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**INTERVIEW SERIES**

**Money Expert  
Loral Langemeier Reveals...  
The 5 Step Model You Need  
To Create Cash Today**

**An Interview With Loral Langemeire**

 Michael Senoff's  
**HardToFind Seminars.com**

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://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*

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# **Money Expert Loral Langemeier Reveals...The 5 Step Model You Need To Create Cash Today**

## **An Interview With Loral Langemeire**

Loral Langemeier, founder and CEO of Live Out Loud and author of four best-selling financial books including The Millionaire Maker, says the greatest transfer of wealth is happening right now in this economy, and she's all over it. But, she says, you're not going to get rich using outdated "industrial-aged" financial practices. No one's creating wealth by "saving their pennies" anymore. Today's wealth is made in a very collaborative, very technical, and very fast way.

And in this audio, you'll hear how to do it in 5 steps, but Loral says those steps aren't going to be easy because they're likely going to require you to step out of your comfort zone.

You'll Also Hear...

- The often-overlooked way to gradually bring your customers up the price-point ladder – and start "dating" them over a cup of inexpensive coffee and not a 5-course \$200 meal
- How to start "playing the bigger game" when it comes to expanding even the smallest of businesses by finding a mentor-business to copy
- The only right way to set clear goals and hold yourself accountable for them
- The real reason you can no longer send out an email blast and a direct-mail piece and get a whole bunch of customers – and the kind of marketing tactics that really do work in today's economy
- The most important person Loral has on her team
- The one question you should ask yourself in order to make cash today... especially if you have no clue where to begin

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- The most powerful offline strategies that Loral says are essential in today's market – and the 3 areas she says are essential online as well
- The one thing you can do differently that will make you 6 figures this year

Everyone comes to this world with value – Loral says you just have to find what your gifts are and learn how to make the most of them. But here's the best part – if you combine those gifts with clearly defined goals and the right action plan, you'll have no problems taking advantage of this economy. And in this audio, you'll hear exactly how to do that.

Arthur: Today I have a wonderful person on the call. Her name is Loral Langemeier. Loral Langemeier is one of today's most dynamic empowering money experts, a New York Times best-selling author and a leading entrepreneur speaker. Loral has spurred thousands of success stories around the world by giving them the simple tools to generate cash and build wealth. Born and raised on a farm in Nebraska, Loral Langemeier started from scratch. She created her first business at 17, about 34, had established a multi-million dollar portfolio. Loral has built a number of businesses in a variety of industries including, projects in real estate, green recycled glass and online marketing firms, several of which have grossed millions of dollars. As a founder and CEO of Live Out Loud, Loral has shared strategies at seminars all over the world teaching people her simple recipe for capitalizing on their skills and talents. She is the author of four national best-selling books, *The Millionaire Maker*, *The Millionaire Maker's Guide to Wealth*, *Cycle Investing*, *The Millionaire Maker's Guide to Creating a Cash Machine for Life* and her just released powerful book *Put More Cash in Your Pocket*, Welcome to the call Loral.

Loral: Thanks, Arthur. It's great to be here.

Arthur: Who you are, how long you've been in your industry, and what is your expertise?

Loral: Well, I have all of that. Well, first of all I grew up on a farm in Nebraska. I didn't grow up with money or the money conversation doll and put myself through college with my first

business as a personal trainer, aerobics instructor; got a finance degree, got very curious about how wealthy people live and why so few people have that status and was just on a huge pursuit. I read *Think and Grow Rich* which, if anybody's read that, that changes your entire perspective. That greatly changed my perspective and went to work with an investment banker. He was sort of a mentor, and started learning.

Wealthy people are number one entrepreneurs and that's really what we're going to share with your listeners is if you're an entrepreneur, you have an ability to create your own cash, not save your way to wealth. That's an old Industrial Age model and the one thing that the depression and recession of this time is going to really do. It's going to create an extinction to that model. You cannot save your way, little pennies here, little pennies here, and put it away, put it away. That's a real hoarding model, and also is in the secret. We mentioned that. In the secret, we discuss a lot also about your ability to manifest and attract. Well you can't live in a hoarding and restricting model and then say, "Oh, I want to go make money." Which one do you want? You got to pick a side. You're going to make money or you're going to stay poor. Then all of your actions and behavior have to follow it.

Anyway, so I've been mentored my whole life. I've had just this extraordinary resume but really in the last 15 years is when it's just been extraordinary, extraordinary growth. I've done over a thousand real estate deals. I own lots of companies. In fact, I'm starting another one that I'm doing with one of my vending partners to teach people how to get in vending business.

Entrepreneurs make money. They do really great pack planning and strategies, if done right, then will have a lot of money to buy into this incredible - I mean I think our economy is bipolar, Arthur, and I swear it's bipolar.

You have these amazing low interest rates, low real estate prices, great businesses to buy, franchises that are waiting for buyers for pennies on the dollar. Then you still have this enormous tidal wave of people who haven't figured out how to play and are just laying everything down while those who are prepared are picking it up. The greatest transfer of wealth is happening right now, right now; and I'm all over it. I have a five-step fast model because the principles of today are very different than even a year ago, two years ago; and so many people are just attached, very attached to the way that it used to be done. In fact, the biggest mistake I hear, and I know that all of your listeners are entrepreneurs, the

biggest mistake I hear are people saying, “Loral, Can’t we go back to the way it was?” Well, sorry ladies and gentlemen, we’re not going back. We’re going forward to a new place and that new place is going to be very different; it’s going to be very collaborative, very technical, very fast. If you thought change was fast and you’re trying to hold and control and moderate it, get on a roller coaster, because it’s very quick and it’s very agile, it’s global, and, so it’s just a different time. We’re not going backwards; we’re going forward to that.

Look at United and Continental. They’re a great example of the giants merging. I mean collaboration is going to help keep businesses together. I’m doing more collaborations and different kinds of joint venture deals than I’ve ever done in the history of our company. Not because they weren’t available before. It’s because it’s what the world demands right now. The way people finance because of their credit markets is very different today. The way you offered your pricing as an entrepreneur is very different. The way that you offer internally your own financing payment plans. I know many, many companies that I’ve coached are just still stunned that they’re going to have to do payment plans and offer financing options for their clients until the credit markets decide to lend. We have a nation who’s very debt oriented and without the ability to do that, you have to solve that problem for your customer.

There are enormous shifts that are happening, and it’s time to get on the train. The one that I really pick, and I call it my secret sauce, is my fast cash formula. Because I know how, guaranteed, to help people make money in three days. I have done it for tens of thousands of people for four years straight, and literally you can reconstitute your business, your marketing plan and your sales plan and in three days make new money. Guaranteed. Love it. I mean everybody makes money. You might cry and scream at me and call me names because I’m going to really push you to do things that aren’t comfortable, but either way we’re going to get some money in your pocket. Nobody said it’s comfortable.

Arthur: Now you say that you push people to the next level. Would you agree that people’s comfort zones can be their failure zones when it comes to building their businesses?

Loral: That is really good, Arthur. I’m going to borrow that. That’s really good - comfort zones are failure zones. I do, I think the comfort zone is when people hold on for dear life to that

comfort zone. People, any part of the comfort I think is this desire to go back. People knew how to do business in the round right, in 2005, 2006 and 2007. People don't know how to do business in 2008, 2009 and 2010 and then scared to death. What's 2011, 2012 and 2013 going to bring? I hear all sorts of interesting conversations about 2012. I think that comfort looks like something different for everybody listening to the call. Comfort for some people is having it go back. Comfort for some is knowing that before you could send out a direct mail piece or some e-mail blasts and get a whole bunch of people coming to you, and that isn't really possible so people aren't responding. They're not opening their e-mails because of the creditors. They're not picking up their phones.

This whole conversation of marketing has drastically shifted the entrepreneurial conversation, and they're not asking for money. A lot of people say, "Well that's a woman conversation." I say no it's not. Men are just as hesitant, I'll call it, to ask for money. And you're not going to get it. Ask and you shall receive. Well, if you're not asking you will not be receiving. I think so many people - again, when people have a lot of credit and money and a different attitude, you could say, "Hey, just go visit my Website and check it out," without any other call to action or bonuses or. I mean there's such a different way that people have to market.

Look at the car industry. Great example of what marketing tactics created, a turnaround. Yeah, I think there are enormous shifts that are going on and enormous change, and you can't be comfortable. The minute you get comfortable you get uncomfortable with the new place in life. You'll get used to it I always tell people. You'll get used to it. You'll get used to being uncomfortable.

Arthur: Is marketing the quickest path to the sale?

Loral: Well, I actually have a couple of steps before that is I don't think that a lot of people know what they're selling. The lack of clarity in their sales, in their product funnel, makes it either too hard to do business with them, too long to do business with them. I was working as an interior designer just recently in one of these three-day workshops and I said so, "If I want to hire you today, today, I want it now, how would I hire you?" And she said, "Well, I'd have to come out and have to do a consultation." I said, "So you're going to put me off for a week or two and then have to try to chase me, find time to get a consultation? You don't have anything that you could offer me right now, a report, an eBook, an assessment,



something today for \$20.00, \$50.00 bucks, that you can offer me right now to make fast money?" Real estate agents, the same thing.

When I have to come out and look at your house, put in on the listings, so many people have the wrong model. Their model is slow cash, very consultative cash, and what I show you is that you can fix your entire business model. Network marketers need massive fixes in their business model. If today you can't offer me something to buy today, your model's off, I think. Then given that context, you've gotta know what you're selling and who you are as an expert. I'm a money expert. Very clear. I give away books, I give away tapes. We'll give some to your listeners today.

I want people today to start having an experience with me, and they're going to, from this call. They're going to start doing something with me immediately. Then marketing is the next piece. Because I think a lot of people that are marketing, they're really just having chats. I wouldn't even call it marketing. They're just talking to people, and there's no direction to the conversation. If there's no direction to the conversation, then what are you leading me to do, what do you want me to do? If you don't have a direction to the conversation, then you can't do the next greatest thing next to marketing, which is sell, because you can't sell me anything if you don't have anything to offer me today.

I was talking with an internet marketing woman yesterday and I said, "If you were going to sell me something today, you wanted me to go home with some lotions and potions," right? "If you want me to go home with some lotions and potions," I said, "Why don't you ask me." "Well, I have a Montel pack for a \$120.00." I said, "It's too much."

If you think about marketing like dating, you want to take your customer or your potential customer on some dates. You want to give them personal price point and then gradually bring them up to the next price point and next price point. I said so going in for a \$110.00, \$120.00 on a first date is just - that's like a four-course, five-course meal. I don't want that yet. I just want to have a cup of coffee with you until we reconstitute." I said, "Give me a week's worth for," - whatever her price was - "\$15.00, \$20.00 bucks - and then follow up with me, but today take my money." I think that is so critical in our shifting time, and it's a big shift for what I call conservative, kind of standard business-model people. I'm freaking out the MBAs, I can tell you that. They're just like having a heart attack. "Oh, my God,

this is so unconventional.” I said, “Well, welcome to 2010.” Or stay poor, or stay poor. Good luck with your model, it’s not working revenues.

Loral: Yes, they do,urgent approach of shift. Here’s a quick five-step model that people that are listening can write down - so get a pen and paper - is, number one, do what you already know how to do. If you’re already doing something, continue to do it. Don’t move away to a different business just because you don’t know how to make money. Separate those problems. Your inability to make money is that you don’t know how to market, sell and really be an entrepreneur. It doesn’t mean that the thing you’re doing doesn’t work. You just don’t know how to work the thing. Do what you know, which is your fastest path to cash. You can do something that you know today. If you have to learn a new skill set, you can’t make money today.

Then I want you to go to the internet, and I want you to find three to five companies who are making six to seven figures doing exactly what you’re doing. Computers if they want. “Well I can’t do that.” I said, “Sylvan Learning’s doing it, why can’t you?” Housecleaning, “Well, Molly Maids is doing it, why can’t you?” People have such a limited thinking about what’s possible, and you have to find models in the world of people who have played the bigger game and then model it. I mean model people. That’s why I’m a mentoring coach, because I have people model and follow the business practices that I’m doing and marketing practices I’m doing.

I would say I can compete with some of the men, most of the men actually, in the world right now. I’m clearly at the top of the A list on the speaker circuit. I just got back from Asia. I’m going to Australia next week. I’m speaking all over the world, teaching people these principles. They work and they work worldwide. It doesn’t matter what the economy is. Find model companies. Somebody’s already doing it. There’s no reason you can’t.

Then, number three is to pick a number. How much more money? A lot of people say, “I just want more.” Well, more is not a number. You can’t build a business system around more. How much more? There’s a big difference between wanting to make a 2,000 a month than an extra 10,000 a month or an extra 20,000 a month. You have to build your business system to attract and be able to hold the kind of money and the speed at which money comes in.

Then a lot of people listening say, “Oh, come on, that’s not that big a deal.” It’s a huge deal. If you don’t know how to bring money in quickly, I mean I have thousands of examples of people who didn’t even have the right bank account set up, merchant account, they couldn’t take credit cards, VISA, Master Card, American Express, Discover. They don’t have just backup basics set up and a banking system and an account ready to take that kind of money.

You’re not putting this in your personal account, by the way, which doesn’t sound like a lot of your listeners would. Businesses that are making 10 or 20, there’s a big difference in your business system as you take it to 50 to a 100,000 a month. What’s your number? How much more money do you want to make? Get really clear. And what does that mean to you on a daily basis? Is it \$416.00 a day? \$416.00 a day is an extra \$100,000.00 a year.

Once you know that number, you can say, “Well, what do I need to do to create \$416.00 a day? What do I need to do to take cash every day so I go to the bank every day?” Once you really have your around that how much money, then you, in that conversation you really start deciding what am I selling. Because you have to decide what you’re selling. If that’s \$416.00 a day and I’m doing, call it elder care, then I’m doing that for fifteen an hour, then I need to book eight hours of productive time, of production. It’s a very systematic model I teach.

It’s very image based and total real numbers. I love spreadsheets. Then what that means is if you have to do eight hours a day of production, whatever it is; it doesn’t matter really what it is. You can clean eight houses, you can do eight massages, you can do eight tutoring sessions, whatever the thing is. Then that backs you into a marketing plan. You say, “Well how am I going to go get eight a day, because that’s forty a week?” Right? Then the magnitude of your marketing plan gets real.

The fifth step is you layer that with some extraordinary sales skills and you’re making money every day. That’s really my hope for people is because when they learn to make money every day, even several times a week to get started, your confidence grows up, you’re like, “I can do this.” Then you get more evidence that you can do it and you have more confidence. The results are coming in and your intention gets stronger and you’re making money. It’s a happy day.

Arthur: Who do you have on your team to help you maximize your market?

Loral: Who do I have? Oh, my gosh. I have so many people in my corner. Where do I start? I have an enormous offline team. I started offline. You can make any business start offline for no money. If you want to go online, you're going to start spending a little bit of money, and you have to have a good team that knows how to make money out online. Offline, one of the fastest and amazing people that I put on my team always is somebody who really can schedule and create joint ventures. Really, scheduling my time - I just got back. I spoke with a hundred people down in San Jose yesterday. I am always offline in the market. I know a lot of people say, "Well, I want to stay online and I want it easier." Well, again, welcome to 2010. People have been so taken advantage of the last few years and really need to learn to trust again and be in the market.

I think people are going back to face to face and offline marketing. From offline strategies, just some different - so who do I have in my corner? I have a lot of just colleagues in my corner. I am a constant master-minder in the marketing space and I follow exactly what I say. I model people all the time. I model great marketers, and I'm one of them. I have an enormous marketing. My marketing department is one of my largest departments, and I do it worldwide. I have folks in Asia, Japan, India, all over Southeast Asia, Australia, Canada UK. I have people marketing me everywhere.

Again, it's offline. I have a game. It's a part of our strategy is to bring people in to play a game, it's called the millionaire-maker game, and you have those conversations about money. That's what Live Out Loud's about. Live Out Loud is about being in a conversation about cash and money. We facilitate games, we facilitate day events where people can just be with us in a very candid conversation, and I re-teach people how to have conversations about money.

I have a lot of offline strategies. I do also a lot of - I intentionally became and become a money expert for a lot of groups.

The UM Woman Network, I'm their money expert. The disability community, right now I'm working on the military arm of the Air Force of the returning vets who are coming back and they have no ability to make money. We're going to teach them entrepreneurship. I intentionally target markets through several people on my staff. And a lot of it comes from

me and I generate most of my marketing. Then I do have some really brilliant online marketing consultants.

We just aggressively took my business online, and we Ustream to the world. In fact, we're number three on Ustream channels. Every Tuesday, we blow out the Ustream channels because I do this coaching program that's amazing, and people watch from all over the world. My radio show is the same thing. Every Monday, we blow out Ustream channels. We are number five - we're in the top five of iTunes of business shows to watch.

That came with really some young guns who knew how to syndicate online. That's the other category is people have to watch. Radio, newspaper, and TV – welcome to the Internet. I would say in the next three to five years people will be watching all of those mediums through the Internet and getting them through the Internet. People got to get their business current to where we're going. It's amazing, it's amazing how, how left behind a lot of businesses are allowing themselves to stay.

Arthur: Why should I listen to you, Loral?

Loral: Because I do it every day. I do it, I run companies, not a company. I run companies every day, which requires me to have an enormous capacity to lead managers, lead partners on how to market and sell. Also I think what's really different is what I call my secret sauce of fast cash. I really know how to help people. I can see fast cash today, if you needed to make money today, and so many people have old business models.

There was a woman yesterday who was just stuck on doing a software program for a business plan. I said, "You don't even know if the market wants what you have. Sell me something today." "Well I can't do that." I said then, "Welcome to three to six months of enormous pain because you will not shift your model," and just stuck. What makes me different is this formula fast cash. It's a very specific methodology that I teach, and I'm a true-blooded entrepreneur. When I know that I've been successful with a student is when they're a true blooded entrepreneur. Which means the thought of getting a job isn't even your consciousness, wouldn't even occur to you. You just got creative and found more ways to make money because you already have realized that a job is a fixed income.

When you're going to play for performance of your life and the biggest game of your life you don't fix your income, you plan for an unlimited up side, which takes a lot of courage. A lot of people, they have it, they're just, for whatever reason, not willing to just lay it out there. When people get scared like that, too, Arthur, I say "What's really the worst case? What's really the worst case?" Go home and live with your mom and dad? I mean really, it is your ego that holds you from having the amazing potential and courage and lay it on the line and going for it? I think more people are scared of being wildly successful because with success comes responsibility. I think that people would rather not have the responsibility and stay poor. That's really an interesting choice. It's a sad one.

Arthur: How would you define accountability?

Loral: That's a good question. I would say that accountability is doing exactly what you say you're going to do or within a couple of degrees of it and allowing yourself - and so how I hold people accountable is I hold them accountable for what they want. When people say they want to make money, I will take them through this methodology. Some of them will go kicking and screaming, "Well, I don't want to do those five steps. I'm only going to do these two steps." I say, "Well then let's go back to what it is you want. Do you want to make money, yes or no?" "Yes." "Well, then you do it this way." You don't get to vote.

What I think is so interesting about accountability with coaches and mentors is we have proven strategies, some of us better than others that have been laid out, and how many people want to stand in the judgment of criticizing it and they've never made a \$100,000.00 in their whole life. It's shocking to me. I think, part of living out loud is accountability. Because when you live out loud, and I tell you what I want - one of my intentions right now, which is in the world, is I'm licensing to 30 countries by the end of 2011.

Thirty countries will buy the rights to my work and start really infiltrating other parts of the world. Japan's already done it. We're going to sign Canada today. I'm meeting with Indonesia, Malaysia and India next week. The week after, I'm meeting with South Africa. We are going to do it. Now that I've told you that, accountability would look like the next time we talk you'd say, "Well, how's that going? Is it working? How many countries do you have?"

Loral: When I say that, it's a huge intention. When people say - it's why people don't live out loud. Right? What they'll do is they'll keep their goals private because then they have to be accountable. Because, gosh, if you ask me next time and I say, "Oh, I decided not to do that." Well how many times do you decide not to do anything because you don't want to be held accountable? Accountable means you said you want it then go get it. Then set your life up that people support you like that, and they're really intense. You see the intensity of my inner circle. You said you wanted that. It's been twice the time, twice the money. Why don't you have it yet? What do you need? Why aren't you shifting? Why aren't you seeing? It's care at a level that most people don't have conversations. So much fun, what else would you do?

Arthur: When did you decide to become a woman of value?

Loral: That's a good one. When I was 7 years old. It was a very distinctive time. My parents would remember it well because I became extremely independent. I knew, I think, what moment exactly but I'd call it grace of God. I just knew that I had some bigger thing to do. In the next moment that I realized it I was 17 years old and sitting in front of Denis Waitley, watching him perform in the most motivational speech, and I said I'll do that someday. I didn't know what my conversation was going to be, but I knew that I would be doing what he did. It was just completely, that serving the world in that way was what I was going to do.

Then it just increases. I mean knowing – first of all, you have to have an internal knowing of confidence, everyone, everyone just in who you are today, regardless of your results. You come to the planet. You come here with a value. When you don't own it, the walk to success is a long walk. When you own it and then you're layering on more confidence and evidence. I call it my secret sauce, your formulas, like whatever you've come here to teach and serve the world with. That's gotta be grounded. In fact, you know you have value. If you don't think you have value, you will sell no one on your service because why would they buy someone who is insecure?

Arthur: I love your new book, *Put More Cash in Your Pocket*. What is the first physical action step I need to take to put more cash in my pockets?

Loral: Again, I think it's back to that five-step model. You have to decide who you are and what you're doing. One way to think about it is if you were going to answer the question "I'm an expert in?" What are you an expert in? It requires you to get really, really focused and to the point. All right, I'm an expert in tutoring. I'm an expert in music. I'm an expert in jewelry design. What is the category that you're an expert in? Get really clear about that. Then decide on what your offer is, that you have something to offer that's on the lower price point because, again, you want that first date, first cup of coffee, with somebody which requires them to want to buy something that's lower price point.

It's a first entry point, and everybody forgets that. Know how much money you want to make. Arthur, the biggest piece is about the fast cash, put more cash in your pocket model, is you have to talk to people every day. I would say if you talked to 20 people every day there's no way you can't make six figures this year. If you got a name, phone number and e-mail for 20 people a day and you did it every day. Every day with 20 new names, 20 new names, and then you called them very systematically and asked them for money, you would be making money. What I've seen is that most people they don't talk to enough people and then they don't ask them for money. I'm telling you what you need to do. I want you to follow my model. I do a coaching program every Tuesday. People watch me for up to 75 to 90 minutes. I do makeovers. I answer forum questions, chat room questions. It's online. I stream right into your home through your computer or your office to your computer and I teach you how to run a company every week.

Then during the week, you have up to 8 other hours of calls that you can source to our coaches who will then help you get over obstacles, challenges, understand the principles, review models with you, review talk tracts, sales presentations, whatever you need to work on. Literally you have nine hours of resource time by eight of my lead coaches in the world and myself. Extraordinary. We did it because we're so committed to helping you entrepreneurs move through this economy and get your business right.

Every week you can have me straight into your computer coaching you directly. If you want to have a makeover, you can have a makeover

Arthur: In your opinion, what is the state of the economy?



Loral: Right now you have the lowest prices, the lowest interest rates. The businesses – you can buy the bankruptcy court, you have franchises who are selling short, at ten cents on the dollar. From the buying prospective, it's a buyer's market. If you know how to trade in the market, it's a roller coaster ride up there, but you can buy on the top and buy on the bottom when you know how to trade in the stock market, in the commodities market. I think there's enormous opportunity.

I think the truth of the behavior and the economy is everyone's still reeling from laying down foreclosures and going in to being on the other side of that, which they are the ones that are foreclosing. They are the ones that are going into bankruptcy. There're entrepreneurs who don't know how to shift fast enough to hold on in this market of a very slippery slope.

Again, the answer is to create new money. What are you doing every day to get to the playing field and get up and surround yourself with the right people and the right environment to make the kind of money that you absolutely need to make.

Loral: Yes, and I share that because a lot of people say, "Well, you don't understand, I'm a single mom." So am I. So am I. I do it every day, and I do it for these kids and I do it for the next generation, and everyone needs to participate. What's your part that you're doing for the world today? What are you doing to put money in your pocket for you and your family? Those kinds of questions that I want to leave people with and then go out and let's work together this month, right away

Arthur: How can entrepreneurs implement the strategies that you teach without overwhelm?

Loral: How do they do it without overwhelming? You get me as a coach. Because your overwhelm comes from not knowing what to do. I teach a very significant principle called sequencing, where you have to the right thing at the right time. You do one thing and then the next thing. When you get really efficient, which is what you need to become, you don't have overwhelm. When you have the right team, and I know most women don't get their life supported enough. I mean their house will consume you, from cooking, cleaning, or doing all that. That's you first teammate. Get someone to handle that for you so you're making money, so you're making money. You have to.

Arthur: Do you feel that entrepreneurs need mentors in order for them to be successful?

Loral: I think, well, personally, it's been the anchor of my success. I mean, why I'm so successful single-handedly is because I've had mentors supercharge me and shortcut me because they know what they're doing. I think that if you don't have one, then get on a slow train. You're choosing a very hard path because you're figuring things out that have already been figured out before. Why not be led by people – get shortcuts, get resources, and honestly get connections. I mean that's probably what I'm known for at my big table, is I connect people. You're not six degrees of separation, you're one or two. You can get to anybody. If you need a publisher in New York, you get a publisher in New York. I'm Dr. Phil's money expert. I've been on *CNBC*, *CNN*, *Fox Correspondent*. I mean I play. If you want to get connected, then you got to get with people who are connected. That doesn't come without a price tag. I have paid for them, and I will consistently forever have mentors.

Arthur: Thanks so much Loral

Loral: Absolutely. Have a great day. Thank you.

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