if you're not looking to see capital, you know to have a well reasoned, well written, well thought out and well positioned business plan is vital. Now it doesn't have to be 15 pages thick and it doesn't have to be something that you do once and you stick in the bottom of your desk drawer and you never look at again.

It should be something that you pull out periodically and just reexamine. What is the mission for your business? What is the vision that you have for your business over time? What are the values that you have not only for your business but also for yourself and ultimately you know what are the things, the actions and the activities that you're going to undertake on a you know week by week, quarter by quarter, year by year basis that are going make that mission come, you know be embracing engaged over time, make that vision come true over a period of three to five years?

And make sure that your values that you hold personally and that your business holds personally you know are being fulfilled to the activities that you have in your business. And if you can't do that, or you don't do that, at least periodically, chances are at some point in time you're going to get off track and not realize where you got off track, which makes it more difficult to get back on track, by the way.

Arthur: What is your philosophy on angel investors?

Spike: Well I don't know that I have a philosophy on that Arthur. I mean I can tell you my experience. You know if someone is particularly passionate about you, or about your work, or about your message, or about your cause and you know in some cases you can find people that are very, very generous and very, very giving in terms of supporting you know that passion or that mission, that vision, or you or your work.

I think a lot of times you know people focus too much time and energy on trying to find benefactors rather than trying to do the things that are necessary to actually build a business. You know it would be great if we all had a long lost uncle that showed up magically and said you know what? I had \$10 million and I was wondering what to do with it and I'd just love to give it to you so you can go out and do something with it.

But the reality of it is it doesn't happen very often. And you know

unless you have you know a really, really you know well thought out mission and vision and you can find people that really truly appeals to, is difficult to find angel investors I mean because really what they are is they're benefactors. And you know it happens but it's not something that I would make my business dependent upon because the chances of it happening are for most people, is very, very small.

Arthur: And I love benefactors. My listeners on this call have you ever heard of a benefactor that basically means a man or a woman who does good for others? Is that correct Spike?

Spike: Yes, it is. And you know and in that, in those others you know it's in some cases assumed that you would be one of those others. You know I think we're all benefactors you know to some degree. But financial benefactors you know are people that are very often are angel investors. And they're people that just, you know just they say you know what? You have a great mission here.

You have a great vision here and I'm not quite sure how you're going to do it but I'm willing to you know put some money into your business and try to help you along and maybe even give you some guidance not so much because I expect I'm going to get a huge return but because I'm really passionate about you, your work or what it is that you do. And it's a little bit different than a venture capitalist.

And you know while there you know there are places in the business world for both, and both of them can be very, very valuable if they're found and if they're utilized right you know the best thing that any business owner can do, in my opinion is to utilize the resources that they have in front of them now to the best of their ability and to the greatest leverage and the greatest potential possible.

And then it makes it much easier that if you come across an angel investor, a benefactor, or venture capitalist or even a private investor or a banker, it makes it much easier for them to get engaged because they know that you know what you're doing.

Arthur: Now this next powerful question I want to ask you, I want you to basically explain this to my listeners in layman's terms, when you work with a business, what is your core approach to helping them create immediate and lasting success?

Spike: Okay, well it's really very simple and it's a, you know it's a proprietary term that I use and the term is ASIA, A, S, I, A and I'll tell you exactly what that means. It's an acronym. The very first thing that I do when I go into a business or I work with a client on

an individual basis, or even people that go to my programs they go through this, is that we do an assessment. And the assessment is okay, where are you now? Where do you want to go? And what are the gaps that exist between the two?

All right that's the assessment phase, that's the A in ASIA. The next is we say okay, what possible strategies could be employed to help you bridge the gaps to get you from where you are today to where you want to be tomorrow or whatever period of time you want to get there. And from that you know we take the S you know in ASIA which is the strategy.

And we figure out which one is the most practical, probable or attractive you know based on what it is that we have to work with in terms of resources and the opportunities in front of us, the experiences that we have, the relationships that we have access to. And then we move into the I phase of ASIA which is the implementation of what tactics are necessary to start implementing that strategy, not six months from now, not six weeks from now, but starting today?

What action can we take starting today and what action will we take tomorrow and next week and next month to make sure that strategy is being implemented and fulfilled over time. And then finally as I mentioned earlier the most important one is the adjustment and that is you know systems are we going to have in place to make sure that we're recognizing are we on track or are we off track?

Are we you know doing the things that we need to be doing? And are the things that we're doing, that we thought were the right things, are they giving us the right results? And if not, what adjustments can we make? When do we need to make them? Who's going to make them? How are they going to be made? And how are we going to measure it from that point forward to make sure that it's better and not just the same or worse that what we were doing before?

And it's really just a four step model that I take people through and I do it for personal performance. I do it for business performance. I do it for organizations with strategic planning. I do it in personal consultations. And even the book that I wrote utilizes that framework and that structure because it came from when I was working with distressed companies and many cases I had a very, very short window to get a handle on the business.

We had to figure out what was going on in a hurry. We had to figure out a strategy to make changes pretty you know pretty dramatically

and pretty drastically. We had to come up with actions that we could take immediately and then we had to make sure that we were doing the right things over time to make sure that what we thought was going to work, was actually working the way that we felt we were going to be able to do that.

And I think any business and really any type of transformation change or adjustments that you want to make in your life or your business really operates well within that frame because it gives you something that you can not only understand it also gives you something that you can see, something you can measure, and allows you to make sure that it's consistent with what it is that you want to do.

I mean to me one of the great tragedies in business you know really in life, you 80, 100 hours a week trying to get a certain result. And they find out that when they finally get their business to that point, that that's not really worth what they wanted. And it's not really the reason why they started their business.

And what they have is not really what they want as a, you know as a business but yet they spent most of their life and they almost killed themselves getting there. And I think by using that four stage model it allows people to make that assessment not just when they're in trouble, but at any time and in any point in their life or any point in time in their business they can pull that out, go through this process, and say you know what? Yes, I'm doing things that I wanted to do. And I've getting, I'm doing things exactly the way that I should be doing them.

I'm doing it the way that I want to be doing it. But if not, I could make the changes that I want to, the way I want to, when I want to, as opposed to when I'm forced to do it.

Arthur: Earlier you mentioned marketing. And I know marketing is very powerful. So would you say that marketing done right is the quickest path to the sale?

Spike: I would say it's one of the quickest paths. You know to me, I'll give you a path that I think would be the faster and that is a referral. Now some people could argue that you know referrals are actually marketing, but the bottom line is, if you own a gym Arthur and I say you know what? Hey, I'm going to bring my training partner with me.

That's the most effective way to grow a business is if you can find a bunch of people to bring their buddies and bring their friends and bring people that have similar interests and they come to your gym

instead of somebody else's, that's the quickest way to grow your business. Now you know I would say that marketing is vital you know. And especially in tough times you know the tendency I think for many businesses you know is to cut back the marketing as soon as you know the money gets tight or as soon as you know business starts to slow down they say you know what I have to cut my marketing budget which is the exact wrong thing to do. Because ultimately marketing is either an expense or it is an investment. It is not the activity that determines whether it is an expense or an investment. It is the result. And you know bad marketing is always too expensive. Great marketing is never too expensive. And the way you judge your marketing is the results that you get.

So for instance if I gave you a dollar today Arthur and you were able to put in, you were able to put an ad in the newspaper and it generated \$10 and every time you put a dollar in there you got \$10 back, how much money would you spend? Well you would spend as much as you could for as many dollars as you could for as long as it worked.

But at the same time if you spent \$10 on an add and everyday you spent those \$10 and you get a dollar back in business how long would you do it? Well you probably would do it until you know either wised up, woke up, or got broke you know. So the marketing you know it is not the activity, it is the effectiveness of it that determines whether you know whether it is an expense or more an investment.

Arthur: What would be your general insight about branding?

Spike Well you know that is a broad question. You know I think brands are great you know and I think you know brands can be very effective. But I will say in the traditional sense of brand marketing you know it is very ineffective because it is difficult if you are a product you know and you want to do brand marketing. Say like Coke Cola. To become a brand unless you have a lot of money and a lot of deep pockets. Now with that being said, I think with the internet and with social media and with information marketing you can become your own brand provided you can define not only what you do and how you do it but who you do it for.

And you know it used to be that you know you had mass marketing and then you know you went to niche marketing and then you know became sub-niches and then nano-niches and it got really small niches you know. But now you know I think marketing so much is about not just product, not just price, not just service

like it used to be.

And then it moved to experience marketing like you know Starbucks and Nordstrom and things like that where people wanted to have a unique experience. It really comes down now to identity marketing. And that is if people can identify you, identify your product, or identify your service as something that they can relate to and something that they can engage and something that they can embrace or someone they can embrace, you can create a brand very effectively and very inexpensively.

But it comes down to really being clear about who you are, what you do, what you are delivering, who you are delivering it for.

Arthur: That is absolutely true. Social media is very powerful in today's economy right now. And a couple of years ago Google bought YouTube for \$1.6 billion.

Spike: Right.

Arthur: So right about now video is hot and I highly recommend to all my listeners listening on this call bring yourself online with video because modern technology is very powerful right now. Would you agree with that Spike?

Spike Well yes, otherwise it would not be modern. It would be obsolete. And I say that not to be sarcastic but you know technology has you know transformed not only you know what we do today but it is transforming everything we will do tomorrow. And it is transforming at such a rate that there is no one person that can be an expert in everything. And I think because of that you know it is even more important to understand what it is that you do really well in your business and what it is you do really well in your life and what it is you do really well as a person. And find people who do the things that you do not do so well and let experts be experts doing what they do.

And you know I think it is the people that try to be experts in all things who try to be marginal in everything that ultimately become obsolete is because things are just moving way too fast. You know I know when I first got online and I first got involved in you know teaching businesses how to market online, the rate of information and the rate of tools that were out there and opportunities that were available, it was relatively slow.

So I could give the same company you know five strategies and then two months later I could give another company those same five strategies and they worked you know for months. Now you know

by the time I give companies you know a strategy of utilizing four or five or six tools, by the time I go to the next company two weeks later there is five or six other tools that are in the same niche as those same tools and now I have to figure out which ones are the best ones.

So you know I do not try to be all things to all people. And I do not think any business owner should try to be all things to their business. I think they should find what it is that they do best, figure out how they can spend most of their time doing what it is that they either love the most, that has the greatest impact on their business or the thing that they do better than anyone else around them and then find other people to supplement or to do the things that either they cannot do, do not want to do, or really do not do all that well.

Arthur: So it is good to delegate things out to other people that you are not good at.

Spike: Yes you know because the bottom line is you know and I was using the analogy earlier of basketball. I mean I am a terrible basketball player and you know and you know and if I wanted to be a basketball player I would refer to the one thing that I did best which is probably rebound or pass.

And I would pass to somebody who could shoot. You know and that is not to say that you should not try to get better at things. But at the bottom line you know the bottom line is the time to get better is not when you are in the game. The time to get better is when you are practicing.

And if you are already in business you know trying to get better at you know accounting when you are a great sales person or trying to get better at marketing when you are a great manager or great recruiter. Sometimes it is better and cheaper and easier and more effective to find someone else who is already good at that and allow you to become extraordinary at what you do.

I will give you an example. A company brought me in a number of years ago and the CEO was someone who was really successful and the company was doing really well. I mean they did not need me to do performance changes. What he needed was me to come in and help him get situated and organized in terms how he could get control of his life and his business back from a personal stand point.

And one of the things that you know I asked him was what is it that you do better than anyone else in the business. What is it that when you do it, it has the biggest impact on your business? And

what is it that you are most passionate about in your business? He said you know the thing that I really love the most and the thing that I really miss the most was that I miss interacting with people. When I had 30 people or 40 people I was able to go around every day and say good morning to people. I knew their names. I knew their birthdates. I knew the names of their children. And as the business got bigger, I spent less time doing that. And now people come up to me and they say I really miss the days when we had the chance just to talk.

And one of the things that he really wanted to get back to was connecting with the people. And not only was it important to him, it also had a dramatic impact on the business. Because when he actually took time and he actually had time in his calendar when he went out and interacted with people, the productivity in his business had actually went up because people were actually working not just for themselves.

They were working for the relationship that they had with him. So what we did is that we had his assistant follow him around literally for two weeks and write down every single thing that he did through the course of the day to figure out what we could allocate, what we could delegate, and what we could eliminate so he could spend more time doing that.

Now he still had other things that he had to do and he did not spend all his time going around chitchatting but at the same time he had a couple of hours every single day that he went out and interacted with the people in his business. It made him feel better. It was something that only he could do.

And it was something that had a strategic benefit for his business. And the accounting things and some of the other things that he was doing were very easily allocated to someone else.

Arthur: Oh wow. That is real powerful.

Spike: Yes and it was effective you know. And it seems very simple after the fact but sometimes when you are up to your ears in alligators it is kind of hard to see the light. And in that situation he was trying to juggle so many things and trying to do everything he thought was necessary, he was not doing the things that were best for him or the best for the business even though he was still successful, he was not happy and he was not getting the level of success that he deserved or the level of success that he wanted.

Arthur: What other skills and areas of knowledge are essential for success in business?

Spike: I would say flexibility and adaptability which I mentioned. You know being able to understand your unique value which I think is critical. But I think also you know recognizing that there just are certain things that you just cannot do, should not do, or should not be doing very long.

And I will give an example. I mean I can do accounting but I hate it you know. And when I do it, it works on my nerves you know. I can tell you that I am not the handiest guy in the world but I know how to use a hammer. I know how to use a screwdriver. I know how to use a drill. But I do not like doing handiwork.

So I know that when I do that it irritates me. It irritates my wife because I get irritated. So it is much better. It is much more effective for me and my life and my business for me to do the things that I want to do and get somebody else to do those things. And I think by recognizing the things that you should not be doing, that can make you more effective.

I mean people often talk about having this do list. I tell people you also should have a don't list. What are the things that you are not going to do and you should not be doing because they are taking away from the things you should be doing. And I think that is a critical skill.

You know I think there is also a key distinction that I teach in my programs and that is you know there is no such thing as time management. You know and people say of course there is, I have taken courses on time management. Well I can tell you if you did it was a waste of your money because you cannot manage time.

And if you do not believe me try to stop your watch.

Arthur: That is true.

Spike: You know you cannot stop time. You cannot speed it up. You cannot slow it down. What you can do is that you can manage your activities and you can manage your priorities. And by getting clear about what it is that is important to you, why it is important to you, and what it is going to do for you in your life and in your business.

And for the things that are most important to you, you can manage your priorities. You can manage your activities and you can manage how you spend your time but cannot manage time. So you know I think that is not only a key distinction, I think it is very important to keep in mind because it makes you more effective.

It makes you more successful. It makes you more strategic. It gives you more leverage as you were mentioning. But also I think in the long run it makes you happier.

Arthur: That is absolutely true and it is good to use your time wisely.

Spike Absolutely.

Arthur: If you were going to share one powerful strategy, tactic or technique or tool for succeeding in business what would that be?

Spike You know the very first thing that I would say is that right now and it may not be the moment you get off the phone but right now like within the next couple of hours, I mean sit down, take a half an hour to think deeply about what it is that is important to your life and what it is that is important to your business.

And ask yourself you know is your business and the way you are spending your life and the way you are spending your time, the way you are investing your resources and the things you are doing giving you the things that you really truly want out of your life and out of your business?

Are you passionate about it? Is it serving your values? Is it consistent with your personal mission and your personal vision of who you want to become and what it is you want to contribute to the world? And if the answer is absolutely yes ask yourself this question. How could I do it more? How could I do it better? How could I do it for more people? How could I do it longer?

And how could I make sure that I do it on a more consistent basis?

Arthur: Okay.

Spike: If the answer is no ask yourself what changes do you need to make, do you want to make and are you committed to making to make sure you can get those things in alignment. Now you may not get the answers spot on the very first time. But taking that 30 minutes or that hour or that one day of deep reflection and asking yourself and answering those questions can have a profound shift not only in your business but also in your life and who you are as a person and the happiness that you feel in life.

Arthur: So basically you have to reevaluate where you are in your business and take actually each and every single day and align yourself with powerful mentors that is going to help you grow your bottom line.

Spike Well and again if that is what you want. I mean you know one of the things Arthur is that sometimes businesses think that they have to grow because people tell them they have to grow. And I would say that all businesses have to grow somewhat because if you are not growing you are going to stagnate and eventually if you stagnate you will start to contract.

But some people you know they have a business where they are making a nice life style. They are working 40 hours a week, they are making a couple \$100,000 a year, they can take vacations with the family, they get to go see their kids' sports games, and they are perfectly happy with that.

And someone says you know what you really need to have a \$100 million business. Now for that person who has the lifestyle that they want. They have got the income that they need, they have got the business that they want, they do not need to have a couple \$100 million business.

And when people tell them that it is inconsistent and incongruent with what it is that they need to do. But for someone else if they want to grow a couple \$100 million business, they might have to make different decisions or take different actions. So I would say yes, having mentors is great.

And yes being able to grow your business is important but it may not necessarily be absolutely vital. But the key is having an understanding of what it is that you want from your business so that you can do the things that are necessary to make the business the way you want it.

Arthur: Do you think Spike that you was put on this planet to teach people how to grow their business?

Spike: No, I really do not Arthur. I mean you know if I was to say what I think I was put here for it is really more about the life and the personal growth aspect of it. You know I happen to work with business people in part because that is my expertise. But I would say one of the distinctions I have when I work with a business and the reason I choose to work with small to mid size businesses as opposed to corporations is because I like working with people.

And while many people separate themselves as a business consultant or a personal growth consultant or whatever you want to call it. You know I do not think you can separate the two because businesses are made of people and people are impacted by their businesses and their careers.

I mean so for me it is really about working with people and not necessarily teaching people about business. I just happen to use business and business strategies as one of my areas to engage people and to interact with people and to support people through my work.

Arthur: Could you explain to my listeners in your own way (Spike) how would you define God?

Spike: Hmmm. Well you know I will say this Arthur and I mean this with all respect to every religion in the world and every religion that people have. You know to me there is no one path to God because I think God exists in everything and everyone and I think it really is about the inner connectedness that we all have as people and as humans and our place in the cosmos.

And I think you know where we are and who we are is somehow aligned to a greater connection. And that connection could be energy, it could be God, it could be whatever term you want to use but at the end of the day and at the end of our lives I mean we are all still part of the same process.

And I think the same with business. And that is why you know when you ask me about competition and competitors, I really do not see that I have competition or competitors because I think they are collaborators and I think they are my colleagues. And I think if we all understand our unique gifts and our unique way in terms of you know how we express ourselves.

You know whether it be our religion or whether it be our value to the market place you know there is room there for everyone. And there is room in there for all of us.

Arthur: I want to ask you a powerful word and you can explain to me and my listeners in your own way how you feel about this word.

Spike: Okay.

Arthur:: Wealth building.

Spike Well I think wealth building is subjective and I will give you an example.

I mean I cannot remember the person who first said it but it is a well know quote and that is sometimes the wealthiest people are the people who need the least. Because if you can be content with what it is that you have, you may have all the riches in the world.

And yet there are some people who have billions of dollars that are perfectly miserable. So I would say wealth building is about you know finding the things that make you happy, that give you the most joy, give you the most satisfaction, and give you the most juice and jazz out of life.

And when you have more of that you have more wealth whether you measure it through money, whether you measure it through possessions, whether you measure it through power, whether you measure it through contribution to a cause. And the greater you can have that alignment in your life and in your business, the wealthier you are in my opinion.

Arthur: And I love what (Jerome) says. He says success is a trait to those who are constantly on a growing skill.

Spike: Yes.

Arthur: Would you agree with that?

Spike: Oh absolutely. Yes, absolutely. You know again if you look at physics there is nothing that is stagnate in the universe. Things are either contracting or they are expanding but they constantly in motion. There is nothing in this universe that exists that is in a still state.

And if you are not growing you are contracting. And if you are contracting eventually you know you will contract to the point where you become obsolete at least obsolete in the field that you are pursuing right now. And for some people you know that is called retirement.

I mean there are a lot of people that say you know what I am going to retire and I am going to do nothing. And I am going to contract into a television set. And as long as they are happy you know then that is you know they are probably pretty wealthy. But if they are not happy then they are probably doing the wrong thing.

But I think growth gives you choices because people learn through we had people that were telling us the same thing that reinforced the things that we already know, we are not really learning anything. We are just becoming more certain about what we think we know.

But at the same time if people introduced us to new ideas or we get exposed to new ways to think you know we get exposed to new ways of doing things. Now we have the choice of either doing it the

way we were doing it before or doing it a new way or doing it in some combined way. So that choice comes through growth and that growth comes through contrast and being exposed to new ideas, new people, new strategies, and new things.

Arthur: What legacy do you want to leave your clients as well as your family?

Spike: You know I would say three things. One is to create value for myself and others and hopefully for the world in some small way. You know I am not egotistical, not to think that I am going to change the world by myself but I would like to think that you know somehow that if I impact someone in a positive way and I contribute something to them then in some small way they will contribute to someone else. And maybe part of what I shared or part of what I did will help that along the way. On the second is to treat people with respect and conduct myself with respect. And meaning that you know not to do things that are against my conscious and not to do things that are against the well being of other people at least not intentionally.

And then finally I would say just to have a unique perspective and some unique value about how I see things right, wrong, indifferent, you know whether people agree with it or disagree on that you know that I was true to my opinions, true to my beliefs and true to my insights. And if you know some people will like it, some people will not, and some people will not care one way or the other. But at the end of the day that is really the three things that I would like to do I think most of my life.

Arthur: Do you have any last pearls of wisdom for the listeners Spike?

Spike: I would say this Arthur. I mean you know one I think you are doing a great thing here. I think bringing you know the ideas and perspectives of other people, to groups of people I think is one of the most profound things that people can do. So first of all I would like to thank you.

But you know I would say if I were to leave people with one thought and that is to examine what it is that is most important to you and figure out how you can take what is most important to you and create value for other people by doing what is most important to you.

Will give you an opportunity not only to benefit them but will allow you to live what is most important, do what is most important, be what is most dreamed possible if you only thought about it from the perspective of yourself.

Arthur: Well I love following powerful influential leaders such as yourself. And that is why I do not look at the news because the only time when I am looking at the news is when I am looking at the weather. Other times when you look at the news all you see is rape, pillage, plunder, recession, depression, you are getting dumped with negativity.

So all the listeners on this call remember you are supposed to put positivity in your minds. Information from people that are doing well, information when people are successful, information from people who are not dwelling on tragedy but more success. I like to call it mind feed.

You have got to keep feeding your mind, to keep feeding your mind with good productive information on a consistent regular basis. And you just experienced powerful training from a great friend of mine. His name is Spike Humer. And you just got years and years of experience about business principles.

Spike elaborated in depth about value. He elaborated in depth about how to reevaluate your business and look at where you currently are and take action each and every single day toward what you want. And aligning yourself with powerful mentors is going to help you build your business.

Listen to this powerful information over and over again. Let this information absorb in your brains. I love interviewing powerful leaders from all over the world. And you are getting powerful information that you would not have found anywhere else. And you are not going to get it from the news or the spoon fed media. Would you agree with me Spike?

Spike: Yes, I really would I mean and the nice thing is Arthur is that you know people have so many choices in terms of where they gather information and where they gather you know what you call news or anything else. And I think you know that is one of the great gifts that technology and the internet and platforms such as radio and television have given us that perhaps we would not have years ago.

So I think you know absolutely.

Arthur: And I would like to thank you Spike one more time for taking time out your busy schedule to educate my listeners about surviving in today's economy. I gladly appreciate it and can you explain to my listeners one more time exactly where they can find you.

Spike: Sure, absolutely. First and foremost my web site is

www@spikehumer.com. You can also find me on Facebook. You can also find me on Twitter. And just for your listeners Arthur I will also give my personal email address which comes directly to me which is spikehumer@gmail.com.

Arthur: Do you have any special offers for my listeners.

Spike: You know I really was not prepared to do that Arthur. You know I mean there are lots of things that I do, everything from personal consultations to seminars and books and products and those types of things. So I do not really have anything to offer at this point but if there is something that someone is looking for you know there are many things that I offer out there and people can find those pretty easily.
But I appreciate the opportunity to mention that. I would say that if there is something that I am doing you know a product that I am selling or a program that I am having. If you mentioned that you found me or met me through Arthur I am more than happy to you know to offer you a special deal on what it is that I do and how I do it.

Arthur: Spike I just got an email that just came in. She is one of our listeners. I think it was (Nicole Michal). She is from Santa Fe California and she wants to know, she says Spike is it good to incorporate her business in Las Vegas Nevada.

Spike Well let me say this first. Number one I am not an attorney so I do not give legal advice. But I would say this you know that two of my LLCs are formed in Nevada. And I do not know if Las Vegas is the place. It depends on where you have your agent and all those types of things.

But there are resources out there that can help guide you. On that I mean there are certain advantages to having a Nevada based corporation as there are in Delaware and other states as well. But I will only say that that is where I have two of my LLCs. But I cannot make legal recommendations on that.

Arthur: Okay, I have another question that just came in. His name is Mark Peterson. And he is from the Virginia area and he would like to know – he says he is thinking about formulating an S-corporation or C-corporation but he knows if he formulates a C-corporation basically he is ready to go public. He would like to know if he formulates a C-corporation will he get taxed twice or is it formulating the S-corporation?

Spike: Well you know again because I'm not an accountant or a CPA I don't give tax advice. But here is what I'll say to both of those

people out here in and I'll also make the offer to other people one of my close colleagues and the person who handles all of my entity filings and business structures is actually located in Nevada. And he is one of the largest entity forming organizations and companies in the country, if not the world. And he's one of the – he's one of the leading experts in the country at doing that.

If someone would like to email me directly or Arthur if you would like to just collect the people that are interested in that I'm more than happy to forward his name and contact information over to them and they can contact him and ask him.

And that's his specialty, that's kind of what I was referring to, do what you do best and figure out who does – who else does something best. He's the best that I know of and he's the guy I use and I'm more than happy to share his name with those people if they want to contact me or if you want to send me their contact info.

Arthur: Okay and to everyone listening on this call remember that the strongest muscle in your body is your brain and what you think about will become your reality. May God bless each and every one of you and bye for now. Thank you, Spike.

Spike: Thanks, Arthur, appreciate it. Thanks everyone.

Arthur: Good night everyone.